

Sept. 15, 2021

Good morning,

As we approach the 20% completion mark for the fall semester, here are a few items:

Forging Futures. The public phase of FSU's fundraising campaign to lead up to our 125th anniversary kicks off today at noon. You can watch the event at www.frostburg.edu/forgingfutures.

Update on Strategic Planning. We continue to work toward achieving our strategic planning goals. You may recall we have 12 action items. I'd like to highlight a couple this week that focus on student success and recruitment.

- ***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.*** This year, we adopted a new dual advising model for our incoming first-year students. With this new model, faculty advisors can serve more as mentors by focusing on student professional development, while university advisors help students navigate the daily logistics of campus life. We have also set aside nearly \$200,000 for new advising software designed to improve access to information and help students stay on schedule for graduation.
- ***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.*** FSU is contracting with an outside vendor to produce recruitment materials to be sent to high school students (expanding beyond seniors to include sophomores and juniors). We are continuing our work begun last year with a vendor to refresh the FSU brand by incorporating what our students, staff, faculty and alums say are important components of FSU success. We are also expanding recruitment efforts through social media for graduate students and adult learners.

Mask Wearing. At a recent biweekly meeting with SGA leadership, students brought to my attention that individuals may not be wearing masks – especially in the Lane Center and Gira Center. For everyone's safety, it is important to follow the indoor masking requirement, per CDC guidelines. We will continue to enforce the mask wearing mandate until the community transmission level drops to a point where wearing a mask indoors is optional for those who are vaccinated. We have also begun to implement disciplinary actions for individuals with exemptions who do not follow the testing protocol. I am committed to keeping this campus as safe as possible. Remember that, even if you are vaccinated, you can take an antigen test during the [normal testing hours](#).

Thanks to all the students, faculty and staff who attended last week's Block Party and New Student Convocation. We have also begun our MEC fall sports competitions, have an art exhibition (Burning from Within) under way and the Appalachian Festival this weekend. So check the [University calendar](#) to find things to do, and continue to be safe!

Ronald Nowaczyk, PhD
President

Frostburg State University
101 Braddock Road
Frostburg, MD 21532-2303

(v) 301.687.4111 ; (f) 301.687.7070

You may also seek assistance by contacting:

Donnell H. VanSkiver, CAP, MEP, OM
Executive Administrative Assistant

Email: dhvanskiver@frostburg.edu



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