**UMES Senate Minutes**

September 19, 2023

Frederick Douglas Library Auditorium

1. **Welcome and Call to Order**

* Meeting started at 11:06 am
* Meeting was called to order by Dr. Thomas-Banks
* Agenda was approved by Dr. Bell; seconded by Dr. Braxton
* 26 people in-person; 92 people online

1. **Approval of May 9, 2023 Minutes** – Motion to approve minutes

* Mr. Bree moved to approve minutes; seconded by Dr. Braxton
* All in favor of approving minutes – None Opposed, No abstention

1. **Today’s Business**
2. **Updates from the Office of the President (Dr. Heidi Anderson)**

President Anderson reported that UMES has moved up in the US News World Ranking. She thanked the entire campus community for helping to increase our national reputation.

* 1. **COVID Protocols**. All about Self-Responsibility. We are following the CDC Guidelines. If you test positive for COVID, stay home for 3-5 days. If you’re not comfortable being without a mask, wear a mask even when you’re not ill. Every Friday in October we will have a Flu Clinic where our pharmacy students will be administering flu shots. The CDC has recommended that those individuals who are not in vulnerable populations can get the flu shot and the covid vaccine both in the same day at the same time.
  2. **Legislative Priorities for 2024** 
     + **Farm Bill.** The farm bill is a federal piece of legislature appropriated every 5 years. We are an 1890 institution land grant, 1 of 19 institutions in the country. A number of our funding comes from this bill; funds for student scholarships and our Centers of Excellence. We want to make sure that they continue to fund and even increase our funding.
     + **1890 State Match.** President Anderson is always advocating for our 1890 match as a land grant institution. We’re supposed to get a 1:1 dollar match from the state every year. President Anderson has been pushing for this for the last five years. We received our full match last year. It was supposed to go on in perpetuity but it was one time. President Anderson is going back to Annapolis this year pushing for the 1:1 match, but pushing again to keep it going.
     + **Infrastructure – School of Pharmacy and Health Professions Phase II**. The Veterinary Science Program was approved last week by the faculty. This program is going to be a feature in Phase II.
     + **Carver Hall Renovations.** We want to try to get funding from the state to help us renovate Carver Hall. Getting funds from the state will allow President Anderson to leverage other funds to do some other renovations.
  3. **Land Acknowledgement**
     + President Anderson would like to form an Advisory Committee to advise her on Land Acknowledgement, and help her to decide how we need to acknowledge and recognize the indigenous people who were here before us. She currently acknowledges it in her signature line but wants us to do more than that. Contact Dr. Bell and/or Dr. Thomas-Banks if you are interested in being a part of this advisory committee.
  4. **Leveraging Partnerships for Strategic Consultative Directions**
     + Leverage Partnerships for Growth. We have been partnering with a group called Partnership for Education Advancement for 3-4 years now. This is a group of individuals who pulled together their resources to help HBCU’s. They helped us with not only our COVID protocols but also helped us from an enrollment standpoint.
     + They started by having McKinsey company work to help us with our value propositions, career success, enrollment, and more recently to help us with our online enrollment.
     + They have poured 4.5 million dollars into UMES to help us with enrollment using artificial intelligence tools. We have a search engine optimization, and by partnering with them, we’ve been able to leverage those resources that we don’t have to pay for ourselves.
     + Artificial Intelligence Tools – Main Stay, Web Chatbot
     + RNL is one of the groups that we have been bringing here who have been helping us know how to do financial aid, optimization to grow the numbers, and make sure we get the right students here.
     + They’ve helped us this summer with looking at our full quality assurance. They helped us train 200 of our campus members to do quality customer service.
     + They’ve given us monies that we can use to help our students persist here.
     + Anthology – President Anderson thanked faculty that have created online programs through anthology. The staff is getting trained on how to go through that one-stop, and how to allow the one-stop to be the first voice for students to get a quicker turnaround. Then students are able to talk face to face with faculty when they need to on bigger issues.

