

University Advisory Council
Minutes
Friday, September 29, 2017
President's Conference Room
1:00 p.m.

In attendance: Dr. Ronald Nowaczyk, Dr. Liz Throop, Dr. Thomas Bowling, Mr. Dave Rose, Ms. Kathy Snyder, Dr. Ben Norris, Dr. Carol Gaumer, Dr. Mike Flinn, Chief Cindy Smith, Mr. Reid Bluebaugh, Mr. James Kirk, Mr. Benjamin Forrest, Ms. Mykia Washington

Absent: Mr. John Short, Dr. Jay Hegeman

1. Meeting was called to order by President Nowaczyk. Introductions of UAC members were made.
2. **Ongoing items**:
 - a. Budget – Mr. Rose distributed information on Student Headcount & Student FTE. Revenue is down due to the enrollment drop and state appropriations have also been cut.
 - b. Enrollment – We have a decrease in overall enrollment by 5% with 5,396 students enrolled for the fall 2017. Undergraduate enrollment has dropped but online programs have increased. Interviews are currently being conducted for the new Dean of Enrollment Management position. Currently three candidates have been interviewed and reference checks will be conducted. Dr. Throop reported we are undertaking a number of new marketing initiatives, including more advertising on social media and additional advertising throughout the state and local region. We will also be reaching out to FSU Alumni. We now have a new online application form that allows prospective students to complete their applications and monitor the status of their application from any internet based device. Talks are presently being conduct with Garrett College to match-up transfer credits. Many avenues are being explored. Dr. Norris reported that he has seen good behavior of the FSU tour guides. Dr. Nowaczyk emphasized that the enrollment trend has got to change.
 - c. Strategic Planning – Dr. Bowling reported that the last of three Strategic Planning Town Hall meetings were held. An online survey will be going out to the campus community that will provide an opportunity to suggest actions that we can take as a university community to support the goals of the strategic plan. The Strategic Planning Task Force will meet on Friday, October 27, 2017 beginning at 2:00 pm in CCIT 397. Task Force members are encouraged to attend.

- d. Middle States Visit – Dr. Nowaczyk reported that the Monitoring Report was submitted on September 1, 2017. The Middle States site team will arrive on campus on Wednesday, October 11, 2017. The schedule will be prepared next week.
- e. Updates on Committee Work:
 - i. Parking: Mr. James Kirk reported that the committee will meet as needed. Parking spaces on campus doesn't seem to be an issue. There seem to be ample spaces available.
 - ii. Chalking Policy: no report
 - iii. Artwork & Monument Displays on Campus: Discussion was held and confirmed that a policy is needed.
- f. Other Reports:
 - i. A discussion on a concept for reporting parking spaces available in FSU lots was held.
 - ii. Dr. Norris reported that he is conducting a survey of faculty morale. This survey will help identify aspects of academic life that faculty shared governance can work to improve in the coming year. Chief Smith reported that Staff Senate is also conducting a survey on moral.

3. **New Business:**

- a. Dr. Jeff Graham presented a slide presentation which highlights the latest findings and recommendations on alcohol consumption and related problems among FSU students. The reports are compiled in partnership with The Maryland Collaborative. A total of 2,953 students from nine schools participated in the MD-CAS report. Frostburg has participated in the MD-CAS annually since 2014. A total of 408 full-time undergraduate Frostburg students ages 18 to 25 participated in the MD-CAS survey. A survey will be distributed to students in late February 2018.
- b. Dr. Bowling distributed the 2016 results of National Study of Learning, Voting and Engagement. Discussion was held on the handout. FSU is voter's registration friendly.
- c. Dr. Nowaczyk distributed a report on proposed Strategic Initiatives from the 2017 retreat. The following items represent consensus priority actions.
 - Focus learning on the acquisition and application of knowledge
 - Provide engaging experiences that challenge our students to excel
 - Expand regional outreach and engagement
 - Align university resources – human, fiscal, and physical with strategic priorities

4. Future meetings dates were discussed.

5. Meeting adjourned at 2:30 pm

