



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

In Attendance: Joe Anderson, Anthony Foster, Alison Wrynn, Betsy Beise, Bonnie Green, John Greely, Mike Harper, Bernard Jackson, Kaprece James, Tuajuanda Jordan (*Ex Officio*), Chris Kaselemis, Gary Kessler, Maria Navarro (*Ex Officio*), Johnnie Taylor, Andrae Townsel (*Ex Officio*), Eileen Abel (*Ex Officio*), and Lisa Akchin

Not in Attendance: Christine Bergmark, Evalyne Bryant-Ward, (*Ex Officio*), George Hurlburt, Ellen Herbst (*Ex Officio*), Glen Ives, Jack Keane, Kathy Maney, Phillip Melton, Julie Oberg, Yolanda Wilson, J. Scott Smith (*Ex Officio*) and Kelly Robertson-Slagle

Call to Order: The Board was called to order at 5:03 pm by Mike Harper, co-chair.

Approval of Minutes:

Minutes of the July 18th meeting was distributed for approval. *A motion was made by Joe Anderson to approve the minutes and seconded by Chris Kaselemis. The motion carried.*

Approval to amend Bylaws: Mike presented proposed amendment to bylaws, Section 4: Officers; The Secretary shall take and maintain a record of the meetings of both the Board and the Executive Committee. *A motion was made by Joe Anderson to approve the amended bylaws and seconded by Maria Navarro. The motion carried.*

Executive Director's Report:

Updates:

- Building 2 has a designated prayer/meditation room.
- Hosted 40 Freshman Legislators, UMCP, and John Bohanan for a tour and dinner.
- Eileen requested 2.4 million in federal funds. These funds will help cover costs for key personnel needs. Currently hiring for Program Manager of Academic Student Affairs, Undergraduate Pathway Recruiter, and IT Help Desk.

USM Strategic Plan: Eileen shared key questions and takeaways from the Board of Regents retreat.

USM Data:

Eileen distributed program data from USM. This data is associated with RHEC. Eileen discussed how we can use this data for consistent messaging.

Retreat Report Findings:

Lisa Akchin is conducting upcoming focus groups to test current and potential messaging.

High School Influentials:

- Generate ideas from high-school professionals and family influencers about messages and communications channels that will be effective with prospective college students.
- Lisa is working with Superintendents to gather at least 10 participants from each district and 2 volunteers from BOA to attend the November 28th focus group.

Employers and Community:

- Inform employers and other community leaders about the growing set of bachelor's completion programs at USMSM and activate them as champions for student recruitment, degree completion, and employment in the region.
- BoA members should provide 5 names and contact information to Jean. Also need 2 volunteers from BOA to attend the November 29th Community Focus Group

Conducting a communications audit:

- USMSM and partner campus print and digital communications for prospective bachelor's completion students and influencers
- External wayfinding signage
- Community partner newsletter and social media opportunities for message sharing

Recommended Goals:

- Affordable education and career opportunities
- USMSM known destination
- Outreach & Communications
- Combine partner branding with USMSM
- Regional Partner relationships
- Track Performance Goals

Lisa will share presentation and survey with BoA.

Committee Chair Reports:

Nominating - Mike Harper

- Nominations for Secretary by November 1, 2023
- Targeting January 1, 2024 to start date for new Secretary
- Chair-elect nominations to succeed Jack in 2025

Government Communication Relations, & Marketing – No report.

Education- No report.

Workforce – Mike Harper

- SoMd Workforce Occupational Readiness Database conversion is completed
- Rejuvenate the reconstituted Workforce Committee
- Gather end-of-summer Internship/apprenticeship data
- Plan for a significant Community Workforce Forum
- Seek further guidance, and preview the SWORD Database, School Superintendents, CSM, USMSM, and Potential Sponsors

Development & Scholarship – Joe Anderson

- USMSM's significant impact on the region's workforce and community by providing students an opportunity to receive "job ready" college degrees
- USMSM Identity – promote existence
- Program Data, Marketing & Communication - USMSM program data & projections to justify a commitment for financial support
- 100% of board donates at a personally affordable level to the USMSM foundation

Next Meeting: The next BOA Meeting will be on Tuesday, January 16, 2024

Adjournment: There being no other business, *Mike Harper moved to adjourn, and Bonnie Green seconded. The motion carried.* Meeting adjourned at 6:40pm