



MINUTES OF THE BOARD OF ADVISORS MEETING  
HELD ON TUESDAY, JANUARY 17, 2023 AT 5:00 PM  
SMART Building, Room 2303  
USMSM, TELECONFERENCE

**In Attendance:** Joe Anderson, Denise Barnes, Christine Bergmark, Anthony Foster, John Greely, Bonnie Green, George Hurlburt, Bernard Jackson, Tuajuanda Jordan (*Ex Officio*), Bob Kavetsky, Chris Kaselemis, Jack Keane, Gary Kessler, Elana Landgrill, Kathryn Maney (*Ex Officio*), Phillip Melton, Jason Szklany, J. Scott Smith (*Ex Officio*), Johnnie Taylor, Ellen Herbst (*Ex Officio*), Mike Harper, Eileen Abel (*Ex Officio*), and Matt Scassero

**Not in Attendance:** Betsy Beise, Jo Anne Boughman (*Ex Officio*), Julie Oberg, Glen Ives, Andrae Townsel, and Kelly Robertson-Slagle (*Ex Officio*)

**Call to Order:** The Board was called to order at 5:01 pm by Jack Keane.

**Approval of Minutes:**

Minutes of the October 15, 2022, meeting was distributed for approval. *A motion was made by Joe Anderson to approve the minutes and seconded by Tuajuanda Jordan. The motion carried.*

**Committee Reports:**

**Nominating:** Jack presented BoA duties, committee milestones, and membership attributes. Solicitation for new BoA members needs to be done now. A few nominations have been submitted, but Jack reiterated the need for a “deep bench.”

**Government Affairs:** Would like a deeper discussion with Eileen about needs and current connections. Jean will send out a meeting poll to schedule the next meeting.

**Scholarship:** Joe reported that the committee would like such things as enrollment numbers and demographics. Joe briefly discussed organizing a fundraising event. Eileen stated a general scholarship fund is needed, and that that money should be available independent of program or home institution. USMSM would decide a mechanism for applications and approval, especially where their home institutions are unable to bridge all financial gaps.

**Outreach and Communications:** Chris stated they need a communications plan and believe an external consultant is important. Eileen is working on this.

Workforce: George had no additional updates after the last meeting's presentation on pipeline and program data.

**Executive Director's Report:**

- Recruiting and Marketing is a focus. Open House scheduled for February 24<sup>th</sup> and 25<sup>th</sup>. Emphasis is Undergrad Programs. Looking for volunteers to commit approximately 45 minutes for an employer's panel in areas of Business, Healthcare, Education, Criminal Justice, and Finance.
- Things that are clear: increase enrollment and the need for additional resources. Staff, Pathway Recruiter, Internships, and IT support. Budget reality: it is impossible to meet revenue goals in space rentals.
- Needs from Committees:
  - Communications: Identify communications consultant and work to implement a marketing plan.
  - Government Affairs: Identify possible resources and public venues to share information and/or marketing opportunities.
  - Scholarship: Identify ways to increase philanthropic giving and develop a process for scholarship distribution.
  - Workforce: Identify potential markets for internships.
  - Nominations: Identify and vet potential board members for specific actions and giving opportunities.
- USMSM needs from the state: Eileen is working on a one-page case letter asking for \$500,000. Ultimately, she needs a state official involved in the ask.

**UMD's Director of Innovation and Outreach:**

- Maryland State of Autonomy Summit November 30th: Workforce training, education, innovation a major topic of discussion and focus.
- NAWCAD Seed Grant review November 15th, leading to new UMD faces. Comprehensive outline of efforts working with NAWCAD, both at UMCP and MATRIX
- Partnership between USMSM, UMD, CSM and Montgomery CC for NSF "excellent" grant (UMD writing, partners "leading").
- MATRIX Operations: UMCP-USMSM Shuttle began Wednesday January 11<sup>th</sup>, every other week to start. Staffing – hired business operations (admin/finance), Harold Pittenger.

**Next Meeting:** The next BOA Meeting will be on April 18, 2023.

**Adjournment:** There being no other business, *Johnnie Taylor moved to adjourn, and Scott Smith seconded. The motion carried.* Meeting adjourned at 6:43 pm.