



Advisory Board Meeting

Tuesday, April 28, 2026

10:00 am – 11:30 am

Room 433

Board Welcome & News:

- Old Business
- New Business

University System of Maryland Report

Board of Regents Report

Student Representative Report

Executive Director's Report

Communication Update

Scholarship Report

Strategic Planning: Jacob Ashby, Executive Director

Key Performance Indicators:

- Headcount and FTE per Fiscal Year
- Graduates per Fiscal year
- Scholarship Dollars Raised
- New Program Initiatives
- USMH Operating Budget
- Budget Appropriations Distribution
- Cost Per FTE

Vote: Approval of Board Minutes

Adjournment



FROM: Executive Director, USMH

TO: Board of Advisors, USMH

SUBJ: System Report to the Board of Advisors

1. Organizational Goals/Priorities

a. Student Success

- i. USMH awarded 17 scholarships for a total of \$51,000 in FY 26. Through additional efforts around outreach we received 45 applications for the USMH Scholarship and 5 applications for the Physician Assistant Scholarship.
- ii. USMH continues to partner with United Way to provide services to students in our Basic Needs Room which includes a student food pantry as well as a student hygiene pantry.
- iii. USMH is working on an accessibility project in partnership with DatAchieve to ensure that all students are able to access information on our website. This work will also help us ensure compliance with federal regulations. The original requirement that called for compliance by April 2026 has been pushed to April 2027.
- iv. USMH is part of a Google Certificate initiative through Coursera and in partnership with the William E. Kirwan Center for Academic Innovation. The progress to date has been slowed by other initiatives, but the plan is to finalize planning and promote this over the summer for a fuller Fall 2026 launch. Current certificates are focused around AI and technology use.

b. Fundraising

- i. The total raised from the Cheers to 20 Years scholarship dinner held in October 2025 was \$107,218.00.
- ii. We held a successful inaugural *The Big Dill* pickleball tournament on April 11 & 12 at Dill Dinkers - Hagerstown that welcomed 59 players in 7 divisions. The feedback we received was positive and we have already booked our next tournament for February 27 & 28, 2027 at the same venue. We are awaiting the check from Dill Dinkers for our share of the proceeds but USMH raised \$3000 in sponsorships.
- iii. We are currently working to complete our final grant report to Equitech who provided funding through TEDCO to support the development of our applied computer science lab. We received \$97,127.50 to support this initiative. The classroom is complete and Kim or I would be happy to walk you down after the meeting and show you the new Applied Computer Science Lab. We plan to have a ribbon cutting opening the room and inviting the community and students to attend who are curious and/or interested in the program. BIFSA e-gaming students have already reached out to see when they could stop by and see the lab.
- iv. The scholarship reception will be held on Friday, September 18, 2026. Please attend the event as it is a great opportunity to connect with our students.
- v. Work has started on the Scholarship Dinner. The dinner will be held on Friday, October 16, 2026 in the USMH building using a similar format as last year. Save the date postcards are in production and will be sent out in early May. Kim will begin fundraising and reaching out to donors soon.

c. Enrollment

32 W. Washington Street ▪ Hagerstown, MD 21740 ▪ Phone: 240.527.2060 ▪ Fax: 240.527.2742

- i. Fall 2025 enrollment numbers per the USM IRIS dashboard are 188. We are still waiting for Spring 2026 numbers with the hopes of seeing a return to numbers prior to Spring 2025.
 - ii. We are currently supporting recruitment efforts for our applied computer science program with Frostburg State University.
 - d. Program Development
 - i. I reached out to Bowie State University to again gauge progress on the Ed.D. program we have been offering in coordination with WCPS.
 - ii. Program development has been slower moving as much of our focus this term has been internal with continued work on our IT refresh, staffing, and our security upgrade. Future considerations for program development focus on:
 - 1. A pathway to the DO program at Meritus (Health Science/Biology)
 - 2. Speech Language Pathology
 - 3. Communications
 - 4. Aviation Science
 - 5. Nursing/Family Nurse Practitioner
 - 6. OT/PT
- We will continue to explore opportunities utilizing workforce data, feeder institution populations, workforce projections, and other resources.

