

# COMMUNICATIONS AND PUBLIC AFFAIRS

The UMB Office of Communications and Public Affairs (CPA) is dedicated to promoting the University of Maryland, Baltimore (UMB) and telling its remarkable stories. We provide media relations, branding, design, strategic marketing, editing, writing, special event planning & protocol, and web communications Universitywide.



# WHO WE ARE

## JENNIFER LITCHMAN, MA

Chief Communications Officer and Senior Vice President  
Special Assistant to the President

## LAURA KOZAK, MA

Associate Vice President,  
Communications and Public Affairs

### Our Team

[Digital and Social Media](#) | [Editorial](#) | [Graphic Design](#) | [Marketing](#) | [Media Relations](#) | [Photography and Videography](#) | [Web Design](#)

**EVA HANLEY**  
Office Manager

#### Digital And Social Media

**KRISTI MCGUIRE**  
Assistant Director, Digital Media  
Marketing Manager

**EMMA JEKOWSKY**  
Social Media Specialist

#### Editorial

**CHRIS ZANG**  
Director, Editorial Services

**LOU CORTINA**  
Managing Editor

#### Graphic Design

**JULIE BOWER**  
Assistant Director, Design Services

**MICHELLE BAFFUTO**  
Senior Graphic Designer

**ANANDA LA VITA**  
Graphic Designer

#### Marketing

**LYNNE HENRY**  
Director of Marketing

**DANA RAMPOLLA**  
Senior Marketing Specialist

**HOPE WALLACE**  
Marketing Specialist

#### Media Relations

**ALEX LIKOWSKI**  
Director, Media Relations

**LAURA LEE**  
Senior Media Relations Specialist

**PATRICIA FANNING**  
Senior Media Relations Specialist

**MARY T. PHELAN**  
Senior Media Relations Specialist

**JENA FRICK**  
Senior Media Relations Specialist

**Photography/Videography**  
**MATTHEW "DAG" D'AGOSTINO**  
Photographer

**ERIK NEILSEN**  
Videographer

#### Web Design

**AMIR CHAMSAZ**  
Managing Director, Web  
Development and Interactive Media

**MICAH MURPHY**  
Web Developer, Interactive Media

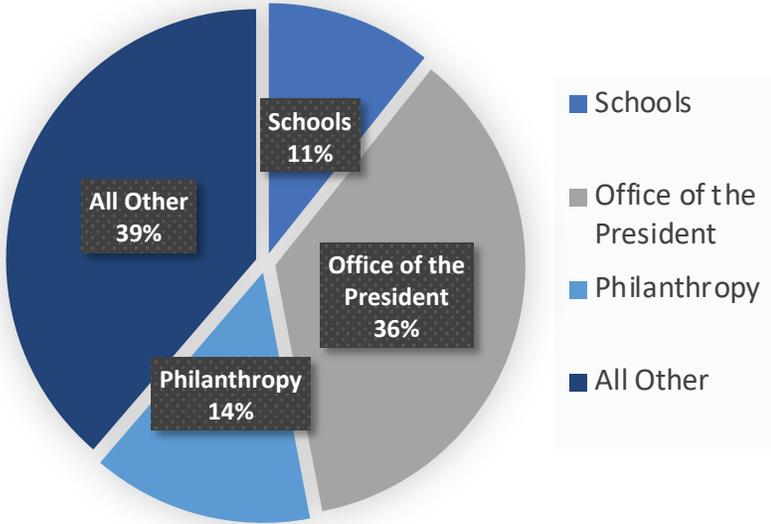
**KRISTEN BOWES**  
Web Developer, Interactive Media

**JONAH PENNE**  
Web Developer, Interactive Media

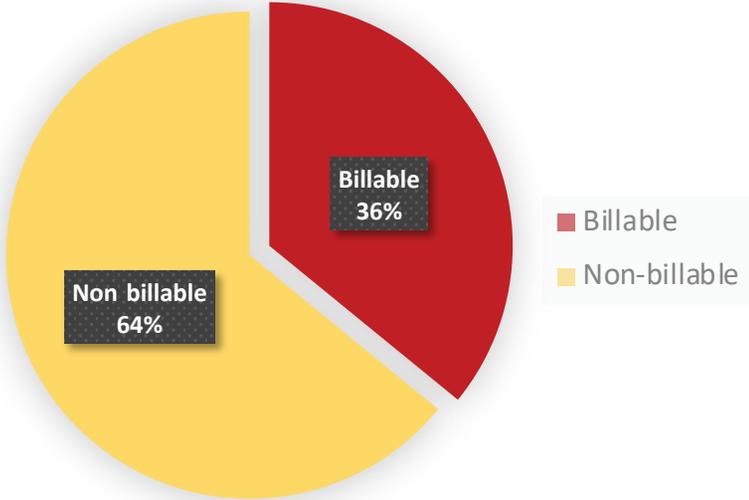
**BRANDON DESIDERIO**  
Web Developer, Interactive Media

# PROJECT STATISTICS

**Job Demand by Department FY19**



**Billable vs Non-Billable Projects FY19**



\*Totals do not include the media team or all of photography/videography/web support.

# OFFICE OF THE PRESIDENT

## UNIVERSITY INITIATIVES

CPA works closely with the President's Office, specifically the senior director of leadership communications, to share news and accomplishments of the University. Communications such as *The President's Message* and website are spearheaded through CPA.

### Monthly message

**the PRESIDENT'S MESSAGE**  
FEBRUARY 2019

Two years ago last month, we launched the President's Point on Politics and Policy (which I've shorthand-ed to "P4"). It was the very month that Donald Trump was inaugurated as the country's new chief executive, and it marked the first change of administration since I returned to UMB in 2010.

Of course, the new president and new Congress would have their own impact on the country. It is, after all, what they're elected to do. But we had only vague notions about what that impact would look like in areas we care about deeply — for instance, in higher education, health care, and human and civil rights.

