



**UNIVERSITY OF MARYLAND
GLOBAL CAMPUS**
ALUMNI ASSOCIATION

Meeting Minutes

UMGC Alumni Advisory Board

February 27, 2023

This was the fourth 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 (in person): Mark Baker, Lis Driscoll, Margaret Larkin, Raschid Muller, Frank Musmar, Bernetta Reese

Present (online): Tiana Clark, Vernon Herron, Gus Hinojosa, Jr., Laura Moore, Eric Sullivan, Stacey Trammell

Others Present: Kristinn Watkins-Coleman (online), Kevin Finkelstein, Kirk Platt (online)

Former Presidents: Joe Broussard, Philip Callahan, Mary Anne Hakes, Joan Lee, Fran Volel-Stech

Guests: Chris Motz, Dr. Gregory Fowler

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

Meeting start: 6:30 p.m.

Proceedings

The meeting of the 2021-2023 UMGc Alumni Advisory Board session was called to order at 6:30 p.m. by Alumni Advisory Board President, Lis Driscoll.

WELCOME

Lis Driscoll, President 2021-2023 UMGc Alumni Advisory Board

Review the agenda and welcome. Minutes from the last meeting were approved.

PRESENTATION – I. UMGc PRESIDENT’S UPDATE

Dr. Gregory Fowler, President, UMGc

President Fowler: I would like for us to have a growing relationship that does not require us to be introduced to each other. Certainly, let me start by saying, thank you for all of the various ways you have been engaged.

We had a student activity meeting today, and one of the things they talked about was how can we talk more to people who have graduated and get them to tell us more about what led to their success and how they're doing in the workforce to build mentorship? And I said, you know I know our alumni well enough to know that many of them are more than happy to share with you what their secrets for success have been. And many of you already have been, from the work that I've been seeing.

So, I want to thank you for all of that. I also want to lay out, that just as I'm saying here that I want us to have a good relationship, want to talk about where we are trying to go as an institution, we're trying to do the same thing throughout the state. And you've seen that, certainly, with a lot of the work that we have been trying to do.

UMGC has an amazing story. And when I'm talking to the legislators down in Annapolis about this, I'm surprised that they are surprised, and then I think well, we haven't always tooted our own horn as well as we could. And when I say to them for example, we have 100,000 Maryland residents who are alumni and they go, "Really?" Yes, it's true. Last year we had 34,000 students in the state of Maryland who took UMGc classes. That's more than any other school in the state system. And that's just here in the state of Maryland. But we haven't always talked about that, so when we bring those things forward and you talk about things like workforce development, you talk about the governor's desire to see completion rates, you see the legislator's desire to have students transfer from community colleges to four-year institutions seamlessly – these are all things we are already doing in a lot of ways. So I want to make sure that we continue to do more of that. Now, I'll walk you through a couple of these slides from a recent UMGc Town Hall...

Topics covered from Town Hall:

- New Maryland legislators at UMGc's dinner and reception on December 12, 2022
- United States Department of Education just designated UMGc as a Minority Serving institution (MSI)
- Multi-dimensional Applied Relevant System (MARS)
 - Digitally replicates the internet to allow students to apply methods in a real-world environment
- Metaverse Pilot with VictoryXR and Meta
 - Combined graduation and/or re-enrollment rates were 80 percent.
 - 88 percent of students reported feeling connected to their faculty.
- Student Wellness Resources Project – launched in January 2023
 - Togetherall – Free 24/7 online service offering peer-to-peer support.
 - Welltrack Connect – Directory where UMGc students can locate a therapist.

President Fowler: Thank you for being here on the Board and all that you have done and for the work you continue to do.

Lis Driscoll: Would anyone like to ask a question?



Raschid Muller: As a three-time UMGC graduate and coming from the cybersecurity program back in 2012 – the first cohort – understanding the virtual environment that was provided then, and now I teach cyber operations at NSA. And that virtual platform is amazing. It's really solid and really helps me. Thank you for investing in that infrastructure.

President Fowler: The cyber team has been extremely happy to see the evolution of this. And they would say that this is one of those fields, as are some of the others in IT, where things get obsolete so quickly. How do you create an environment that's organic enough and personal enough and continue to adapt over time is one of the big things we're talking about more and more.

Raschid Muller: Yeah that MARS is amazing – it really is.

