



Meeting Minutes

UMGC Alumni Advisory Board

September 18, 2023

This was the first Alumni Advisory Board meeting for the 2023-2025 term, Dr. Frank Musmar, President, led the meeting. The following board members, past presidents, and staff attended:

Present (in person): Dr. Frank Musmar, Najila Ahsan, Kristinn Coleman, Dr. Kenya Dugger, Vernon Herron, Gus Hinojosa Jr., Dr. Tulinda Larsen, Dr. S. Raschid Muller, Dr. Jim Payne, Bernetta Reese, Laurie Sayles, Dr. Stacy Trammell, Norman Workman

Present (online): Tiana Clark, Margaret Larkin, James Muldoon

Former Presidents: Robert Alonso Jr., Nat Alston, Joe Broussard, Philip Callahan, Joan Lee, Patricia Toregas

Guests: Dr. Gregory Fowler, Nick Eremita

Staff: Rachel Higgins, Danielle Matz, Jennifer McDowell, Frank Principe, Berniece Reese, Nikki Sandoval, Dharma Selvanayagam, Cathy Sweet

Meeting starts: 6:30 p.m.

Proceedings

The meeting of the 2023-2025 UMGc Alumni Advisory Board session was called to order at 6:30 p.m. by Alumni Advisory Board President, Dr. Frank Musmar.

WELCOME

Dr. Frank Musmar, President 2023-2025 UMGc Alumni Advisory Board

Dr. Frank Musmar: Calls meeting to order, reviews agenda, welcomes new and returning members of the board. Minutes from last meeting approved. Recognizes Harriett Hayes-Hubbard's retirement and presents her with gift from the board.

PRESENTATION – I. UMGc PRESIDENT'S UPDATE

Dr. Gregory Fowler, President, UMGc

President Fowler: Thank you for the work you all have been doing over the last period since we met in February. We were talking about all the various ways we were hoping to engage and tell the story of UMGc – in ways that had not necessarily been told in the past. When people talk about us, they think, oh that is the online school or that's the military school, and those things

are true. But as you all know, certainly, even from looking around this room, UMGC is so much more than that.

Now, one of the things we've been working on is continuing to tell the story of how we are the largest provider for postsecondary education in the state of Maryland. We are number one in fields like biotech for underrepresented populations. We are a major contributor to graduation numbers you will see around the state. One out of every three USM graduates is a UMGC student. That is critically important and what we want to continue the story to be as we move forward. And we ask for your continued help and make sure that we share that with the various parties who are trying to figure out what the next generation of education is going to be. This is true again, not only for schools like ours, but for education – including higher education – across the country.

Topics discussed:

- The role that technology is playing in today's world and in higher education, and how higher education must adapt.
- How to take real-world work experience and be able to apply UMGC credit.
- The Gates Foundation grant for diversity, equity and inclusion and plans for how to use it.
- How serving the military has transformed since UMGC's beginning and trying to work through what a true global operation looks like today.

The more we can tell the story, the more I can ask you to join us in this work, the more we can help more people sit around this table. Thank you all very much.

PRESENTATION – II. 2024-2030 UMGC STRATEGIC PLAN

Nick Eremita, Chief of Staff, UMGC

Nick Eremita: So, what is a strategic plan? Done well, it is a useful, dynamic product. I am here to commit to you that this is something we are going to continue to debate, to invest in, to understand. So, in that spirit, we took a lot of time to do this. Frank and I and the other senior vice presidents thought through what our objectives are. We brought in others and took advantage of the great perspectives of our leaders across the institution.

Reviewed UMGC's Mission, Vision, and the three objectives of the strategic plan:

UMGC's Mission: To inspire hope, empower dreams, and transform lives...one learner at a time.

UMGC's Vision: To be the school of choice for adults and business, because we are learner-centric, data-driven, and skills-based.

Objectives:

1. Advance the Vision
2. Enable Growth
3. Build Financial Strength

President Fowler: We want to help as many people as we can and not one more. This is not simply about taking in as many people as possible. This is about helping people.

Nick Eremita: Reviewed foundational commitments. These are the items that will stand the test of time and are the core and center of how we operate and who we are.

Reviewed the five strategic priorities:

1. Market-responsive portfolio management that continuously adapts to learner and employer needs.
2. A skills architecture that can be translated between educational and work experiences.
3. Targeted expansion that strengthens and diversifies our learner population.
4. A responsive, tailored, and seamless experience to maximize the success of our diverse learners.
5. Intentional study of and investment in our people's needs.

