Board of Visitors Meeting Minutes
August 31, 2018


Chair Clif Greim called the meeting to order at 8:15 a.m.

Opening Remarks
BOV Chair Greim opened the meeting and introductions followed. Clif spoke about the bond issue and thanked everyone for their efforts so far.

President Cummings gave a special “thank you” to Erik Jorgensen who was critical in getting our bond to voters.

Recap of Legislative Session/Referendum – Question 4
Sam Warren spoke about how special the ceremonial signing of the bond was and thanked all who could attend. She explained that there are two strategies, the paid campaign and the grassroots campaign. We have set a goal for the paid campaign of $350K. Unfortunately, we will not be able to advertise in Portland as that would cost $400K, so instead we will be focusing on a digital campaign, with TV advertising in the Bangor and Presque Isle area. She also shared that due to some legal changes, we can be more involved in the campaign as public employees. We have hired an advertising firm, CD2 Consulting, and six of their members are USM alums as well as being the best.

Internally, the campaign team is focusing on the grassroots campaign and leveraging every network to get the word out.

Fundraising
Corey Hascall spoke about the gifts received so far and all the time that is being spent by Glenn and Ainsley to ask others for their support. Corey passed out business cards with information on how to give to our PAC. Ainsley reminded the group that time is of the essence as we have a very tight timeframe.

Sam stated that this bond is a historic and once in a generation opportunity for USM. Clif agreed and called this a “one shot deal.”

Foundation
Ainsley Wallace gave an update on the USM Foundation. Please see attachment for further details.

Enrollment Update
Nancy Griffin gave a very informative update on enrollment. Please see attachment for further details.
President’s 9 Goals, Vision/Mission Draft, Possible Name Change
President Cummings gave a brief presentation discussing his 9 Goals, a draft of a new vision and mission statement and a possible USM name change. Please see attachment for further details.

Meeting adjourned at 10:00am.

The next meeting of the Board of Visitors is **Friday, October 26**, Room 285 on the Lewiston-Auburn campus