

Allegany College of Maryland  
BOARD OF TRUSTEES

November 16, 2020

PUBLIC SESSION  
MINUTES

On Monday, November 16, 2020, at 4 pm the Board of Trustees met virtually via Zoom to comply with Gov. Hogan's social distancing order. Board members present included Mr. Kim Leonard (Chair), Ms. Jane Belt (Vice Chair), Ms. Mirjhana Buck, Ms. Linda Buckel, Ms. Joyce Lapp, Mr. James Pyles, Mr. Barry Ronan, and Dr. Cynthia Bambara (President and Secretary/Treasurer).

Others in attendance:

VP David Jones	VP Christina Kilduff	VP Kurt Hoffman
Scott Harrah	Melinda Duckworth	Clorinda Calhoun
Arthur Priadkin	Chandler Sagal	Wendy Knopsnider
Kara Riley	Dr. Tino Wilfong	Jeff Kirk
Shauna McQuade	Sue Rowan	Lauren Winterberg
Sean Aurigemma	Bobbie Cameron	

**Approval of Minutes**

The Trustees approved the October 19, 2020, minutes on a motion and second by Mr. Ronan and Ms. Belt, respectively.

**2020 Expressions Literary Magazine**

Dr. Tino Wilfong, English faculty and chair of the Expressions Art/Literary Publication Committee, explained the committee's concerns about the 2020 edition of the publication. The organization that previously judged ACM's annual submission shut down due to the pandemic. However, in May the 2020 Expressions Literary Magazine was published. Dr. Wilfong noted an essay submitted in January from student Steve Maynard on the Coronavirus. Dr. Wilfong learned a great deal from Steve's essay.

For the 2021 edition, the committee is seeking permission to mass email students to submit their works and is also encouraging faculty to actively look for talented students for potential submissions.

**Chairman's Update**

Mr. Leonard welcomed and thanked everyone working under severe situations. He asked Trustees Ronan and Pyles to give an update on the COVID-19 situation from their perspectives. Mr. Ronan said all the local hospitals have the same situation with the number of cases increasing. He encourages everyone to wear masks, continue social distancing, avoid crowds, etc. The intensity of the virus is not as severe as cases were earlier in the spring. However, lots of patients are really sick with some being sent home with oxygen, medications, etc. Mr. Leonard commended the UPMC Western Maryland Health System employees for their stalwart work in caring for their patients.

Mr. Pyles noted that his staff is sacrificing time with their families to take care of the residents of Allegany County. He said everyone within the Allegany County Department of Emergency Services is COVID tired.

Their supply of PPE (personal protective equipment) is in good shape. Mr. Leonard thanked and extended his gratitude to Mr. Pyles' and his department for all their efforts to serve our community.

### **President's Updates**

COVID-19 Command Team – The COVID-19 Command Team continues to be extremely busy. Led by Korey Layman, the Team shares weekly reports with the College community. The weekly message includes a note about safe behaviors to prevent the spread of the virus.

Recently, the Team began hosting weekly town hall meetings to address questions/concerns from the College community. In addition to weekly team meetings, information is shared via a SharePoint Team site. The [COVID-19 Exposure Procedures](#) document (viewable by clicking here), provides an outline of ACM's anticipated actions when the College is aware of a confirmed or possible COVID-19 case from a student, faculty/staff, or member of the community who visited the campus and whose presence compromises the public health of the College.

Last week ACM received 90 reports of close contacts or exposures and 14 confirmed positive cases. The cumulative results are 289 close contact or exposure reports and 40 confirmed positive cases.

Instruction and Student Services – Instruction will be primarily virtual after Thanksgiving. Most clinicals and practical experiences will be complete by then. As much as possible, services will be delivered remotely as well while keeping offices open with limited staff.

Spring 2021 Registration – Spring registration began on November 2, 2020. Dr. Bambara will have comparative numbers for the December meeting. Per the calendar change that was approved at the October meeting, classes will begin a week later on January 21, 2021 with no spring break.