1. **Updates for the Office of the Provost (Dr. Rondall Allen)**

* Provost Allen thanked everyone for their participation in the self-study process. All the feedback received regarding institutional priorities, self-study outcomes, and the self-study design that was recently submitted was greatly appreciated.
* Provost Allen introduced Dr. Terence L. Peavy, Vice President Liaison for UMES for the Middle States Commission on Higher Education. Dr. Peavy provided an overview of the accreditation process and the role of faculty, staff, and students.
* Dr. Peavy mentioned that the steering committee submitted a wonderful self-study design draft, which is really the foundation for the self-study report. He was happy to report that there’s going to be minimal updates to the self-study design.
* Dr. Peavy mentioned that although UMES will go through the self-study process adhering to the Standards for Accreditation 13th Edition, the steering committee can use the new 14th Edition, which has an Evidence Expectation Guide, to help guide them so there’s no guessing.
* A wide variety of policies and procedures on their website will help guide groups or give context on how certain things happen through the accreditation process.
* The website is msche.org and all guidelines and templates are there for review.
* The Self-Study Process will take 24-30 months
* [Click Here](https://docs.google.com/presentation/d/1HtRNeOtz07KMmdYu50Hm3Re1IyTRyQJT/edit?usp=sharing&ouid=103544333148365711177&rtpof=true&sd=true) to access Dr. Peavy’s presentation (there are notes on the accreditation process that accompany the slides).
* The steering committee stood up and introduced themselves.
* There were no questions for Dr. Peavy.

1. **2023-2024 Admissions & Recruitment Strategy (Mr. Darryl Isom)**

* [Click Here](https://docs.google.com/presentation/d/1i1kFxoTxoBDMSq594LKn969KFVnO_8xY/edit?usp=sharing&ouid=103544333148365711177&rtpof=true&sd=true) to access Mr. Isom’s presentation.
* Mr. Isom thanked the entire campus community and his dynamic team for what they have done this year in relation to admissions and recruitment.
* Fall 2023 New Undergraduate Students
  + Full & Part-Time Freshmen: 742
  + Full & Part-Time Transfer Students: 161
  + Enrollment is up 13% and this is the 3rd year of growth
* How We Achieved Our 2023 Goals
  + Telling the Unique Story of UMES – everyone telling the same story.
  + Counselor Initiative – Made an effort to reconnect with counselors in schools; they are our recruiters in schools.
  + Summer Bridge – 153 students fortified in Math, English, and Transition to College. 153 students completed the program.
  + Alumni Recruiters – 60 certified alumni recruiters recruiting at college fairs and in high schools, telling our story and making a great impact.
  + Faculty – had scripts and called students, emailed students, talked to parents when they came to campus for youth events, and interacted with them which was very instrumental.
  + Transfer Student Initiative – Make sure that transfer students understand that they are important like everyone else and that we want them to be on campus.
  + RNL – provide us with tools and resources.
  + Partnership for Education Advancement – they have been crucial in giving us the third-party tools that we use to build up programs.
  + Parents Communication Revamp – parents are instrumental, they make the final decisions. We increased our communications with parents. We having a perspective parent week or day where they can come and have programming just for them.
  + Next Open House – October 6, 2023
* How Will We Achieve Our 2024 Goals: All Hands on Deck
  + No HBCU Out-of-State Initiative – if a student is from out-of-state and do not have an instate HBCU, we are going to offer them In-State Tuition; the University System has made this possible for them.
  + Online Programs – just started an 8-week cohort; recruiters are going to be working to make this happen. This is instrumental for students that have left institutions, have families, and/or can’t be on our campus for regular hours to come to class, they can go online. We’re going to really build that in the coming months.
  + Honors Program – want to have students admitted earlier; finding a higher quality student to admit to the program.
  + Expand International Recruitment – going to be intentional about our international recruitment moving forward.
  + Expand Veteran Affairs Initiative – increasing recruitment of military-related students.
  + On Campus Recruitment/Yield Events – will be reaching out for help to make it huge.
  + Non-Traditional Students (partnership)
  + Stop-out Students – have a strategy and plan for them to make it safe for them to come back.
  + Graduate Programs Pipeline (building a bridge) – we’ll admit students as undergrads but expect them to go all the way through and obtain a graduate degree. We have that plan in place moving forward.
  + Question from Dr. Johnson – No HBCU Out-of-State Initiative – is that the entire state or certain regions of the state?
  + Answer – It’s the entire state. Board of Reagents approved this.

1. **How Can OIE Help You? (OIE)**

* UMES President’s Council on Issues Concerning Women. There are 40 members from all over. Our women faculty started forming a group to advise President Anderson. President Anderson commented that she has really appreciated Dr. Barrett-Gaines and others for leading that group. The group has been meeting with faculty and staff to hear their concerns.
* The President’s Council on Issues Concerning Women presents their first event (webinar), “How Can OIE Help You?”, in an ongoing series resulting from the concerns expressed in the Spring 2023 survey.

1. **Announcements – All Members of Senate**

* President Anderson announced that the money for the walking trail has been approved.
* We have a distinguished guest, an international ambassador, this afternoon at 2:00 pm in the library auditorium.
* All faculty are welcomed to attend the DEI and Mentoring workshop this Thursday and Friday. RSVP to Dr. Cornelius by tomorrow at noon; lunch will be provided.

1. **Adjournment**

* Motion to Adjourn by Dr. Allen; seconded by Dr. Namwamba.
* Meeting Adjourned at 12:15 pm