UNIVERSITY OF MARYLAND EASTERN SHORE

Response to Department of Legislative Services

House Appropriations Committee

Ben Barnes, Chair

Mark S. Chang, Vice Chair

Senate Budget and Taxation Committee

Guy Guzzone, Chair

Jim Rosapepe, Vice Chair

FY 2025 Legislative Testimony

Dr. Heidi M. Anderson, President UMES

The University of Maryland Eastern Shore expresses sincere gratitude to Governor Moore and the Maryland Legislature for prior year funding and for the proposed fiscal year 2025 operational and capital resources.

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We soar above and beyond.

University of Maryland Eastern Shore (UMES) is a Top-10 Public HBCU that believes in your potential and invests in your success. We're a family that values who you are, where you come from, and where you want to go. Our strong academics, affordable tuition, and mission-driven culture help students of all backgrounds Soar Above and Beyond.

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Why supporting UMES is vital to the Governor's priorities

- Governor Moore has prioritized a world-class education for all Marylanders. As one of the state's HBCUs, UMES' mission is to serve the state's underserved minority students providing them with a world class education on the Eastern Shore.
- As the State's 1890 land grant HBCU, we are working to become a leader in sustainability not only in our building and facilities renewal projects, but are looking to use our campus as a lab for our students wanting to be a part of the Green Economy.
- UMES is the anchor institution of Somerset County which is one of the poorest counties in Maryland. UMES is an important economic engine in the region. UMES is a vital part of meeting the economic needs of farmers and reducing health care disparities in the region.
- UMES provides experiential learning opportunities for high school students in the surrounding area. By providing new or renovated lab space, UMES would be able to expose these students to state of the art experiences in STEM.

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Why supporting UMES is vital to the Governor's priorities

- HBCUs provide a more successful environment for underserved minority students looking for STEM and health related education.
- One of the Governor's priorities is increasing access to behavior health; the School of Pharmacy and Health Professions Phase II will house Rehabilitation Counseling programs that provide education and training to mental health professionals, many who stay to serve in medically disadvantaged areas of the state.
- Each county in the Delmarva region is designated as a Health Professional Shortage Area and/or a Medically Underserved Area. This is largely due to a lack of providers and the impediments of patients who lack the financial means to address their basic needs. UMES is training health care professionals to meet these needs.

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HBCU Settlement Funds – Report on Expenditures for FY 2023

Scholarships, Student Aid, and Student Support Services - $2,562,123

- In alignment with its mission to provide an affordable quality education for all students, the University provided academic scholarships for undergraduate students and assistantships for graduate students. In general, the scholarships were merit-based and some of them were one-time awards. The funding supported students across all majors. The University also provided financial support for students to attend regional and national conferences to present their research and participate in various competitions. As an example, an interdisciplinary team (computer science, communications, marketing, engineering, and business) of students participated in the National Battle of the Brains competition. The competition is an annual event that allows students to address a business challenge scenario posed by one of the sponsors. The sponsors included known corporations, such as the NFL, Expedia, Amazon, Intel, and Walmart.

Faculty and Staff Professional Development - $186,195

- The University has been intentional about investing in the development of its faculty and staff. Funding was allocated to support travel to national conferences, workshops, seminars, and participation in online webinars. The activities and events were discipline specific and focused on student engagement and pedagogy. The University also supported the efforts of its Center for Teaching Excellence (CTE). The CTE provided training opportunities for faculty and staff and invited national speakers to present to the campus community.

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HBCU Settlement Funds – Report on Expenditures for FY 2023

Development of New Academic Programs and Enhancing Existing Academic Programs (salaries and wages, consultants, accreditation, and program support) - $2,170,729

- The new programs include:
  - BS degrees in Fashion Merchandising, Design and Biomedical Engineering, Hospitality and Tourism Management, Construction Management and Technology, Engineering Technology, and Human Ecology (concentration in childhood development).
  - MS degrees in Human Ecology, Data Science and Analytics Engineering, and Electrical and Mechatronics Engineering;
  - PhD degree in Applied Computing and Engineering.
  - Doctor of Veterinary Medicine (DVM) Degree

- In an effort to enhance student retention, the University began the hiring process for four Retention Specialists. There will be one Retention Specialist in each School. They will be responsible for collaborating with faculty and staff to address academic and non-academic matters for students.

