

**Frostburg State University Alumni Association Board of Directors**  
**Meeting Minutes**  
**Sunday, October 28, 2018**  
**Gira Center, Room 397, 9:30 a.m.**

**I. Call to Order/Welcome of Guests:** Ashley Vascik, President

- Shannon Gribble, Ashley Vascik, Ron Forrester, Kelly Bean-Miller, Tony Carlisi, Blair Bedford, Mark Freeman-Price, Ashley Daniels, Ryan Graves, Carol Harrison, Bill Kincaid, Sarah Kuhn, Joe Lambert, Eric Manns, Kathy Boykins, Jason VanSickle, Buster Nelson, Melanie Rowe-Partridge, Trevor Devore, Al Martin, Keith Price, Lacy Dickel, Jay Stokes, Dominic McAlilly

**II. Treasurer/Secretary's Report:** Mark Freeman-Price, Secretary/Treasurer

**III. Approval of Minutes of Meeting of Wednesday, June 27,** Ashley Vascik

- Motion by Jason VanSickle
- Seconded by Ron Forrester

**IV. University Update,** Dr. Ron Nowaczyk, FSU President

- Every 10 years University must update its master plan; report was given recently. Board of Regents come to campus during the summer. Commented on pedestrian friendly, safe environment, and proposed facilities.
- Year 2 design phase of health and science building is underway; will connect to Lane Center through a bridge. Located in the area between PE and Lane Center field (near current ballfield). Kinesiology, Brady Health Center, counseling and health services will be there.
- Discussed campus challenges including: Deferred maintenance, aging mechanicals, and "Tale of Two Campuses" (upper quad as the original campus and lower quad is where the newer buildings are located).
- Proposed approach in plan: Working on renovating existing square footage, Enhancing community links and engagement, focus on sustainability & efficiency.
- Top academic building priority is the Guild Center. The building was a reconfiguration of two buildings in 1986. It has too large of a footprint, layout is difficult to navigate, mechanics are not serving building, and it needs better "collaborative space." Home to business and social sciences. "Backside" of the building faces the community—looking to redesign openings on both sides of the campus to welcome people onto campus. Frampton hall, 53 years old, built as a library, interior could be redesigned, renovate or replace.
- Top priorities for residence halls: Complete new residence hall (previously where red Sandy Spring building was and renovate lower quad residence halls. Cumberland and Annapolis are being renovated right now, 70% done in Cumberland. Addressing additional upgrades to upper quad halls; roofs and common space. Adding collaborative study areas.
- Top priorities for exterior of campus: replacing/repairing walkways, Brady pavilion will come down when the health building is built, a pavilion will replace it where students can gather outdoors; adding bike lanes through campus (particularly University drive); improved landscaping. Currently there are 3,989 students on campus.
- Athletics – Mountain East Conference (MEC) will FSU's new D2 conference. Current CAC conference is down to 7. Encountered public/private issues as most D3 conferences have private only institutions. FSU was approached by Mountain East, as another institution was leaving. Admissions has already been receiving lots of questions about potential scholarships; University has been talking with current student athletes; only other D2 school in MD is Bowie State. Maryland

loses over 650 students every year to PA and VA who play D2 sports. Application for MEC is February 1, 2019; heaviest lift is compliance and scholarships. Prioritize academic scholarships, then federal need eligibility, then athletic scholarship would be available. If successful FSU will join MEC for Fall 2019. Provisional status with annual reports to NCAA for 3 years; no NCAA championships, but can compete for MEC championships.

- Questions:
- Financial status – only school in the state last year that met financial balance; have been exceeding for two years; prepaid costs we knew University would have; have not met facilities renewal, BOR will be giving FSU \$2 million for deferred maintenance; FSU has learned to spend within our means, meeting obligations. Ideally would need 200 more students (currently at 5,300 students) to be completely flat.
- Outreach to regional employers – need more engineering employees, health care in nursing and all allied health areas are needed.
- Admissions funnel – headcount down 87 total from last year. FSU has had two classes of over 1,000 for the past two years; graduating a lot of students. We've leveled out from last year. It is a lot cheaper to keep a student then to keep finding new students – focusing on retention. Switching to common app to get applications up. We're admitting higher quality students. Most of our students are coming from western Maryland, Calvert, Charles, Queen Anne's, Caroline County.
- Enrollments – looking at who and how much we financially offer interested students. Around 19-22% of students will come to FSU regardless of how much is offered to them; looking to move those funds to students who would choose FSU if given a little more.
- Health Programs - Master's level NP and PA programs are new; wellness and sports programs, on line programs, engineering and construction management (autonomous vehicle research)
- Looking at a database that's equipped to connect students and alumni
- Successful Alumni Board of Directors – They are:
  - i. Visionary
  - ii. Represent the diversity of the alumni
  - iii. Engaging Alumni, especially those who have not been engaged
  - iv. 100% giving from the board
  - v. Strategic Actions
    1. Alumni events
    2. Student networking
- Had spoken with student leaders recently and they mentioned that they feel the campus does not have campus traditions; things that we used to do that we can bring back.
- Ron Forrester: When speaking with alumni, they often ask, "what do you do to give back?" Not a trivial question. Emphasized the importance of all board members giving back to the University in a financial contribution, even if only \$10 a month.
- Ryan Graves: What makes us unique? President Ron: Student leadership on day one of being on campus. Academically, a lot of students are able to be a dual major. FSU has the lowest time to graduate over any other school in the USM.
- FSU has launched a virtual tour of campus that is now available in Spanish.
- Ryan: What does staff/faculty diversity look? President Ron: 87% was white male a few years ago, now 67%.