Graduation – The fall commencement ceremony will be recorded and live-streamed on December 18, 2020.

Middle States Commission on Higher Education (MSCHE) – Scott Harrah and Jenna Gallion will co-chair the ACM Self-Study process. Scott, Jenna and Dr. Bambara completed the MSCHE Self-Study Institute training last week. We are currently organizing Team Leads and populating the teams. The teams will be completing the Self-Study Design document in the next few months.

David Jones is currently serving on an evaluation team for a school in the U.S. Virgin Islands. The visit will be held virtually in December. Dr. Bambara will chair a team that will evaluate Luzerne County Community College in Pennsylvania in April. MSCHE has announced that all spring evaluation visits will be virtual.

Grants Update – Allegany College of Maryland recently received approval of a MSDE Innovation Grant of approximately \$150,000 that will allow the Automotive Technology program to purchase six new vehicles (gas, electric, and diesel) as well as other related equipment.

The College received notification that the \$100,000 Appalachian Regional Commission Critical Allied Health Simulation Workforce Development Program grant was approved. This will directly benefit the Nursing, Physical Therapist Assistant, and Respiratory Therapist programs.

ACM worked with several other partners on a large Department of Labor Grant to enhance and expand our advanced manufacturing program as well as to add robotics and other specialized training. The ACM component of the project will be nearly \$2,000,000.

Maryland Association of Community Colleges (MACC) News – Dr. Sadusky, will be retiring at the end of June 2021. Dr. Bambara is chairing the search committee to fill the MACC Executive Director's position. The MACC Executive Committee will serve as the search committee for this position.

The MACC Trustee Leadership Conference will be held virtually on January 25, 2021. More details will follow.

There will also be a virtual Student Advocacy Day designed to take place during the Legislative Session.

Western Region Correctional Training Center – Because of the pandemic, the ribbon cutting ceremony planned for November 24, 2020 is canceled. The building should be substantially complete on November 25, 2020.

Thank you – Dr. Bambara thanked the Trustees for their continued support. Special thanks to all of the faculty, staff and students for the tremendous efforts to maintain continuity of operations. Everyone has gone over and above to deliver instruction and services to our students.

### **FY2021-2023 Strategic Plan**

Mr. Harrah noted the pandemic has given opportunity to work on the 2021-2023 Strategic Plan. This Strategic Plan allows ACM to concentrate more on what is happening now and how to focus more on the success of our students. This plan centers on a 3-year timeframe.

The 2021–2023 Strategic Plan Priorities and Goals include the following:

Institutional Priority One – Student Success and Access

Goal 1.1 – Increase regional first-time students

Goal 1.2 – Increase student success

Institutional Priority Two – Education Innovations

Goal 2.1 – Improve digital experience and engagement

Institutional Priority Three – Institution of Place

Goal 3.1 – Promote the College as an Anchor Institution

Goal 3.2 – Increase alternative revenue sources

Institutional Priority Four – Institutional Sustainability

Goal 4.1 – Improve and sustain the financial health of ACM through reduction of financial inefficiencies

Goal 4.2 – Enhance employee value within the institution.

On a motion by Mr. Ronan and second by Ms. Lapp, the Trustees approved the FY2021–2023 Strategic Plan.

### **College Center Cooling Tower**

Ms. Kilduff recommended that the Board approve selection of the low bid for the value-engineered project, which was \$150,630 from Casto Technical Services. It is not recommended that any add alternates be accepted due to budget

constraints. It is recommended that the Board also approve the work to be performed by OZ Enterprises to connect the new cooling tower to the building automation system for \$21,100, for a project grand total of \$171,730.

It is further recommended that the Board allow the College to move forward with awarding the contract and starting the project as soon as equipment is available so it is installed before the summer cooling season. Following a motion and second by Mr. Ronan and Ms. Belt, respectively, the Trustees approved the low bid from Casto Technical Services and OZ Enterprises for the College Center Cooling Tower.

