

Ad Hoc University Advisory Council  
Retreat  
Wednesday, August 3, 2016  
9:00 a.m. – 397 CCIT

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In attendance: Dr. Ron Nowaczyk, Dr. Ahmad Tootoonchi, Dr. Thomas Bowling, Mr. Dave Rose, Mr. John Short, Ms. Kathy Snyder, Dr. John Bowman, Dr. Mike Murtagh, Dr. Ben Norris, Dr. Julie Hartman-Linck, Chief Cindy Smith, Ms. Jody Pifer, Mr. Reid Bluebaugh, Mr. James Kirk, Ms. Dasia Scott

Absent due to Internship responsibilities: Mr. Nick DeMichele

1. Meeting was called to order by President Nowaczyk
2. Regional State University – Implications for FSU
  - Dr. Nowaczyk gave a brief summary on the “Workshop Operating Budget Equity” meeting held on August 2, 2016 in Adelphi. An article entitled “Where Does the Regional State University Go From Here” was distributed and discussion was held. Dr. Nowaczyk noted that there will be no increase in state funding for FY 17. Dr. Nowaczyk stated that FSU and four other USM universities are competing for the same student population and the number of 18-year-old college bound students are decreasing. Enrollment at FSU was discussed. Dr. Ben Norris gave a summary of the article and Dr. Murtagh talked regarding faculty PINs and where resources go and the need to fund on the proper metric. Dr. Hartman-Linck asked what is the role of a regional university? FSU is perceived as a “Regional Comprehensive Liberal Arts” 4-year school. Dr. Murtagh gave his perspective of a Liberal Arts college and the cost of running programs and funding those programs. Dr. Norris gave a description of FSU from the FSU catalog. Dr. Bowling stated that we need to look at programs offered at FSU and what student are doing after graduation regarding employment. Are we preparing students for programs that don’t provide opportunities for employment? A suggestion was made that a survey be distributed to graduating students on their job/careers after graduation. We need more stories about our graduates and their accomplishments to be used in our recruiting process. Mr. Short stated that FSU needs to promote success stories in recruiting and use these students as ambassadors. We need to share ideas and stories with departments. We need to tell FSU stories. Mr. Bluebaugh reported that a web page is being designed to share student success stories.

### 3. Campus Climate

- Dr. Nowaczyk discussed the upcoming Fall 2016 semester and the need to have good Town Gown Relations. A Law Enforcement Partner meeting will be held at FSU on Thursday, August 4, 2016. Officer Bill Laramee from the Amherst Policy Department will discuss the challenges that Amherst faced with mass gatherings among the student population at UMASS with similar problems shared by our municipalities. Dr. Nowaczyk plans to attend the meeting. Dr. Nowaczyk stated that we need to reach out to City Officers to attend.
- Dr. Bowling distributed a handout entitled: "Strategies To Address Off-Campus Behavior, Improve Town-Gown Relationships and Increase Student Engagement". FSU and the City of Frostburg need to work together. Parents of students coming to FSU are very concerned with the safety of their children. FSU and the City of Frostburg need to show collaboration.
- A discussion was held on "Off-Campus Landlords". The idea was discussed on preparing a list of "desirable landlords" and "undesirable landlords" which could be distributed to parents.
- Dr. Tootoonchi suggest that ORIE classes be used to teach students about behavior. Appealing to their emotions in order to help set the tone for their college career and to help communicate.
- BSU will hold a "Get Acquainted Picnic" on September 3 at the Frostburg Pool. Dr. Nowaczyk plans to attend. Dr. Nowaczyk inquired if there were activities planned after the September 3 football game. The question was presented why not have an outside movie after the football game. Dr. Hartman-Linch suggested that student activities be advertised on the radio and in the Cumberland Times New.

### 4. Student Recruitment/Enrollment Planning

- Dr. Nowaczyk reported that enrollment has been flat! Handouts on undergraduate enrollment trends were discussed. Our data for the upcoming first-year class shows a slight improvement. At the end of June we are down 11% from the previous year. The data for the end of July show that we are down 9%. Data was reviewed for recruiting by county. Dual degree admission programs with Allegany College and Hagerstown College were discussed. Attention should be given to what major/programs students are seeking. Sports Management and Health Service majors are in high demand. Degree completion should be affordable and relevant. FSU need to take a close look at course offerings and plan for the future.
- Recruiting of students was discussed. Ms. Pifer presented her views on "adults" returning to complete or start earning their degrees and the challenges they are faced. Courses not offered at night or weekends for working adults. On-line classes are preferred by the adult population due to family and work obligations. Dr. Bowman stated that we need to develop more courses on-line for the working adult.

There is a high demand for this group. Students are looking for more on-line courses. It was noted that 90% of Summer School courses are on-line

- Dr. Nowaczyk stated that we need to pay attention. Do we need to change? Do we want to change? Faculty must get involved in this process! Dr. Murtagh discussed the need to roll out changes with great care to get departments and faculty involved.
- Question was brought up “What is the FSU Market”! Groups were identified. Adult population, High School Graduates, Associate Degree, Post-Baccalaureate, Transfers, or Certificate
- Dr. Bowman talked on the growing number of International Students at FSU. In 2006 we had 17 International students and we should reach 166 student by fall 2016. We may have 6 dual degree programs by Fall 2017. International students bring cultural enrichment to the campus.

