

University Advisory Council Meeting Minutes
 Friday, September 9, 2022
 1:30 p.m. | President's Conference Room

Attendance:

| Name | Attended | Name | Attended | Name | Attended |
|------------------|----------|-----------------|----------|-------------------|----------|
| Skott Brill | ✓ | John Lombardi | ✓ | Traki Taylor | ✓ |
| Nickolas Cook | ✓ | Brianna Mercer* | absent | Artie Travis | ✓ |
| Albert Delia | ✓ | Amy Nightengale | ✓ | Donnell VanSkiver | ✓ |
| Troy Donoway | ✓ | Bradford Nixon | absent | Ariyana Ward* | absent |
| Jodi Eirich | ✓ | Ronald Nowaczyk | ✓ | Robin Wynder | ✓ |
| Harry Fike | ✓ | John Short | ✓ | | |
| Johnston Hegeman | absent | Julie Southard | absent | | |

*Rachel Michalski, Soleil Glee

- I. Call to Order at 1:32 p.m.
- II. Introductions
- III. Updates
 - A. Faculty Senate (Dr. Lombardi)
 1. Goal of retooling the workload policy.
 2. 2 ad hoc committees to wrap up this year: working on roles of program directors and coordinators; looking at faculty safety as it relates to students.
 - B. SGA (Ms. Michalski)
 1. Working on open interviews for this year's senate.
 - C. Staff Senate (Mr. Fike)
 1. Successful Staff Appreciation Event held alongside the opening home football game. Looking into holding another event during a women's game in the winter.
 2. FSU will host the first in-person CUSS meeting in over 2 years in October.
 3. Working on implementing the Idea Generator platform. Currently being piloted within the IT department. Staff Senate will then be next to pilot the platform for their constituents to help work out some of the bugs.
 4. A slight edit was made to the policy on Administrator and Staff Emeriti Status. A website is being worked on to list these individuals.
 - D. Vice Presidents
 1. Dr. Taylor
 - i. Focusing on student self-care reading for this fall for first-year students. May bring the author to campus in the spring.
 - ii. Working on restructuring within CLAS.
 - iii. Back-to-school giveaway: looking at doing something larger next semester.
 - iv. Working on resolving issues in Financial Aid and implementing practices to avoid these issues next semester.
 - v. Middle States efforts are underway to prepare for the self-study institute.
MHEC approved the new BSN program. Pending approval from the MD Board of Nursing. The request can be submitted to them in November.
 - vi. May look into adding a financial literacy course as a GEP requirement.

2. Mr. Donoway
 - i. Workday project is ongoing. This will focus on HR and Financials at its start. Still on track to roll out on July 1, 2023.
 - ii. PeopleSoft will phase out soon as it was purchased by Oracle.
 - iii. EHS building is scheduled to open in January to be ready for the Spring 2023 semester. Also planning to redo the roof on Chesapeake next summer. The multicultural center is expected to open in Spring 2023. Running into problems with supply chain and labor. Should be able to at least give some tours during Homecoming.
 - iv. Working on renovations to Frederick Hall to be able to be open next fall.
 - v. The coffee bar is currently being installed in the library. Bathrooms are next to be renovated.
 - vi. New clocks are on the way to replace the ones in the clock tower.
 - vii. Compton is the next building to be renovated.
3. Dr. Travis
 - i. Commended students and employees for successfully making it through a difficult academic year last year.
 - ii. Commended employees for recent assistance with cleaning residence halls.
 - iii. Donations to the Student Affairs Crisis Emergency Fund are always appreciated.
4. Mr. Short
 - i. Had a record-breaking year in fundraising. Over \$3.8 million was raised.
 - ii. Largest number of donors ever. 34 new endowments.
 - iii. The first giving day was a huge success. The next one will be on March 1, 2023.
 - iv. Alumni Relations is back to in-person events. Homecoming weekend is October 6-9.
 - v. Catching up on award presentations that have been delayed due to COVID.
 - vi. Work with Ologie is complete. New messaging started in Admissions over the summer.
 - vii. Trying to strategically align messaging across all marketing and messaging platforms.
 - viii. Campaign is still ongoing. \$18.8 million raised so far. This has exceeded the last campaign.
5. Mr. Delia
 - i. Work is ongoing on the regional science center at the old Frostburg City Hall. The NASA-affiliated Challenger Center will be housed in this center. \$750,000 will likely come in from the federal budget and have been invited to apply for more.
 - ii. Beginning to work on a Regional Recreation Facility. This would be a joint FSU and region benefit. Funds have been secured to start the design process for this.
 - iii. Will be focusing a lot on outdoor recreation economy and workforce development for the area.
 - iv. More grants are expected to come to the faculty this year.
 - v. Focusing on entrepreneurship and renewable energy. Working on a renewable energy microgrid for the campus.
 - vi. Working on the development of Innovation Park.
6. Ms. Wynder
 - i. UCDEI met to go over priorities for this year. Dr. Nowaczyk would like a report on whether or not the ones from last year were successful.
 - ii. Campus Climate Survey is due to be sent out this fall.
 - iii. Conversations surround the land statement. Perhaps we should focus on what we offer such as history and cultural awareness rather than a statement.
 - iv. Trained 30 people in the spring to be diversity facilitators. Some of those individuals will start facilitating sessions with students this fall.