2. Recent Updates

- a. Staffing
 - i. We will be starting the search for an additional facilities position over the summer. Currently, our 77,000+ main building as well as all our leased buildings are being maintained by one maintenance staff member. This position will also give someone time to learn from our Maintenance Lead, Jim Sexton, prior to a future planned retirement.
- b. Facilities
 - i. USMH has been undertaking a security upgrade. We chose a vendor through a formal RFP process. Unfortunately, we had to terminate our contract based on performance. We had a new contractor last week who was able to help us address some of the outstanding work. Our camera systems are currently operational and our badge access to our buildings has been set up. We still have a few outstanding access issues as well as have not integrated our new intercoms. Finally, we also need to update our existing emergency pole and have the hardware on-site. We will continue to remedy this situation within our means.
 - ii. We partnered with the University System of Maryland to begin the process of procuring all new hardware (computers, laptops, and monitors) for our classrooms, offices, etc.
 - iii. In order to address required HVAC issues, we have worked with the University System of Maryland to identify existing capital funding as well as leverage emergency funding in order to replace all of our pumps in the building. The current pumps are end of life and regularly have to be rebuilt by our maintenance staff. The larger issue we have run into recently is locating parts for the pumps when our staff has to rebuild them. Many of the parts are no longer available.
- c. Community Engagement
 - i. USMH continues to host Williamsport High School in our building this semester. Williamsport High School is utilizing 13 classrooms, 5 offices, and some additional space totalling almost 12K sq/ft. Currently, things seem on track for Williamsport High School to return to their normal space when we return from the holiday.
 - ii. USMH is partnering with Toys for Tots to serve as a drop off location. We will be collecting toys for children in need leading up to the holiday.

- iii. USMH received a large food donation from a golf tournament at Fountain Head Country Club. The collected food was split between USMH and HCC to support our food pantry.
- iv. USMH continues to visit local high schools as well as participate in transfer events at both HCC and FCC.
- v. USMH presented to the Leadership Washington County class for education day.
- d. Budget
 - i. The USMH appropriations for FY 26 are \$2,388,888. Salaries represent 36%, leases represent 16%, the coordinating fee to FSU represents 5%, and the IT fee to FSU represents 2%. In total, this represents 60% of our appropriations before accounting for other fixed costs such as electric, gas, water/sewage.
 - ii. USMH is executing a termination for convenience clause for both our lease agreement for the 59 West building and our license agreement with Leiter's catering. We are monitoring negotiations between Leiter's and the owner Harmon woods and are currently working to plan to have all the items through the equipment disposal process prior to our June 30, 2026 end date. This move will return over \$250,000 in appropriations back to our budget in the future. These funds will be used to address additional staffing needs, maintenance work, and strategic innovations.



FROM: Communications Staff

TO: Board of Advisors, USMH

SUBJ: Current Communications Initiatives

1. Open House

On Thursday, April 9, approximately 75 individuals attended the Open House, including more than 20 prospective students. The event generated strong activity throughout the building and meaningful engagement with partner universities.

2. 2026–27 Marketing Plan

The Communications Coordinator is currently revising the marketing plan for the upcoming year. Outcomes from the previous year's initiatives have been positive, particularly in the area of brand consistency, which has strengthened overall recognition and improved presentation across key platforms used by target audiences.

A significant milestone this year was the successful launch of the new website in February, offering a more modern, user-friendly experience while more effectively showcasing programs and partnerships. Additionally, high-quality video content produced by Connect Films also launched in February and has enhanced storytelling capabilities and provided strong assets for recruitment and outreach efforts.

At this time, no major strategic shifts are anticipated. Efforts will remain focused on refining current strategies to ensure advertising and messaging stay closely aligned with target demographics while continuing to build on this strong foundation.

3. Mascot Development

As part of ongoing branding efforts, USMH will be introducing a new mascot, represented by an owl. The mascot is intended to support brand recognition, enhance community engagement, and serve as a visible and unifying symbol across events, outreach, and marketing initiatives. Additional details will be shared as development progresses.

4. Graduation

Invitations have been digitally sent to Board members for the USMH Graduation Celebration on May 16. The event will recognize the accomplishments, hard work, and success of USMH students. We hope you will be able to join in the celebration.