### **Student Recruitment Update**

Mr. Jones explained that ACM's recruitment team had to pivot during COVID-19. Shauna McQuade, Director of Public Relations & Marketing, felt it was important to share how her staff adapted and developed innovative ways to recruit students.

Sue Rowan, Coordinator of Student Recruitment, shared the initiatives the staff implemented. They began offering general virtual information sessions, presentations, and question/answer sessions between April and August. Staff from Enrollment Services, the Bedford County Campus, and faculty from the academic programs participated. Individual sessions were set up as well as sessions at schools were planned each month. Students are required to complete student information cards during in-person visits. The recruiters play a game with the students about the College as an opportunity to engage the students. Follow-up surveys are sent to the students on how to improve their experience. The students are mailed a view book, an ACM folder and t-shirt with a card thanking the students for participating. A new recruitment piece is also being developed.

Lauren Winterberg, College Recruiter, discussed the steps used to engage students. Pre-recorded presentations are sent to the high schools. Staff recorded videos to tailor the content to the respective schools. The videos are sent to the high school counselors, students, teachers, and community groups. The recruitment team is also looking at specific people on campus to help develop an informational video library to provide services for students. Video snapshots of specific programs, athletics, adult basic education, campus security/special police, how-to tutorials, the website, and the admissions process are featured in the library.

Sean Aurigemma, College Recruiter, provided information on the virtual recruitment dashboard. The recruitment team gave the counselors and students the ability to interact with Sean and Lauren in the respective counties they serve. The students got to know the recruiters through the Dashboard links. The reception for this initiative has been great. An emoji dashboard was used for the Fall Preview Day held November 14. The agenda was laid out with the program directors moderating sessions for the students. Multiple sessions were offered via Zoom to engage the students using a fun interactive website while providing them with an overview of the programs.

Ms. Rowan summed up the additional strategies. The Welcome Center staff hosts prospective students and families and conducts campus tours. Virtual tour options for the Cumberland Campus, the Bedford County Campus, the Gateway Center as well as Willowbrook Woods are offered for those who cannot visit in person. The staff is working on a new recruitment flyer and discussing targeted mailers for high school juniors. Additional initiatives being considered are revising the websites and presentation platforms, looking into software for more engaging initiatives, mailing calendars and masks to counselors.

Ms. Rowan said the recruitment team continues to use a platform called Naviance to connect with students and counselors. She receives a weekly report on the student contacts. Ms. McQuade thanked other staff within her office as well as Wendy Knopsnider for their talents in developing these initiatives to reach prospective students.

### **FY20 Allegany County Opportunity Scholarship Update**

Mr. Jones provided an update on the FY2020 Allegany County Opportunity Scholarship Program. He shared that this scholarship program has greatly enhanced the economic opportunities for our citizens and our community by supporting education, job training, and career preparation. A copy of the FY20 report was provided and included the following key statistics:

- Recipients represent every community in our County.
- All public and private schools in Allegany County, as well as homeschooled and GED students, have been awarded.
- Recipients include students from nearly every major/curriculum.
- The age range of recipients is 18-58, with an average age of 23.
- The Allegany County Opportunity Jump Start Early College Scholarship is providing assistance to students from the Allegany County Public Schools who receive free and reduced-cost school meals. This \$100-per-course award covers the full family cost for taking a three-credit course.
- The Allegany County Opportunity Merit Scholarship encourages academic excellence. 273 scholarship awards were made.
- The Allegany County Opportunity Tuition Subsidy for Credit Students is intended to offset tuition costs not covered by federal or state aid or by other support. A total of 242 scholarship awards were made.
- The Allegany County Opportunity Continuing Education and Workforce Development Scholarship supports Allegany County residents who are taking Professional and Workforce Training. There were 164 scholarship awards made.

Mr. Jones provided additional details about the program, including a summary of the four award types, credit majors supported, examples of workforce training supported, high schools represented, and cities represented. The report highlighted the economic impact of Allegany College of Maryland and the investment in training. Mr. Jones shared some direct quotes from student thank you letters. He indicated that a full portfolio of student letters is also available and reviewed a few from the annual report. Mr. Jones closed by thanking Allegany County and the Allegany County Commissioners for their vision and support of this investment in education and economic development.