Marketing - $1,184,397

- The University of Maryland Eastern Shore is working to increasing brand awareness and improving our student recruitment and admissions enrollment. The University is working with tbc, Inc. as they were evaluated as the most qualified to support the University in its marketing endeavors. Through their work on rebranding, the ad campaign helped improve our new student enrollment to its highest level in 8 years. tbc, Inc., has also been a valuable partner in helping the University advance its brand through the development of creative content and the purchase of ad space across multiple media.

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HBCU Settlement Funds – Plans for funds in FY 2024

- Scholarships, Student Aid, and Student Support Services - $2,800,000
  - Ongoing scholarship and travel support for students
- Faculty and Staff Professional Development - $200,000
  - Support for travel to national conferences, workshops and seminars for professional development
- Development of New Academic Programs and Enhancing Existing Academic Programs (salaries and wages, consultants, accreditation, and program support) - $4,500,000
  - Continuing support of development and start-up of new academic programs, online modalities, and the Doctor of Veterinary Medicine Program
- Marketing - $1,500,000
  - Digital design and development, media research, planning and buying, and special marketing

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In-State Tuition to Students in States without an HBCU

- This is a pilot program in conjunction with Coppin State University to extend in-state tuition prospectively to new students beginning in the Fall of 2024
- This program allows UMES to provide a world-class education to underserved student populations, thus attracting high-level out-of-state students preferring an HBCU educational experience from states that do not have an HBCU.
- UMES will have additional opportunities to recruit students without significant increases in operational costs.
- UMES anticipates up to an additional 100 students in the first year. This will make UMES more attractive to underserved communities outside of Maryland by making our tuition more affordable.

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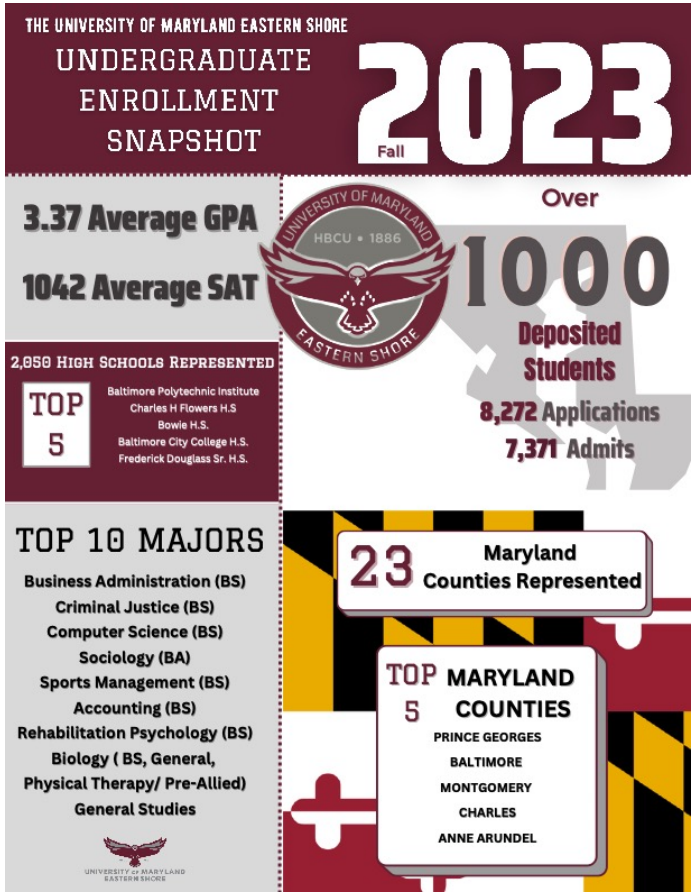
UMES Partnership with the Common App for Direct Admissions

- UMES in partnership with the Common App direct admissions initiative aims to simplify admissions into our university. UMES utilizes this partnership to specifically attract students with a minimum 3.2 GPA from a Maryland high school.



