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 Szklyan, 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 24th and 25th. 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 11th, 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.