In Attendance By WebEx Video or Phone: Joe Anderson, Betsy Beise for Mary Ann Rankin, JoAnn Boughman, Alan Easterling, Anthony Foster, Denise Barnes, Ellen Herbst (Ex Officio), George Hurlburt, Glen Ives, Maria Icaza, Chris Kaselemis, Gary Kessler, Maureen Murphy, Rich Fleming, Matt Scassero, Mike Schroeder, Jack Keane, Eileen Abel (Ex Officio), and Ben Latigo (Ex Officio).

Not in Attendance: Larry Egbert, Tuajuanda Jordan, and Becca Salisbury

Call to Order: The Board was called to order at 5:09 pm by Joe Anderson.

Approval of Minutes: Minutes of the November 17th and November 24th meetings were distributed for approval. A motion was made by Jack Keane to approve the minutes and seconded by Gary Kessler. The motion carried.

BOA Nominating Committee: Matt discussed the Nominating Committee document that was sent out previously.

The committee came to a consensus on a few issues:

- Board size – 25 members
- Balanced representation – St. Mary’s, Charles, Calvert
- Terms – 3 years – staggered terms to begin –subsequent terms of 3 years
- Establish Executive/Governance Committee - Recommend chair & vice chair
- Fundraising expertise needed for the Board of Advisors, has not been a significant focus of our board, we will want to increase our efforts.

Matt explained the list of areas of interest. Identifying participants from our board and begin contacting individuals who may have a professional and/or personal relationship. Gauge their interest, let them know about what the BOA is, what we hope to accomplish, and how to support Eileen in her role.

Recommended steps: contact the individual, obtain a resume, and set up an interview with board. Send the candidates to Eileen and she will send the recommendations up to the Chancellor. This is an opportunity to start weighing in on organizations, individuals that are named, or naming additional individuals.
Ellen stated Chancellor Caret liked receiving candidates in a group, Chancellor Perman has no preference. Once the Chancellor receives the names, he sends them directly to Ellen, who is the board member representative for the Chancellor. Ellen relies on the other BOA for their input, which allows her to weigh in.

Maureen stressed her concern that Southern MD elected officials do not have a unified vision for education or economic development in Southern MD and it may not be appropriate to appoint to the board, despite the fact that the board is not a fiduciary body. Ellen explained it can be helpful if they are deeply engaged and work their network on behalf of the institution. USMSM deals with three counties, there was hope they could have some financial impact on how that center gets funded. Matt stated the nominating committee had extended discussions about political figures being on the BOA. They were added to balance and take advantage of the communications path, possible budgetary influences, among various other reasons. There was general consensus that the board will avoid their appointments for now.

**Update on Strategic Planning Committee:**

Nothing to report.

**New Building Construction Project:**

Ben reported Building III is 50% complete. Eileen and Ben had an internal tour the previous week.

Building and directional signs are being discussed with Eileen; she has already spoken to the architect and College Park about this matter.

Whiting Turner is at the point of pulling electrical and communication wires throughout the building.

**Chief Academic Officer’s Report:**

APAC met last week. Two Letters of Interest (LOI) was discussed, B.S. in Elementary Education from TU and a B.S. in Business Administration (General Business) from BSU. The TU LOI was tabled pending a resolution of what to do with earlier competing proposals received from NDU and WAU. The BSU LOI was also tabled. BSU had no representation at the APAC meeting to discuss.

**Executive Director’s Report:** The Executive Director presented her report, shared Power Point presentation. The following items were highlighted:

Eileen reviewed the strategic plan and discussed her vision for the Center. She has participated in a series of interviews, as she is going through the process.

The Chancellor’s vision is instrumental in increasing the bachelor completion rates, which is both Eileen’s background and her area of interest. Our practices are to get behind the equity promise, and expand the pipeline for regional bachelor completion programs, which is relatively
low in the area. The other end of the spectrum is the Center's mission to support applied research. Approximately 80% to 85% of this is developing relationships.

Eileen is addressing program planning. Presently is working on a gap analysis of what we need to offer, what CSM offers that we know is in high demand in the area, and how we can connect our partnerships.

Eileen met with Kee Abell and Theresa Schaefer to brainstorm opportunities around computer science and data analytics, as well as the engineering programs. Leveraging technology is going to be important, working with our university partners in making sure that we offer the best online and hybrid options available for students. It is imperative in our area to offer the center as a place where students can access telecommunications. In a safe and controlled environment, we can start to advertise and make available.

Eileen is asking the BOA to think of ways to create an “elevator speech,” lack of a better a better term, 2 to 3 sentences defining the center’s attributes; a comprehensive educational opportunity that is done in conjunction with the educational ecosystem in southern Maryland. Eileen will be meeting with Tim McDonough, USM, Vice Chancellor for Communications and Marketing, to ask for guidance in respect to this.

Community Outreach is key. Eileen would like the BOA help identify community members, experts in the field, that she can meet with.

Lastly Eileen asked the BOA to think about resources, as it is our task to come up with creative ways to make money.

Eileen discussed the upcoming budget and will need some guidance on how to get a facility assessment completed.

Anthony discussed the MOU(s) when BIII is completed. They have a model for the MOU and will use that as a template to build on.

As we move forward with BOA meetings, Eileen’s plan is to eventually discuss accomplishments that were outlined in the Strategic Plan.

**New Business:** No new business to report.

**Next Meeting:** The next BOA meeting is January 19, 2021.

**Adjournment:** There being no other business, Jack moved a motion to adjourn and Gary seconded. The motion passed unanimously. The meeting adjourned at 6:03 p.m.