- v. Looking to hire a forensic historian to dig into the history of Brownsville.
 - vi. Open to more student participants on the council. Currently have 4 and would like 8 more.
 - vii. 16 Hate-Bias reports submitted last academic year. Only 3 were found to be of substance.
7. President Nowaczyk
- i. State of the University Address will be held on 9/15 in the Pealer Recital Hall.
 - ii. Chancellor's Visit on 9/21; Open Faculty and Staff Coffee; Lunch with Students.
 - iii. Working on increasing enrollment for next year to 4660.
- IV. Discussion Items
- A. Strategic Planning Initiatives (attached)
 - 1. Send strategic planning item rankings to Mrs. VanSkiver by 9/14.
- V. Adjournment at 3:00 p.m.

Next meeting: October 14, 2022

Submitted by: Donnell H. VanSkiver, CAP, MEP, OM
Executive Administrative Assistant III

Strategic Planning Narratives

➤ Division: Academic Affairs – Lewis J. Ort Library: \$20,000

Ranking from Division (1, 2, or 3): 1

Funding Request (100 words): The Lewis J. Ort Library is requesting \$20,000 in funds to support our proposed GEP Textbook Collection for Student Success program for a **first-year pilot**. Using the funds earmarked for this initiative, the Library would purchase a license or at least one copy of each of the textbooks required in 100/200 level GEP courses, incorporating e-books whenever possible. For textbooks only available in print, one copy would be placed at the Main Service Desk in the Library. The intent of this program is to provide ready access for all students, but particularly those who cannot afford to purchase their assigned textbooks.

Strategic Planning Goal (I, II, III, IV): Goal 1 – Focus learning on both the acquisition and application of knowledge

Strategic Planning Action Items (1-12):

3. Frostburg State University supports student success through comprehensive academic and career services that are focused on the needs of students from admission through their years as alumni.

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

A common and FSU data-identified barrier to students in Appalachia and the surrounding urban hubs is financial sustainability. By allocating funds to the Ort Library to purchase a license or a print copy of the textbooks assigned to first- and second-year students in their GEP courses, FSU and the Ort Library can help students succeed by reducing or eliminating a significant barrier to their education. A Course Textbook collection, focusing on required textbooks for the General Education Program (100-200 level) is a tangible and measurable student success initiative. Outcomes to this program include:

1. Students will gain equitable access to General Education Program required textbooks.
2. FSU and the Ort Library will have a positive impact on student engagement, success, and retention of first-year students.
3. By ensuring that students will have immediate access to a copy of the textbooks assigned to them in their 100/200 level GEP courses, the teaching and learning experience for both the students and the faculty will improve.

