

University Advisory Council Meeting Minutes
 Friday, April 21, 2023
 1:30 p.m. | President's Conference Room

Attendance:

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

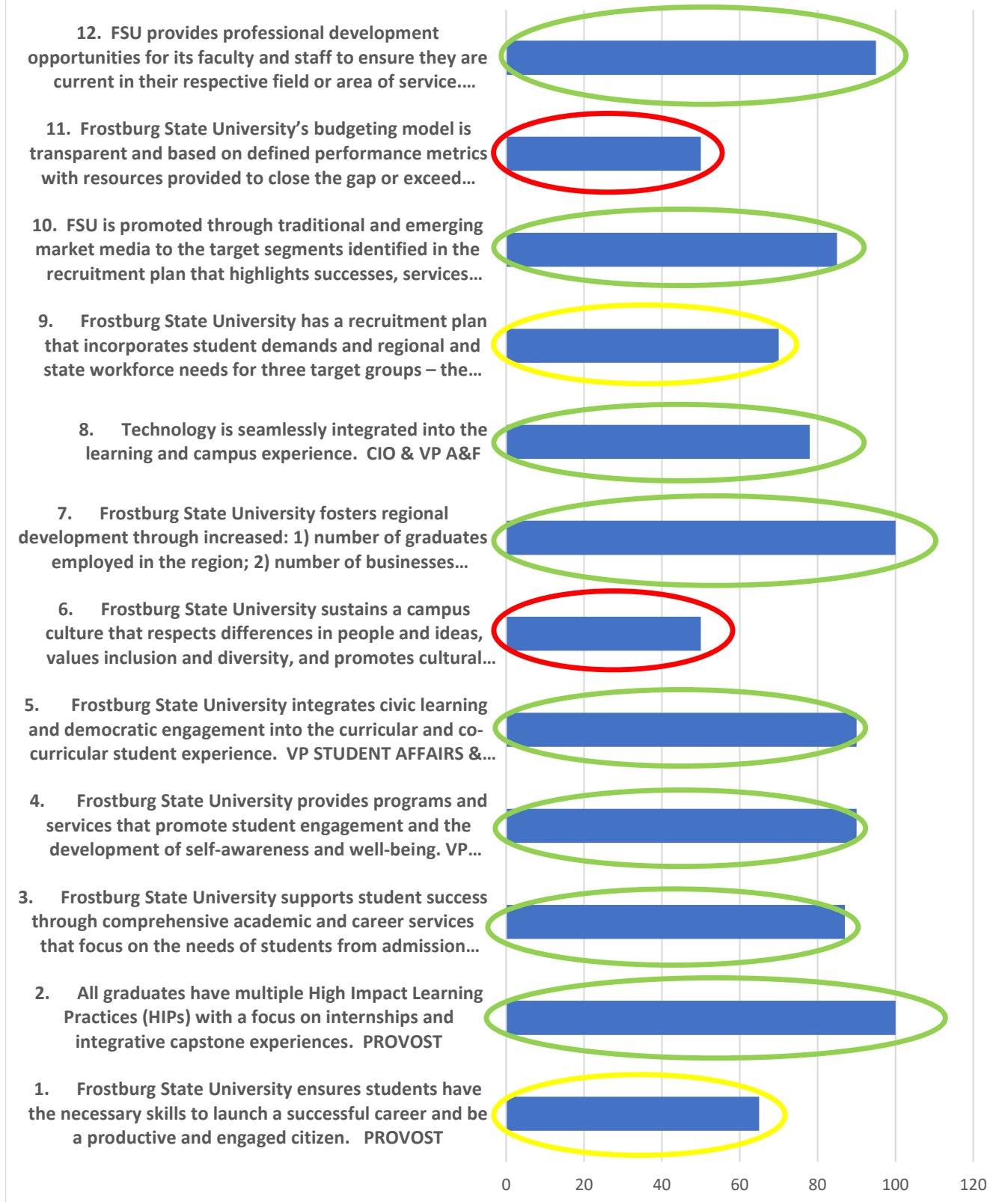
*Rachel Michalski

- I. Call to Order at 1:35 p.m.
- II. Approval of Minutes
- III. Focus Discussion: Strategic Planning
 1. Current Strategic Plan coming to an end in 2 months.
 2. Open meeting held in February to determine strategic initiatives for the next strategic planning cycle.
 3. Discussion to be held in the early Fall on enrollment management.
 4. Discussion today on "Second Priority" from February open meeting.
 - a. Retention of all students
 - b. DEI
 - c. Belongingness
 - d. Recruitment of diverse faculty and staff
 - e. Identity (What is our identity or what do we want it to be?)
 - f. Return to face-to-face classes; pre-pandemic experience
 - i. Possibility of no classes from 12-1 (or other designated time) to build a sense of community. UAC unanimously recommends piloting this program for Spring 2024.
 - ii. Students creating a proposal for a Fall break to submit to the System.
 - iii. Potential for a 4-day class schedule.
 - g. Campus Appearance
 - h. Customer Service
 - i. Faculty/Staff Onboarding
 5. Passport Program Idea: credit for attending events
- IV. Adjournment at 2:54 p.m.

Next meeting: Fall 2023

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

Summer 2022 Strategic Planning Action Item Completion



Strategic Planning Follow-Up Meeting

February 22, 2023 | 2:00 pm. – 4:00 p.m. | Atkinson Room

Discussion Item 1: Strategic Enrollment Management

1. What is missing?
 - Non-traditional students
 - More aggressive recruiting high school programs
 - Continuing education units (CEUs)
 - Gap year students
 - Student belongingness/retention
 - Quality of students (not just quantity)
 - Location/weather challenge
 - Legislative initiatives
 - Anticipated retention plans (because of plan)
 - Quality of recruitment efforts
 - Recruitment heavy
 - Benchmarks for student success
2. What is most difficult?
 - Retention (absenteeism)
 - Retention (low performance)
 - Recruiting stop-out (COVID/financial aid problems)
 - Policies limiting return because of academic performance
3. What is most likely to be accomplished? (low-hanging fruit)
 - Academic skills support (retention)
 - Dual enrollment