FROM: Scholarship Committee

TO: Board of Advisors, USMH

SUBJ: Scholarship Report 2025-2026 to the Board of Advisors

1. The Waltersdorf-Henson Magnolia Foundation Scholarship Fund

- a. Total Balance as of April 24, 2026: \$921,029.12
- b. Total scholarships awarded through 2025: \$437,580

Includes undesignated scholarships and the following designated scholarships:

City of Hagerstown (1)

Board of Washington County Commissioners (2)

Citicorp (2)

STEM (1)

Florence Graff (2)

2. The University System of Maryland at Hagerstown Scholarship Funds (housed in USM Foundation)

- a. Total Balance as of April 24, 2026: \$77,166.13
- b. Total of scholarships awarded through 2025: \$489,300

Undesignated

3. The University System of Maryland at Hagerstown Scholarship Funds (housed in the USM Foundation)

- a. The Alice Virginia and David W. Fletcher Foundation Scholarship
 - i. Total balance as of April 24, 2026: \$40,957.56
 - ii. Total of scholarships awarded through 2025: \$34,600
- b. The Fletcher Physician Assistant Scholarship Fund
 - i. Total balance as of April 24, 2026: \$605,123.12
 - ii. Total of scholarships awarded through 2025: \$57,000

Designated (Washington County Students only):

4. Total of scholarships awarded in 25/26: 17 scholarships totaling \$51,000

5. Total of scholarships awarded since 2009: 362 scholarships totaling \$1,036,480



FROM: Scholarship Committee

TO: Board of Advisors, USMH

SUBJ: Scholarship Award History Report to the Board of Advisors

Scholarship Award History

2009-2010—\$2,500 each (10 USMH Scholarships)
2010-2011—\$2,500 each (10 USMH Scholarships)
2011-2012—\$2,500 each (10 USMH scholarships), \$2,200 (6 Magnolia scholarships)
2012-2013—\$2,500 each (10 USMH scholarships), \$1,920 each (9 Magnolia scholarships-6 named, 3 discretionary)
2013-2014—\$2,300 each (14 USMH, 6 Magnolia, 3 Magnolia discretionary)
2014-2015—\$2,700 each (14 USMH, 6 Magnolia named, 4 Magnolia discretionary, 1 Fletcher)
2015-2016—\$2,700 each (13 USMH, 8 Magnolia named, 3 Magnolia discretionary, 1 Fletcher)
2016-2017—\$2,700 each (12 USMH, 8 Magnolia named, 3 Magnolia discretionary, 1 Fletcher)
2017-2018—\$2,800 each (13 USMH, 8 Magnolia named, 4 Magnolia discretionary, 1 Fletcher)
2018-2019—\$2,800 each (12 USMH, 8 Magnolia named, 4 Magnolia discretionary, 1 Fletcher)
2019-2020—\$2,900 each (12 USMH, 8 Magnolia named, 4 Magnolia discretionary, 1 Fletcher), \$6,000 each (1 Fletcher PA scholarship)
2020-2021—\$3,000 each (10 USMH, 8 Magnolia named, 4 Magnolia discretionary, 1 Fletcher), \$6,000 each (2 Fletcher PA scholarships)
2021-2022—\$3,000 each (10 USMH, 8 Magnolia named, 4 Magnolia discretionary, 1 Fletcher), \$6,000 each (1 Fletcher PA scholarship)
2022-2023—\$3,000 each (6 USMH, 8 Magnolia named, 3 Magnolia discretionary, 1 Fletcher)
2023-2024—\$3,000 each (12 USMH, 8 Magnolia named, 3 Magnolia discretionary, 1 Fletcher, 2 PA scholarships)
2024-2025—\$3,000 each (11 USMH, 8 Magnolia named, 3 Magnolia discretionary, 1 Fletcher) \$6,000 each (2 Fletcher PA scholarships, 1 discretionary PA scholarship)
2025-2026 \$3,000 each (9 USMH, 3 Magnolia discretionary, 1 Fletcher PA scholarship, 4 Magnolia named.