And so we invited in some experts and thought leaders, supplementing our own, who could substitute for a crystal ball and give us their predictions. But the idea for P4 was actually broader than that: having a chance to ask about domestic discretionary spending or the future of the Affordable Care Act. (We didn't know then how greatly exaggerated were the reports of its death.) P4 was an opportunity to come together as a university community, affirm our fundamental mission to improve the human condition, and figure out what that means following a sizable shift in political leadership.

When I proposed P4 to the UMB community the week following the 2016 election, it was this mission I invoked. I said, "Like the values we uphold, our mission endures. It endures irrespective of the person or party in political power. It is our binding promise to the leaders of this state and, even more importantly, to the citizens we serve together."

And that's why we continue the P4 series. Because there are issues that deserve our attention so that we might be better advocates and activists. Because the face that politicians meet, locally and nationally, exert pressure on how we do our daily work and what we plan for the future. Because whatever our differences of ideology and opinion, our objectives are the same: policies that are smart, fair, and humane; policies that uplift rather than degrade; that protect rather than endanger; that enrich rather than impoverish.

The last two years have brought several notable lawmakers, analysts, reporters, and pundits to our campus for *illuminating conversations*. Among others, we've welcomed Sen. Barbara Mikulski, who, weeks after the 2016 midterms, talked about the historic number of women coming to the Capitol and what they could mean for policy (and policymaking) going forward; former Gov. Robert Ehrlich and Paris Glendonig, who shared how their administrations worked to influence federal policy and, at the same time, block federal overreach into state laws; *New York Times* op-ed columnist Frank Bruni, who, with his colleagues at the *Times*, had just set down for a wide-ranging interview with President-elect Trump and therefore had some of the earliest intelligence on his presidential priorities; and *Chronicle of Higher Education* editor Goldie Blumenfeldt, who talked about higher education's affordability crisis and how unchecked costs and ballooning student debt could put a target on universities' backs.

On March 5, we'll welcome *New York Times* chief White House correspondent Maggie Haberman, who's been called "maybe the greatest political reporter working today" (*E!*), a "scout machine" (*The Wolf*), the "Trump-Whisperer" (*Vanity Fair*), and "one of the best-sourced journalists in the game" (*CNN Business*). *New Yorker* editor David Remnick said, "To hang around Maggie Haberman is to be advised of one's incidence and imminence." It's rumored that the president has Mr. Haberman on speed dial, and you can be sure I'll be asking her about those phone calls when we sit down together. If you're curious, see [register here](#).

Yes, P4 grew out of the uncertainty following the 2016 presidential election. But I promise you the series will continue, no matter who next occupies the White House. Because forming a more perfect union is a pursuit without end, and we're still got a lot of work to do.

Sincerely,  
  
Jay A. Periman, MD  
PRESIDENT

ACCOUNTABILITY | CIVILITY | COLLABORATION | DIVERSITY | EXCELLENCE | KNOWLEDGE | LEADERSHIP

THE UMBRELLA GROUP  
UMB Division on Empowerment in Leadership and Emerging Aspirations

UNIVERSITY OF MARYLAND, BALTIMORE CELEBRATES  
**WOMEN'S HISTORY MONTH**

**MORNING KEYNOTE**  
MAY XU, MA  
CEO, Founder Chesapeake Bay Centre

**AFTERNOON KEYNOTE**  
DUBIE DE HERR, PhD, MS  
Vice Provost, Dean of Assessment, and Professor of Physics Catholic University of America

**WEDNESDAY, MARCH 13**  
SMC Campus Center  
8 a.m. - 3 p.m.

**BREAKOUT SESSIONS**

- How to Negotiate: Stacey Smith, JD, Director Social Equity, Center for Gender Inclusion, Carey School of Law
- How to Recognize and Respond to Gender-Based Violence: Leigh Goodmark, JD, Professor, Carey School of Law
- How to Craft Your Narrative: Laura Warner, CP, Founder, Storytelling Sensei
- Taking Care of YOU Self-Care Strategies for Mind-Body & Heart: Kelly Hamrick, LSW, MSW, Founder and President, SMC Peak

UMBrella events are open to all UMB faculty, staff, and students.  
**REGISTER TODAY. SPACE IS LIMITED.**  
[www.umaryland.edu/whm](http://www.umaryland.edu/whm)

**New Elm Is Coming!**

**The Elm**

mic, collaborative website the Office of Communications and Public Affairs will allow the UMB community to interact online, is getting even better. The new Elm will debut, offering the following features:

- Each school has a page of its own to tailor content to a specific audience.
- Users allow users to find content by topic or other for students, alumni, and faculty.
- Voices & Opinions allows you to share your perspective on an issue that matters to you.
- An improved UMB social media component aggregates social media content from all UMB social media accounts.
- The new Elm's homepage and each school's corresponding homepage include navigational links at the bottom that help you find the most important UMB resources fast.

Weekly, greater access to University news, and many other part of the new Elm. See for yourself by visiting this preview.

# OFFICE OF THE PRESIDENT, CONTINUED

## Postcard mailers



Please join UMB President Jay A. Perman, MD  
for a conversation with best-selling author

**ALICE McDERMOTT**



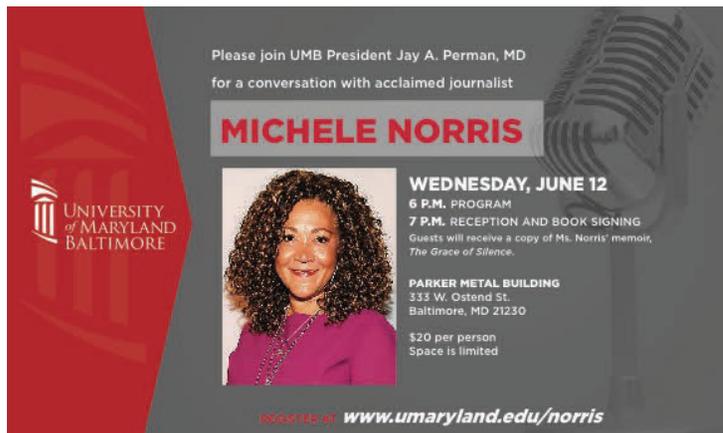
**THURSDAY, NOV. 29**  
6 P.M. PROGRAM  
7 P.M. RECEPTION AND BOOK SIGNING  
All guests will receive a copy of McDermott's  
latest novel, *The Ninth Hour*.