 - Involvement in MD Blueprint (funds available)
 - Stop-outs (know FSU – Online offering)
 - Transfer-outs (we know/community colleges)
 - Increased graduate headcount

Discussion Item 2: Second Priority

Brief title of priority (30,000 ft level) and a brief description or explanation of priority (why?)

1. Identity Defined (External)
 - Brand
 - Physical
 - Programs
 - Belongingness
 - Culture
 - Recruiting people here
2. Investing in faculty/staff/students (Internal)
 - Retention of all
 - Salary equity
 - Institutional memory
 - Increasing morale
 - Belongingness
 - Remote work

- Professional development
- Staffing in critical areas
- Customer service
- DEI resources (LGBTQ+)

3. Campus Appearance

Discussion Item 3: Observable Outcomes

Description of Outcome (year)

Youth Tournaments Scheduled for Regional Recreation Center	1
Increased FSU Brand Recognition	3
Increased Student Interest	2
At Least One Athletic Team on ESPN	
Retention of Faculty/Staff/Students	2
2025 Plan in Progress	
Increased Enrollment	3
Slightly Higher and Stable Enrollment	1
Having moved up as a 1st choice destination	3
Ability to demonstrate a stronger portfolio of successful graduates	1
5000 Undergraduate Students	
1000 Graduate Students	
One Endowed Professorship	1
Use of Distinguished University Professor to Reward Best Faculty	1
No GEP Course w/ DFW rate less than 30% by investing in faculty development	2
Offices and Academic Departments Staffed According to Student Needs	5
Intentional involvement of faculty/students/staff in planning and decision-making	4
By 2026, employee turnover reduced	3
Lower number of staff/faculty vacant positions	5
Increase number of graduates with 3.0 or higher	3
Steady, slow growth of new students	
Reaccreditation by Middle States	3
Increase in under-represented student retention	1
Student engagement levels back to where they were pre-COVID	3
Ski Club for Students and Employees	4
Rocky Gap, New Germany, and River Day for Employees and Students	1
100% Attendance to FSU Community BBQ/Campus Events	1
Positive New Stories Dominate Above the Fold	5
Wear FSU Stuff on Fridays	4
Significantly lower turnover among faculty/staff	3
Significantly higher retention among students	
Few Developmental Classes Offered	
Furniture and Buildings Reflect our Colors, Identity	2
Increase in distinctive campus appearance and academic buildings	2



One University. A World of Experiences.