## **V. Campaign Plan, John Short, VP for University Advancement**

- Two years into a compressive campaign into 2026: 150<sup>th</sup> anniversary.
- Working goal of \$25 million; anticipating going public with campaign in fall 2020 at homecoming. We'll continue to evaluate what is realistic, could be \$22 or even \$28 million.
- Last year, we awarded over \$800,000 for scholarship assistance toward students; some to recruit new students, some to retain. Received a couple hundred thousand from county gambling fund (Rocky Gap) which will go toward undergraduate opportunities such as study abroad or undergraduate research.
- Raised \$3.1million in FY 2017.
- Ryan: What resources are available in order to understand where money can go toward? VP: Money goes to the FSU Foundation. Unrestricted giving has gone down the past few years; most people want to donate to something that is important to them. Options are available to those interested in giving: <http://www.Givecampus.com/schools/FrostburgStateUniversity>
- 3.5 years ago, endowment was \$19 million, now endowment is \$24 million.
- Every dollar raised by giving toward the University, counts towards the campaign, including money from phonation, direct mail, and a multi-year pledges. Alternative ways to connect with alumni? A birthday card is sent to those who donate.
- Right now 5% of alumni donates to FSU. 2-2.5% tend to give every year.

## **VI. President's Report**

- Kudos from the alumni?
- Mark Freeman-Price: Got married in July and starting adjuncting at UMUC
- Kathy Boykins: Retired and volunteering a lot now
- Ryan Graves: Started a new position as a vice principal in MoCo
- Carol Harrison: Registrar at CSM and recently taken on new responsibility / (Director of Student Success) and has completed all coursework for doctoral degree
- Ashley Vascik: Thank you to Shannon and Brooke for their efforts during Homecoming and thank you for the honor of serving as President the past three years

## **VII. Director's Report**

- Some swag provided in your packets, please give these to other alumni so they can spread the Bobcat spirit. If you know someone who needs more pamphlets, admissions materials or other items, please let us know.
- VP of Enrollment Management - we will be inviting her to our April meeting and discussing how alumni can be more engaged in recruitment efforts.
- Thursday night lives on Facebook will continue, except December and summer months. Office sometimes struggle for topics, please send ideas in if you have them. "Drive through" campus was very popular a few weeks ago.
- Homecoming, overall successful weekend, despite the weather. Will send our survey to those who registered and everyone else to get feedback regarding advertising, events people want to see, etc.

## **VIII. Committee Meetings**

### **IX. Old Business**

- Affinity Groups – Jason VanSickle
  - i. Have language in our bylaws regarding Affinity groups. Many of our affinity groups are struggling to operate.
  - ii. Active groups would continue to receive the same support from the Alumni Office if they need or want to.

- iii. Motion to remove affinity groups from our bylaws and any reference to them.
  1. Jason VanSickle: Motion.
  2. Ron Forrester: Second.
  3. Jay Stokes: Opposed.
  4. Dominc McAlily: Abstained.
  5. Motion passed.

## **X. New Business**

- Slate of Officers & Director
  - i. Took recommendations from current Directors and individuals who had approached the Board, submitted applications, each were interviewed via phone or in person and had great conversations with the committee. Very excited about this current group.
  - ii. Shannon: Presenting slate four new Executive Committee Officers, Past-President (Ashley Vascik), President (Jason VanSickle), Vice President (Joe Lambert), Secretary/Treasurer (Ashley Daniels)
    1. Ron Forrester: Motion.
    2. Jay Stokes: Second.
    3. Eric Manns: Abstained.
  - iii. Ashley Vascik: Presenting slate for five new Directors
  - iv. Ed Herold '83
    1. Carol motion
    2. Ryan Graves: Second
    3. Approved
  - v. Kathleena Morgan '15
    1. Carol Harrison: Motion
    2. Buster Nelson: Second
    3. Approved
  - vi. Mary Biscoe-Hall '12
    1. Jason VanSickle: Motion
    2. Joe Lambert: Second
    3. Approved
  - vii. Steven Glasbrenner '18
    1. Al Martion: Motion
    2. Jay Stokes: Second
    3. Approved
  - viii. Glenn Wayson '14
    1. Melanie Rowe-Partridge: Motion
    2. Dominc McAlily: Second
    3. Approved
  - ix. Eric Manns request that in the future that full applications be provided to the board so everyone can know more about those members.
- Summer 2019 Meeting Date
  - i. First, Jason wished to thank Ashley Vascik for her leadership over the past three years. Jen Haslacker decided not to renew her service with the board.
  - ii. Voting for having summer meeting via teleconference or in person:
    1. Online: 12 votes
    2. In person: 8 votes
  - iii. Jason VanSickle: open the floor for discussion.
  - iv. Dominic McAlily: Because of everyone's other events during the summer, might be easier to do online. Perhaps turn the summer meeting in a team building activity.

