Overview:
In 2007-2008, The University of Southern Maine’s Board of Visitors (BOV) focused its work on three main areas of interest:

1. **USM Financial Issues**
   In light of the current financial situation, the Board continued its advocacy efforts on behalf of USM, working to influence the Legislature, Board of Trustees, and community leadership.

2. **Southern Maine Imperative II (SMI II)**
   The primary work of SMI II was to update and refresh the Southern Maine Imperative Report originally authored in 2000. The SMI II was completed in January 2008 and presented to the Board of Trustees in March 2008. The five main purposes of the SMI II are:
   
   1) validate and update the SMI
   2) educate USM stakeholders
   3) solicit feedback
   4) determine alignment with community expectations
   5) gather information/perceptions for further advocacy work

3. **Integrated Marketing Plan**
   Goals of the Integrated Marketing Plan were presented, and approved, by the Board and creative materials were unveiled.

The Board will continue to work on the three areas mentioned above in the 2008-2009 calendar year including continuing its advocacy efforts on behalf of USM, working to influence the legislators, Board of Trustees, and community leadership.
The USM Board of Visitors meet five times annually. The Annual meeting is scheduled in June of each year.

**September 14, 2006** (10 voting members attended, 6 non-voting members, 4 Guests, 11 Staff)

- President described his opening address to the USM Community.
- Discussion and feedback from the Southern Maine Imperative II draft.
- Integrated Marketing Plan goals presented.
- Reports from the Alumni Association, USM Corporate Partners and USM Foundation.

**November 9, 2007** (8 voting members attended, 5 non-voting members, 3 Guests, 8 Staff)

- President report on the passing of Bonds 2 and 3, the Board of Trustees meeting held earlier in November and the budget problems.
- An update regarding the Integrated Marketing Plan was presented.
- An update on the draft version of the Southern Maine Imperative II and Executive Summary.
- Update from Admissions.

**January 25, 2008** (12 voting members attended, 4 non-voting members, 4 Guests, 7 Staff)

- President’s report on upcoming Board of Trustees meeting, the 2008 Commencement speaker and the 2008 Honorary Degree recipient.
- The Southern Maine Imperative II was finalized.
- An update was presented on the Integrated Marketing Plan and the creative materials were unveiled.
April 11, 2008 (12 voting members attended, 4 non-voting members, 9 Guests, 9 Staff)

The President provided the Board with an update on enrollment. The general education program was presented to the Board. A report on the Current and Prospective Student survey conducted by Critical Insights was presented and discussed. An update on the Southern Maine Imperative II was provided. An update was provided by the USM Foundation.

June 13, 2008 (7 voting members attended, 6 non-voting members, 1 Guest, 7 Staff)

The President provided an overview of the financial issues USM has experienced since 2006, accomplishments during the past year and the importance of the marketing campaign. Discussion and breakout groups to determine next steps regarding the Southern Maine Imperative II. Updates were provided by the USM Foundation, Advocacy Committee and Alumni Association Board. An update was presented on the Integrated Marketing Plan and the new web presence.