**THE WINSLOW**  
333 W. Ostend St.  
Baltimore, MD 21250

\$20 per person  
Space is limited

REGISTER AT [www.umaryland.edu/mcdermott](http://www.umaryland.edu/mcdermott)

UNIVERSITY of MARYLAND BALTIMORE



Please join UMB President Jay A. Perman, MD  
for a conversation with acclaimed journalist

**MICHELE NORRIS**



**WEDNESDAY, JUNE 12**  
6 P.M. PROGRAM  
7 P.M. RECEPTION AND BOOK SIGNING  
Guests will receive a copy of Ms. Norris' memoir,  
*The Grace of Silence*.

**PARKER METAL BUILDING**  
333 W. Ostend St.  
Baltimore, MD 21230

\$20 per person  
Space is limited

REGISTER AT [www.umaryland.edu/norris](http://www.umaryland.edu/norris)

UNIVERSITY of MARYLAND BALTIMORE

## Event signage



*Welcome*

TO A CONVERSATION WITH

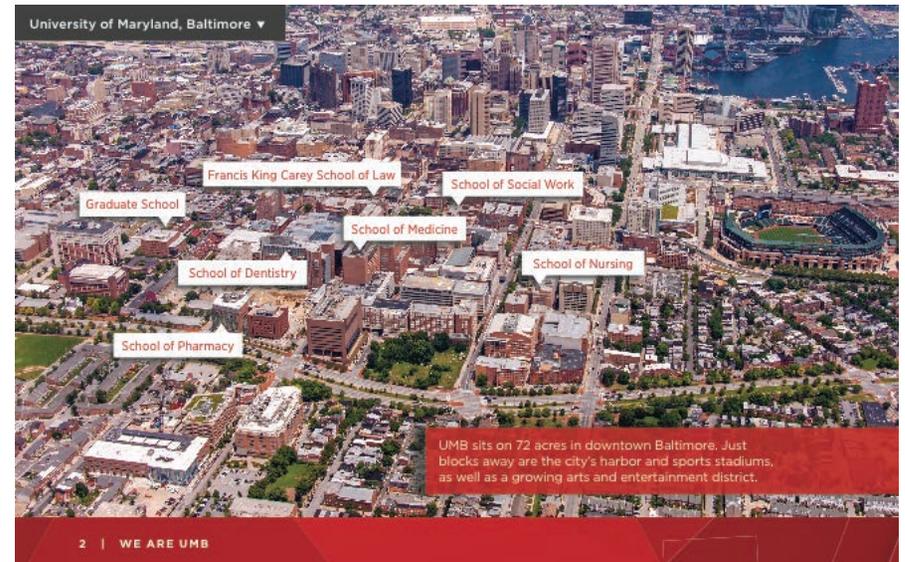
**MICHELE NORRIS**



UNIVERSITY of MARYLAND BALTIMORE

## OFFICE OF THE PRESIDENT, CONTINUED

Printed booklet



Holiday Card and Video



# CORE VALUES SPEAKER SERIES

## UNIVERSITY INITIATIVES

CPA promotes and then covers events of speakers focusing on UMB's seven core values.

### Event e-boards

ACCOUNTABILITY | **CIVILITY** | COLLABORATION | DIVERSITY | EXCELLENCE | KNOWLEDGE | LEADERSHIP



*speaker*  
**LEA BERMAN**  
CO-AUTHOR OF *TREATING PEOPLE WELL*  
AND FORMER WHITE HOUSE SOCIAL SECRETARY

**MONDAY, APRIL 8, 2019**  
NOON | SMC CAMPUS CENTER  
Light lunch will be served

**COREVALUES Speaker Series**



For more information and to register to attend, visit  
[umaryland.edu/corevaluesspeaker](http://umaryland.edu/corevaluesspeaker)

### Elm/Elm Weekly image

**SAVE THE DATE**



*speaker*  
**LEA BERMAN**  
CO-AUTHOR OF *TREATING PEOPLE WELL*  
AND FORMER WHITE HOUSE SOCIAL SECRETARY

**MONDAY, APRIL 8 | NOON**  
SMC CAMPUS CENTER | 621 W. LOMBARD ST.  
*Registration coming soon.*



**COREVALUES Speaker Series**

# COMMENCEMENT

## UNIVERSITY INITIATIVES

Each year the graduating class at UMB promises to continue a proud tradition of excellence that dates to UMB's beginnings in 1807. Commencement and the events of that week celebrate the successes of our students, our faculty, and our staff.

### Printed program



The printed program features a dark cover with the word "Commencement" in a gold script font, followed by "MAY 16, 2019" and the University of Maryland Baltimore logo. The welcome page is titled "Welcome" and includes a photo of Jay A. Perman, MD, and a letter from the President of the University of Maryland, Baltimore, welcoming the Class of 2019.

*Commencement*  
MAY 16, 2019

*University of Maryland Baltimore*

*Welcome*

I'm honored to welcome you to the 2019 commencement of the University of Maryland, Baltimore (UMB).

The Class of 2019 continues a proud tradition of excellence that dates back to this University's founding in 1807. The students graduating today will do the work for which we've prepared them — to secure the health, well-being, and just treatment of Maryland's citizens, create the knowledge that cures disease and strengthens communities, and build a body of scholarship and service that improves the human condition here in Baltimore and around the world.