Total 362 \$1,036,480

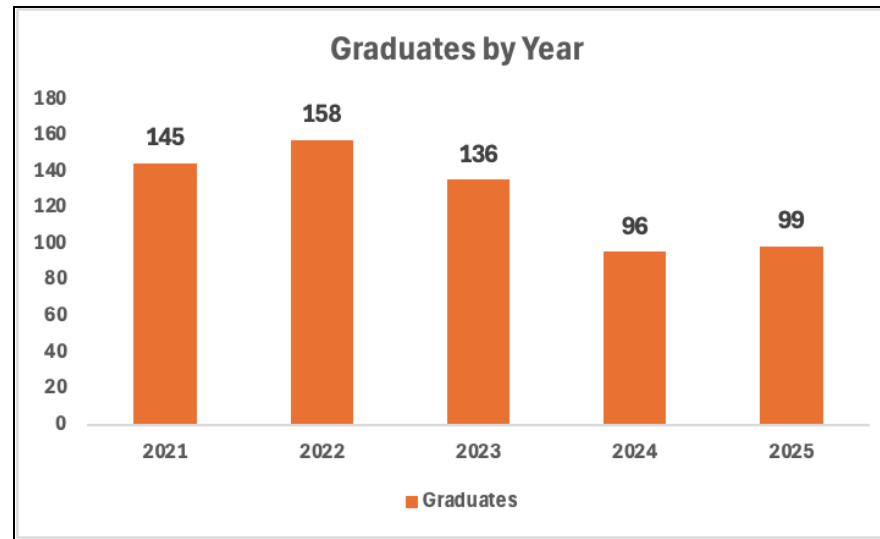
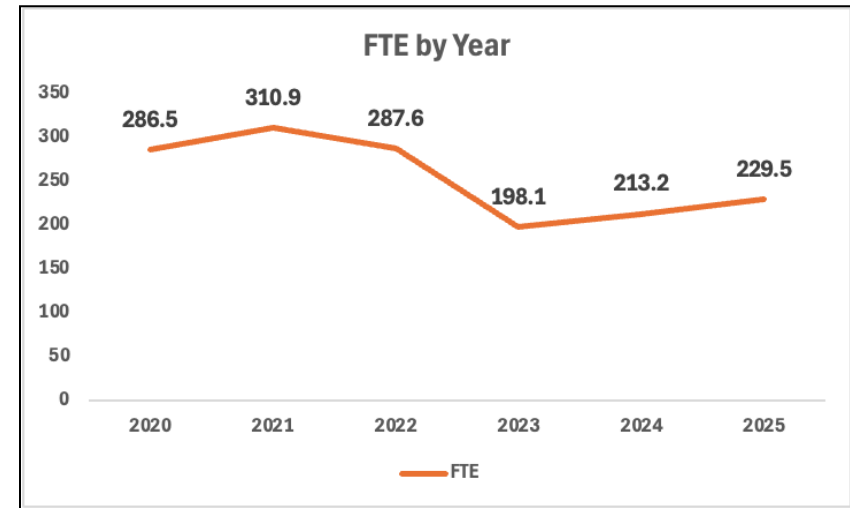
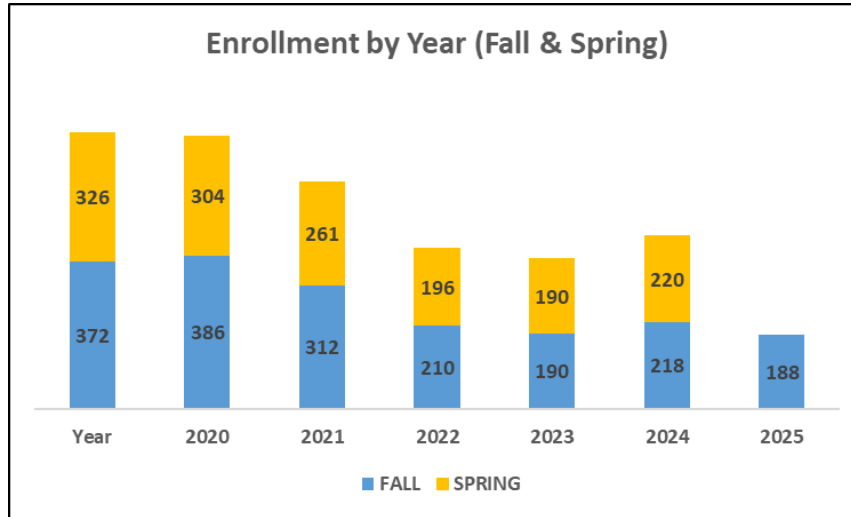
USMH Scholarships: 188 \$516,300

