

[Subject: President's Advisory Team Meeting Summary (9/6/23)]

A [President's Advisory Team](#) Meeting was held Wednesday, September 6 with the following agenda items:

- Welcome – Highlights from President Lepre
- Apparel Standards
- Blackwell Hall Project
- SU Lead Extension
- Strategic Innovation Fund
- Enrollment Update
- Workday Update
- Salisbury University Foundation Financial Operating System

*Below, please find summary information regarding each topic item of the agenda. When appropriate, additional supporting information.*

*Moving forward, summaries and information from the President's Advisory Team Meetings will be shared on [SU Today](#).*

#### **Highlights from President Lepre:**

We are so excited to have students back on campus, and we have received wonderful feedback from parents and students, especially on how seamless move-in day was. Many people across campus were involved in the process and we're grateful for everyone's hard work in making that happen.

SU hosted Governor Wes Moore and the Chairwoman of the Federal Communications Commission, Jessica Rosenworcel, on campus to promote the [Affordable Connectivity Program](#). This was a meaningful program for the state of Maryland, the FCC, and Salisbury University. Both of their offices have assured us they will return to campus, and we look forward to hosting them again in the future.

SU has been asked by the State to submit a set number of "above the target" budget requests that align with the Governor's initiatives. These funds are not guaranteed but are an opportunity for them to be considered as the State assesses their budgets. VPs will be in touch on soliciting ideas for consideration and submission.

#### **Apparel Standards:**

We are continuing to work on new and effective ways to tell SU stories. One of the elements of that plan is to ensure we are being successful messengers and that there is consistency in our storytelling and our brand appearance.

Crystal Kelly, Director of Publications, shared the following presentation – [Expanding the Brand Guide](#) – which focused on brand consistency and providing the campus with easier access to the brand. Crystal discussed logo usage, logo hierarchy, and expanding brand visuals (brand marks, patterns, symbols, icons). Crystal also discussed MidAtlantic Shop – a new resource being deployed by Publications to create a centralized place to order approved, branded items.

### **Blackwell Hall Project:**

We received final approval to move forward on the Blackwell Hall project earlier this year and Eric Berkheimer’s team has been hard at work to meet deadlines and adjust plans based on rising costs and delays. In these final stages before construction, we are taking another look to ensure the building best serves our current and future students. Our decisions for this building, and all future projects, will be driven by our strategic plan and our mission. It is our plan to keep this project on track and get the new Blackwell open as soon as possible, but we also want to make sure that we are taking full advantage of the opportunity to create a state-of-the-art student support center.

### **SU Lead Extension:**

Human Resources has been advertising the [SU Lead](#) professional development program. They recently announced an extension to get applications in for the fall program. We had a lot of great feedback from the spring cohort. This is one of many steps that we are taking based on the Campus Climate Study. Please reach out to [Christine Benoit](#) in HR with any questions.

### **Strategic Innovation Fund:**

The deadline has passed for submitting proposals for the [Strategic Innovation Fund](#). There were 42 applications and the Strategic Innovation Council is excited to review all of the proposals.

### **Enrollment Update:**

The latest data shows a 4.8% increase in our retention rate for the Fall 2022 cohort compared to the previous Fall 2021 cohort (75.4% versus 80.2%). Our final retention number will be determined at census, followed by an analysis by [University Analysis, Reporting & Assessment](#) and [Enrollment Management](#) to determine improvements from the previous year, as well as remaining opportunities. More effort was taken to account for students who were not here prior to drop/add, understanding we may see a drop in new student count but a better retention rate as a result. While graduate headcount remains similar to last year’s census numbers, there is a slight increase in FTE’s for both Master’s (+2.8%) and Doctoral (+4.3%) students. There were a total of 363 graduate applications for Fall 2023, an increase of 26 over the prior year. A total of 207 new graduate students enrolled this semester and over 150 returning graduate students in good standing who have yet to enroll. The Office of Graduate Studies is working closely with the graduate programs to determine the reasons for graduate students not enrolling, along with solutions/assistance for them.

Allen Koehler, Associate Vice President of Enrollment Management, and Dr. Clifton Griffin, Dean of Graduate Studies & Research, provided the following report on [2023 fall enrollment](#).

**Workday Update:**

Ken Kundell, Chief Information Officer, and Michelle Stokes, Senior Advisor, presented plans for engaging and communicating with the SU campus community on the upcoming conversion to Workday. More information regarding Workday can be found on the [SU Workday page](#) or the [Maryland Connect website](#).

Read the following [Workday Change Management Summary](#) for additional information on the implementation.

**Salisbury University Foundation Financial Operating System:**

The SU Foundation is moving to Blackbaud Financial Edge NXT – a non-profit fund accounting solution – and will begin training September 18 through September 30. Blackbaud Stewardship Management, a system which connects to Award Management platform (formerly Academic Works), is also being implemented. This system is currently being tested with an anticipated go-live of November 1. A new CRM for the alumni and donor database is forthcoming as the Foundation is moving away from its current system – Advance.