Like UMB's students, our keynote speaker today has made improving people's lives her mission. Barbara Pierce Bush is co-founder and board chair of Global Health Corps (GHC), a nonprofit that mobilizes young leaders to promote health equity. GHC fellows are working in Africa and the United States to advance our fundamental belief — that health is a human right.

Started in 2009, GHC now boasts more than 1,000 alumni fellows who work collaboratively and interprofessionally. And thanks to Ms. Bush's leadership, most of the fellows continue to work in the field of global health following their one-year tenure at GHC, making a measurable impact in the fight for health equity.

I'm so pleased Ms. Bush could be with us today. I'm also thrilled to be joined by two visionary researchers and scientists, Victoria G. Hale, BSP '83, PhD, and Philip Neulman, PhD '64, MS, both UMB alumni who will receive honorary Doctor of Science degrees. Dr. Hale is one of our School of Pharmacy's founding pharmacists and the architect of two pharmaceutical nonprofits that benefit women, children, and the underserved. Dr. Neulman has done groundbreaking work in pharmacology research and drug development, spanning academia and industry, and is a member of the School of Medicine's distinguished Scientific Advisory Council. Please read their stories in the pages that follow.

We also welcome three honorary marshals who have, combined, more than 90 years of service to UMB: Robert Beardsley, PhD, MS, professor and vice chair, Department of Pharmaceutical Health Services Research, School of Pharmacy; Jacquelyn L. Fried, RPH, MS, retired associate professor and director, Division of Dental Hygiene, School of Dentistry; and Jane Lipscomb, PhD RN, MS, FAAN, retired professor, School of Nursing and School of Medicine, and former director of UMB's Center for Community-Based Engagement and Learning.

I thank the families, friends, faculty, and colleagues who are taking part in today's celebration. And I remind our graduates to thank all those who gave you the confidence you needed to pursue this degree, who encouraged you when your confidence waned, and who remained part of your brilliance when you were the only one who doubted it.

In the Class of 2019, I ask that you continue to be guided by the responsibilities your degree confers: to expand the boundaries of our understanding and achievement; to pursue truth in your research and compassion in your practice; and to live the mission that guides your proud alma mater: Serve the public good.

Congratulations to the Class of 2019!

Jay A. Perman, MD  
*Jay A. Perman*  
President  
University of Maryland, Baltimore

### Ad



The advertisement features a photo of graduates in caps and gowns. Below the photo is a red banner that reads "JOIN US FOR UNIVERSITYWIDE COMMENCEMENT!". The main text is in a white serif font on a dark background, announcing the event on Thursday, May 16 at 9 A.M. at the Royal Farms Arena. It lists the keynote speaker, Barbara Pierce Bush, and several honorary marshals, including Robert Beardsley, Jacquelyn L. Fried, and Jane Lipscomb. It also mentions a student remarker, Sarah Montague Shepson, and a national anthem singer, Marina Rankin. The ad includes the event's location, time, and a note about free food, music, and drinks for graduates and their families. Social media icons for Facebook, Twitter, Instagram, and YouTube are shown, along with the hashtag #2019UMB and the website unarmyland.edu/commencement.

JOIN US FOR UNIVERSITYWIDE COMMENCEMENT!

*Commencement 2019*  
UNIVERSITY of MARYLAND, BALTIMORE

THURSDAY, MAY 16 | 9 A.M.  
ROYAL FARMS ARENA

Celebrate the Class of 2019 with President Perman and special guests, including:

*Keynote Speaker*  
**Barbara Pierce Bush**  
*Co-founder, Global Health Corps*

**HONORARY DEGREE RECIPIENTS**  
Victoria G. Hale  
*Founder, One World Health and Medicine, 360*  
Philip Neulman  
*Emeritus professor, Washington University School of Medicine*

**HONORARY MARSHALS**  
Robert Beardsley  
*School of Pharmacy*  
Jacquelyn L. Fried  
*School of Dentistry*  
Jane Lipscomb  
*School of Nursing*

**STUDENT REMARKER**  
Sarah Montague Shepson  
*Carey School of Law*

**NATIONAL ANTHEM SINGER**  
Marina Rankin  
*School of Dentistry*

**AFTER THE CEREMONY**  
PLAZA PARK

*Party on the PARK*

**FREE FOOD, MUSIC, AND DRINKS FOR GRADUATES AND THEIR FAMILIES**

UNIVERSITY of MARYLAND, BALTIMORE  
unarmyland.edu/commencement

#2019UMB

# COMMENCEMENT, CONTINUED

## E-boards



UNIVERSITY OF MARYLAND, BALTIMORE

# Party in the PARK

THURSDAY, MAY 16, 2019

11:30 A.M.  
to 1 P.M.

PLAZA PARK  
*Rain or shine*

**COMPLIMENTARY FOOD**  
FOR UMB GRADUATES AND GUESTS

SPECIAL APPEARANCES BY THE **ORIOLE Bird**  
AND THE **RAVENS' Poe**

PHOTO BOOTH | DJ

Free National Museum of Dentistry Tours  
11 a.m. to 1:30 p.m.

*Stop by the new social media lounge*

**#2019UMB**

REGISTRATION IS REQUIRED AT  
[umaryland.edu/partyinthepark](http://umaryland.edu/partyinthepark)



# Commencement

UNIVERSITY of MARYLAND, BALTIMORE

THURSDAY, MAY 16, 2019 | 9 A.M.  
ROYAL FARMS ARENA

All are welcome. No tickets required.