Would love your continued feedback along the way. Thank you again for the opportunity to talk with you this evening.

Bernetta Reese: How are you collecting feedback from the front line – from those who are talking to students every day? What are you doing with that data?

Nick Eremita: There are several student support positions that are direct sensors to what's going on – success coaches, faculty, our admissions teams, financial aid – they are all sensors. We've got a couple of ideas in this plan. The first of which comes down to training – focused, functional training that helps people feel empowered to do their job. It really comes down to pulling that body of knowledge together to create a functional training apparatus.

President Fowler: Discussed creating a streamlined protocol for substantive interactions with students.

Norm Workman: Suggested a proactive approach to asking students and soon-to-be grads about what is next – whether in terms of the next course they will be taking or for their career.

Nick Eremita: Agreed with Norm that empowering students to think about their journey in that way puts the power and confidence in their hands.

Vernon Herron: Identified the opportunity to market to the law enforcement community across the country at the Chief of Police level.


Nick Eremita: As President Fowler highlighted, we are looking at ways to earn credit based on prior learning. We know the standard program of instruction, police academies deliver a certain amount of skills, attributes, knowledge that we can assign credit to give these academy graduates pathways to degrees based on what they've already learned.

President Fowler: Agreed and asked the board to keep these types of opportunities in mind for UMGC.

Kenya Dugger: Asked a question about the pay grade of learners who are marginalized and what we're doing to track the barriers to them completing their degrees.

Nick Eremita: States that UMGC is working to track that and understand the missing piece to help these learners succeed.

Stacey Trammell: Asked about the transfer of military experience to UMGC academic credit.



Nick Eremita: There are a few things we're looking at including the Joint Service Transcript (JST), challenge exams, and grade equivalencies.

Stacey Trammell: Have we looked at the number of students who are wounded warriors?

Nick Eremita: Will investigate the answer to this question, discussed UMGC is working to understand the challenges of this population of learners and support them.

Laurie Sayles: Asked about mental health resources and support.

President Fowler: Talked about discovering ways to partner with the VA as well as other things UMGC would like to work on to support learners who need more support.

Laurie Sayles: Said they have good relationships with the VA and could set up a connection.

Dr. Jim Payne: Asked if UMGC had a working relationship with the Navy Community College.

Nikki Eremita: Strong and growing. I'd say that our relationship out of the gate with the Navy Community college exceeded expectations.

Board thanks President Fowler and Nick Eremita for their time.

President Fowler: Before leaving said he wanted to talk about hypocrisy and wanting to be sure to do the things UMGC says it's going to do and asked the board to help hold them accountable. Thanked the board for their service.

Dr. Frank Musmar: Introduces returning members of the board and welcomes new members of the board.

Dr. Frank Musmar: Reviewed the three areas the board will focus on during their two-year term – one area during each meeting:

1. Global Ambassadors
2. Student Success
3. Philanthropy and Advocacy

PRESENTATION – II. CLOSING REMARKS

Dr. Frank Musmar, President 2023-2025 UMGC Alumni Advisory Board

Meeting adjourned 7:59 p.m.



AGENDA

September 18, 2023

Location: UMGC Administration Building, 3501 University Blvd. East, Adelphi, MD 20781

- 5:00 p.m. *Headshots and Board Group Photo for Members Able to Attend In-Person*
5:30 p.m. *Optional Dinner for Members Able to Attend In-Person*
- 6:30 p.m. **Welcome**
Dr. Frank Musmar, 2023-2025 President, UMGC Alumni Advisory Board
- 6:35 p.m. **UMGC President's Update**
Dr. Gregory Fowler, President, UMGC
- 6:50 p.m. **2024-2030 UMGC Strategic Plan**
Nick Eremita, Chief of Staff and Senior Vice President, Strategy, UMGC
- 7:05 p.m. **Introductions of Returning Members (Share Tip or Advice for New Members)**
Dr. Frank Musmar, Tiana Clark, Vernon Herron, Gus Hinojosa Jr., Margaret Larkin,
Dr. S. Raschid Muller, Bernetta Reese, Dr. Stacy Trammell, Norman Workman
- 7:25 p.m. **Introductions of New Members (Share Reason Volunteering on Board)**
Najila Ahsan, Kristinn Coleman, Dr. Kenya Dugger, Dr. Tulinda Larsen,
Dr. Jim Payne, Laurie Sayles,
- 7:40 p.m. **Introductions of UMGC Staff (Share Role of Support for Board)**
Cathy Sweet, Dharma Selvanayagam, Danielle Veness, Nikki Sandoval,
Harriett Hayes-Hubbard, Berniece Reese, Rachel Higgins, Jen McDowell
- 7:45 p.m. **Global Ambassadors: Review and Discussion**
Dr. Frank Musmar, 2023-2025 President, UMGC Alumni Advisory Board
- 7:55 p.m. **Closing Remarks**
Dr. Frank Musmar, 2023-2025 President, UMGC Alumni Advisory Board

