



MINUTES OF THE BOARD OF ADVISORS MEETING
HELD ON TUESDAY, APRIL 18, 2023 AT 5:00 PM
SMART Building, Room 2303
USMSM, TELECONFERENCE

In Attendance: Joe Anderson, Denise Barnes, Betsy Beise, Anthony Foster, John Greely, Bonnie Green, Mike Harper, George Hurlburt, Bernard Jackson, Tuajuanda Jordan (*Ex Officio*), Bob Kavetsky, Chris Kaselemis, Jack Keane, Gary Kessler, Becca Salisbury, Phillip Melton, Julie Oberg, Jason Szklany, J. Scott Smith (*Ex Officio*), Johnnie Taylor, Andrae Townsel (*Ex Officio*), Yolanda Wilson (*Ex Officio*), Ellen Herbst (*Ex Officio*), Mike Harper, Eileen Abel (*Ex Officio*), Matt Scassero

Guests: Carol Moye (Bowie State University) and Rear Admiral Mark Darrah. USN (Ret.)

Not in Attendance: Christine Bergmark, Glen Ives, Kathryn Maney, and Kelly Robertson-Slagle

Call to Order: The Board was called to order at 5:03 pm by Joe Anderson.

Approval of Minutes:

Minutes of the January 17, 2023 meeting was distributed for approval. *A motion was made by Bonnie Green to approve the minutes and seconded by Jack Keane. The motion carried.*

Executive Director's Report:

Updates:

- Expanding hybrid capacities in meeting spaces
- Kennedy Krieger Institute lease signed: remodeling has started; they are hoping for a June completion, will be doing a small summer series.
- Hosted an Open House 2/24th and 25th for CSM (College of Southern Maryland) and High School Students.
- Hosting BECA Scholarship event May 11th
- Bowie Day, Monday, May 8th, 4: oopm-8:00pm. Carol Moye BSU site coordinator, gave a brief overview of the evening.
- Hosting Salisbury and Clark School Engineering Graduation celebrations, May 22nd (SU) and May 24th (UMCP).
- Increase in event space rentals, almost by 50%.

- NAWCAD Industry Day and the SPARK event were huge successes.
- Signage for AeroPark - Chris Kaselemis discussed how USMSM is part of the Innovation Plan. The signage consultant is completely in the finalizing phase. There will be a monumental sign placed on Rt. 235.

From the Strategic Plan: Enhance the Educational Experience at USMSM

- Criminal Justice (BS), HRD (MA), and Nursing (MSN) back on the books
- Computer Science approved, CS lab upgraded, finishing hybrid capacity
- Sports Management (BS), Data Analytics (BS), Special Ed (MEd) in the approval process
- Certificates in Entrepreneurship, Cloud Computing and Cybersecurity in final approval queue
- Internet of Things (MS) on agenda for approval at May APAC meeting
- USMSM-sponsored FYI Speaker Series (Feed Your Imagination), once a month (or as available) on Tuesday evenings.

From the Strategic Plan: Expand to Address Future Needs

- Established USMSM Foundation capacity under USM Foundation
- Expanding hybrid teaching capability in multiple classrooms
- Started social media efforts: Instagram, FaceBook, Twitter, Website
- Identifying consultant to work with Mktg/Outreach for Plan
- Regular convenings with CSM/USMSM/ Partner schools for marketing and outreach
- BoA now includes District Supers, CSM and SMCN Presidents
- ED involved in 3 statewide workforce/education efforts:
 - A) USMO AAT Oversight Council
 - B) USMO-DoL Apprenticeship Workgroup for Nursing and Education
 - C) DoC OMFA Workforce Workgroup

What does USMSM need to meet these priorities:

1. Gaining additional operating dollars
 - Prepare budget proposal for next year's "ask"
 - Approach the So Md Delegation leadership for support
 - Work with USMO for additional guidance and support
 - Separate personnel, ongoing operational costs from large 1-time start up needs (e.g., aviation science with UMES that might include federal funding as well) and *prioritize*
 - Connecting USMSM to community opportunities: community groups, programs, work, mentoring, philanthropy

Proposed Amendments to Bylaws: First Read

Jack Keane presented the proposed change in the bylaws (page 6). “The Chair of the Board shall serve as Chair of the Executive Committee, which shall, in addition to the Chair, include the Chair-elect, Vice Chair, Secretary, [chairs of the Standing Committees], and the USMSM Executive Director.” [Ad hoc committee chairs will be invited as appropriate.]

Amended Bylaws will be voted on at the July 18th BoA meeting.

Committee Reports

Nominating: Jack briefly went over the committee’s 2023 milestones. In April Mike Harper was nominated for vice chair and Julie Oberg was nominated for the Communications Committee chair. Jack distributed two resumes prior to the meeting. Jack briefly the discussed the potential new candidates; Kaprece James and Evalyn Ward Bryant. Theresa Shafer stated Michael Masic will represent as the student member from UMCP Engineering program.

A motion was made by Bonnie Green to approve the three candidates to the USMSM Board of Advisors, Kaprece James, Evalyn Ward Bryant and Michael Masic to begin their term July 1st, 2023, and seconded by Tajuanda Jordan. The motion carried.

Jack introduced RADM, Mark Darrah, USN (Ret) a potential BoA nominee.

Communications: Eileen is working on identifying a consultant to assist the committee in producing a Marketing and Outreach Plan

Workforce: George Hurlburt presented the committee’s timeline and considerations “ponderables.” The committee has begun creating an online questionnaire.

Scholarship: No report

Proposed Amendments to Mission and Vision: First Read

Jack presented the proposed amendments.

Proposed:

Mission: To foster highly developed and comprehensive educational and research opportunities in the Southern Maryland region in order to provide citizens the means to achieve their potential and to advance the economic and social development of the region.

Vision: To firmly establish the University System of Maryland at Southern Maryland as a feasible and practical choice for Southern Maryland students seeking a career relevant choice for higher education.

There was discussion to strike “feasible”; Jack stated this is open for further discussion.

Director of Innovation and Outreach:

- About to announce a sponsored partnership with BlueHalo to support internships, research and workforce development programming
- Formalizing a dedicated effort to support NAWCAD in autonomy efforts across research and workforce development
- Grant money coming this summer to support standing up an Advanced Manufacturing Lab (AML), same as UMCP; degree, short course, industry training support
- First industry short course is being offered July 2023, UAS Design Certification
- MATRIX Operations
 - UMCP - USMSM bi-weekly shuttle is picking up business
 - Staffing – hiring a post-doc, a new PhD, and a graduate student to support the new AML and other research efforts

Board of Advisors Member Updates

Yolanda Wilson discussed the upcoming Center for Health Services dedication at the College of Southern Maryland, Hughesville campus, April 21st.

Phillip Melton discussed an educational chemical engineering program with USMSM. Phillip stated he would help facilitate the introductions.

Theresa Shafer stated on June 14, 2023, NAWCAD was hosting an Exhibit & Journey-Level Hiring Event.

Next Meeting: The next BOA Meeting will be on Tuesday, July 18th, 2023. There will be an all-day retreat, prior to the BoA Meeting. Please block your calendars. More details are forthcoming. Executive Committee (and committee chairs) to meet in the morning; luncheon honoring Joe Anderson for all; retreat for entire BoA in the afternoon; regular BoA meeting 5-7 PM.

Adjournment: There being no other business, *Jack Keane moved to adjourn, and Bonnie Green seconded. The motion carried.* Meeting adjourned at 6:54 pm.