



Board of Regents Retreat
College Park Marriott Hotel and Conference Center
3501 University Blvd E
Adelphi, MD 20783

October 11-12, 2023

Minutes of the Public Session

Call to Order. Chair Gooden called the meeting of the University System of Maryland Board of Regents to order in public session at 4:00 p.m. on Wednesday, October 11, 2023 at the College Park Marriott Hotel and Conference Center. Those in attendance were: Chair Gooden; Regents Anderson, Breslin, Fish, Gonella, Gourdine, Hasan, Helal, Hur, Leggett, McMillen, Neuberger, Parker, Peters, Pope, Rauch, Sibel, Smarick, Wallace, and Wood; Presidents Anderson, Breaux, Fowler, Goodwin, Jarrell, Jenkins, Lepre, Nowaczyk, Interim President Perrault, Pines, Schmoke, and Sheares Ashby; Chancellor Perman; Vice Chancellors Herbst, Hogan, Masucci, McDonough, Raley, and Wrynn; Ms. Mulqueen, Ms. Wilkerson, and AAG Bainbridge.

1. **Welcome and Introductions.** Chair Gooden provided opening remarks. She noted that the retreat is a way for the regents to further their development as a Board. It is a way to sharpen understanding of key issues affecting higher education and the University System of Maryland. She explained that the retreat will focus on a key aspect of the Vision 2030 plan – the need for the USM to be more “student centered”.
2. **WHAT Does It Mean to Be Student-Centric? Student Voices.** Regents Helal and Parker led a panel featuring USM students who represented a wide cross-section of student populations and USM institutions.
3. **Intersection between the Value of Higher Education and Student-Centered Experience.** Matt Sigelman, President, The Burning Glass Institute, presented on measuring and enhancing student outcomes from higher education. He covered the public perception of higher education, the current challenges facing higher education, and how to improve outcomes.

The first day adjourned at 5:30 p.m. The Board reconvened at 7:03 a.m. on Thursday October 11, 2023.

4. **Reconvene to Closed Session.** Chair Gooden read the “convene to close” statement citing the topics for the closed session and the relevant statutory authority for closing the meeting

under 3-305(b) and 3-103(a)1(i). (Moved by Regent Hur, seconded by Regent McMillen; unanimously approved.)

The Regents reconvened in public session at 8:27 a.m.

5. **WHAT Does a Student-Centered System Look Like?** Chancellor Perman spoke about the future of the USM as a student-centered system. The attendees had a discussion of how to help the USM become more student-centered.
6. **WHERE Do We Stand? Public Perception of the USM.** Regent Gonella introduced Vince Kalt and Dave Brazier from BVK, who presented their research findings related to the USM branding initiative. Their main takeaways are that Maryland residents understand the importance of higher education, but there needs to be more focus on raising awareness of the system.
7. **WHO Are Our Students?** Assistant Vice Chancellor Muntz provided an overview the USM's current students and a summary of the higher education market and demographic changes that are likely to affect the USM in the future.
8. **HOW to Bolster Vision 2030: A Student-Centric Strategic Plan.** Senior Vice Chancellor Herbst outlined the session focused on the strategic plan. Each table was assigned a theme and questions to answer about how to move the USM toward being more student centered. The tables then reported out the results of their conversations.
9. **WHAT'S Next?** Chair Gooden and Chanellor Perman provided closing remarks and noted how enlightening the conversations were. They thanked everyone for their participation and for their continued service to the USM.

The retreat adjourned at 1:45 p.m.