



MINUTES OF THE BOARD OF ADVISORS MEETING
HELD ON TUESDAY, APRIL 16, 2024 AT 5:00 PM
SMART Building, Room 2201
USMSM, TELECONFERENCE

Attendance

In Attendance: Kee Abell, Joe Anderson, Betsy Beise, Evalyne Bryant-Ward, Christine Bergmark, George Hurlburt, Ellen Herbst, Glen Ives, Anthony Foster, Alison Wrynn, Betsy Beise, Bonnie Green, John Greely, Kaprece James, Chris Kaselemis, Gary Kessler, Julie Oberg, Johnnie Taylor, Phillip Melton, J. Scott Smith, Yolanda Wilson, and Eileen Abel.

Not in Attendance: Tuajuanda Jordan, Kathy Maney, Kelly Robertson-Slagle, Maria Navarro, and Andrae Townsel.

Welcome and Call to Order: The newly elected chair, George Hurlburt, called the Board of Advisors (BoA) to order at 5:03 p.m.

Mr. Hurlburt acknowledged the diligent work led by Dr. Johnnie Taylor, acting Chair of the Nominating Committee, and members Glen Ives and Tuajuanda Jordan.

Mr. Hurlburt introduced an agenda based on initial fact-finding followed by substantive discussion. He then outlined numerous recent USMSM achievements under Dr. Abel's leadership. He defined USMSM's near-term growth trajectory, including attracting high-quality educational programs, matching students to opportunities where awareness remains essential, and raising funds to support the first two objectives.

Mr. Hurlburt clarified the role of the Board of Advisors (BoA). The BoA is not a fiduciary or governing board but must become a generative board. The chair shall serve as a facilitator and a champion of BoA initiatives. The BoA's position is to operate strategically, bringing ideas, not administrative tasks external to the BoA itself, to the table.

The Board of Advisors retreat is scheduled for July in conjunction with the next BoA meeting.

Approval of Minutes:

The minutes of the October 17th meeting were distributed for approval. John Greely made a motion to approve the minutes, which was seconded by Gary Kessler. The motion carried.

Executive Director Opening Remarks:

Dr. Eileen Abel briefly discussed the strategic planning process, looking at how the center serves the community and how the Regional Center must grow. Essentially, the USMSM Strategic Plan needs to be aligned with the USM Strategic Plan's shared goals and strategies to help move USMSM forward. Dr. Abel also discussed the importance of key performance indicators (KPIs), which must be identified and made known to all stakeholders.

USM Strategic Planning

Ellen Herbst, the University System of Maryland (USM) Vice Chancellor for Administration and Finance, shared her initial thoughts on the strategic planning process, timeline, and roles necessary to develop a final document. She promoted the Vision, Challenges, Accountability, Resources, and Strategy (ViCARS) approach as the desired workable methodology.

The strategic planning process aims to achieve a common vision for USMSM, with strategies and actionable goals that will support its achievement. The plan must specifically recognize all necessary resources to carry it out. The result should be a working document that can be instrumental in increasing community awareness of the value of USMSM.

All key stakeholder groups involved in this process shall look at long-term achievements 5 to 10 years out. Ms. Herbst stated that USM has a list of stakeholder groups but will need BoA insight on other vital regional stakeholders.

USM will work with Dr. Abel and her team to develop and present the plan. Dr. Abel will chair the committee, and Ms. Herbst and Dr. Alison Wrynn, the Senior Vice Chancellor for Academic Affairs at USM, will be co-chairs. USM will provide all necessary resources and an experienced team to support the committee.

The timeline is as follows: Input from focus group meetings/questionnaires will occur over the summer. Briefings will begin in early fall. Following that, a draft strategic plan will be created. The final draft should be approved by late fall or early winter.

Executive Director Report:

Dr. Abel shared enrollment data. Fall 2023 UMGC in undergraduate Business Management program had the highest enrollment. Significantly, Towson University maintained the highest enrollment with its numerous education graduate programs.