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School of Pharmacy and Health Professions (Phase II Project) – approximate cost $150M

- Since 2018, UMES has conducted several exploratory studies and has been approved to launch the first Doctor of Veterinary Medicine program fully located in Maryland.
- This new program builds on the University's strong reputation as an 1980 land-grant HBCU with outstanding programs in agriculture, agribusiness as well as pharmaceutical sciences.
- The School of Pharmacy and Health Professions Phase II will now be named the School of Veterinary Medicine and Health Professions Phase II.
- UMES will be only the 2nd HBCU to have a School of Veterinary Medicine; serving a critical role in diversifying the profession.
- There are only 33 veterinary colleges across the nation with an estimated demand for an additional 7,500 - 10,000 veterinarians by 2030.

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School of Pharmacy and Health Professions (Phase II Project) – approximate cost $150M

- Phase II of the Health Professions Complex will be a 100,000 sq. ft. building that increases opportunities for students and faculty, integrates resources, maximizes interprofessional education, and supports increased student enrollment to meet regional and national needs.
- In addition, it will house other health care professions including Kinesiology, Rehabilitation Services, Rehabilitation Counseling, Physical Therapy, and Physician Assistant. Many of our graduates go on to serve in Medically Underserved Areas.
- It will include specialized labs and collaborative learning spaces. Like Phase I, the second facility will not only bolster UMES's educational offerings but will also benefit the community.

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George Washington Carver Hall Renovation $75M Request

- Over 60% of UMES students are majoring in STEM fields. Carver Hall is the primary science building serving these students.
- Due to age of building and limited resources the building now has ***safety issues*** such **as aged ventilation, insufficient chemical storage; leaky pipes; exposed insulation; lacking current lab safety protocols**
- Accessibility issues with labs, classrooms, and bathrooms lacking accessibility measures
- Antiquated structural systems: HVAC, windows and doors
- Classrooms/Labs are not set up for modern teaching methods

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George Washington Carver Hall Renovation $75M Request

- One-half of the structure was built in 1972. The remaining half was added in 1992.
- The structure struggles with water intrusion, deteriorating windows, insufficient power, decaying plumbing, and generally antiquated design amenities and systems for a science education and research building
- Carver Hall includes advanced science and technology training –Agriculture and Department of Natural Science majors:
  - Biology, Biochemistry, Chemistry, and Environmental Science
  - Pathways for all health science and engineering majors: Pre-medical, pre-vet; pre-dental, pharmacy, physician assistant, aviation science.

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Agricultural Research and Education Center

- Requesting the final $4.3M to complete this building from the FY 2025 Capital Budget.

This 25,231 sq. ft. complex will provide a wide range of enhancements to the UMES Ag teaching and research capacity. It includes a Genomics/Molecular Biology laboratory, Animal Science equipment, and teaching spaces. The AgRec facility will also accommodate a Microbiology/Plant Pathology laboratory that provides critical resources for regional agricultural business such as grain producers, vintners, and others.

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Federal Appropriations for Research, Extension and Forestry: State of Maryland 1890 Land Grant Match

- UMES agricultural research and extension programs are focused on helping Marylanders address a range of challenges:
  - Agriculture and Food with a Focus on Food Security – Crops, poultry, small ruminants, precision agriculture, small scale and urban agriculture, food safety and quality, Agribusiness and economic development
  - Natural Resources and Environmental Sustainability – Water quality, watershed management, Maryland Coastal Bays – Maryland's natural resources underpin a range of economic activities such as forestry-based industries, tourism, fisheries, etc., and supporting quality of life issues.
  - Human Health and Development – Our nation faces a growing health challenge of obesity. Youth development, health, and nutrition instruction are essential to promote a healthy future.
- The authorization for Extension and Research appropriations for 1890 universities, requires that "the State shall provide matching funds from non-Federal sources."
- UMES received the $1.2M additional funds needed for the match for fiscal year 2024, yet the funds were classified as one time funding. UMES is requesting the additional funds to match the federal appropriation each year henceforth.
- ***UMES appreciates Governor Moore's proposing this funding in perpetuity in his budget announcement on January 17, 2024.***

Response to DLS Comments

DLS Question: UMES should brief the committees on the status of discussions with USDA to extend the federal grant funds including all contingencies that are expected to be applied to any such extension.

UMES Response: UMES has a strong partnership with USDA. USDA will allow UMES to submit a request for extension of funding, however, that is not allowed until August. As with federal funding, USDA expects the institution to utilize these funds within this time frame or risk losing the funds. Based on our experience, they will grant the extension at the appropriate time.

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