The creation of a Course Textbook Collection is a strategic planning goal for the Ort Library that we hope to support in the future through collaborative efforts with academic departments. However, receiving funding for a one-year pilot program would help us initiate the program immediately and allow us the ability to gather the data needed to determine affordability and sustainability of the program such as the number of textbooks required, the average and total costs of the textbooks, the use of the collection by the students, faculty support, etc.

➤ **Division: Academic Affairs – Admissions and College of Education Marketing & Communications: \$96,103**

Ranking from Division (1, 2, or 3): 2

✓ **Funding Request (100 words): Digital Ads- Admissions**

Two options available: 1) Campaign renewal that ran during the spring semester 2) Enhance current campaign to reach larger prospect audience and includes website improvements that positively impact search engine optimization (SEO). During the spring campaign, the website was failing core web vitals. The pages are thin in terms of content, which is important for user experience and ensuring that students get the info they need and don't bounce off the site. Digital ads will reach Snapchat, Instagram, and Facebook as well as IP Targeting based on other sites our secret shoppers visit.

| | |
|---------------------------|----------|
| Option 1 (10k Prospects): | \$26,650 |
| Option 2 (37k Prospects): | \$61,456 |

Strategic Planning Goal (I, II, III, IV): IV.B

Strategic Planning Action Items (1-12): 9, 10

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

Due to limited budget resources, the current Marketing and Admissions budgets have not been able to absorb these costs. While some digital advertising will occur, without spending more, the university digital footprint will remain small and yield from the efforts small.

| Channel | Agency Benchmark | FSU Spring 2022 | FSU 2022-2023 Goal (Option 2) |
|-------------|---------------------|-------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Facebook | Clickthrough: .32% | Clickthrough: .47% | CTR: .47%+ (larger audience reached in option 2) |
| Snapchat | Swipe-up Rate: .86% | Swipe-up Rate: 1.01% Conversions: 3 | Swipe-up Rate: 1.01%+ Conversions: 10+ |
| Retargeting | | Impressions: 339,822 Clicks: 703 Conversions: 9 Clickthrough: 0.21%, | Impressions: 1,000,000 Clicks: 840 Conversions: 15 Clickthrough: .3%+ |

Based on enhanced digital engagement, we expect to see a 3-5% increase in campus visitors, 1-3% increase in applications and admitted students, and 15 or more students deposited.

✓ **Funding Request (100 words): TargetX Re-implementation- Admissions**

During the initial TargetX implementation, limited data was brought over from PeopleSoft to TargetX. In addition to missing data, some of the data that comes into TargetX is mapped incorrectly. During contract renegotiations TargetX proposed to provide a re-implementation. To move us forward and advance recruitment quickly, re-implementing the system with outside support would improve the utilization and impact on recruitment in a shorter period of time. It would allow the Recruitment Communication Manager to focus on building robust communication campaigns and reporting rather than dividing time between fixing issues and advancing digital communication.

Cost: 10,000

Strategic Planning Goal (I, II, III, IV): IV.B

Strategic Planning Action Items (1-12): 9, 10

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

Through TargetX, 40,000 prospects receive general university information, but sometimes receive inaccurate information due to incorrect data mapping. This investment would reduce miscommunication to prospective students down to less than 5%. It would also increase segmented communication based on demographic data and information not currently available. We would more quickly implement robust parent communication and Latin X communication. With the scope and depth of the data integration issues, the Recruitment Communication Manager wouldn't likely have this issue solved until well into this next recruitment cycle. This would limit the effectiveness of the work to recruit the Fall '23 class, both because of time spent on non-recruitment work and because the tools to communicate would be less effective.

A quality customer relationship management system is vital to recruitment. Data integrity and functionality are essential for the system to positively impact recruitment. In this era of recruitment, highly personalized and segmented communication is needed for the individual touch.