*Keynote Speaker*  
**BARBARA PIERCE BUSH**  
*Co-Founder and  
Board Chair of Global Health Corps*



[umaryland.edu/commencement](http://umaryland.edu/commencement)



**#2019UMB**



# Congratulations GRADUATES

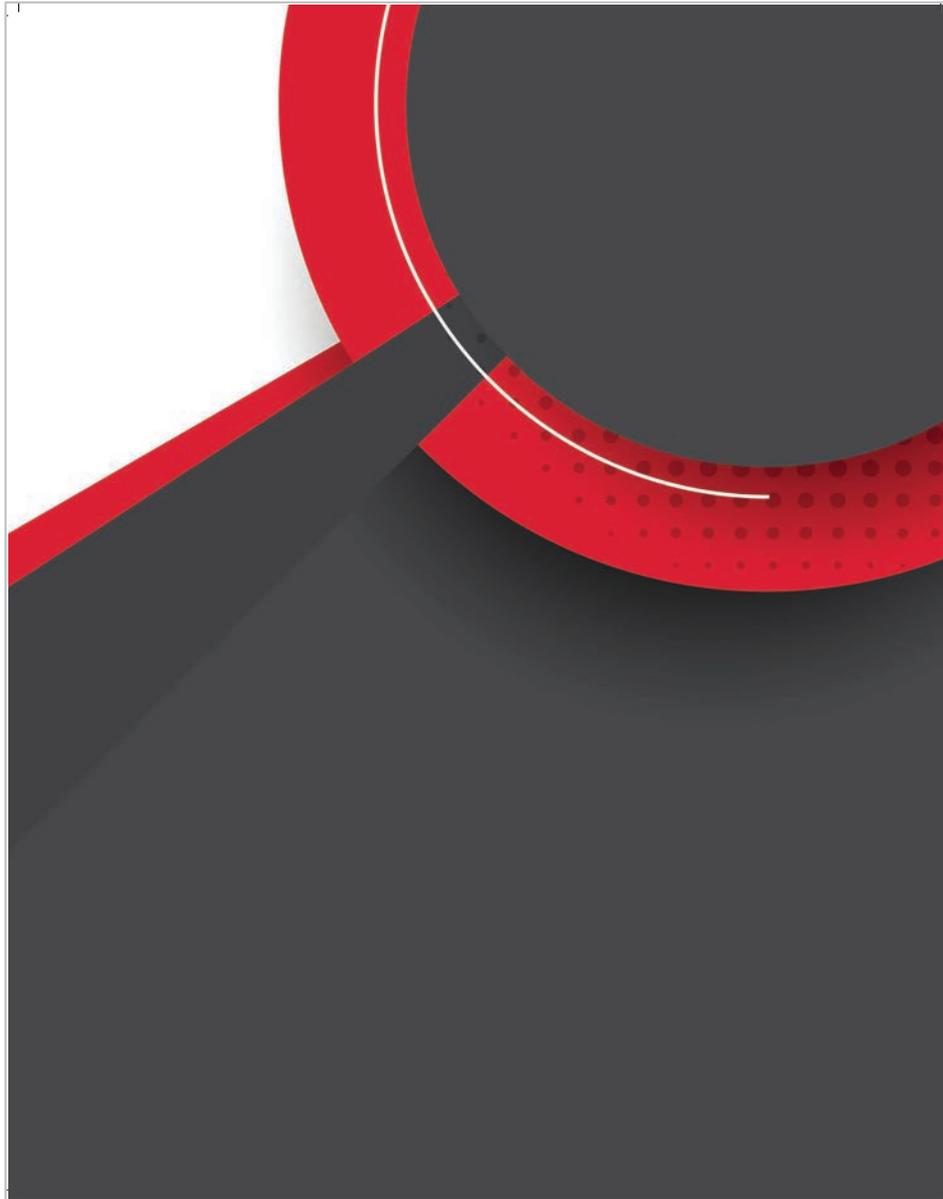
2019

MEDICINE | LAW | DENTISTRY | PHARMACY | NURSING | GRADUATE | SOCIAL WORK



# COMMENCEMENT, CONTINUED

## Social Media Lounge signage



Share your commencement moments using **#2019UMB**

- ▶ Check out the Commencement social media feed
- ▶ Win Prizes Get UMB Swag
- ▶ Photo Booth Fun
- ▶ Find the UMB Commencement filter on Snapchat
- ▶ Recharge at the UMB Charging Station

[@universityofmarylandbaltimore](#)  
[@UMBaltimore](#)  
[umbaltimore](#)  
[UMBaltimore](#)

UNIVERSITY OF MARYLAND BALTIMORE

**RECHARGE**

**#2019UMB**

[@universityofmarylandbaltimore](#) [umbaltimore](#)  
[@UMBaltimore](#) [UMBaltimore](#)

# FOUNDERS WEEK

## UNIVERSITY INITIATIVES

Each year UMB celebrates the achievements and successes of our students, faculty, staff, alumni, and philanthropic supporters and pays tribute to UMB's 210-plus-year history with a series of Founders Week events.

Events include the Founders Gala, award winner lectures, and student and staff recognition lunches.

### Ads

**GALA**  
SATURDAY, OCT. 13  
6:30 p.m.  
Hunt Regency Baltimore Inner Harbor  
Black-tie optional dinner and program.  
Tickets can be purchased for \$200 by contacting [events@umaryland.edu](mailto:events@umaryland.edu).

**STAFF LUNCHEON**  
MONDAY, OCT. 15  
11:30 a.m. to 12:10 p.m.  
or 12:20 to 1 p.m.  
Westminster Hall  
Tickets required. Open to UMB staff only.

**ENTREPRENEURS OF THE YEAR PRESENTATION AND RECEPTION**  
MONDAY, OCT. 15  
4:30 to 6:30 p.m.  
Shock Trauma Auditorium

**RESEARCHER OF THE YEAR LECTURE AND RECEPTION**  
TUESDAY, OCT. 16  
4 to 6 p.m.  
HSRF II Auditorium

**STUDENT COOKOUT**  
THURSDAY, OCT. 18  
Noon to 1:30 p.m.  
School of Nursing Courtyard  
Tickets required. Open to UMB students only.

Visit [umaryland.edu/founders](http://umaryland.edu/founders) to find out more information about the Founders Week events and award winners.

