

***(The Cumberland Times-News)***

**USM Chancellor Caret visits Cumberland**

By Greg Larry

Oct. 16, 2015

CUMBERLAND — Part of a weeklong "listening tour," new University System of Maryland Chancellor Robert Caret visited Cumberland on Friday to hear the needs local of business and educational leaders.

Caret was appointed on July 1 to take the place of a retiring William Kirwan.

His first-ever listening tour, paid for by gift from State Employees Credit Union, took him to Southern Maryland, greater Baltimore, the Eastern Shore, Prince Georges County and Western Maryland, and ended with a stop in Montgomery County.

"It's been great ... just what you'd hope for. It's important to get out and listen to the community. Each part of the state can have different needs," said Caret during a Thursday interview with the Times-News.

The University System of Maryland includes 11 universities, including Frostburg State University, and one research center in Montgomery County.

"When you are in a leadership role, the more information you have the better decisions you make," said Caret.

His visit to Cumberland included a breakfast meeting at the Ramada Inn on Thursday morning that was not open to the media.

Some of the officials present at the breakfast included Cynthia Bambara, president of Allegany College, and Richard MacLennan, president Garrett Community College, Del. Jason Buckel and David Cox, superintendent of schools for Allegany County.

"I think it was commendable for him to go on tour of the whole state. It was a good conversation. We talked about ways we can use support. One of the projects that is really important is a new education and health science building at Frostburg State University," said Cox.

Cox said it is fortunate that Allegany County has both Allegany College and Frostburg State University within its borders.

"Not every county has that," said Cox.

Caret said he heard many of the needs of the communities, from farming and extension services to workforce development and helping small business.

"He linked a lot of it to economic development. Education is a driver in any form of economic development. I think the chancellor recognizes that," said Cox.

Caret was asked about the increasing cost of college tuition and rising student debt.

"We are working hard with the state and federal government to get aid up and cost down so students can pay less and have less debt when they graduate," said Caret.

He said his staff is working on creative ways for students to obtain a degree.

"It really depends on your budget. But one method is two-plus-two. That is where you start at a community college and then move onto to a four year institution," said Caret.

He also said young people can save on the expense of education by taking college level courses in high school.

From Biddeford, Maine, Caret has been the former president of San Jose State University, Towson University and the University of Massachusetts.

[http://www.times-news.com/news/local\\_news/usm-chancellor-caret-visits-cumberland/article\\_3ba58f9b-5310-50db-a572-9d19f5fa4ac3.html](http://www.times-news.com/news/local_news/usm-chancellor-caret-visits-cumberland/article_3ba58f9b-5310-50db-a572-9d19f5fa4ac3.html)

***(Frederick News Post)***

## **University System of Maryland leader looks to the future**

By MIKE PERSLEY mpersley@newspost.com

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Robert L. Caret knows Maryland. He spent eight years as president of Towson University before leaving in 2011 to become president of the five-campus University of Massachusetts system. He has also been the president of San Jose State University in California. Caret returned to the Free State in July after he accepted the role as the state's fourth chancellor of the University System of Maryland, starting July 1.

Caret has spent this week on a statewide listening tour, hearing regional leaders in local government, business, education and community organizations talk about

how the university system could best serve their interests. He spent part of his Thursday speaking with leaders from Frederick County at Black Ankle Vineyards in Mount Airy. He sat down afterward with *The Frederick News-Post* for a brief interview. Answers have been edited for clarity and length.

Q: You're new to this job. You started in July. What is the biggest challenge that you found coming in, and what is the biggest challenge now?

A: It's still the same. It's fundamentally a higher ed issue in terms of funding. We've seen it in two ways. One, many of our universities have old buildings that need to be updated. Even our schools that have a lot of new buildings still have quite a few old ones. We're way behind on deferred maintenance because there's not enough money in our capital budgets.

Second is just the need for money to appropriately fund our faculty and our programs. I remember President Obama criticizing schools for raising tuition, and I sympathize, but where is money going to come from? The state used to pay 70 percent of our costs. Now, they're paying much less than that. It's hard to have low tuition if the state's not putting money into the budget.

Q: And that affects the students.

A: Absolutely. When I was in college, I worked 20 hours a week and school was affordable. You can't do that these days. You're going to have to borrow. And you're coming out of school with enormous amounts of debt. The schools are still here, but there's just this massive shift on who's paying for it.

Q: What are your thoughts on the expansion of community colleges?

A: I'm a real fan. One reason is more financial and down-to-earth. It's just simply cheaper, and as I said, if you have to go into massive debt to get a good education, this is a way to somewhat get around that. I can tell you all kinds of research that shows that kids who go to community colleges and transfer are just as likely to be successful as the ones who started off at a four-year school.

[http://www.fredericknewspost.com/news/education/schools/higher\\_ed/university-system-of-maryland-leader-looks-to-the-future/article\\_a4270547-fb07-5000-9c6e-b2443f20dab8.html](http://www.fredericknewspost.com/news/education/schools/higher_ed/university-system-of-maryland-leader-looks-to-the-future/article_a4270547-fb07-5000-9c6e-b2443f20dab8.html)

**WMDT-TV 47 ABC Affiliate, Salisbury MD**

SALISBURY, Md. - As the chancellor of the University System of Maryland spent time on the Eastern Shore on Wednesday, he heard from local leaders and community members about what they say we need.