Mark Baker: I think developing a program that educates and enriches on the high school post-secondary level open to anybody that wants to take it. That would be a great way to reach out to the younger population and maybe some of those working adults who just really want to see what's significant about African American History. How is it related to where I live now? I think that would be a really good source of outreach for us.

President Fowler: As you may know, the system of Maryland has three HBCUs within it – Coppin, Bowie, and UMES. We're doing a lot of diversity, equity, and inclusion work. I'm not quite ready to announce things, but certainly in conversations about programs that we could either share or enhance based upon our capabilities on a technology side and their understanding and awareness from a diversity and inclusion side to build different types of experiences moving forward. You know one of the amazing things about UMGC that I'm always amazed at is of all the schools in the world, we have more reason to be tied to diversity than anybody, because we are all over the world and we are immersed in various cultures. And trying to figure out how to navigate those in a way that's respectful and productive.

Another area that I didn't talk a lot about tonight but was really on the minds of those students who I told you I talked to today was esports. Talking about esports arenas and the technologies that are going to be tied to that. We're looking at ways to actually begin building out two different elements of esports that I'm really excited about. One of them is trying to make sure that people in esports know the business aspects of esports. Then the other piece is tied to this larger conversation which Chris will talk about that in a different angle, which is how do we continue to get better at tagging the skills that people have in real life that deserve to get credit, even though they aren't happening in a classroom?

We talk about the fact that most of the things you learn you don't learn by a teacher sitting in a classroom. Most of your life lessons come from elsewhere. Most of the skills that you get in life come from elsewhere, but we have to find ways to get you credit for those things. The military is particularly interested in these things where, if I have been in the military for 20 years and I have been leading troops, there's a good chance that I should not have to take the introduction to organizational leadership class. Now how do we take that and give credit for it? It's one of the questions that we are trying to work our way through for the next level of experience as well, because we're talking affordability and accessibility, and these other types of things. What we're

really talking about is trying to shorten the amount of time to graduation and keep your costs low. Again, these weren't up there, but there's a whole lot going on that I think is very exciting about the next generation of our learning experiences here.

Eric Sullivan: Question for you, I think one important way for us to keep alumni engaged are when their children or their families go through UMGC as well. I am very active in the local county school system and I've been trying to plug UMGC to our county in Anne Arundel. I'd love to speak to someone about getting counties involved in being direct feeders. I think it'd be great to have UMGC and its innovations around cyber and VR highlighted and some opportunities around virtual class. Just wanted to put it out there as something we could discuss offline.

President Fowler: Discussed 3D scholarships through Prince George's County. How do we work with high schools, community colleges – how to pull all of this together so students can move through in a way that keeps their costs down.

Bernetta Reese: I would love to see other ways the board can get more involved. One thing you spoke of that really resonated with me, was that experiential learning program that UMGC has. I'd love to help streamline that and how to look at where I am today versus where I was and figure out how to make that better and easier for students to take advantage of.

President Fowler: Yes, we call it a prior learning assessment. In many cases it's so much work that students think they should just take the class. But, many of you all have heard this idea about game design and game theory. One of my favorite early games was called Fable. You think about games like that, a lot of the skills you gain in the process of your experience. You're put in situations where you gain the experience. Another example of this is in the movie Karate Kid. He doesn't know he's gaining karate skills during the movie – he's cleaning cars. That's what happens in your real life. We're looking at employers and employees to see how we can translate what people are learning and doing on the job and how they equate to certain credentials.

Lis Driscoll: Thank you so much for your time. And thank you for joining us this evening.

PRESENTATION – II. PARTNERSHIPS OVERVIEW

Chris Motz, Vice President, UMGC Academic Outreach and Corporate Alliances

Chris Motz: Thank you Lis and thank you all for the work that you're doing. In the 22 years I spent at other schools – they have thousands of alumni, but no alumni board. Thank you for the great work that you're doing and the impact you are having for the UMGC community. You make our jobs easier and more pleasant as we do all this work for our students and alumni. I want to give an update on our partnerships. They are really geared toward workforce needs.

Update on Corporate Partnerships:

- **Amazon Career Choice Program:** We were one of the earliest members of the Amazon Career Choice program. As a result, our enrollment through that partnership have grown by 87 percent from fiscal 21 where we have 611 students to over 1,100 in fiscal 22 and that's

continued to grow as we've entered fiscal 23, now as you see, over 1,460 students have enrolled at UMGC.