### **Continuing Education/Workforce Development (CE/WD) Year-End Report**

Mr. Jeff Kirk explained that CE/WD had to hit the pause button in March which stopped most of the CE operations in its tracks. To ACM's benefit, the Western Correctional Institute training continued. The Mind-Body Medicine training was completed online as was Adult Basic Education with FTEs only dropping 2 percent from last year.

Motorcycle, handgun safety, and real estate courses went well. Some courses were held with some face-to-face, online, and blended courses. His staff is working with an employer for training as their business expands. The Western Correctional Training Center will soon be completed. Two rooms can be tailored for different CE courses. ACM received Gears monies from the state for robotics in the MakerSpace as

well as monies for student aid. Also, a grant application is being submitted for staffing and no-cost training for the MakerSpace to offer AAS degrees. Mr. Kirk noted his appreciation for the efforts of all his staff.

### **Program Advisory Committee (PAC) Updates**

Dr. Hoffman presented the following changes to the Program Advisory Committee memberships.

#### Business Management

Add: Andrea Lowery, Friends Aware

#### Computer Technology

Remove: Jason Willetts, Willetts Technology

#### Culinary Arts

Add: Mark Witt, Giuseppe's Italian Restaurant  
Elizabeth Carder, Wholesome Harvest Coop

#### Hospitality Management

Add: Rick Brode, Ramada Inn Wyndham Hotel – Cumberland  
Sarah Carman, Good Carma Catering & Food Truck

#### Human Service

Add: Stefan Keiser, Twin Lakes Center  
Terri Foote, Horizon Goodwill Industries  
Wendolyn McKenzie, Allegany County HRDC  
Kathy Whitacre, UPMC Western Maryland  
Remove: Brooke Grossman, Horizon Goodwill Industries

#### Medical Laboratory Technology/Phlebotomy Laboratory Assistant

Add: Jonathan Adams, Meritus Medical Center  
Jennifer Kyner, Meritus Medical Center  
Vanessa Fabbri, Western Maryland Regional Medical Center  
Brooke Eacho, Gonzaga Pain Management  
Sonya Reed, Children's Medical Group  
Samantha Stott, Garrett Regional Medical Center  
Melissa Siever, Potomac Valley Hospital  
Windi Wilson, Aeon Technologies  
Remove: Paul Barnard, Potomac Valley Hospital  
Wendy Miller, Garrett Regional Medical Center

#### Nursing

Add: Kelly Spicer, UPMC Bedford  
James Karstetter, UPMC Western Maryland  
Chrissy Lechliter, UPMC Western Maryland  
Julie Salonish, Thomas B. Finan Center  
Kristine Wolff, UPMC Somerset  
Remove: Nancy Adams, UPMC Western Maryland  
Marlene Beard, UPMC Western Maryland

Suellen Lichtenfels, UPMC Somerset  
Tammie Payne, UPMC Bedford  
Bea Lamm, UMBC

Physical Therapist Assistant

Add: Tawny Cady, Odyssey Rehabilitation  
Cheryl Keefer, Rankin Physical Therapy  
Remove: Jim Ward, UPMC Western Maryland  
Nicolette Feaster, Progressive Physical Therapy

On a motion and second by Ms. Lapp and Ms. Belt, the Trustees approved the updates to the Program Advisory Committees.

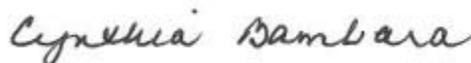
Mr. Leonard asked that thank you notes be sent to the PAC members who are stepping down on behalf of the Trustees to express their appreciation for their service.

With no other business, the meeting adjourned at 5:46 pm.

Respectfully submitted,



Mr. Kim B. Leonard  
Chairman



Dr. Cynthia Bambara  
Secretary/Treasurer