✓ **Funding Request (100 words): Kinesiology and Recreation Marketing Materials**

There are now two departments- The Department of Kinesiology and The Department of Recreation and Parks Management. Prior to the creation of two new departments, the marketing materials and office supplies had the combined Department of Kinesiology and Recreation imprints on them. These items can no longer be used. The departments will now each need new rack cards for a program, new banners, new letterhead, and new business cards. Education Professions needs new rack cards and promotional items for their 12 different programs.

| Strategic Plan: Goal III Action Item 10 | | | | | | | |
|------------------------------------------------------------------------------------------|--------------------|----------------------------|-------------------|-------------------------------------------------|----------------------------------------|-------------------------------|-------------------------------------|
| Department of Kinesiology and Department of Recreation and Parks Management (5 Programs) | | | | | | | |
| Department of Education Professions (12 Programs) | | | | | | | |
| | | By Program: | | | | | |
| | Total for All | Exercise and Sport Science | Athletic Training | Recreation and Parks Management (Undergraduate) | Recreation, Parks and Sport Management | Health and Wellness Education | Education Professions (12 Programs) |
| Digital Billboards (17 @ \$250) | \$4,250.00 | | | | | | |
| Rack Cards (250)- FSU | \$2,805.00 | \$165.00 | \$165.00 | \$165.00 | \$165.00 | \$165.00 | \$165. x 12 |
| Banner- FSU | \$637.50 | \$37.50 | \$37.50 | \$37.50 | \$37.50 | \$37.50 | \$37.50 x 12 |
| Lanyards (100) customlanyards.com | \$1,581.00 | \$93.00 | \$93.00 | \$93.00 | \$93.00 | \$93.00 | \$93. x 12 |
| Hand Sanitizing Wipes (200) (4 imprint.com) | \$5,151.00 | \$303.00 | \$303.00 | \$303.00 | \$303.00 | \$303.00 | \$303. x 12 |
| Face Masks (100) customlanyards.com | \$3,553.00 | \$209.00 | \$209.00 | \$209.00 | \$209.00 | \$209.00 | \$209. x 12 |
| Tote Bags (medium grocery tote- customlanyards.com) | \$6,579.00 | \$387.00 | \$387.00 | \$387.00 | \$387.00 | \$387.00 | \$387. x 12 |
| TOTAL for 17 Programs | \$24,556.50 | \$1,194.50 | \$1,194.50 | \$1,194.50 | \$1,194.50 | \$1,194.50 | \$14,334.00 |

Strategic Planning Goal (I, II, III, IV):

This falls under Planning Goal III of Expanding Regional Outreach and Engagement by promoting and marketing Frostburg State University’s successes, strengths, and assets in Maryland and the region.

Strategic Planning Action Items (1-12):

Action Item 10 - FSU is promoted through traditional and emerging market media to the target segments identified in the recruitment plan that highlights successes, services, and features appropriate to each target segment.

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

Marketing artifacts are visible and recognizable to targeted segments of the regional and state population.

➤ **Division: Academic Affairs – College of Education: \$27,400**

Ranking from Division (1, 2, or 3): 3

Funding Request (100 words): *Graduate Assistant for the Children’s Literature Centre (CLC): \$27,500*

The College of Education would like to revive the international student exchange program with Mary Immaculate College in Limerick, Ireland, by being able to fund a student that will come to study at Frostburg State University and serve as a Graduate Assistant (GA) for the Children’s Literature Centre (CLC) in the Department of Educational Professions. They are requesting funding for this GA position which would cover the student’s tuition remission for his/her studies at FSU.

The total cost would be \$27,400 for an International fellow. The funding covers the GA’s studies for a full academic year (Fall, Spring, and Summer), and it includes: tuition, stipends, and health insurance:

\$17,784 - Tuition

\$1,080 – Health Insurance

\$8,460 - Stipend

Strategic Planning Goal (I, II, III, IV):

The purpose of the Children’s Literature Centre (CLC) at FSU is in direct alignment with FSU’s *Strategic Goal II—Provide engaging experiences that challenge our students to excel*— by creating a campus climate that enhances the well-being of our students and is welcoming, inclusive, and contributes to the cultural competence of each of our graduates. The CLC is in continuous need of human support and hands to help with the planning, production and implementation of the multiple educational activities and programs scheduled every year to fulfill its mission of building a bridge to cultural understanding through children’s literature. Our ability to contribute with an International GA will not only help to strengthen this support but to expand the outreach and impact on our students by serving as the catalyst for new and innovative approaches to building the foundations of literacy.