2023-2025 Term Alumni Advisory Board Meetings

Monday, February 26, 2024 | Monday, September 23, 2024 | Monday, February 24, 2025

Looking Ahead

- | | |
|----------------------|--|
| September 28, 2023 | UMGC Town Hall with President Fowler |
| September 29, 2023 | Career Services Virtual InternPLUS Fair |
| October 19, 2023 | 2023 Alumni Awards USA and Global Homecoming |
| November 10, 2023 | UMGC Veteran's Day Ceremony |
| December 15-17, 2023 | Winter Grad Walk |



A photograph of a Black man in academic regalia, smiling and celebrating. He is holding a black mortarboard in his right hand and has his left fist raised. He is wearing a blue gown with yellow and red stripes and a yellow stole. The background is a blurred outdoor setting with green trees and a brick building.

UMGC Alumni Advisory Board Meeting

September 18, 2023

WELCOME

Dr. Frank Musmar

**2023-2025 President
UMGC Alumni Advisory Board**

UMGC PRESIDENTS UPDATE

Dr. Gregory Fowler

President

University of Maryland Global Campus

2024-2030 UMGC STRATEGIC PLAN

Nick Eremita

**UMGC Chief of Staff
Senior Vice President, Strategy**

UMGC 2024 - 2030 STRATEGIC PLAN

 UNIVERSITY OF MARYLAND
GLOBAL CAMPUS

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UMGC STRATEGIC PLAN (2024–2030)

UNIVERSITY OF MARYLAND GLOBAL CAMPUS / ADMINISTRATION / LEADERSHIP AND GOVERNANCE / UMG STRATEGIC PLAN (2024–2030)

EXPLORE MORE OF UMG

[Administration](#)

[Leadership and Governance](#)

[President](#)

[Boards and Committees](#)

[Shared Governance](#)

[UMGC Strategic Plan \(2024–2030\)](#)

[Previous Strategic Plan \(2015–2018\)](#)

[Previous Strategic Plan \(2019–2022\)](#)

For more than 75 years, University of Maryland Global Campus (UMGC) has been a pioneer in serving adult learners in Maryland, across the country, and around the world. Now, together, we are plotting our strategic path forward and invite your feedback on a draft of a new, 2024–2030 Strategic Plan.

This Strategic Plan is a tool designed to guide the university as it works to achieve its vision of becoming the learner-centric, data-driven, and skills-based school of choice for adults and businesses.

This draft plan is rooted in foundational commitments reflecting our history and mission and establishes a series of strategic priorities that advance our vision, position us for growth, and build financial strength. It is the product of a collaborative process, guided by advisors from across the university and incorporating input and feedback from faculty and staff from a variety of units and geographic divisions.