- **Guild Education:** Launched last year – connecting UMGC to employees who work for some of the largest American companies. There are 29 employers including Target, Discover, and Bon Secours Mercy Health. Currently 850+ students enrolled.
- **EdAssist:** UMGC's largest channel partner. Its corporate partners include Capital One, USAA, Apple, and Booz Allen Hamilton.
- **Workforce Forward:** A very exciting launch in January 2023. This platform allows access to non-credit, skill-focused credit. This puts UMGC in the space of non-credit, skills-based learning.

So, the next slide shows you what Workforce Forward looks like. It doesn't look exactly like the UMGC website, and that's intentional, but you very easily get the feel of the University's work. Right now, it's a minimum viable product. The platform allows the individual to understand what that credit value is, to earn a digital badge, and to begin the process of their journey toward next steps with the university. This gives us some entry level opportunities to impact that space.

This is only coming to our corporate partners by way of our business development team. This is not a searchable site. You can't go out and find this. In order to get access to it, our business development team, as they have conversations with employer partners and understand their needs, will give them access, and then they can give access to their employees to be able to seek this learning. The cost varies. Everything from less than \$100 course to an \$11,000 bootcamp that provides placement services, a career mentor, and guaranteed access into a job.

And then finally I want to highlight our growing partnership with Google. In 2019, you may or may not be aware, but Google entered the learning space with Grow with Google. We were among the first institutions to provide evaluation of those non-credit certificates for academic credit – we pathway those into our degree programs for "Fast Paths to Credit." Since 2019, nearly 100,000 people have completed these certificates. The Grow with Google certificates are becoming a larger and larger place that UMGC prospects are bringing learning experiences from. This gives these folks an opportunity to be able to stack these learning experiences into existing degree programs. Those are my updates and I'm happy to take any questions.

Philip Callahan: I am very impressed. I'd love to get some information that I can share with organizations and employers about how to get involved with this. I have some clients who are in very large franchise organizations, and I also have clients who are smaller, start-up firms who may want to use this system to incentivize their employees and enhance their overall work experience.

Chris Motz: Absolutely I would love to connect you.

Raschid Muller: Is your office responsible for doing partnerships with the DoD?

Chris Motz: Yes, that's my team as well. I have a national account director that works exclusively with the Federal Government.

Raschid Muller: So I teach – I’m also an adjunct with the National Cryptologic University at NSA, and we have no partnerships. We don’t have a partnership with my alma mater. I’m 30 people short on my mission alone. And I’ve actually brought on at least four of my students that I taught. But again, you know, we don’t have a partnership.

Chris Motz: Yeah, let’s fix that. Please reach out to me.

Lis Driscoll: Thanks Chris for his time.

PRESENTATION – III. DISCUSSION QUESTIONS

Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board

Q1: How can I foster partnerships with UMGC through my network?

Eric Sullivan: I think the more we can share with our networks – a lot of us have folks at larger organizations. The more we create awareness that this is the university you want to be focusing on for partnership in terms of innovation, cyber, and many other areas. I think the more we can spread the word and directly engage those we think would be great fits.

Lis Driscoll: Yes, I think having context and examples from this evening’s meeting makes it easier to think about that question and how to support.

Eric Sullivan: Offered an example of his software company startup. He reached out to the cyber and IT team to partner for students opportunities through his platform.

Q2: Could I describe the benefits of a UMGC partnership to others?

General agreement among attendees.

Lis Driscoll: Asked if there was an information session about partnerships with UMGC. Nikki suggested doing an information session with the Alumni Advisory Board specifically. Chris Motz makes a note of it.

Joe Broussard: I too had spoken with Helen and Dan. I was trying to work with them on when students are in their classes and getting certified – if they are planning to get employed in the DoD community, there are minimum requirements that they need to focus on. It’s great to have some of the other things that are nice to have, but depending on what they want to do, there are specific requirements they have to meet, and trying to share that with them to that they could gear their education and their credentials toward that, because their main goal is to get employed. How can we prepare UMGC students for the federal government workforce?

Chris Motz: My national account director who heads our engagement with federal agencies – one of the pushes he’s trying to make is we need to build these things into Workforce Forward.

Lis asks if anyone online has any questions before Chris Motz leaves.



PRESENTATION – IV. 2022 AA-I GRANT FUNDING VOTE

Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board

Lis Driscoll: We are going to move onto the next item on our agenda, the Alumni Association International (AA-I) Grant Programming. I'm going to ask Nikki to share her recommendation for our funds.