**2018 Founders Week Award Winners**  
The following members of the UMB family will be honored at the Founders Week Gala:

**ENTREPRENEURS OF THE YEAR**  
Thomas M. Soales, MD, FACS, MCGM  
Deborah M. Stein, MD, MPH, FACS, FCCM  
Steven I. Hanish, MD, FACS (Not pictured)  
School of Medicine  
R Adams Cowley Shock Trauma Center  
University of Maryland Medical Center

**PUBLIC SERVANT OF THE YEAR**  
Valli Meeks, DDS, MS, RDH  
School of Dentistry  
Clinical Associate Professor, Department of Oncology and Diagnostic Sciences

**RESEARCHER OF THE YEAR**  
Karen L. Kotloff, MD  
School of Medicine  
Professor, Department of Pediatrics  
Associate Director, Clinical Studies, Center for Vaccine Development and Global Health

**TEACHER OF THE YEAR**  
Geoffrey L. Greif, PhD, MSW  
School of Social Work  
Professor

#UMBFOUNDERS18

DENTISTRY | GRADUATE | LAW | MEDICINE | NURSING | PHARMACY | SOCIAL WORK | BIOPARK

**UNIVERSITY OF MARYLAND BALTIMORE**

**FOUNDERS WEEK 2018**  
Each fall the University of Maryland, Baltimore (UMB) remembers a past that dates to 1807 and honors present and future standouts.

This year's Founders Week Gala focused on how UMB takes care of Maryland, creating 18,000 jobs, conferring 53 percent of Maryland's professional doctoring, and providing \$40 million in uncompensated care. The University has a \$2.8 billion economic impact on the state.

In the midst of a multi-year \$750 million Catalyst fundraising campaign, UMB is a catalyst in its own right, advancing health, wellness, social justice, and economic opportunity in underserved communities like West Baltimore.

UMB is proud of its world-class faculty, staff, and students. We recognize the 2018 award winners below and thank all our UMB friends, colleagues, and partners for their ongoing support.

**TEACHER OF THE YEAR**  
Geoffrey L. Greif, PhD, MSW  
School of Social Work

**PUBLIC SERVANT OF THE YEAR**  
Valli Meeks, DDS, MS, RDH  
School of Dentistry

**ENTREPRENEURS OF THE YEAR**  
Thomas M. Soales, MD, FACS, MCGM  
Deborah M. Stein, MD, MPH, FACS, FCCM  
Steven I. Hanish, MD, FACS (Not pictured)  
School of Medicine

**RESEARCHER OF THE YEAR**  
Karen L. Kotloff, MD  
School of Medicine

**UMB**  
UNIVERSITY of MARYLAND, BALTIMORE [umaryland.edu](http://umaryland.edu)

**SPECIAL THANKS TO OUR 2018 FOUNDERS WEEK SPONSORS**

<b>PLATINUM LEVEL</b> <b>WT</b> WHITING-TURNER	<b>GOLD LEVEL</b> <b>WEXFORD</b> SCIENCE+TECHNOLOGY	<b>SILVER LEVEL</b> UNIVERSITY OF MARYLAND MEDICAL SYSTEM
<b>ENTREPRENEURS OF THE YEAR</b> EMMA	<b>TEACHER OF THE YEAR</b> STIFEL	<b>RESEARCHER OF THE YEAR</b> BDO
<b>PUBLIC SERVANT OF THE YEAR</b> graphcom	<b>HONOR ROLL MANUFACTURERS</b>	
Ballard Spahr	BOLAND	PARAGON
UMB Engineering	UNIVERSITY SYSTEM OF MARYLAND	UNIVERSITY OF MARYLAND
<b>HONOR ROLL ADVOCATES</b> AJ Stationers   The Daily Record		<b>FRIENDS</b> Ayers/Saint/Gross

# FOUNDERS WEEK, CONTINUED

E-boards



## Founders Week

OCTOBER 15-18, 2018

**GALA**  
SATURDAY, OCT. 13  
6:30 p.m.  
*Hyatt Regency Baltimore Inner Harbor*  
Black tie optional dinner and program  
Tickets can be purchased for \$200 by contacting  
[www.umb.edu/fo](http://www.umb.edu/fo)

**STAFF LUNCHEON**  
MONDAY, OCT. 15  
11:30 a.m. to 12:30 p.m. at 12:20 to 1 p.m.  
*Westminster Hall*  
Tickets required. Open to UMB staff only.

**ENTREPRENEURS OF THE YEAR  
PRESENTATION AND RECEPTION**  
MONDAY, OCT. 15  
4:30 to 6:30 p.m.  
*R Adams Cowley Shock Trauma Auditorium*  
UMMC First floor  
"Supporting Failing Organs"

**RESEARCHER OF THE YEAR  
LECTURE AND RECEPTION**  
TUESDAY, OCT. 16  
4 to 6 p.m.  
*HSRF II Auditorium*  
"Global Health: Where Science Meets Humanity"

**STUDENT COOKOUT**  
THURSDAY, OCT. 18  
Noon to 1:30 p.m.  
*School of Nursing Courtyard*  
Tickets required. Open to UMB students only.



[umaryland.edu/founders](http://umaryland.edu/founders) #UMBFOUNDERS18



## Founders Week 2018



### STAFF LUNCHEON

**Monday, Oct. 15**  
11:30 a.m. to 12:10 p.m. (1st seating)  
12:20 to 1 p.m. (2nd seating)  
*Westminster Hall*

Free to all UMB staff, but tickets are required.  
All tickets must be ordered by Oct. 8.