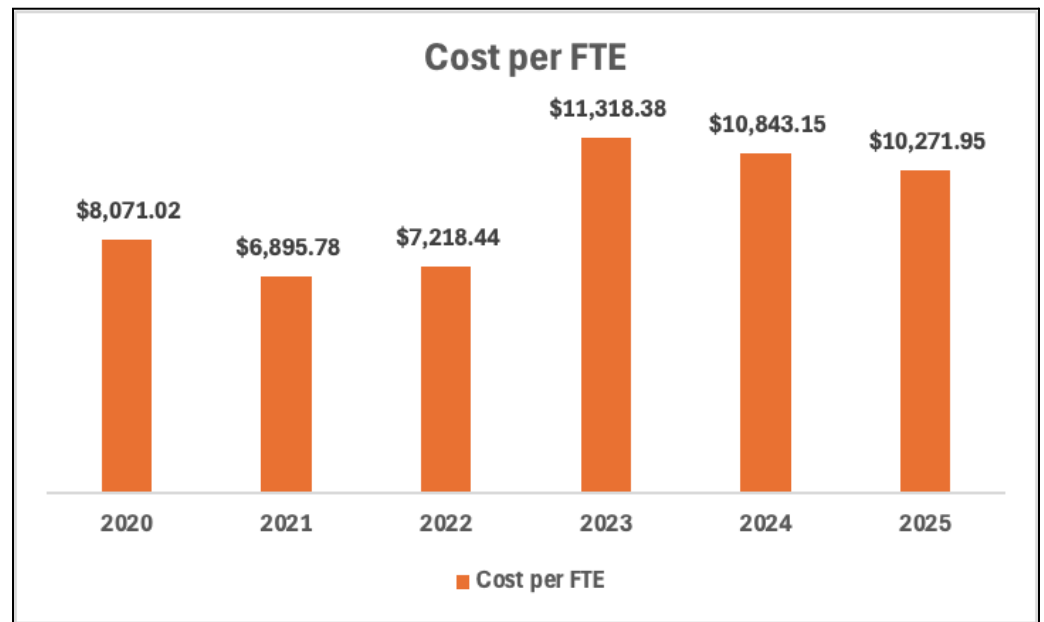
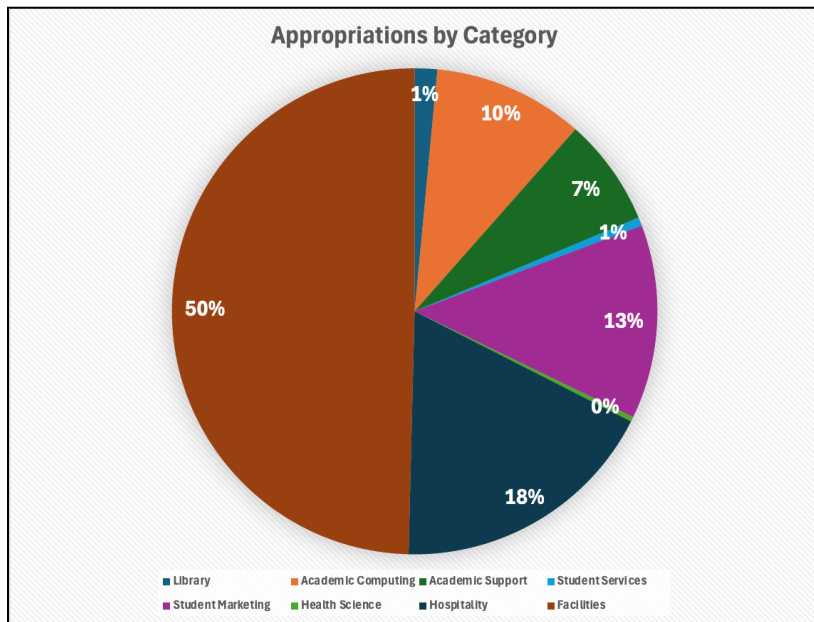
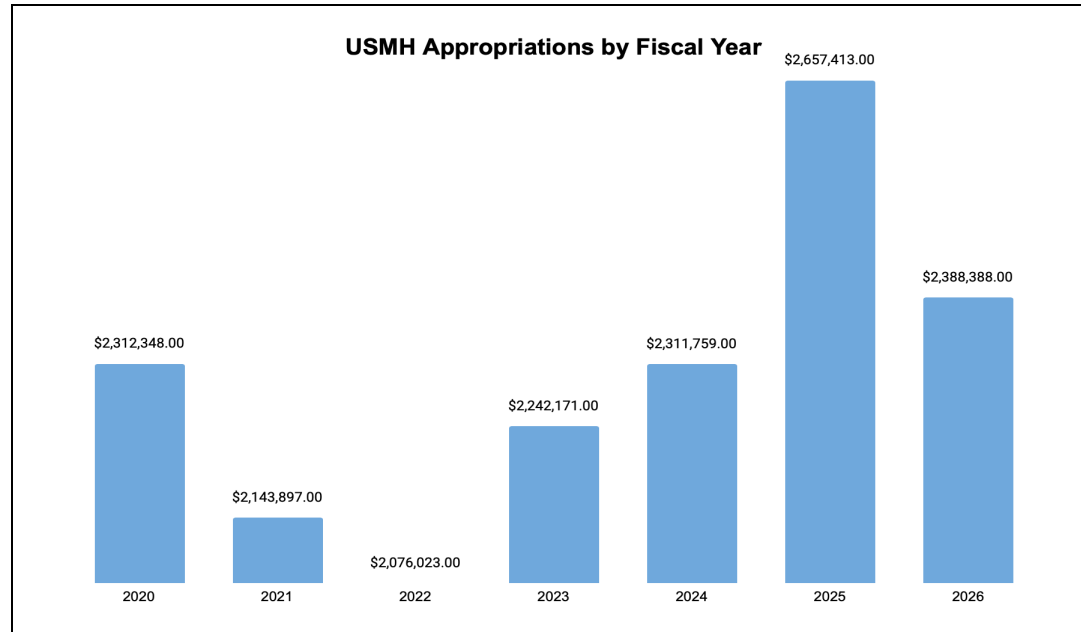
Magnolia Scholarships: 156 \$431,580