Nikki Sandoval: Thank you all so much as you can see the AA-I have done a phenomenal job with the funding to allow us not only grants for the Alumni Association to support alumni programming, but scholarships for students. Incredible alumni programming with this grant funding over the last few years. Board launched the Virtual Book Club in 2019, the Business Directory in 2020, the Discount Program in 2021. This year we'd like to focus funds on the 2022 New Graduate Welcome. To welcome graduates to this community, engage them in volunteerism, and share UMGC school pride. To do that, we propose the grant to purchase 4,000 tote bags for Grad Walk, 150 t-shirts for Global Give, and two photo booths for three days at Spring Grad Walk.

Lis Driscoll: With that, I will call for a motion to approve the 2022 funds.

Board motions to approve.

PRESENTATION – V. 2023-2025 ALUMNI ADVISORY BOARD: NOMINATION REVIEW AND VOTE

Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board

Lis Driscoll: So let's move on to the 2023-2025 Alumni Advisory Board Nomination Vote. I want to thank you all for participating in the online vote. It's my honor to announce the 2023-2025 incoming Alumni Advisory Board President is Dr. Frank Musmar.

Lis continues to review the 2023-2025 returning member nominations. Calls for a motion to approve returning members for the 2023-2025 term.

Board accepts motion.

Lis Driscoll: Next we have the incoming board nominees (lists incoming member nominees). Calls for motion to approve incoming nominees.

The board moves to accept the motion.

PRESENTATION – VI. 2021-2023 ALUMNI ADVISORY BOARD APPRECIATION

Nikki Sandoval, Associate Vice President, UMGC Institutional Advancement

Nikki Sandoval: On behalf of UMGC, thank you for the incredible work this board has done over the last two years. There are many of you who are finishing your second two-year term, which is four years of service to this board, so with that, we have a special plaque. Offers thanks to Mark Baker, Dr. Laura Moore, Dr. Frank Musmar, Eric Sullivan and Tiffany Tremont. Next we'd like to thank those who are completing their first term – two years of service to the board. Offers thanks to Tiana Clark,

Vernon Herron, Gus Hinojosa Jr., Margaret Larkin, James Muldoon, Dr. Raschid, Bernetta Reese, Dr. Stacy Trammell, and Norm Workman.

Mark Baker: Thank you for this opportunity. As you all have already heard, this is the end of our term together. Lis, on behalf of the 2021-2023 Alumni Advisory Board, thank you for your outstanding leadership and dedication to advancing UMGC. You have led us through the most challenging times of transition – from a global pandemic to keeping our group focused on and committed to the success of our alma mater. During your tenure, you have helped to welcome a new president, you have greatly expanded our online and virtual interactions with the world, and you've increased our alumni giving by creating new scholarship programs. Thank you for your genteel, persistent, and efficient guidance to the Alumni Advisory Board.

Lis Driscoll: It has been an honor and a privilege. Thank you to the staff for your support and the hard work of this board. I certainly hope to remain engaged on some level. I have worked with many boards, and I have to say you all have set the bar very high. Thank you very much.

PRESENTATION – VII. CLOSING REMARKS

Lis Driscoll, President 2021-2023 UMGC Alumni Advisory Board

Meeting adjourned 8:00 p.m.



AGENDA

February 27, 2023

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**
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 6:35 p.m. **UMGC President's Update**
Dr. Gregory Fowler, President, UMGC
- 7:00 p.m. **Partnerships Overview**
Chris Motz, Vice President, UMGC Academic Outreach and Corporate Alliances
- 7:20 p.m. **Discussion Questions**
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 7:30 p.m. **2022 AA-I Grant Funding Vote**
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 7:35 p.m. **2023-2025 Alumni Advisory Board: Nomination Review and Vote**
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board
- 7:45 p.m. **2021-2023 Alumni Advisory Board Appreciation**
Nikki Sandoval, Associate Vice President, UMGC Institutional Advancement
- 7:55 p.m. **Closing Remarks**
Lis Driscoll, 2021-2023 President, UMGC Alumni Advisory Board

Looking Ahead

Learn more at alumni.umgc.edu

- March 24, 2023 2023 Virtual Career Fair
- April 8, 2023 Global Give – MD Alumni Volunteer Activity
- April 26, 2023 UMGC Giving Day
- May 11-14, 2023 Spring Grad Walk

