

Meeting Minutes

UMGC Alumni Advisory Board September 19, 2022

This was the third Alumni Advisory Board meeting for the 2021-2023 term, Lis Driscoll, President, led the meeting. The following board members, past presidents, and staff attended:

Present: Mark Baker, Joe Broussard, Tiana Clark, Lis Driscoll, Vernon Herron, Gus Hinojosa, Jr., Margaret Larkin, Dr. Laura Moore, James Muldoon, Dr. Frank Musmar, Bernetta Reese, Eric Sullivan, Dr. Stacy Trammell, Norman Workman

Absent: Milton Hall, Dr. S. Raschid Muller, Tiffany Tremont

Others Present:

Former Presidents – Joe Broussard, Phillip Callahan, Mary Anne Hakes, Patricia Torgas, Fran Volel-Stech

Guest – Dr. Kenya Dugger

Staff – Frank Principe, Doug Dalzell, Amber Dowtin, Harriett Hayes- Hubbard, Karolina Nash, Nikki Sandoval, Cathy Sweet, Jennifer Tomasovic, Danielle Matz

Meeting start: 6:33 p.m.

Proceedings

The meeting of the 2021-2023 UMGc Alumni Advisor Board session was called to order at 6:33 p.m. by Alumni Advisory Board President, Lis Driscoll.

WELCOME

Lis Driscoll, President 2021-2023 UMGc Alumni Advisory Board
Minutes from the last meeting were approved

I. New Board Member Vote: Bernetta Reese

Lis Driscoll, President 2021-2023 UMGc Alumni Advisory Board

Motion: To accept Bernetta Reese as a new board member, filling vacancy due to the departure of member Carla Roderick. Motion seconded and approved.

PRESENTATION - II. OVERVIEW OF UMGc GOVERNMENT RELATIONS

Frank Principe, UMGC Senior Vice President, Government Affairs & Strategic Partnerships

Frank Principe Remarks: I've been here at UMGC for eight years in February, working out of the President's office. Currently I'm working in government affairs, and also the corporate partnership working with Cathy and Nikki and the rest of the team on all the important work in the service of our students. I'm a public policy generalist, although I've worked in Higher Education for a good amount of time. Working with President Fowler has been great he has a strong vision for where he wants to take the institution. Tonight, we want to open a conversation with you all about the essence of the advocacy aspects of the institution relative to Annapolis. We're taking a pivot from prior business conversations about the institution that were about liberating ourselves from some of the State regulations relative to operations, however under President Fowler's leadership we're more interested in reaffirming our position within the University System and the State of Maryland. We'd like to offer first steps of what your support would look like if you are interested in advocating on behalf of our students and the institution.

Cathy Sweet: First and foremost, tell us why now UMGC is asking for alumni support in Annapolis and beyond?

Frank: The institution had been in conversation with the Board of Regents about what the next iteration for the institution is, and as part of that there has been discussions as to how we can do a better job of telling that story in Annapolis and the necessary resources that could bring to the institution. The State's historical posture relative to the institution has been that because of the military contracts and such, there wasn't any State funding until 1997. The first State appropriation to the institution was supposed to have a ramp up to 20% but it stalled at 10% and has not increase since. Now we're going back to our friends in the Annapolis leadership. As the current administration is outgoing and a new administration is coming in, there's an opportunity to talk to new folks and new faces in the assembly, in an election year. For the first time we're actually scheduled to have the Freshman Bus Tour come stay with us and we will engage with all of the newly elected officials in early December. They will be here on premises.

Patricia Toregas: Has anyone talked to you about the alumni role, years ago, we were actively engaged and encouraged all of the board members to reach out to their representatives in Annapolis and it was very effective, particularly with the budget. The way Annapolis is set up the Governor sets the budget and then everyone has at it and so we lobbied to protect our money. If a representative gets five calls that means that it's a hot issue and that's what we did. There also used to be at the opening of a new administration, at the beginning of the year, lots of cocktail parties. UMUC would host an open house. The Alumni Association would host something and we would contact our legislators and personally invite them. The president of the Alumni Association would do a small talk. When Gov Ehrlich was in the Governor's House we used our arts program and hosted an event there. We took advantage of opportunities, but it was mostly that personal connection, having everyone call your state senator, your representative. It was a very effective tool and if you point us in a direction we'll get things done.