**Frostburg State University Strategic Enrollment Management (SEM) Plan
Action Items – FY23**

Overview. The FSU SEM Plan outlines strategies, action items, and measurable outcomes across the next three fiscal years. The goal is to achieve the proposed student headcount submitted to USM:

Fall Student Census Data	Actual		*Projections		
	2021	2022	2023	2024	2025
Headcount Total	4449	4270	4610	4770	4927
Undergraduate Total	3677	3465	3785	3935	4090
Grad. /First Prof. Total	772	805	825	835	837
<i>*Based on enrollment projections submitted to USM/MHEC.</i>					

Graduate enrollments continue to be strong. The emphases in this SEM plan are focused on 1) increasing the number of undergraduate students attending FSU and 2) changing the perception of prospective students through a) new competitive programs; b) increased retention success; and 3) publicizing the successes of our students including, but not limited to, career outcomes.

The strategies to increase the number of FSU undergraduates across all academic programs either 1) rebuild the enrollments in current majors or 2) offer new or reimagined majors that address student interest and state/ regional workforce demand. The focus on competitive programming emphasizes unique academic programs designed to attract students because of the program rather than traditional institutional affordability. This focus is intended to help shift the perception of FSU from being an “affordable” university to a “value” university.

Strategies. FSU has identified the following 9 strategies or targeted initiatives to reach the annual enrollment goals. While there is overlap among these initiatives, each can be categorized primarily as student recruitment, competitive recruitment, or student retention. Each initiative has an annual plan with a measurable outcome.

**Description of Initiatives and Enrollment Targets
by Initiative**

Initiative	Student Recruitment	Competitive Recruitment	Student Retention
Rebuilding & Enhancing Departmental Majors	X		
Dual Enrollment	X	X	
Recruiting International Students	X		
Recruiting Latinx Students	X		
Recruiting “Stop Out” Students	X		
New Competitive Program Initiatives		X	
Online Programs	X		
More Effective Admissions Processes	X		
More Effective Retention Processes			X

Faculty Senate Chair
Report to UAC
April 7, 2023

Below is a quick overview of senate actions from the April 5, 2023 Faculty Senate meeting:

- Numerous curricular items
- Change in allocations of senate and other committees based on new college alignment. Work continuing.
- Permanent health-related syllabus statement

Current statement wording (set to expire at the end of the semester):

We all have a role to play in preventing the spread of disease. We are all required to comply with the current institutional COVID-19 health and safety protocols* based upon state and federal guidelines. If you are sick, symptomatic, or test positive, you should not come to in-person class meetings, faculty offices, or departmental class/lab spaces. Be sure to consult with your professors regarding missed/late work (see Absences for Health Issues, Bereavement and Other Emergencies in the Undergraduate Catalog, <https://www.frostburg.edu/academics/academic-catalogs.php#/policy/ryCx9I26Y>Links to an external site.

*Given how rapidly COVID-19 situations change, updates to this policy will be posted on Canvas and at <https://www.frostburg.edu/COVID19/Links to an external site>

FCC Proposed Statement (to go into all syllabi beginning in fall 2023):

We all have a role to play in preventing the spread of disease. We are all required to comply with institutional health and safety protocols*. If you are sick, symptomatic, or test positive for a contagious illness, you should not come to in-person class meetings, faculty offices, or departmental class/lab spaces. Be sure to consult with your professors regarding missed/late work (see Absences for Health Issues, Bereavement and Other Emergencies in the Undergraduate Catalog**).

*Given how rapidly COVID-19 situations change, updates to this policy will be posted on Canvas and at <https://www.frostburg.edu/COVID19/>

**<https://www.frostburg.edu/academics/academic-catalogs.php#/policy/ryCx9I26Y>

- Removal of the “February 21***...” date from the evaluation timeline.

Background: On printed page 46 of the Faculty Handbook (“Evaluation Timeline”), there is an item that reads:

February 21*** DEC/LEC and Chair complete Evaluation of faculty members applying for promotion and provide preliminary copies to such faculty members.

This is leftover language from when faculty would apply for tenure and promotion to *associate professor* at different times.

- New Guidelines for proposing new minors or emphases to streamline the process for proposing new minors and/or program emphases.
- Emeritus Nomination for **Dr. Diane Blankenship**, Department of Recreation and Parks Management.
- Emeritus Nomination for **Dr. Julie Wang**, Department of Physics and Engineering.

Additional Updates:

- The evaluation of administrators and “morale” (involvement) survey have been combined and will be conclude today. Currently, the response rate is approximately 50%
- A separate survey will be sent out shortly asking faculty of all categories to share their thoughts on our current evaluation system.

