4th Annual All-Boards Event

Hosted by the USM Board of Visitors

Friday, October 18, 2013
November 5, 2013 Referendum Ballot
Question Two (Bond Issue):

A $15,500,000 bond issue to enhance educational and employment opportunities for Maine citizens and students by updating and improving existing laboratory and classroom facilities of the University of Maine System statewide.

- Focusing on improving already-existing facilities – not new space
- Improving science, technology, engineering and math learning and career training in Maine
- Facility infrastructure throughout the University system is getting older and in need of investment
Question Two – The University of Southern Maine

- Renovation of labs, which may include:
  - Bailey Science Wing in Gorham
  - Payson Smith Hall in Portland
  - Science A-Wing in Portland
  - Science facilities in Lewiston
- $4 Million
- While it would not renovate all USM laboratories, it could help to improve labs in the sciences of:
  - Biology
  - Chemistry
  - Physics
  - Geosciences
  - Environmental Sciences
USM Receives Competitive Title III Grant

USM awarded a $1.6 million grant from the U.S. Department of Education’s “Strengthening Institutions Program”. Designed to increase the retention rate of first-year students and the four-year graduation rate.

- Development of a strengths-based education program for all students
- Development and delivery of “high-impact educational practices”
- Enhancement of faculty development programs and support for the USM Faculty Commons
- Widespread use of electronic tools to improve university-wide academic scheduling and other related student services
USM Direction Package

• What do you and your business need from USM during the next year and five years from now?

• What do you think USM needs to continue to do and offer the community and what do you think USM should stop doing?

• What suggestions and concerns do you have about USM and what strategies do you suggest we use to fulfill or resolve the suggestions and/o concerns?
Thank you!
USM All-Boards Meeting Notes
October 18, 2013

GROUP ONE:

Marketing to a declining group of students needs to include expanding to include the internet, other parts of New England, older students, non-traditional groups. Make sure tuition makes sense.

Current budget cuts have not been strategic – Example: When professors retire, don't just fail to fill that specific positions; instead, think about overall department goals.

USM needs to develop an identity that makes us different than the other options for students. That identity should stay the same over time. Link to strengths: Tourism, entrepreneurship (hubs of new businesses started by USM students/alumni)

What should the USM student look like? One goal should be that our students aspire to:

- Be a strong student with aspirations of being a strong member of the community
- Be professional
- Have more opportunities for internships
- Have exposure to the professional work in their fields

We need to expose high school students, guidance counselors and teachers to the great facilities at USM.

GROUP TWO:

Asked LAC how they compete with the community colleges? Answer:

- Presence in the high schools
- Presence at the community colleges themselves
- Scholarships for community college students to move on at USM

Need to see some simpler activities within the bureaucracy

Widespread perception that USM is failing; also that the faculty is running the show

Has to be a sense of substantive change – has to be:

- Dramatic
- Edgy
- Innovative
- Compelling

We've created a Seven-Sister monster and it has to be tamed.
GROUP THREE:
Build on our connection to the Southern Maine business community

- Some excellent partnerships (Portsmouth Naval Shipyard)
- How about Maine Medical Center? UNUM? WEX?
- More adjunct professors (instructors who are practitioners in their field)
- USM’s expansion is critical to the business community

More activities for students and alumni:

- Enhance life for students in Gorham (ex: late bus to Portland)
- Lighting the athletic fields in Gorham
- Look for town leadership to provide additional town activities
- Move more cultural activities from Gorham to Portland (especially for alums)

GROUP FOUR:
There is a great deal of caring, concern and commitment to USM. That being said:

- USM is not a mature institution
- USM needs to tell us what it wants to be when it grows up
- What USM decides should lead to a focused identity
- 21st century university idea is a failure; trying to be all things is not a possibility

USM should connect to a group of metropolitan universities [Coalition of Urban and Metropolitan Universities?] to help with shared issues and strategic goals befitting a diverse student body.

- Make USM a go-to place for economic growth
- Deep partnerships with the business community
- Stable leadership – including Board of Trustees, Chancellor
- Would not recognize UMS as a system – it is a failure. Example: Muskie is the only deliverer of public affairs education in the state
- Unless we correct the basic system, we will continue to spiral down

GROUP FIVE
Make Portland the go-to place north of Boston

Think of success versus the competition; find ways to collaborate with other schools
Top points:

- Transition at the top and constant strategic planning wears out boards and the community. “Our areas of excellence are eroding.”
- Do a tough SWOT analysis of strengths and weaknesses. Ask the outside community, too. Ask students, alums, businesses, etc. Assign an alum to every 12th grade student applicant, to ask questions, help, to follow-up (this is done elsewhere). USM is often the last/back-up school considered.
- Engage dynamic hub of Portland/metro. Make president’s council-level person who is the chief interface with Portland’s younger, entrepreneur, downtown, start-up, political world. Make USM know and vital to this dynamic city/region.
- How can USM collaborate with UNE, SMCC, MECA, Salt Institute, St. Joseph’s, Kaplan, to make Portland a destination city for students? Peter Mills, “We could use a statewide articulation agreement.”
- There should be a sense that the city and USM are one and the same.

GROUP SIX:

Demographics of Maine are ‘old.’ We need to bring young people here.

USM needs a growth plan – and a five year plan to get there. This plan should be designed in concert with the faculty, but not driven by the faculty.

People should believe that they are better and the community is better because of USM.

Students should know that they can come to USM to pursue certain specialties, and these should be driven by the economics of the region.

USM needs to produce competent and innovative graduates with a spirit of innovation, ambition and a thirst for learning.

What not to do: Don’t go thin – we can’t be all things to all people

Engage employers through consistent outreach

USM has a responsibility, but so do employers. The business community needs to support USM, not just financially. Businesses should make clear the expectation that their employees are prepared well (from USM).

Muskie’s report on the future direction of the school is comprehensive, and people should read it. Three major points:

- More interdisciplinary programs; more certificate programs
- Pricing is important to growth.
Don’t discourage non-Maine students
Less top-down leardership
Decentralize profit/loss – down to Dean level
• Do market research about what it takes to get students interested in USM

Encourage board members to put their constituencies to work – let them know how special USM is.

FEEDBACK FROM AMY LANDRY, CSTM Board Member, VIA E-MAIL TO BOB CASWELL 10/18:

Bob, Here is what I came up with for suggestions. Amy

• Work with guidance counselors. Are they pushing kids with good grades to USM? Mine did not.
  1998
• Why doesn’t workgroup include students, board members, business partners, local legislator??
• Don’t teach similar course in different schools. Ex. Muskie and Business
• Use more adjuncts and people working in the field they teach.
• May consider more residential focus in Portland. Gorham is not cool for college kids.
• Online certificates? Looking for one now and can’t find one in Maine.
• Pay professors market rates. Need more nursing, no more business? Than pay the nurses more money.
• Alumni events, reunions, dinners, better gym membership etc... To keep them engaged.
• External events: don’t make me use USM catering. Offer space free whenever possible for non-profits. Move arts events to Portland.
• Include basic business skills class is core curriculum at least for liberal arts degrees.
• Offer more affordable out of state tuition for low enrolled programs.