[umaryland.edu/founders](http://umaryland.edu/founders) Register at [umaryland.edu/founders](http://umaryland.edu/founders)



## Congratulations

### 2018 FOUNDERS WEEK AWARD WINNERS



**ENTREPRENEURS OF THE YEAR**  
Thomas M. Scalea, MD, FACS, MCCM  
Deborah M. Stein, MD, MPH, FACS, FCCM  
Steven I. Hanish, MD, FACS (Hon. Pasture)  
*School of Medicine*  
*R Adams Cowley Shock Trauma Center*  
*University of Maryland Medical Center*



**TEACHER OF THE YEAR**  
Geoffrey L. Gerif, PhD, MSW  
*School of Social Work*  
*Professor*



**PUBLIC SERVANT OF THE YEAR**  
Valli Meeks, DDS, MS, RDH  
*School of Dentistry*  
*Clinical services professor, Department of Oronthology and Diagnostic Sciences*



**RESEARCHER OF THE YEAR**  
Karen L. Kotloff, MD  
*School of Medicine*  
*Professor, Department of Pediatrics*  
*Head, Division of Infectious Disease and Tropical Pediatrics*  
*Associate Director, Clinical Studies, Center for Vaccine Development and Global Health*



[umaryland.edu/founders](http://umaryland.edu/founders) #UMB FOUNDERS18



## Founders Week 2018



### RESEARCHER OF THE YEAR LECTURE AND RECEPTION

**Tuesday, Oct. 16 | 4 to 6 p.m.**  
*HSRF II Auditorium*

**KAREN L. KOTLOFF, MD**  
*School of Medicine*  
*Professor, Department of Pediatrics*  
*Head, Division of Infectious Disease and Tropical Pediatrics*  
*Associate Director, Clinical Studies, Center for Vaccine Development and Global Health*  
"Global Health: Where Science Meets Humanity"



  Register at [umaryland.edu/founders](http://umaryland.edu/founders)

[umaryland.edu/founders](http://umaryland.edu/founders) #UMBFOUNDERS18



## STUDENT COOKOUT

**THURSDAY, OCT. 18**  
NOON TO 1:30 P.M. | SCHOOL OF NURSING COURTYARD






Free to all UMB students, but tickets are required.  
All tickets must be ordered by Oct. 11.



[umaryland.edu/founders](http://umaryland.edu/founders) Register at [umaryland.edu/founders](http://umaryland.edu/founders) #UMBFOUNDERS18



## Founders Week 2018



### ENTREPRENEURS OF THE YEAR PRESENTATION AND RECEPTION

**Monday, Oct. 15 | 4:30 p.m.**  
*R Adams Cowley Shock Trauma Center Auditorium, UMMC First Floor*

**Thomas M. Scalea, MD, FACS, MCCM**  
**Deborah M. Stein, MD, MPH, FACS, FCCM**  
**Steven I. Hanish, MD, FACS (Hon. Pasture)**  
*School of Medicine | R Adams Cowley Shock Trauma Center*  
"Supporting Failing Organs"



  Register at [umaryland.edu/founders](http://umaryland.edu/founders)

[umaryland.edu/founders](http://umaryland.edu/founders) #UMBFOUNDERS18

# FOUNDERS WEEK, CONTINUED

## Evites

UNIVERSITY OF MARYLAND, BALTIMORE  
FOUNDERS WEEK 2018

# STUDENT COOKOUT

**THURSDAY, OCT. 18**  
NOON TO 1:30 P.M. | SCHOOL OF NURSING COURTYARD



Free to all UMB students, but tickets are required.  
All tickets must be ordered by Oct. 11.

Register at [umaryland.edu/founders](http://umaryland.edu/founders)

UNIVERSITY OF MARYLAND BALTIMORE  
#UMBFOUNDERS18



## STAFF LUNCHEON

**Monday, Oct. 15**  
11:30 a.m. to 12:10 p.m. (1st seating)  
12:20 to 1 p.m. (2nd seating)  
Westminster Hall

Free to all UMB staff, but tickets are required.  
All tickets must be ordered by Oct. 8.

UNIVERSITY OF MARYLAND BALTIMORE  
*Founders Week 2018*

### ENTREPRENEURS OF THE YEAR PRESENTATION AND RECEPTION

**Monday, Oct. 15 | 4:30 p.m.**  
R Adams Cowley Shock Trauma Center Auditorium, UMMC First Floor

**Thomas M. Scalea, MD, FACS, MCCM**  
**Deborah M. Stein, MD, MPH, FACS, FCCM**  
**Steven I. Hanish, MD, FACS** *(Not Pictured)*  
School of Medicine | R Adams Cowley Shock Trauma Center  
*"Supporting Failing Organs"*

Sponsored by  
**WT** WEXFORD UNIVERSITY OF MARYLAND EMJAY  
Whiting-Turner SCIENCE+TECHNOLOGY MEDICAL SYSTEM

Register at [umaryland.edu/founders](http://umaryland.edu/founders)

#UMBFOUNDERS18

UNIVERSITY OF MARYLAND BALTIMORE  
*Founders Week 2018*

### RESEARCHER OF THE YEAR LECTURE AND RECEPTION

**Tuesday, Oct. 16 | 4 to 6 p.m.**  
HSRF II Auditorium

**Karen L. Kotloff, MD**  
School of Medicine  
Professor, Department of Pediatrics  
Head, Division of Infectious Disease and Tropical Pediatrics  
Associate Director, Clinical Studies, Center for Vaccine Development and Global Health  
*"Global Health: Where Science Meets Humanity"*

Sponsored by  
**WT** WEXFORD UNIVERSITY OF MARYLAND  
Whiting-Turner SCIENCE+TECHNOLOGY MEDICAL SYSTEM

Register at [umaryland.edu/founders](http://umaryland.edu/founders)