Frank: I think the impact statement that are in your binders show where our alums are, it can be effective and be impactful in telling our story. The budget process is changing, there was legislation passed in the past two years to allow the legislature more input to the budget. With a whole class of new folks coming into Annapolis, we have an opportunity to educate them. We'll have to make some decisions about what are the high-level priorities relative to what they would consider for various shifts and changes in the budget, but I think it's a new and exciting landscape that we're in to begin those conversations and reset the narrative in an interesting way. I think that to the extent that you all want to be a part of that, you can make a huge impact going forward.

Cathy Sweet: Can you tell us about the budget process with USM as it pertains to UMGC?

Frank: The first budget is the Executive Budget that comes forward through the course of the summer. They've been going through the numbers and doing the allocation. I think what President Fowler has brought forward is more conversations about what are some of the costs of the institution that aren't being covered, example when the state passes 5% COLAs and merits to state employees it doesn't then offer the money to cover it, that money needs to come from somewhere. Our presence is not building buildings like College Park, but as we look at this place and how we take up space here, we got a little capital money which got some attention, but the chancellor and the regents will push forward some of the budgetary requests. There are usually some enhancement requests from the system in terms of what types of supplemental appropriations they would support. Both from the Governor and from the leadership. I think they are going to broader categories of funding support, financial aid, not specific. Last year there was a \$50M request for need based financial aid. They got \$20M in supplemental appropriation from the Governor and then the system took back and distributed in a formulaic way. I think we did okay. President Fowler is engaging the board or regents and the system and then we are engaging with leadership and people in Annapolis. We have to provide the resources, especially after everything people have gone through in the past few years. The needs that are out there are pretty tremendous and we have to find new ways and new opportunities for resourcing.

Cathy Sweet: Can you talk about earmarks and congressional ads.

Frank: We have been working on that. On the federal front we've been working with our delegation very closely, Steny Hoyer in particular, he's been very helpful and we've got earmarks for smaller projects \$200-\$400K range. Then congressional ads for different agencies that are upwards of \$2M that are in the current budget. These are all new muscles for the university to exercise. I ask everyone to be patient. It will take time but if we are thoughtful about what we're doing we will be successful. We'll have to keep working at it to get where we need to be.

Board Questions

Norman Workman: This is all very nice, but I think the board is going to need some direction from you. So, these were great ideas that were given earlier. I know it used to be letters and phone calls. As the MCBRC a list of all the State Senators and State delegates and each person could do outreach. However, if our next board meeting is in February and they go into session in January, we

need some action items to use the collective voice of the board. Can we get some action items now? I'm willing to go down to Annapolis in person. We can do that.

Frank: Yes, we're more than happy to give specific directions, and try to focus the conversation in a reasonable fashion. We wanted to have the first conversation, open the door and gauge the interest of the group and I see there's a lot of enthusiasm for this. Certainly, any help and direction we can give you. Any way we can arm you with the appropriate background material to go and have this conversation and target it, we are happy give that level of direction.

Lis Driscoll: That was the plan, to ask the board if would you be willing, Frank will give his presentation, and then we will provide direction.

Vernon Herron: Other than the budget, is there any pending legislation that will impact us? If we can get position papers on where we stand, that would be helpful.

Frank: Yes, there will be policy matters. We're working on that. There's a consultant's report that was done over the interim on program approval issues which are very impactful to the institution, and possible amendments and so forth. We will put that in front of this group. This is a work in progress. If folks have ideas on how to best organize, we're open to suggestions, and we will put a plan forward.

Dr. Frank Musmar: Is it because we're an online school that we don't get the same level of appropriations?

Frank: Yes.

PRESENTATION - III. DISCUSSION QUESTIONS

Lis Driscoll, President 2021-2023 UMGC Alumni Advisory Board

Q1: To inform policymakers on the long-term issues for improving higher education, would you be willing to tell your state legislators about your UMGC college experience?

ALL: Yes!

Nikki Sandoval: I just wanted to add that we don't know what the new administration will be. We don't know what direction or how familiar they are with UMGC. So we're reaching out to you now but we're anticipating that most won't know UMGC. We think tell your story and sharing your experience as a student, and the impact that your education had is going to be the most valuable to educate the new folks. That's where we're really going to dive into the board and say, these are the people we're going to target and these are the topics we're going to address, and what is our focus, and we'll arm you with that.