Strategic Planning Action Items (1-12):

Action Item 4: Frostburg State University provides programs and services that promote student engagement, and the development of self-awareness and well-being.

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

The Children’s Literature Centre’s longstanding partnership with Mary Immaculate College for 25+ years has been invaluable to the CLC’s mission, to the College of Education, the University, and to the regional community, through the Irish International Graduate Assistantship. As the Centre evolves and additional funds become available, past successes will support the establishment of new ventures and give credibility to its expanded mission, which is to meet the literacy needs of our region.

Our Irish graduate assistants have consistently been in top 5% of their classes at Mary Immaculate College, and are current teachers, given a one-year career break to come to FSU to study, and specifically work with the Children's Literature Centre. They are "the cream of the crop", with this GA position being a coveted one. Their impact on the CLC is indelible. They bring wealth of assets for our FSU graduate students, undergraduate students, faculty & staff, in addition to their impact on the local school systems in which we volunteer. Their influence on our FSU community brings an international, cultural experience that has been life-changing for all involved. Lifelong connections have continued over the past 25+ years, and hopefully can continue.

Without this GA position, it has been a struggle to maintain what the CLC usually is able to accomplish. The Children's Literature Centre, FSU, and the surrounding community benefit from this international graduate assistantship position, and it is our hope that it can be reinstated.

Strategic Planning Request - FY2023

Division: Advancement

Ranking from Division (1, 2, or 3): 1

Funding Request (100 words):

We are seeking funds to pay for a Data Collection Specialist whose primary responsibility will be to work with departments across campus to collect alumni employment data. We estimate salary and benefits for this position would be \$65,000.

Strategic Planning Goal (I, II, III, IV): III, IV

Strategic Planning Action Items (1-12): 3, 7, 9, 10

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

Frostburg State University needs a systematic way to collect alumni data and to utilize this data effectively both to recruit students and to promote the University. Currently, alumni employment data is collected from alumni self-reporting, Alumni Office initiatives, Career Services surveys, faculty member connections, etc. Historically, this data has not necessarily been shared to others on campus or used to promote alumni to prospective students and others. We suggest that the Advancement Office be the repository for all alumni employment data, using Advance. The Data Collection Specialist will be charged with working with individuals and departments across campus to compile this information and to share with Admissions, Marketing, and other appropriate departments. From this investment, we would anticipate prospective students and families will look more closely at Frostburg State University as a top choice because of the success of its alumni, leading to more students attending and thereby increasing revenue for the University.

Strategic Planning Request - FY2023

Division: Advancement

Ranking from Division (1, 2, or 3): 2

Funding Request (100 words):

We are requesting \$50,000 to cover the printing and mailing costs of the second issue of Profile in FY '23. In FY '21 budget costs to the Division of Advancement Operational Budget required us to send out the second issue only via email. In FY '22 we were able to send both issues in print because of the funds allocated from the Strategic Planning funds.

Strategic Planning Goal (I, II, III, IV): III, IV

Strategic Planning Action Items (1-12): 7,11

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

Profile is the Frostburg State University Alumni Magazine that is produced twice per year. It is the sole print piece that goes to the entire 44,000+ alumni of the University. Since the announcement of the public phase of the comprehensive campaign, *Forging Futures: The Campaign for Frostburg State University*," it has also become the primary means of getting campaign information to all alumni and other friends of the University. The last issue had approximately eight pages of information about the campaign.