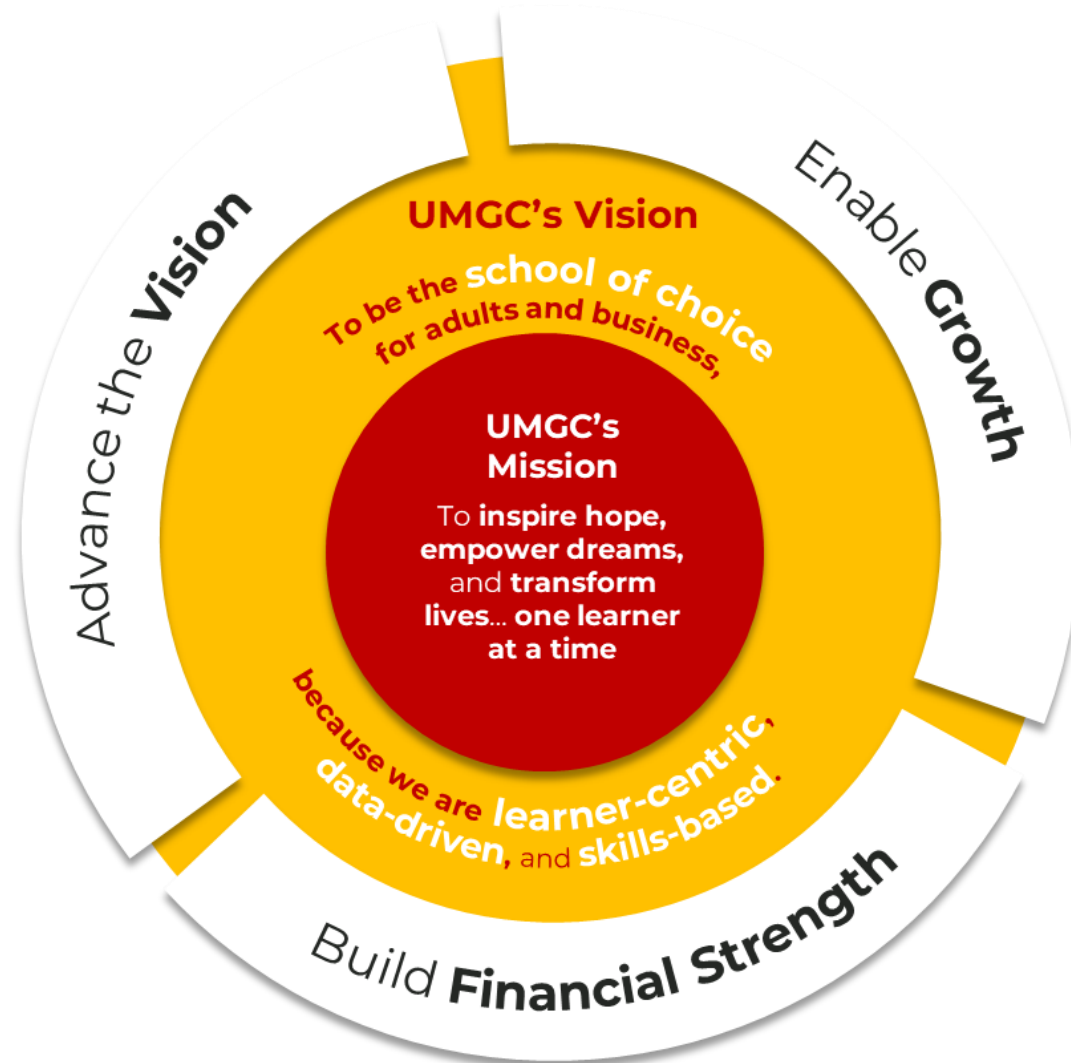
Shaping The Future

Strategic Plan 2024–2030

[DOWNLOAD](#)

<https://www.umgc.edu/strategicplan>

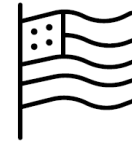
The Objectives of the Strategic Plan



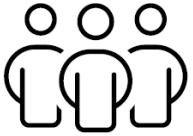
FOUNDATIONAL COMMITMENTS



Learner Centricity



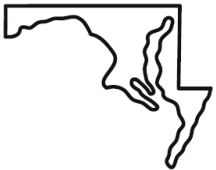
Military



Our People



Spirit of Innovation



State of Maryland



**Digital
Transformation**



Global Reach

CORE VALUES



Celebrate Diversity:

Our welcoming of diverse perspectives and ideas differentiates us and drives innovation



Optimize Agility:

Curiosity and adaptability—informed and guided by data—drive continuous improvement and transformation



Reach Beyond:

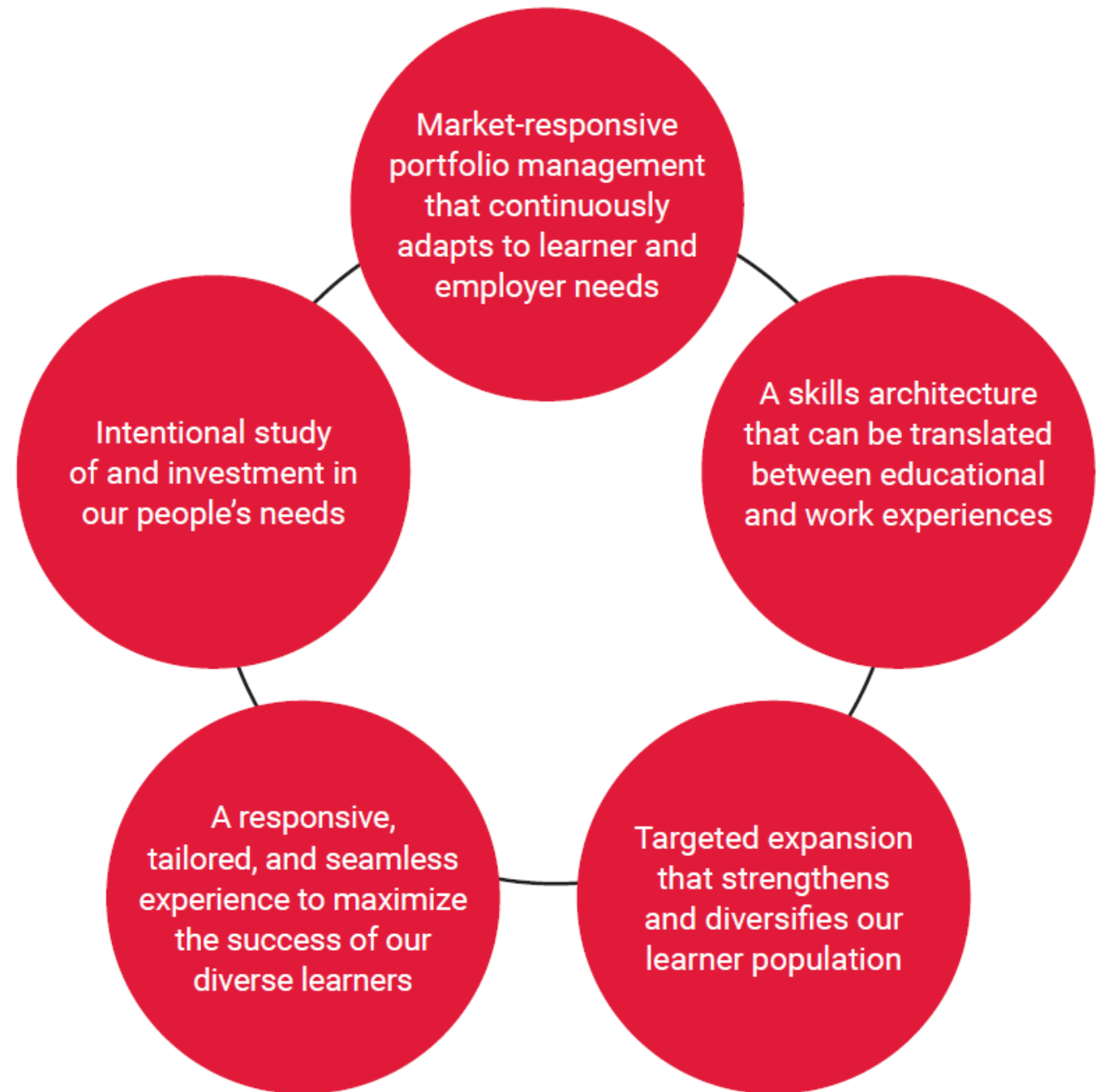
Courage and willingness to challenge boundaries lead to transformative solutions, for our institution and our learners alike



Embrace Collaboration:

Teamwork, effective communication, and clarity of purpose drive success

STRATEGIC PRIORITIES



Tips for New Members

Hear from **returning members** Dr. Frank Musmar, Tiana Clark, Vernon Herron, Gus Hinojosa Jr., Margaret Larkin, James Muldoon, Dr. S. Raschid Muller, Bernetta Reese, Dr. Stacy Trammell, Norman Workman.



Reason for Volunteering

Hear from **new members** Najila Ahsan, Kristinn Coleman, Dr. Kenya Dugger, Dr. Tulinda Larsen, Dr. Jim Payne, Laurie Sayles.



Role of Support

Introductions of **university staff**
Cathy Sweet, Dharma Selvanayagam,
Danielle Matz, Nikki Sandoval,
Harriett Hayes-Hubbard, Berniece
Reese, Rachel Higgins, Jen McDowell

Global Ambassador

Support your UMGC community by seeking opportunities to increase the university and alumni visibility through physical, digital, and/or other means, elevating the value of a UMGC education for the alumni community.





UMGC Global Media Center

umgc.edu/news

Sign up for
e-mail alerts for the
latest news and
information to share!

Global Ambassador Discussion Questions

- What ways can I participate as a UMGC Global Ambassador?
- How can I elevate the value of a UMGC education to others?

CLOSING REMARKS

Dr. Frank Musmar

**2023-2025 President
UMGC Alumni Advisory Board**

A photograph of a Black man in academic regalia, smiling and celebrating. He is holding a black mortarboard in his right hand and has his left fist raised. He is wearing a blue gown with a yellow stole and a red and white sash. The background is a blurred outdoor setting with green trees and a brick building.

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