Fletcher Scholarships: 12 \$ 34,600

PA Scholarships: 6 \$ 54,000

Key Performance Indicators





* Annual Appropriations FY 25 data includes a one-time, \$300,000 grant from the State of Maryland to support enhancements to USMH security systems. This one-time grant is removed from Cost per FTE calculation for FY 25.



Meeting of the USMH Board of Advisors

9/25/25

USMH BOARD MEETING 11/20/2025

Attendees:

Dr. Jacob Ashby, John Barr, Hugh Breslin, Kim Eichelberger, Michelle Gordon, Heather Guessford, James Holzapfel (via Zoom), Hannah Hope, James Kercheval, Dr. Mitesh Kothari (via Zoom), Dr. Gaye McGovern, Scott Nicewarner (via Zoom), Laurarose Dunn O'Farrell, Tim Palkovitz, Peter Perini, Del. Matthew Schindler (via Zoom), Dr. David Sovine, Michelle Walls.

Dr. Ashby called the meeting to order in the absence of Chair Dr. Joshi who is attending a Meritus board meeting.

Newly hired Physician Assistant Program Director Laurarose Dunn O'Farrell introduced herself to the board and gave a presentation that included information on her background, the status of the PA program, and her goals for the future of the program. Mr. Breslin commented that the purpose of starting the PA program was to add PAs to the region, and he thanked USMH and FSU for keeping that promise. He asked if there was an opportunity to expand the cohort size and asked if we have resources to do so.

Ms. Dunn O'Farrell said the language is unclear as to when and how the cohort size can be expanded. She said she would need to gather data to present a request to expand but believes it is possible. Dr. Ashby added that the program just received accreditation, so the expansion process has not been investigated yet.

Dr. McGovern commented that Mount Saint Mary's started a PA program and believes that FSU should be on top of improving the current program and not lagging behind MSM or other PA programs. Jeanette Peters, student representative to the board, asked about using the FSU Psych program as a feeder program to the PA program. Laurarose said she would explore the idea.

Dr. Ashby shared that the Regional Higher Education Center (RHEC) committee is brainstorming ways RHECs can work together to save money and develop programs and told the member that the Board of Regents is working on environmental improvements.