- v. Ryan Graves: It is more helpful to have an in person meeting. Over the phone was helpful this summer, however.
- vi. Melanie Rowe-Partridge: Committees are working to meet regularly
- vii. Bill Kincaid: As a new member, it is helpful to have an in person meeting.
- viii. Mary Biscoe-Hall: We could try do a satellite group in Baltimore for a teleconference meeting.
- ix. Jason: If we do a phone meeting, we can do it during the week. Shannon will send a doodle poll to discuss.
- x. Ron Forrester: Can folks still attend in person? Jason: yes.
- Committee Meetings
  - i. Currently in our handbook that committees must meet in person or via telephone. Some committee chairs have expressed their ability to get good communication and ideas going between email and other means.
  - ii. How do Directors want to meet as committees?
  - iii. Jay Stokes: Can we make it that every committee must have to have some method of “meeting” whether via phone, email, in person.
  - iv. Trevor DeVore: Some “email meetings” do not work as effectively
  - v. Melanie Row-Partridge: on the student outreach committee, we’ve been able to send content to the office and then we can follow up next month to talk about issues, which has been a helpful and time-effective method
  - vi. Jason VanSickle: Committee meetings by phone, at least every other month, but there should be some sort of group chat / email thread. Also, the first committee meeting be a phone call.
  - vii. Approved to move forward with this idea.
  - viii. Worked on sheet to create goals regarding the topics we’ve discussed in our committees to keep track of them.
  - ix. Jason VanSickle: Moving back to Co-chairs on our committees so that we can continue to move forward on topics if a Chair is absent/unavailable. Dominic McAlily will stay on and Eric Manns will also now be a Co-Chair on Alumni Outreach. Melanie Rowe-Partridge will also stay on and Kirk Engle will join as Co-Chair on Student Outreach. Governance Committee is chaired by Vice President, Joe Lambert.
- Any other new business?
- Dominic McAlily: Can we create temporary/ad-hoc committee for homecoming. There were many things that alumni liked, but a more formal way of collecting idea and working on ideas for future homecoming would be helpful. Perhaps this idea can be folded into the Alumni Outreach committee.

## **XI. Committee and Group Reports**

- Governance – Jason VanSickle
  - i. Joe Lambert: Board is full now. Will look at the handbook to see if any revisions are needed. Previously, a lot of committee time was spent on recruitment, now we can look elsewhere and see what else the Governance Committee can work on.
- Alumni Outreach – Dominic McAlily
  - i. Crab feast was successful. A lot of alumni enjoyed the event or heard good things about it. Other alumni have said they would like to see bigger events from the Alumni Association. Looking into a winter event in Deep Creek as a possibility. Some alumni at the crab feast said that the event was their first alumni event and some even mentioned wanting to donating to Frostburg.
  - ii. Helping Hands event will happen again next year for alumni to get involved.

- Student Outreach –Melanie Rowe-Partridge
  - i. Working with Brooke and Student Ambassadors regarding social media and how can we engage students in social media now.
  - ii. Mark is going to be finding alumni who work in higher education, and working on gathering that group of alumni – to then in turn into a support group for students.
  - iii. More face to face connections with alumni to benefit students. November 16<sup>th</sup> career expo.
  - iv. Something we are excited to pursue: building off the freshman cook out, want to try to get them to take a group picture. Clocking in / out with the clock tower.
  - v. Looking at professional clothing drive that can benefit students who are going on interviews for their first internship or job interview.
- Awards & Recognition – Ron Forrester
  - i. Great new webpages for awards and recognition; program is in good shape now. Please look at the criteria for the awards and find the best award. Timeline is also available; need them by early/mid January.
  - ii. Awards ceremony is April 13<sup>th</sup>.
  - iii. Shannon: Will begin a social media push toward asking for nominations of alumni.
- Affinity Group(s)
  - i. None.
  - ii. AAI Update from Estelle Martin: Scholarship reception. Appreciative that Shannon made the trip down to Ellicott City for the meeting. Frostburg was well represented.

## **XII. For the Good of the Order**

- Collect ideas for spring retreat. Physical team building, such as a ropes course?
- Executive Committee working with Shannon and the Office more to build a database.
- Jay Stokes: Brothers of Phi Beta Sigma Inc. would like to say thank you to Shannon and Brooke for their support in their 40<sup>th</sup> anniversary weekend. Charter members attended, alumni heartfelt thank you.
- Blair Bedford: Student Outreach, find ways to engage with students during homecoming. Homecoming is for alumni but also for students.
- Adjournment:
  - i. Motion: Ashley Vascik
  - ii. Second: Eric Manns