We'll look at multiple ways to do it, email, in-person, text, other options, so even if you're not here in Maryland, you can still be part of it. We'll also look at people and how they're connected, who are other people in your network, how we can mobilize using those professional connections.

Patricia Toregas: We all even have professional work connections. Like when the other schools didn't want us to have a doctoral program because they don't see us as a research arm. We had to get businesses to explain to them why this was a good thing.

Norman Workman: The lawmakers were under the impression that the employers were paying the tuition for their employees or it was the military. We have people using their GI bill benefits but that doesn't cover the cost of everything. It would behoove us to continue to put pressure on Annapolis. Let's use social media to get out to the students, to other alumni and really create a firestorm.

Q2: Would you see a benefit in encouraging alumni to participate in letter-writing or telephone campaigns to legislative representatives outlining UMGC's legislative priorities?

Norman Workman: Yes and you can use an email template, that people can use, and they can customize with their own personal experience. If you provide most of that, many people will take action.

Lis Driscoll: Yes, we need to make it easy for them.

Tiana Clark: Also, for those of us who aren't Maryland residents, how we can help as well. I just want to just add additional perspective.

Mark Baker: I was just going to add additional perspective, in our current world we can use a TEDTalk or recorded interactions, just like we were emailed the video segments of students comments around graduation. We can create an archive to have an arsenal we can use so that if we have a person who wants to know what we need money for, we have a video of a professor talking about what they could do with additional funding. Rather than be a reactive body we can be a proactive group.

Patricia Toregas: Good idea, then you can have a catalog.

Joan Lee: Do we have podcasts? Do we participate in that kind of forum.

Nikki Sandoval: We have our 75 Diamonds series.

Joan Lee: For some of us maybe a timeline would be helpful. I'm sure you don't want us all water hosing you. I don't know the significance of which date and what the timeline of that would be.

Norman Workman: I remember I got a video about a student who got a scholarship and I almost started crying. I think we need to enlist the students as well because they're still struggling to get through and break that glass ceiling.

IV. ALUMNI AWARDS AND HOMECOMING 2022

Amber Downtin, Senior Event Planner, Institutional Advancement

Amber Downtin: The Alumni Association Board will host our 32nd Annual Alumni Awards Reception on Thursday, October 6th, from 6-7pm at the College Park Marriott in the Lower-Level Art Gallery. We would love if all of you can join us, as you are our hosts for the evening. Former Board President Joe Bowen will be one of the honorees. There is a 30min cocktail reception prior to the ceremony that begins at 5:30pm. If you are able to attend please RSVP to Nikki or Harriett and we will add you to the guest list. We look forward to seeing you there.

The Alumni Awards Reception will be followed directly by the Maryland Homecoming Reception. To register and get information about the other planned Homecoming 2022 activities, please visit <https://alumni.umgc.edu/homecoming>. You can find the full Homecoming 2022 schedule below:

HOMECOMING 2022 SCHEDULE

Maryland, USA & Online

Virtual Happy Hours | via Zoom

October 3 – Virtual Happy Hour: School of Cybersecurity and Information Technology

October 4 – Virtual Happy Hour: School of Business

October 5 – Virtual Happy Hour: School of Arts and Sciences

Homecoming | October 6 at College Park Marriott

Alumni Awards: 6:00-7:00pm EST

Homecoming: 7:00-9:00pm EST

Tokyo, Japan

Homecoming Reception | October 21 at Sanno Hotel

Kaiserslautern, Germany

Homecoming Reception | October 21 at Armstrong's Club, Vogelweh Family Housing

V. ALUMNI RELATIONS UPDATE

Nikki Sandoval, Associate Vice President, Institutional Advancement

Nikki Sandoval Remarks: You've all been so wonderful and stepping up to help and so we really appreciate it.