#### 5. Student Retention & Success

- Handout was reviewed. 36% of FSU students receive a PELL awards. The retention and graduation rate is 50%. The question was brought up what can we do to help with student success? Dr. Bowling stated that we have a high retention rate for second year students who declare majors.
- Dr. Bowling confirmed that mental issues and family income play a big part with student success. Dr. Murtagh added that we need to add optional services for student’s mental health. Ms. Snyder stated that we need resources to implement services and plans.
- A second year ORIE course was suggested to help with student’s mental health issues.

#### 6. Diversity & Inclusion

- Ms. Snyder distributed information on “Diversifying the Faculty and Staff at FSU. Ms. Snyder reported that it has been very difficult to recruit minority faculty and staff to FSU due to the rural area where FSU is located. Many services are not available to minority such as “hair services”. In accordance with FSU’s Equity and Inclusion Program, the University continues its attempt to increase the number of minority faculty and staff. As of December 2015, Frostburg State University’s workforce consisted of 1,036 full and part-time employees (381 faculty and 655 Staff members). Academic Affairs had 39 minority faculty members representing 10.2% of the faculty. Of these 14 were African American/Black faculty representing 3.7%, 19 Asians at 4.9%, 5 Hispanic at 1.3%, and 1 American Indian at 0.3%.
- Dr. Nowaczyk recommended using “The Registry Data Base” from Texas Tech. A good recruiting tool. Also encouraging people that you meet and socialize at conferences and encourage them to look at FSU.

- Dr. Murtagh talked about a possible exchange program with other cooperating universities exchanging of minority faculty. Dr. Nowaczyk said he would support such a program. Dr. Murtagh will investigate this idea.

#### 7. Compliance Training

- Conversation is presently being held biweekly between Dr. Nowaczyk and Ms. Emily Caputo, the FSU Title IX Compliance Coordinator. Ms. Caputo is in the process of getting the word out to the campus community regarding expectations and correct information regarding Title IX. Ms. Caputo will provide future training to faculty, staff, and students.
- Ms. Kathy Snyder stressed the importance of “Sexual Harassment Training” to all employees. Training must be mandatory!

#### 8. Facilities and Campus Master Plan

- Mr. Rose gave an update on the Master Plan. The University Master Plan updates must be submitted to the Board of Regents by January 2017. The Master Plan will be tied to the FSU Strategic Plan.
- Mr. Rose reported that the Public Safety building will be completed by February 2017 and the projected date for the Education and Health Science building is Fall 2021. The new Residence Hall project is presently in the design phase.

#### 9. Budget

- Mr. Rose distributed a preliminary report on the 2016 FSU budget. Mr. Rose stressed that we need to be very frugal in spending. He noted that it is cheaper to retain a student than to recruit a student. Enrollment is needed to generate funds.

#### 10. Assessment and Middle States

- A copy of the MSCHE Committee Recommendations was distributed to the Advisory Board. Dr. Nowaczyk informed the Advisor Board that Dr. Sean McKittrick, Vice President at the Middle States Commission on Higher Education and liaison to Frostburg State University will make a visit to Frostburg on Thursday, August 11, 2016.

## 11. Strategic Planning Process

- Dr. Rose reported that the RFP for the consultants to the Strategic Plan went out for bid on August 3, 2016 and is due back August 19, 2016. It was noted that the Capital Plan will be linked to the Strategic Plan.

12. The meeting adjourned at 4:00 p.m.

### **POSSIBLE ACTIONS:**

- Where are our grads (doing)? - Dr. Tootoonchi, Mr. Short, Dr. Norris, Dr. Hartman-Linck
- Get stories out – Dr. Tootoonchi, Mr. Short, Dr. Norris, Dr. Hartman-Linck
- FAQs for off-campus rentals? Dr. Bowling, Mr. Kirk
- ORIE class info on behavior? Dr. Tootoonchi, Dr. Norris
- Interview with policy officer – Dr. Nowaczyk, Col. Smith
- Media – Dr. Nowaczyk, Dr. Bowling
- Update Syllabus about abuse etc. – Ms. Snyder
- Compliance training – Ms. Pifer, Dr. Murtagh, Ms. Caputo
- Understanding 2017 budget – Mr. Rose, Mr. Bluebaugh
- Non Traditional Students – Ms. Pifer, Dr. Bowman
- Transfer – Dr. Tootoonchi
- Traditional Grad
- Adult Population – HS Grad, Associate Degree, Post-Bac, Certificate, Veterans, Senior Citizens
- International

### **IDEAS/SUGGESTIONS, ETC.**

- Employment/career info
- Program metrics (PINs)
- How are we viewed – role? Reputation
- Who we are
- Need to highlight successes
- Logistical issues

### **ASSESSMENT ONLINE:**

- Incentives
- Rollout – great care

### **RETENTION:**

- Extra/other issues/demands on students
- Good relations with faculty
- When are problems manifesting themselves?

### **DIVERSITY:**

- Faculty Exchange
- Doctoral Grads of color
- Cosmetology and other support