Recent accomplishments:

- Hired a recruiter, Mide Banjo, to work with CSM and K-12 schools.
- Held open house 4/10 (about 40 participants)
- Working on MOU with CSM for shared marketing, enrollment data, and clear transfer pathways

- Convening Communications and Outreach Council to help with marketing. This would include a university partner representative, USM representative, CSM representative, and looking for a BoA representative.

Ongoing Initiatives:

- Plans to hire an intern who will work with our current contracted marketing consultant to better assist with our communications and marketing.
- Shared current and future (10 years) data demonstrate job demands in the regional workforce using Lightcast (Formerly EMSI) data. These data include an economic overview of the 3 counties in the region and project skills for potential AI industries. The goal is to align with local employers with our educational opportunities to serve the community better.

Matrix Lab Update:

Capt. Matt Scassero (USN Ret), the Director of Operations and Outreach for the MATR/IX Lab, discussed a number of significant accomplishments.

- The MATRIX Lab has continued to forge strategic partnerships with numerous industry and government agencies.
- The Lab is pursuing a unique professional master's degree in Test and Evaluation (T&E) of autonomous systems, including Artificial Intelligence (AI), in collaboration with the UMCP Clark School of Engineering, the Department of Defense, NASA, and the Department of Transportation. A tenure-track professor shall be hired to lead the effort with more staffing to follow.
- The Lab obtained \$200K in grant funding for an Advanced Manufacturing Lab (AML) similar to that at UMCP. This initiative will lead to a degree, a short course, and industry training support.
- The Interns/apprenticeship programs, including Tech Jobs Rule, were highly successful in 2023. Trevon Jefferson, from the Forrest Tech Center was instrumental in assuring the success of this project.
- The lab is hiring USMSM Post-Doc students to support MATRIX Lab research.
- The MATRIX summer intern program will get underway with two interns.
- The planned Autonomy Workforce Summit was postponed till the Fall of 2024. The redesign will highlight better focused topics to generate a large audience.

BoA Composition and Role Discussion:

There was a substantive discussion about why the Clark School of Engineering application forms did not single out programs at USMSM as alternatives to highly sought UMCP seats for admission in Mechanical and Electrical Engineering. Dr. Betsy Beise, Senior Associate Provost of UMCP, noted that these Clark School programs have limited enrollment stipulations, complicating the problem. Glen Ives called for a local action officer to pursue this matter. Mr. Scassero agreed to take that added role on behalf of the BoA.

Mr. Hurlburt led a discussion revolving around the current BoA. He noted that the future strategic plan will naturally update the necessary USMSM mission and vision statements, accompanied by goals and objectives. However, the BoA composition regarding requisite skills and size is a near-term concern. Further, the strategic planning timeline may require more frequent meetings going forward. Known BoA member schedule conflicts may also call for a change in the day of the month and hour for regular in-person meetings.

A discussion followed, revealing that, while the strategic planning schedule was aggressive, much was still to be learned about the plan's development. Hence, the BoA concluded that more information was necessary to make informed composition and size determinations. Bonnie Green moved to *table further discussion about the board's size until the next BoA Meeting; with a second from Glen Ives, the motion carried without further discussion.*

Given that the size of the BoA will remain unchanged, Mr. Chris Kaselemis, Vice Chair of the BoA and Chair of the Nominating Committee, accepted the action of preparing and sending a letter to potential BoA members "on the bench" informing them of a delayed vote.

The BoA further agreed that Board Secretary Jean Combs would create an online survey to determine a mutually agreeable time for BoA meetings in 2024-25.

Next Meeting: The next BOA Meeting will be on Tuesday, July 16, 2024, the same day as the annual Strategic Workshop.

Adjournment: There being no other business, *Joe Anderson moved to adjourn, and Glen Ives seconded. The motion carried.* The meeting adjourned at 6:37 pm.