2022 Alumni Engagement Update:

- 99,571 connected through Alumni Facebook, LinkedIn, Twitter
- 29,000 average visitors each month to the alumni website connecting to exclusive benefits, career resources and more
- 9,845 alumni mentor connections to-date to students and alumni from 7,399 alumni volunteer career mentors
- 6,802 members in the UMGC Discount Program offering valuable savings
- 3,845 participated in activities to directly connect with their network from Homecoming and career sessions to LinkUp
- 768 engaged through the Alumni Virtual Book Club
- 1,181 alumni submitted a student referral helping to share the gift of education with family, friends and colleagues
- 339 continued lifelong learning with \$1,000 scholarship through the Alumni Winter Term Scholarship
- 65 listings in the UMGC Business Directory supporting alumni small businesses

CLOSING REMARKS

Lis Driscoll, President 2021-2023 UMGC Alumni Advisory Board

Meeting adjourned 7:47p.m.

AGENDA

September 19, 2022

Location: UMGC Administration Building, 3501 University Blvd. East, Adelphi, MD 20783.

Conference Room 1001 (First Floor). Online via zoom: <https://umgc-edu.zoom.us/j/8200248168>

- 5:30 p.m. *Optional Dinner for Members Able to Attend In-Person*
- 6:30 p.m. Welcome – All Members Online and In-Person
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 6:35 p.m. New Board Member Vote: Bernetta Reese
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 6:40 p.m. Overview of UMGC Government Relations
Erin P. Favazza, Esq., UMGC Director, State Government Relations
- 7:10 p.m. Discussion Questions
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 7:30 p.m. Alumni Awards and Homecoming 2022
Amber Downtin, UMGC Sr. Event Planner
- 7:45 p.m. Alumni Relations Update
Nikki Sandoval, Associate Vice President, Institutional Advancement
- 7:55 p.m. Closing Remarks
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board

Next 2021-2023 Term Alumni Advisory Board Meeting

Monday, February 27, 2023

Looking Ahead

Learn more at <https://alumni.umgc.edu>

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|----------------------|---|
| October 3-21, 2022 | 2022 Alumni Awards and Homecoming |
| October 31, 2022 | FundRun in Support of the Veteran Assistance Fund |
| November 10, 2022 | Employer Virtual Recruiter Session |
| November 11, 2022 | Veteran's Day Ceremony |
| November 13, 2022 | Dedication of Trosper Asian Art Gallery |
| December 15-17, 2022 | Winter Commencement |

UMGC ALUMNI ADVISORY BOARD MEETING

SEPTEMBER 19, 2022



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LIS DRISCOLL

2021-2023 PRESIDENT
UMGC ALUMNI ADVISORY BOARD

UMGC ALUMNI ADVISORY BOARD MEETING

W E L C O M E



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First Year of Service Highlights

2021-2023 Alumni Advisory Board

- Board member recorded video testimonial for Prince George County Public Schools Career Webinar for high school students career planning
- Board member interviewed for industry insights for Master of Education, Instructional Technology program accreditation review
- Board member volunteer on UMGC Industry Advisory Board to support CAE-C of the Center for Security Studies
- Board member serving as external reviewer for the Academic Program Review for Master of Science in Information Technology
- Five Board members interviewed for industry insights for Master of Business Administration program accreditation review
- Six board members participated as Alumni Career Mentors mentoring students and alumni
- Seven Board members volunteered in Networking Lounge at Virtual Career Fair
- Board member volunteered in Networking Lounge at June Virtual Recruiter Session to provide career insights to students
- Board member participated as recruiter for their employer at Virtual Career Fair to hire students and alumni
- Two Board members served as guest speakers at Career Services webinars
- Eight Board members serving as Alumni Social Media Ambassadors, sharing UMGC stories with their social networks
- Twelve Board members participated in Homecoming 2021 to inform on benefits
- Board member photo and signature on Alumni Student Business Directory postcard to engage participation
- Board member photo, story and signature on annual giving email and direct mail
- Holiday direct mail card from the full Board with photo and signed by Board President supporting student scholarships
- Board President and Board Member participated in UMGC's Giving Day 2022 through gift challenges, encouraged participation among the alumni community
- Member giving of \$110,335 directly supporting SAFER -Student Aid for Emergency Relief and student scholarships
- Board President served as alumni representative at President Fowler Inauguration and recorded video on behalf of alumni community welcoming President Fowler

LIS DRISCOLL

2021-2023 PRESIDENT
UMGC ALUMNI ADVISORY BOARD

UMGC ALUMNI ADVISORY BOARD MEETING

NEW BOARD MEMBER VOTE



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Bernetta Reese

Bachelor of Science, Digital Media and Web
Technology, UMGC 2021

Ms. Reese is the President and CEO of B. Reese Enterprises, LLC, partnering with digital service companies supporting commercial and government organizations, and providing consultation and management services to agencies, businesses, and the community.