UAC 04/21/23 Division of Student Affairs “Where Every Day is a Great Day”

LANE:

- a) Frostburg State University has received our One-Stop Shop Certification through ACCED-I (Association of Collegiate Conferences & Events Directors – International). This critical milestone aligns our operation with industry best practices that guests typically receive at convention/conference centers, promoting exceptional customer service to our guests.
- b) Lane Center recently finished a week of student employee recognition celebrating and appreciating the accomplishments of their 40 student workers. So far this academic year, this group has worked 9,365 hours to date, underscoring their importance in the day-to-day operations of Lane.
- c) Lane Center has had 322,014 visits thus far this academic year. Fitness Center has had 14,464 visits (a 36% increase campus to last academic year). The Game Room has had 128,722 visits (a whopping 237% increase over the last academic year).

RESIDENCE LIFE:

- a) As of 4/14/2023, Residence Life received 562 housing applications (283 current, 258 new, and 21 transfer). This number is slightly lower than last year's (575 applications).
- b) The bulk of housing stock will be offered as singles for the 2023-2024 school year, although requests for doubles will be honored. Thus far, 33 current students, 112 new students, and seven transfer students have requested double rooms.
- c) The RA Staff is almost fully hired for next year. We have put a hold on hiring for Frederick for the time being. RA staff are academic rockstars with an average GPA of 3.12
- d) RA Programming – Spring 2023 to date: 20 community builders, 19 campus resource links (students are taken to events by other campus offices, or connected with the services on campus. Highlights included Puzzle Night community builders, Customized UNO tournament, Hounds on Campus partnership with Allegany County Animal Shelter, and the upper quad egg hunt.

CONDUCT:

- a) Carl Crowe has received FERPA Certification through The Stetson School of Law. Crowe has also been recertified for two years as a Title IX adjudicator and holds a certificate and certification in interviewing and interrogation techniques for higher education administrators through J.E. Reid and Associates.

Brady Health Center:

- Currently addressing students experiencing GI virus issues.
- Last student in SARS-CoV-2 isolation in Gray Hall was discharged on February 23.
- Telehealth appointments continue to be available upon request to students.

Career & Professional Development Center:

- The Career & Internship Fair on Wednesday, April 12 featured over 60 employers with at least 237 student participants. Employers sought students from all majors at FSU.
- Several preparatory workshops were available to students.
- A regional Career Fair is scheduled for Tuesday, April 25 in collaboration with the Western Maryland Consortium and the MD Department of Labor. This fair will be from

1:00pm to 6:00pm in the ARMAH and is also open to the public. Over 30 regional employers will attend.

- The National Security Agency (NSA) is holding an information session and recruitment event on Wednesday, April 26 from 12:00pm to 1:30pm in 111 LUC.

Counseling & Psychological Services:

- UPMC-Western Maryland continues to be our highly valued affiliate.
- 24-hour emergency crisis services are available.
- Monthly student satisfaction data are in the upper 90 percentile.
- Tele-counseling appointments continue to be available upon request to students.

Substance Abuse Facts & Education Office (SAFE Prevention Services):

- The MD Department of Health's Office of Prevention & Health Information met with Director Swogger for a site visit on Thursday, April 20, delivering unofficial news that our prevention funding will continue for the next fiscal year.
- BURG Peer Education Network continues to provide health education through information tables in the LUC, social media campaigns, and outreach.

Veterans Services:

- The Veterans Administration transitioned to a new VA Enrollment Manager information system in March. As with most new software delivery systems, some challenges have occurred with certifications. Director Lang continues to work through these issues with skill and determination.
- FSU is hosting the Maryland College Collaboration of Student Veterans Commission meeting on Wednesday, April 26.
- The SALUTE Honor induction ceremony and graduation recognition for veterans and military-connected students will be on Sunday, May 7 at 7:00pm in the Atkinson Room LUC.

Diversity, Equity, and Inclusion (and Spirituality)

- Working on ten-point plan
- Preparing for Hate Bias Week
- Planning a Lavender Celebration before graduation
- Planning for our part in the Ribbon Cutting for the AWMCC
- Just returned from trip with 40 students to the African American History Museum
- Planning a cultural immersion trip with pastor Dainels in the summer

Civic Engagement

- April 17th- April 21st was National Service Week. Students, faculty, and staff participated in numerous projects throughout the week including making no-sew blankets and providing items for the animal shelter.