Dr. Ashby continued with his Executive Director's report. He said that several building updates have been made in the past couple years which included new carpeting as well as exterior painting. We are preparing to update the HVAC system, which will likely be a phased approach due to lack of funding. The pumps are a priority since it seems they are experiencing problems on a weekly basis. The plan with Trane to replace the HVAC system came in at a cost of \$5.2 million and we are working with the system to determine funding, as well as working with Trane to determine the cost to start an initial smaller portion of the replacement to include just pumps and boilers.

Dr. Ashby explained that we are working on an IT and security refresh as well. New switches have been installed, and cabling has been upgraded. Upcoming projects include updating the AV equipment in classroom 428 as part of a grant for a new computer science program. An Equitech grant provided by TEDCO in the amount of \$97,000 supported this initiative and, to date, we have purchased furniture for the lab, peripherals like keyboards, headsets, mice, and signed a bid for audio visual upgrades. The computer science program will have an e-gaming component as well. Additionally, bids are being solicited to replace all our computer hardware and access points throughout our buildings. We will start to create a deferred IT upgrade plan moving forward.

Mr. Perini asked if there was a total estimated cost for all these improvements. Dr. Ashby said seven or eight million dollars is a rough estimate. He also shared that capital funds were found when he started at USMH which will help fund these improvements but there was no deferred maintenance plan in place. Mr. Breslin asked if there is funding for the security updates because that is a priority. Dr. Ashby said there is a grant for the security project. He said USMH struggles because it is not eligible for grants that universities can apply for because RHECs are not accredited like universities are.

The University of Maryland Center for Environmental Science, UMCES, requested space at USMH. Dr. Ashby said we are pursuing a partnership and will be consulting with UMCES on environmental initiatives, with a possible solar project next year.

Dr. Ashby explained that enrollment numbers for fall were down and represent about a 13% decline. Declines from FSU enrollment represented 26 students, from SU 10 students. TU saw growth in enrollment in its nursing program from 8 in Fall 2024 to 31 students enrolled through our ATB partnership with HCC in Fall 2025. Dr. Ashby said he will work with the partner university to try to determine why enrollments are declining. In the case of SU, they moved students online which caused a slight impact, and FSU moved some psychology classes online as well. He went on to tell the members that the University of Maryland Baltimore (UMBA) MBA program continues to be pushed but with limited success. One positive point of progress to date is the continued discussion around a possible DO/MBA offering in the future. We will also begin promoting the applied computer science program with FSU soon.

The budget appropriation for FY 26 was \$2,365,529 with \$23,359 added for COLA increases and select Merit Pay Increases for collective bargaining unit member employees. This represents a total appropriation of \$2,388,888. Salaries represent 36%, leases represent 16%, the coordinating fee to FSU represents 5%, and the IT fee to FSU represents 2%. In total, these expenses represent 60% of the total appropriation and does not account for other relatively fixed costs such as electric, gas, and water/sewer.

Mrs. Walls told the members that a student story video has been filmed which will be used on multiple platforms. The revamped website will launch at the beginning of 2026. In addition, she will be attending the HCC transfer fair next month with Dr. Michael Flinn from FSU's computer science program. She continues to attend transfer fairs and the like representing USMH and promoting its program offerings.

Mrs. Eichelberger gave a brief report on fundraising efforts. She said the annual scholarship fundraiser in October which celebrated 20 years was very successful and she would like to work on increasing the attendance for the 2026 scholarship fundraiser. A pickleball tournament is being explored as a scholarship fundraiser in the spring. She also shared that the scholarship window opens December 15. She also asked the board members to send comments to her regarding the October fundraiser to help her plan for next year's event.

Dr. Ashby said that Thursday morning meetings have become an issue because Meritus board meetings are held on Thursday mornings and Dr. Maulik Joshi, the USMH advisory board chair, must attend those. He asked for opinions on rescheduling the spring BOA meetings and will send a survey or poll to the entire board. Asked for opinions on rescheduling Spring BOA meetings. Jacob will send a survey or poll to the entire board.

The minutes from the September board meeting were approved, and the meeting adjourned at 11:16am.

Respectfully submitted,

Lisa McCulloh

Hannah Hope