Over her decades-long career, Reese has played a key role in several federal initiatives and earned numerous awards including the USDA-FSA Administrator's Award for Service to Agriculture. As the Acting Digital Director of OPM, she led OPM's Federal Women Lead digital campaign.

While serving the United States Marine Corps, Reese led efforts to consolidate and facilitate the modernization of military justice systems and she led the design and development team that built America's first-ever Federal Crowdsourcing and Citizen Science Toolkit with the White House Office of Science and Technology Policy, Executive Office of the President.

Reese also served as Vice President of Undergraduate Affairs for the University System of Maryland Student Council and as the Executive Chair for the University of Maryland Global Campus Student Advisory Council from 2020-2021.

FRANK PRINCIPIE

SENIOR VICE PRESIDENT
GOVERNMENT AFFAIRS & STRATEGIC PARTNERSHIPS

UMGC ALUMNI ADVISORY BOARD MEETING

GOVERNMENT AFFAIRS OVERVIEW



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UMGC ALUMNI ADVISORY BOARD MEETING

DISCUSSION QUESTIONS



UNIVERSITY OF MARYLAND
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DISCUSSION QUESTIONS



To inform policymakers on long-term issues for improving higher education, would you be willing to tell your state legislators about your UMGC experience?



Would you see a benefit in encouraging alumni to participate in letter-writing or telephone campaigns to legislative representatives outlining UMGC's legislative priorities?

AMBER DOWTIN

SENIOR EVENT PLANNER
UMGC INSTITUTIONAL ADVANCEMENT

UMGC ALUMNI ADVISORY BOARD MEETING

ALUMNI AWARDS & HOMECOMING



UNIVERSITY OF MARYLAND
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Homecoming and Alumni Awards



This annual high-touch event is designed to connect alumni and students to their alma mater and resources, engaging the community for a lifelong relationship.

Once engaged, this well-informed community become empowered UMGC advocates supporting each other and their university.



Homecoming

Maryland, USA & Online

Virtual Happy Hours | October 3-5 via Zoom

October 3 – Virtual Happy Hour: School of Cybersecurity and Information Technology

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Tokyo, Japan

Homecoming Reception | October 21 at Sanno Hotel

Kaiserslautern, Germany

Homecoming Reception | October 21 at Gartenschau



TRANSFORMING LIVES

Homecoming

What's New

- Emphasis on flow of activities, program remarks reduced
- Homecoming App replaced with an online website
- Networking on App replaced with virtual happy hours with breakout networking sessions with each school
- Homecoming week social media campaign with incentive to share photos, videos and thoughts on being UMGC PROUD
- Scholarship giving utilizing *DipJar* for gamification of mobile donations including on-screen total donation tracking
- Swag Happy Hour and resource tables available including alumni services, student affairs, admissions, military
- UMGC PROUD Selfie Experience featuring UMGC themed, and 75th anniversary stylized selfie booths for attendees to explore and share on social media

Welcome remarks by President Fowler, Emcee Brandi Bridgett. attendees will be able to chat virtually during the remarks

Live DJ and food to celebrate!



Homecoming

UMGC PROUD Selfie Experience

New this year, we will create an immersive selfie experience featuring a series of UMGC themed, and 75th anniversary stylized selfie booths for guests to explore and share their photos on social media and the Tradable Bits platform



NIKKI SANDOVAL

ASSOCIATE VICE PRESIDENT
UMGC INSTITUTIONAL ADVANCEMENT

UMGC ALUMNI ADVISORY BOARD MEETING

ALUMNI RELATIONS UPDATE



UNIVERSITY OF MARYLAND
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ALUMNI ASSOCIATION



Alumni Engagement

2022 Update

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LIS DRISCOLL

2021-2023 PRESIDENT
UMGC ALUMNI ADVISORY BOARD

UMGC ALUMNI ADVISORY BOARD MEETING

CLOSING REMARKS



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UMGC ALUMNI ADVISORY BOARD MEETING

SEPTEMBER 19, 2022



THANK YOU



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