Two areas that topped the list were agriculture and professions within the field of healthcare. Chancellor Robert Caret says he and other officials are paying attention and are being asked to work on making those areas more attractive within the University system.

We're told because the Eastern Shore relies on them so heavily, they're necessary to the health of the region. The chancellor says another major point discussed was equity and funding issues among individual schools.

Chancellor Caret says, "There are many very poor subdivisions of the state that need more resources just to keep pace with some the richer subdivisions. It's not just to become the best in the world, but just to do a good job at what they're doing. How can we work more closely with k-12, community colleges, and state universities in this region to provide a more equitable and attainable for the different students?"

The chancellor wraps up his listening bus tour in Western Maryland on Thursday.

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<http://www.wmdt.com/news/more-local-news/chancellor-discusses-needs-of-eastern-shore/35845018>

### **Day three of listening bus tour rolls into the Eastern Shore**

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SALISBURY, Md. -- On Wednesday, October 14th, Chancellor Robert Caret of the University System of Maryland was on day three of his inaugural four-day, statewide, bus listening tour.

He spent time on the eastern shore meeting with community and regional leaders in education, business and government.

This is Caret's first year as chancellor and he says he's using the listening tour as an opportunity to hear how USM is serving distinct geographic regions in Maryland; and what areas need improvement.

Caret says, "My job is to set public policy for the system. The more I know, the better job I can do of finding the right path there."

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<http://www.wmdt.com/news/more-local-news/day-three-of-listening-bus-tour-rolls-into-the-eastern-shore/35844776>

## **Higher Education**

### **Here's what Bob Caret took away from his meetings with Under Armour and OneBaltimore**

Updated Oct 14, 2015, 9:37am EDT

Plank recently announced that he [expects his company's revenue](#) to jump to \$7.5 billion by 2018, which would double its 2015 revenue. As part of that growth, Plank told Caret he expects to need to hire more employees from a wide variety of backgrounds.

Caret said he expects Plank to hit his growth goal and that the USM institutions can do their part by training Maryland's future workforce and encouraging them to stay and work in the state.

"One of the things we've been talking about is what kind of employees companies will need, what skill sets they need," Caret said on the tour bus on his way to the Eastern Shore. "[Plank's] interested in a variety of different skill sets — from marketing to sales, anything they need."

Under Armour representatives could not be reached for comment to discuss the meeting.

Under Armour employs 2,644 people in Baltimore, according to the Baltimore Business Journal's list of [top private employers](#).

The subject of job training also came up Tuesday when Caret sat down with Kevin Shird, the co-founder of the nonprofit Do Right Foundation and Educate One, and Cryor, who took over the OneBaltimore project after April's riots to help solve

some of the city's long-term problems such as unemployment and affordable housing.

Caret said both leaders encouraged the USM to develop programs to help underprivileged students get into college and receive the education they need to break out of poverty.

Shird said in the city there are a number of high school students who have the grades to get into college, but don't have the resources to navigate the financial aid process.

"Having an education, that's the way that we have to use that as a tool to break the cycle of poverty in the city. And the USM can be huge in that," he said in an interview after the meeting.

Caret mentioned the need to help first-generation college students navigate the process of applying and getting financial aid. And, even for city residents who are past the traditional college aid, it still isn't too late to provide them with some level of higher education.

"Lots of adults in the city never received a college degree or any college education," Caret said.

"You have to allow the people to get an education so they can get a decent job," Shird added. "It needs to be about having the right job. I can work at McDonalds and survive, but a college education allows me to have a \$60,000 job."

Cryor said it was clear to him that Caret was ready to make a commitment to the city, and Caret approached him to get advice on how to do that. In the future, Cryor said he wants to see more collaboration between groups across the state.

After the riots in April, Cryor said a number of groups were working on various projects, but there was no communication between them to try to set up any collaborative efforts. The USM could be one of those partners in the future, he said.

"We have to identify who is doing what," Cryor said.

Shird says that during his nonprofit work, he had never been afforded the face-to-face time he was Tuesday with any higher education officials.

"I think the chancellor was really open to learning more," he said. "I really believe he wants to build a stronger relationship with Baltimore and with young people here."

*Jonathan Munshaw is the associate editor of the Baltimore Business Journal.*

<http://www.bizjournals.com/baltimore/news/2015/10/14/heres-what-bob-caret-took-away-from-his-meetings.html>

## **Bob Caret plans bus tour with stops including Under Armour, Eastern Shore**

Oct 6, 2015, 2:48pm EDT

Robert Caret is preparing for a three-day road trip. He won't be staying in any local hotels or camping out, but he will be hitting every area of the state next week as he goes from southern Maryland, to Baltimore, to the Eastern Shore and even western Maryland.

Caret, the chancellor of the [University System of Maryland](#), will be taking a bus tour — something he did [several times](#) while he was president of the University of Massachusetts — Oct. 12-14 and meeting with business, community and education leaders along the way.

