Overview
The University of Southern Maine Board of Visitors had an exciting and productive year. The Board focused its work on two primary issues, updating the Southern Maine Imperative (SMI), and the development of an integrated marketing plan for the University.

Southern Maine Imperative II
In 2000 the Board of Visitors created the Southern Maine Imperative, which served as the vision for the University of Southern Maine through 2010. Under the leadership of Board Chair, Jeanne Hulit, the Board worked to revise the SMI during the academic year. Supported by grants from the Davis Foundation and Clark Associates, Pam Plumb and Elizabeth Reuthe were hired to survey community members and to assess changes in the community’s vision for USM. The report is now in its final phase of development and will be completed in November of 2007.

Integrated Marketing Plan
In June of 2006 the Board charged USM staff to develop and implement an integrated marketing plan for the University of Southern Maine. The objectives stated by the Board included:

- Enhancing the image of USM
- Improving recruitment and retention
- Garnering increased public and private support

USM hired Educational Marketing Group, following a detailed search. USM has developed a detailed plan and is in the process of implementing it. The website will be upgraded and improved, to be completed in the 1st quarter of 2008. Improved marketing and recruitment strategies and vehicles are in development and will be in place for the fall cycle.
**September 15, 2006** (15 voting members attended, 4 Ex-officio, 4 Staff)

Reports from:
- BOV Advocacy Committee: John Henshaw
  Status of request for proposal regarding marketing and public relations, meeting with Gubernatorial candidates
- BOV Standards Committee: Deb Coyman
- Southern Maine Imperative Committee II: Ann Mohnkern, Jon Oxman

Motion on TABOR

**November 3, 2006** (18 voting members, 3 Ex-officio, 6 Staff)

Southern Maine Initiative Phase II planning

**February 9, 2007** (14 voting members, 5 Ex-officio, 5 Staff)

Southern Maine Imperative II Update: Pam Plumb

President’s Update: Rich Pattenaude

Integrated Marketing Plan Updates: Beth Shorr

**April 13, 2007** (16 voting, 5 Ex-officio, 4 Staff)

Update on the Southern Maine Imperative

**June 8, 2007** (18 voting, 6 Ex-officio, 8 Staff)

President’s Updates: Rich Pattenaude

Integrated Marketing Plan Progress Report and Feedback: Beth Shorr

Southern Maine Imperative II Update: Judy Ryan