

Capitol College AAB
November 13, 2006

Attendance: Dr. Wood, Rich Beal, Rich Hanson, John Ryan, Kevin Wilson, Tom Bagg,
Charles Britt, Carolyn Dent, Francis Jenkins, Mike Cuthrell

1. Overview
 - a. Patrick Gibbon Scholarship
 - i. To be presented at Scholarship Breakfast
 - ii. Minimum of \$1000
 - iii. Donation envelopes distributed
 - b. Focus on set of things that can be accomplished in short period of time
2. Administrative Report
 - a. President's Report
 - i. Single page summary distributed
 - ii. NSA employees 132 CC graduates
 - iii. Cyber Protection Center
 1. Contacts Allan Berg for partnership
 2. Tony Miller for employing graduates
 - iv. Continuation of NASA Prep
 1. Meeting with Trustee Harold Stinger & rep from NASA HQ
 - v. Dr. Wood's travels to NY
 - b. Vice President Richard Beall's Report
 - i. SOI
 1. New workstation set up
 2. Guam want to set up similar operations
 3. Winning proposal to SGT to work at GSFC
 4. 25 students in SOI
 - ii. Visited 2 military sites
 - a. Dr. Wiler excited to work with both agencies
 2. DISA
 - a. Will be moving to Fort Meade by 2011
 - b. 8,000 employees in DC area
 - c. Responsible for White House communications
 - d. Presentations to college
 - e. DISA is equivalent of ATT, AOL & Google for DOD
 - f. Goal to be on-line live info system for war fighter
 - g. Need regional facilities to support families & contractors
 - h. Odenton to be new Crystal City
 3. Army Research Lab
 - a. HQ for Army Material Command
 - b. Builds HW for DISA
 - i. Arm strap PDA that retains last screen image
 - ii. Roll-up screens with touch pads
 - iii. CC graduates there since early 1980's

- iv. Field new developments within days
 - v. Sensors to detect IEDs
 - vi. Sensors to detect & triangulate on incoming mortar rounds
 - c. Wants to rent 3 dorm apartments for their students
 - d. Want students to participate in some of their research
 - e. Our students & faculty could work at their labs
- iii. Does Capitol College have faculty exchange programs?
 - 1. Not currently
- iv. CC signed agreement with Potomac Inc. public relations firm on Project Leapfrog
 - 1. Connect us with public officials
 - 2. Promote CC with local & corporate officials
 - 3. Connections with media, panels & speaking engagements
 - 4. Pushing CC ahead in PR
 - 5. Does all political surveys for Baltimore Sun
 - 6. Hosting mock VIP visit this Friday (eg. Gov O'Malley)
 - Critique CC preparations

3. Business

See printed Agenda

- a. Suggestions from last AAB Meeting of 9/18/06
- b. Capitol College's need for fund raising and retention
 - i. Large institutions have full time fund-raisers
 - ii. College Image
 - 1. Kevin Wilson did internet research, see packet distributed
 - 2. College Info distribution
 - a. US News & World Report
 - i. Capitol listed as Specialty School
 - ii. Capitol could ask to be listed in specific major areas
 - iii. Major topic of discussion at Executive Retreat
 - b. Keep college name in view with bumper stickers & College bags
 - c. Explore additional degree programs that fit with existing programs
 - 3. Publication exposure
 - a. Explore additional degree programs that fit with existing programs
 - b. Richard Beal will share this information with Marketing Dept
 - 4. Wikipedia listing
 - a. Comparison with other college listings
 - b. CC is Maryland's only Engineering & Business college
 - c. Guarantee needs to be emphasized
 - d. Tuition lock needs to be emphasized
 - 5. Google Search
 - a. Each of us can do Google search of own ideas
 - 6. Rich Hanson contacting companies
 - a. College has generated list of key messages to use in marketing
 - i. AAB needs to be consistent with this list
 - b. Include success story of alumni

7. Alternate Domain Names are available
 - a. All can point to the Capitol main web site
 - b. Capitol.edu, Capitol College.edu, Information Security.edu
 8. Contacts with respected people
 - a. See Project Leapfrog above
 - b. Write up alumni success stories
 9. Retention
 - a. Working with middle & High school students needs more resources
 - b. AAB can meet with crash & burn students about what could have been done to keep them here
 - c. Need talking points
 - d. Richard Beal working with Linda Bunnell-Rhyne on retention
 - i. Faculty works with students, weekly reporting
 - ii. Counseling Center
 - iii. AAB can provide legwork for Linda
 - e. CC Retention has 60% returning as sophomores, 33% graduation
 - f. Use different groups to meet with Freshmen vs. upper classes
 - g. Groups with different viewpoints
 - h. Increase of 10% retention would be significant!
 10. ROTC or Military scholarship programs
 - a. Other sources of scholarships?
 - b. Current CC student goes to ROTC at Bowie State
 - c. How many students at CC are veterans, active officers or enlisted?
 11. Workforce needs
 - a. Westinghouse needs several thousand new nuclear engineers
 - b. Housing market needs new construction engineers
 12. Small action items we can all take
 13. Open House at CC this Saturday 11/18/06
 14. Oral History
 - a. Electronic publishing
 - b. Form for adding new stories
4. New Business
 - a. Invite Tom Faigle to next AAB meeting
 - b. Charles Britt will firm up Working Groups
 - c. Kevin & Rich will work domain names
 - d. Finding students to discuss retention over lunch
 5. Next meeting February 12, 2007
 6. 8:00 PM Motion to adjourn by Rich Hansen, second by Tom Bagg, unanimous pass

Notes by Tom Bagg