"I'm trying to see where people around the state are heading, and what they think we could be doing to help them," Caret said in an interview Tuesday. "[We want] to carry the message across the state that the system is here for them. We want Maryland to grow in the future with our help."

The tour will start on Monday at the Calvert Cliffs in southern Maryland where Caret will tour the power plant. Then, he's making his way up to Baltimore to meet with Under Armour Inc. CEO [Kevin Plank](#).

"Kevin is ... one of our alums who has probably done as well as any of our alums," Caret said of the University of Maryland graduate. "We're trying to meet with a number of CEOs, and he's one of the most prominent CEOs in the area."

In these closed-door meetings, Caret said he plans to catch leaders up to speed on what the System is currently planning. He'll then turn it over to them and become a listener, taking input on what the System should be working on and how any partnerships could be formed.

"We don't promise to do it all, but we want to know [what the requests are]," Caret said.

On Tuesday, Caret will return to the city to meet with [Michael Cryor](#) of OneBaltimore. Cryor heads the program Mayor Stephanie Rawlings-Blake established after April's riots to help with short-term recovery efforts and long-term plans to solve some of the city's problems such as unemployment and affordable housing.

"I've met with Michael in the past," Caret said, and specifically praised Cryor's plan that gave 8,000 jobs to the youth in the city over the summer. "[Cryor's] primary goal when I talked to him was to create jobs long-term. We feel, as a major educational institution, that we can play a big role in that goal with him."

Despite needing to wrap up his role as UMass president during the first half of the year, Caret said he came down to Maryland once a week and regularly spoke to former Chancellor William E. "Brit" Kirwan about the riots in April and the problems in Baltimore. When Caret came into office in July, he said he commissioned a report from the USM institutions in the Baltimore area about what programs they were involved in in the city.

After that report, Caret said he has a few new things in mind for the USM to help Baltimore recover from the riots. Caret specifically mentioned placing a focusing on training and producing teachers.

Tuesday's trip will continue on from Baltimore to the Eastern Shore, where Caret will meet with Jim Perdue of Perdue Farms, which has its headquarters in Salisbury.

The tour will wrap up Wednesday with a trip up to Cumberland, followed by a stop at the USM's offices in Hagerstown.

*Jonathan Munshaw is the associate editor of the Baltimore Business Journal.*

<http://www.bizjournals.com/baltimore/news/2015/10/06/bob-caret-plans-bus-tour-with-stops-including.html>

***Daily Record of Maryland***

**USM's Caret to make statewide listening, marketing tour**

By: [Daniel Leaderman](#)

Daily Record Business Writer October 7, 2015



University System of Maryland Chancellor Robert L. Caret will take a four-day bus tour of the state next week to meet with business leaders and government officials and discuss what the system's institutions have to offer.

"We want to let people know that we're listening to them," Caret told The Daily Record, adding that he hoped to identify areas where the system could be doing more. "It's an entire week of telling and selling and listening," he said.

The tour can also help build political support for the university system and find partners who want to help keep education affordable, Caret said. "It's important to maintain public support for public education," he said.

The trip, scheduled to include a tour of the Calvert Cliffs Nuclear Power Plant and closed-door meetings with Kevin Plank of Under Armour and Jim Perdue of Perdue Farms, is expected to cost the university system \$50,000, officials said.

But compared with the cost of buying TV or newspaper advertisements, the cost of the bus tour is "a fairly insignificant investment" to promote the university system, Caret said.

"We're a \$5 billion business. We get 25 percent support from the state itself, but there's another 75 percent we need to go get," Caret said. "We can't sit behind walls and be invisible. We need to be out there talking to people."

Half of the \$50,000 will go to Nevins & Associates Public Relations for marketing consultation and half will pay for videography, meals and three nights of hotel accommodations for Caret and five members of his staff, said Anne Moultrie, a spokeswoman for the university system.

Footage shot by the video crew will be used for a variety of future marketing needs, and system staff will also spend time on the tour working on other projects, Moultrie said.

Rental of the bus itself, along with gas, the driver and signage, was paid for by the State Employees Credit Union, whose logo will appear on the bus to give some return on investment, Caret said.

"There's a lot of synergy between SECU and the university system," said Peggy Young, vice president of marketing for SECU, which includes USM employees and graduates in its membership and sponsors the naming rights for a sports arena at Towson University. "We also want to help Marylanders better themselves."

Caret also made annual listening tours while he was president of the University of Massachusetts System, which he says yielded many good ideas.

Next week's tour is scheduled to include closed-door meetings in Bel Air, Fruitland, National Harbor, Salisbury, the University of Maryland Center for Environmental Science Horn Point Laboratory in Cambridge and USM facilities in Hagerstown and Shady Grove.

Caret and his team will spend one night at the Hyatt Place hotel in Harbor East, one night at a Hampton Inn in Fruitland and one night at a Ramada Inn in Cumberland.

"I'm going to enjoy each part of it," Caret said. "We're really trying to pull in a whole cross-section of the people we deal with."

<http://thedailyrecord.com/2015/10/07/usms-caret-to-make-statewide-listening-marketing-tour/>

