



Faculty Institute

January 23, 2019

Racing to Excellence

Strategic Priorities

- Academic Excellence
- Student Success
- Long-term Viability

Racing to Excellence

The Handoff

- Academic Affairs
- Administration & Finance
- Athletics
- Enrollment Management
- Legal/Government Affairs
- Information Technology
- Institutional Advancement
- Student Affairs
- University Relations & Marketing



Racing to Excellence

Senior Leadership

Dr. DeBrenna LaFa Agbenyiga
*Provost and Vice President for
Academic Affairs*

Karen Johnson Shaheed, Esq.
*Executive Vice President and General Counsel
Chief of Staff to the President*

Anthony Savia
*Vice President for Administration
& Finance*

Dr. Brian O. Clemmons
*Vice President for Enrollment
Management*

Dr. Artie L. Travis
Vice President for Student Affairs

Cassandra Robinson
*Director of University Relations
& Marketing*

Brent Swinton
*Vice President for Institutional
Advancement*

Marivic Weiss
*Vice President for Information Technology
(Interim)*

Clyde Doughty, Jr.
*Vice President for Intercollegiate Athletics
& Recreation*

Updates



President's Office

- Communications Specialist - search completed
- Executive Assistant- search underway; expect to complete early March
- Ombudsperson- search committee working; expect to complete in February
- President on County Executive Transition Team

Updates



Administration & Finance

- New Entrepreneurship Living-Learning project - on schedule
- FY 19 Budget - on track for lower expenses
 - Potential one-time projects currently under review
- New employee recognition program launched - first awards in May

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Updates



Enrollment Management

- Assistant Vice President for Enrollment Management – search underway; finalists to come to campus in March; target hire date: May 1
- University Registrar – search underway; Interim in place
- Faster application processing and earlier financial aid packaging
- Spring enrollment projected to be flat
- On track to meet fall targets

Updates



University Relations & Marketing

- Campus Signage
 - New pedestrian directional signage throughout the campus.
 - Work will continue with completion of the exterior signage phase slated for later this semester.
 - Planning and design work on interior signage phase will resume in February.
- Enhanced Branding & Marketing
 - URM to engage the campus and various stakeholders in a comprehensive, research-based effort to evolve and enhance branding and marketing strategies to reflect our vision for the future of Bowie State University.
 - Faculty input will be critical - urge participation in interviews, focus groups and surveys in the coming weeks.

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Updates



Student Affairs

- BSU4LIFE Food Pantry – helped over 50 students
- 3 Voter registration events held
- New Student Customer Concern process
www.bowiestate.edu/customerservice
- Career Development Center transferred to Academic Affairs

Updates



Legal & Government Affairs

- *Coalition* case – Court ordered mediation again with April 30 deadline to reach agreement on remedy (new academic programs at HBCUs)
- MD General Assembly convened on Jan. 9
 - New Humanities Building – \$5M to begin planning in FY 20
 - Other Infrastructure Needs
 - BSU DAY- February 15
 - USM Advocacy Day - February 20

Updates



Institutional Advancement

- Giving Tuesday - \$12,000 in cash from 195 donors
- Maryland Charity Campaign – 53 faculty & staff donations totaling \$11k (BSU ranked #4 in USM)
- Racing to Excellence Scholarship- over \$145K
- Four new endowments (exceeded goal)
- *New Staff*: Director of Alumni Engagement; Director of Corp & Foundation Relations; Stewardship Manager
- *New Payroll Deduction Site For Faculty/Staff Donations*
www.usmd.edu/give
- Annual Faculty/ Staff Campaign to launch in Spring

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Updates



Athletics

- CIAA Basketball tourney coming to Baltimore – 2021-2023
- Football won first-ever CIAA Championship
 - QB Amir Hall participated in Collegiate Bowl on Jan. 19
 - Celebrations planned in Annapolis (Feb. 15) and on campus
- Women's basketball: 15-1 overall and 7-0 in CIAA play

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Academic Affairs

- International Programs Office

Functions staffed by Coordinator of International Students Services & Coordinator for International Student Admissions, until search for permanent Director complete

- Band

Interim Director to be named by mid-February; search for permanent Director to begin end of February

- Middle States

2021 Self Study underway

Steering Committee kick-off in February

Academic Affairs

- Global Outreach
 - HBCU-Network President's trip to China in Dec
 - Study Abroad students returned from China earlier this month
- Entrepreneurship
 - Entrepreneurship Academy activities increasing ...
 - Pop-Up Shop held in December – over 2 dozen student vendors
 - Living-Learning Residential Community
 - 450 beds; retail space; new home to Entrepreneurship Academic and Bowie BIC



Continuing the Race...

Racing to Excellence