Unfortunately, we only have approximately 22,000 emails for our alumni so if an issue is only sent out electronically, half of our alumni are likely to miss it. We have taken steps to try and drive people to the website to view Profile but there is an expectation of alumni that they receive a print version. As the most important print piece to provide information about the University, its students, faculty, staff, and alumni, as well as the fundraising campaign, it is critical to be able to continue the two print issues per year.

The return on investment will consist of more alumni involvement with mentoring our students as well as providing internship and employment opportunities. In addition, as alumni learn more about "*Forging Futures: The Campaign for Frostburg State University*," contributions to the campaign should continue to grow.

Strategic Planning Request - FY2023

Division: Advancement

Ranking from Division (1, 2, or 3): 3

Funding Request (100 words):

We are requesting \$20,000 to add outdoor signage around campus to support and increase awareness of the new Frostburg State brand. Outdoor signage has the ability to grab the attention of community members and those traveling by campus, as well as add a sense of place for students and those on campus regularly. By adding branded visible elements around campus, we will strengthen FSU.

Strategic Planning Goal (I, II, III, IV): III

Strategic Planning Action Items (1-12): X

Description (max = 300 words. Include statement on Return on Investment (Outcomes)):

Sizes and pricing are estimates. Measurements and accurate estimates will be needed.

Outward facing signage can be

Window signage in PAC and installation- \$6500

Window signage in Pullen and installation- \$4500

Outdoor signage for Chesapeake – \$1215 30x30

Outdoor signage for Cordts – \$810 30x20

Outdoor signage for Dunkle – \$540 40x10

Outdoor signage for Frampton – \$540 40x10

Outdoor signage for Fine Arts – \$520 10x10

Outdoor signage for Ort Library – \$810 30x20

Outdoor signage shipping - \$500

Return on investment will be an increase in brand strength, awareness and exposure, leading to increased enrollment and support for the University.

DEI Strategic Initiatives 2023 – Student Affairs

Staffing

| | |
|--------------------|--------|
| Graduate Assistant | 19,000 |
| Student Workers | 4,000 |

Staff Development

| | |
|------------------|-------|
| Travel/Workshops | 4,000 |
|------------------|-------|

Cultural and Educational Activities

| | |
|-------------------------|--------|
| Speaker Fees | 10,000 |
| Social Justice Retreat | 8,000 |
| Diversity Themed Events | 8,000 |

Miscellaneous

| | |
|------------------------|---------------|
| Training Opportunities | 5,000 |
| | 58,000 |

The purpose of this request is to provide support for the Office of Diversity Equity and Inclusion as we prepare to open the Adams Wyche Multicultural Center in the fall.

The opening creates a better opportunity for the campus population to create community building opportunities where the diversity of student groups that have been marginalized feel comfortable as they seek and want safe spaces and places where diversity is embraced and all students will be supported.

One of the main goals of the center is to facilitate cooperation of campus affinity groups and promote concepts of multicultural awareness and social justice issues.

We would like to place a graduate student well versed in cultural differences and has an understanding and accepting attitude towards any and all social identities, regardless of race, religion, sexual identity/orientation or social economic status

Graduate Assistant

| | |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Student Workers | We would like to hire student workers to be present and available to staff the AWMCC when the Coordinator needs staff support |
| Travel/Workshops | It will be important for the identified staff to be able to participate in staff development opportunities during the early years of the AWMCC |
| Speaker Fees | Based on current and ongoing issues addressing diversity in the region, state and nation, it will be important to be able to engage speakers with expertise on the various topic that will increase and enhance understanding and acceptance of differences |
| Social Justice Retreat | This will be an opportunity to enhance awareness and focus on social justice and the need to create belongingness across the campus with targeted student leaders, staff, and faculty |
| Diversity Themed Events | This will provide an opportunity to have a special focus and targeted programs during affinity themed months, LBGTQIA, LatinX History, Indegious People, Women's History, African American, etc |
| Assessment and Evaluation | Create a clear articulated assessment plan that provides evidence of impact and effectiveness |
| | Determine in year one the adequacy of the current staffing model |
| | Assessment and evaluations will be used to further identify needs and interest of diverse campus population. |