- The Book and Resource Give Away took place April 15th -16th. The Give Away was scheduled to last through April 19th. The Give Away ended in a day and a half due to the amount of people that attended. There were 20 total pallets that included food, clothing, and books.
- Service hours are down this year.
- Over 30 students attended the Annapolis Trip in March and met the Governor
- Upcoming events include Relay for Life and Beautify the Burg.

Fraternity and Sorority Life

- Membership numbers are down within the FSL organizations.
- FSL is looking to add 2 additional organizations which will hopefully increase the total number of FSL members

Student Life/Leadership

- Student Activity event numbers are down this year.
- President Leadership Circle members have attended the National Association for Campus Activities Conference, PACE conference, Alternative Break Trip.
- This year 33 students participated in the Sloop Leadership Institute which is 13 more than last year. Elijah Byrd and Hannah Unger were awarded scholarship.
- There are a total of 85 Student Organizations. There are 4 organizations in the recognition process (a business organization, Fishing Club, Sports Fan Club- Support athletic events, and Mind, Body)
- Leadership and Engagement Awards will be on May 4th. There were more nominations this year compared to last.
- Spring Fest will be on May 6th. Attractions are provided by the University Programming Council and Special Event Management 384 class.

Administration and Finance Update for UAC

Finance

- The Maryland Connect team continues to make good progress on the Workday implementation of HCM and Finance. All five schools are scheduled to go live on July 1, 2024.
- The Budget Advisory Committee (BAC) has been working on a pilot project to provide budget managers with more agency in the budgeting process. The BAC will host an open forum before the end of the semester to update the campus on its efforts.
- The Financial Aid Office continues to identify and resolve SFP setup issues.

Information Technology

- OIT continues working with stakeholders across HR, Finance, Payroll, and student offices (Registrar/Financial Aid/Admissions) to work toward college alignment.
- The early adoption of the new Faculty/Staff portal has been brisk. OIT has received an outpouring of positive feedback and great enhancement ideas.

University Police

- Officers are increasingly responding to serious calls on and off campus. These incidents have been brought to closure quickly and professionally.
- Officers are continually training themselves, other police departments, faculty, staff, and students to respond to active threats.
- FSUPD created an in-house investigations position, and this position has helped bring closure to many theft and fraud cases.

Facilities

- EHSC move-in will begin after graduation. Instructions on preparing and packing for the move will be sent soon.
- Regional Recreation Center is in the early concept design phase.
- Brownsville – we are working with College Park Service Center and consultants to determine the cause of the water issues. Finalizing the contract to repair the damage from the water issue. This is a top priority to have completed before the Fall semester.
- PAC roof replacement has started. On target to be completed before the fall semester.
- The Multicultural Center interior is complete. Exterior work will continue.
- Dunkle Hall and the Fine Arts building's HVAC system will be replaced this summer.
- Frederick Hall renovations will begin in Fall 2023.

Human Resources

- Employee recognition week will be from May 15th through May 19th.
- EDLS cohort #9 is accepting applications.
- PMP reviews are due by April 30, and new goals should be entered after the PMP is approved.

Division of University Advancement
Report to the University Advisory Council
April 21, 2023

- To date, we have raised over \$4 million in total fundraising in FY '23 with over two months to go in the fiscal year
- We have now raised over \$22.5 million for “Forging Futures: The Campaign for Frostburg State University
- The production of “Thoughts of a Colored Man” has been a great success, as were the Sponsor and Alumni Receptions; at the Alumni Reception we awarded Keenan Scott II '09 with his Young Alumni Achievement Award
- A virtual version of Profile went online last week; Use this link: <https://www.frostburg.edu/profile/s23/home.php>
- We will be hosting a Campus Partners Luncheon on April 27 to learn from departments how we can help them engage with alumni.
- eNews will go out on May 2.
- Over the next 2 months we will host: Bobcats on the Trail, Children’s Literature Center Spring Festival Alumni Happy Hour, Track Dedication (in honor of Bob Lewis and Charlie Hircock), Alumni Awards Banquet, PAWS in for Brooke, dedications for Multicultural Center (in honor of Tyrone '87 and Sandy '86 Adams) and S.A.F.E. Office (in honor of Don Swogger M'01) and the Football Golf Outing and Reunion.
- An open session to hear about our progress on our branding initiative will be held in the Atkinson Room on Tuesday, May 2nd at 3:00 p.m.