Board of Visitors Meeting Minutes  
October 25, 2019

Attendees: Clif Greim, Beckie Conrad, Chris Joyce, Kent Peterson, Mary Kozicki LaFontaine, Luc Nya, Jeanne Paquette, Bob Stein, Adam Lee, Chris Lavoie, Kim Hamilton and Brian Toy

Chair Luc Nya called the meeting to order at 8:17am.

Opening Remarks
Board Chair, Luc Nya, welcomed everyone and introductions were made around the table. He informed attendees that President Cummings, Provost Uzzi and COO, Nancy Griffin, were all traveling so would not be at the meeting.
Luc reminded everyone about our community read, “How to be an Anti-Racist” and copies were made available for anyone interested.
He then explained that today’s meeting would have a different structure; an open forum, with Q&A, would follow a brief presentation by Jeanne Paquette.
Clif Greim remarked that the purpose of the board is be ambassadors for USM in the community and it is important that member’s voices are heard. Chris Lavoie suggested that data be collected on all the members, detailing what they believe are their strengths and how they might best be utilized to benefit USM. Kent Peterson expressed support of the new format because as a member, you feel more engaged and everyone benefits.

Lewiston-Auburn Campus Update
Jeanne Paquette gave a handout regarding the changes to the LAC campus (please see attached). Jeanne explained that she has roots in the Lewiston-Auburn area and remembers the excitement in the community when USM announced it would be adding a campus there.
USM is now looking to move the LAC campus to downtown Lewiston. Jeanne explained that while research was being done for the Master Plan, one of the facts that came out was that only 40% of the LAC building was used M-F during business hours. Part of that is due to online classes but also due to changes in what the needs have been. USM then looked at how we can attract students and be more accessible to the majority of the community. The current building will be put on the market (once approval has been given from FFT and BOT) and move to the downtown area. This would make the campus much more visible and allow us to integrate what we offer to the business community, the new American community and the workers of these businesses. Jeanne also stressed how this would help to enhance our new academic vision. There will be many opportunities to collaborate with local businesses. The goal is to have the new facility and courses up and running by the fall of 2022. Many locations are being considered but nothing has been decided yet.
Senator Nate Libby is working on a bill to get the Lewiston-Auburn College into statute as part of the community. This will ensure we always have a presence here.

Open Discussion
Clif asked USM to consider collaboration with local career training centers.
Adam Lee said that if we will be moving closer to the high school, we should always put it in tandem with Edward Little HS. He also said it would be beneficial to stress that along with a change in location, there would be programmatic changes as well.
Beckie Conrad asked that we remember the Franco-American population in the area and make sure we reach out to them.

Mary LaFontaine mentioned the importance of building industry partnerships. The Community Advisory Board is a piece that is already established and connected to Chamber and Career Center/Department of Labor and we can build on that.

Kent Peterson asked if we would be able to subdivide the 20 acres that LAC is on and that it might make it easier to sell. Bob Stein explained that some experts in the field said it would actually most likely sell as one parcel and then let them subdivide.

Chris Lavoie asked about how we calculate to figure out what amount of square footage is appropriate for the number of students? Clif responded the factors that are taken into consideration include the number of academic programs, the number of students, how they’re scheduled, etc. The idea is not to leave a lot of square footage unused. All campuses are looking to maximize their square footage.

Jeanne added that she envisions it not only being used for classroom and programmatic things but also space that is supported with employers, so that employers could do interviews on site, do presentations, be there for career services, etc.

Brian Toy, Dean of LAC, spoke about the visit from the Chancellor the day before who toured the building and the downtown area. The Lewiston-Auburn College is both a College and a campus. Brian said that that means he owns academic programming that is in this building and then there is academic programming in the building that he doesn’t own, and is in the purview of other Deans. He said that when people start talking about numbers, he’s not sure they are accurate because those calculations don’t include things like the Nursing students and some others that aren’t included in his college but use the building. He stressed that the building services the larger community, not just the college.

Beckie said the business community has been stuck with their notion of what education is. There has been some shift in perception of the value of higher education. Many needs are being met thru the community colleges. Industry is part of the history of the L/A community but the needs are changing, especially in high tech and nursing.

Clif said that we not only need to talk to business leaders but also to city administration and elected officials because we can lift the aspirations.

Kent expressed his excitement about the new meeting format and the upcoming changes for LAC and the opportunities that this will present.

Kim would like to see a vision statement for the BOV.

**Career Services & Employment Hub Discussion**

Luc shifted gears a bit and stated that the biggest complaint about USM from business leaders was that USM was unresponsive. You call USM, looking for student interns, looking to hire people and you never get a call back. When Glenn came on as President, he listened and designated someone and it changed. That person is Jeanne Paquette.

Jeanne told the group about some of her background. She does not come from higher education. She was a business owner, working in Human Resources and working for the State as the Commissioner of Labor. She knew that lacking in the state of Maine was the connection between education and real world experience and listening to the demand side, listening to businesses.

Jeanne passed out a document to give the BOV some idea of the structure of the Hub. (Please see attached.) She explained the focus is on 3 areas: Academic Excellence, Affordability, and Career Prep.

She went to the National Association of Colleges and Employers and looked for schools that did well. She then went to Florida State University and met with their career services people. They have increased their ranking in the NACE tenfold because they changed their model and listened to the employer community and had a good partnership with the academic side. FSU compiled a report for USM based on a 350-question survey. This will be used to develop a new model that is scaled to reach the most students. Last year we only reached 33% of our students. Some lessons learned included a need to start much earlier and not wait until students are juniors and
seniors. Jeanne then prepared a presentation for Glenn and the cabinet to present the findings of FSU and help determine where we go from here.

**Open Discussion**
Clif mentioned that the term “internship” means many different things to different people. We need some clarity and he recommended a “menu” that describes the different kinds of internships.
Chris Lavoie suggested a digital media campaign to identify those businesses and business owners of the industries that we want to grow. This would be a great way for the university to grow.
Adam Lee agreed with Jeanne about teaching the students how to get a job and make connections instead of doing it for them. We would be doing our students a disservice if we think of career services as simply placing them in a company and not preparing them for the new economy.
Kim wanted to offer whatever resources they have. She runs the Focus Maine Internship Experience program. They had 600 interns this year with 40 different companies.
Beckie mentioned the Growth Council, which is part of the Lewiston/Auburn Metropolitan Chamber and invited Jeanne to come and speak with them.
Jeanne then clarified that the Employer Relationship Managers are not currently in each of the colleges. Her goal is to flip those two positions into liaison positions, have a competitive application process, she’s looking for 3 people, have that position report to Career Services but embed themselves in the academic side of the house.

**Closing Remarks/Announcements**
Clif announced that Harriman will be celebrating its 150th year in 2020!
Kent announced that Fluid Imaging is celebrating its 20th year this year!

Chair Luc Nya thanked everyone for coming and the meeting adjourned at 10:00am

*The next meeting of the Board of Visitors is Friday, December 13th, 2019, UER Glickman Library, Portland*