#UMBFOUNDERS18

## Elm graphic

UNIVERSITY OF MARYLAND, BALTIMORE  
*Founders Week 2018*

# STAFF LUNCHEON

MONDAY, OCT. 15



# FOUNDERS WEEK, CONTINUED

## Entrepreneur and Researcher Programs and Entrepreneur program insert



**Founders Week 2018**

**ENTREPRENEURS OF THE YEAR**

**THOMAS M. SCALEA, MD, FACS, MCCM**  
**DEBORAH M. STEIN, MD, MPH, FACS, FCCM**  
**STEVEN I. HANISH, MD, FACS**

SCHOOL OF MEDICINE  
 R ADAMS COWLEY SHOCK TRAUMA CENTER

*"Supporting Failing Organs"*

OCT. 15, 2018 | 4:30 P.M.  
 R ADAMS COWLEY SHOCK TRAUMA CENTER AUDITORIUM

Sponsored by  
**WT**  
 WHIPP-TURNER

**WEXFORD**  
 SCIENCE+TECHNOLOGY

UNIVERSITY OF MARYLAND BALTIMORE  
 UNIVERSITY OF MARYLAND MEDICAL SYSTEM  
**EMJAY**



**Founders Week 2018**

**RESEARCHER OF THE YEAR**

**KAREN L. KOTLOFF, MD**

SCHOOL OF MEDICINE  
 Professor, Department of Pathology  
 Head, Division of Infectious Disease and Tropical Pediatrics  
 Associate Director, Clinical Studies, Center for Vaccine Development and Global Health

*"Global Health: Where Science Meets Humanity"*

OCT. 16, 2018 | 4 P.M.  
 HSRF II AUDITORIUM

Sponsored by  
**WT**  
 WHIPP-TURNER

**WEXFORD**  
 SCIENCE+TECHNOLOGY

UNIVERSITY OF MARYLAND BALTIMORE  
 UNIVERSITY OF MARYLAND MEDICAL SYSTEM  
**BDO**



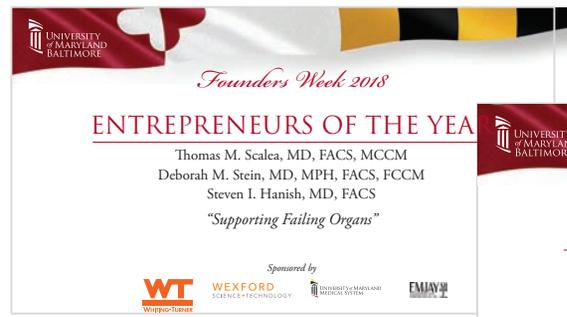
UNIVERSITY OF MARYLAND, BALTIMORE  
*Founders Week 2018*

**FACULTY AWARDED PATENTS**

<p><b>Aiping Zhao</b>                  Direct, Director                  School of Medicine                  "UT-28 Treatment of Obesity and Metabolic Disorders"</p> <p><b>Alkavir Kuvshinovskii-Konstantopoulos</b>                  Nicola Piro                  Konstantinos Konstantopoulos                  School of Medicine                  "Gene Character and Use thereof in Cancer Progression and Therapy"</p> <p><b>Anirudh Ray</b>                  Richard Mielke                  School of Medicine                  "Method and Apparatus for Providing Delta-9-Tetrahydrocannabinol Antagonist During Memory Phase of an Impaired Joint"</p> <p><b>Jeffrey S. Wolf</b>                  Amir Ismail                  School of Medicine                  "Ultrasound Localization of Obstruction for Obstructive Sleep Apnea"</p> <p><b>Richard E. Thompson</b>                  Ioni Langford                  School of Medicine                  "Methods and Compositions for Detecting Events and Predicting Age-Related Macular Degeneration"</p> <p><b>Joseph R. Lohwicz</b>                  Ramakrishnan Reddy                  School of Medicine                  "Tissue Structures for Enhanced Fluorescence Based Sensing, Imaging and Assays"</p> <p><b>Wendi Smith</b>                  Fengyan Xue                  Alexander McKeon Jr.                  School of Pharmacy                  "ERCC1/2P Binding Inhibitors for Treatment of Parkinson's Disease and Neurodegenerative Disorders"</p> <p><b>Has Howard Zhang</b>                  Warren D'Souza                  Nishik Mistry                  Harish Chaffin                  School of Medicine                  "System and Method for Irradiation Therapy Using Novel Broad Functional Measurement of Organ at Risk"</p>	<p><b>Vincent C.O. Njan</b>                  Elizabeth Pankratovskaya                  Lili Gofsky                  Abhishek Gadhale                  Andrew Korgir-Affal                  Taha Younis                  School of Medicine                  "Nucleoside Receptor Down-Regulating Agents and Use Thereof"</p> <p><b>Vincent C.O. Njan</b>                  Elizabeth Pankratovskaya                  School of Medicine                  "Nonsteroidal and Steroidal Compounds with Potent Androgen Receptor Down-Regulation and Anti-Prostate Cancer Activity"</p> <p><b>Lu-Xi Wang</b>                  School of Medicine                  "Transcriptional Activity of Glyoxalase Mutant of an Erdp-B-N-Acetylglucosaminidase (GSDMD) from Streptococcus Pneumoniae"</p> <p><b>Alexander McKeon Jr.</b>                  Fengyan Xue                  Jin Heideck                  Marissa Cardenas                  Landerie Carriere                  School of Pharmacy                  "R14 Inhibitors As Anticancer Agents"</p> <p><b>Alexander McKeon Jr.</b>                  Olga Garmach                  School of Pharmacy                  "Method for Binding Site Identification by Molecular Dynamics Simulation (MDS) Site Identification by Ligand Competitive Simulations"</p> <p><b>Curt L. Criss</b>                  Nicholas Chen                  Jennifer Irie                  Michelle Bueck                  Gary Hunter                  School of Medicine                  "Treatment of Leukemia With Arminin Inhibitors And Combinations With Other Anticanceric Agents"</p> <p><b>Lu-Xi Wang</b>                  Wu Huang                  School of Medicine                  "Chemosynthetic Glycoengineering of Antibodies and Fc-Fragment Therapy"</p>	<p><b>Danley Strickland</b>                  Manuel Torres                  Daniel Lawrence                  Emmao So                  Ulf Eriksson                  Linda Probstmann                  School of Medicine                  "Methods and Compositions for Modulation of Blood-Neural Barrier"</p> <p><b>Bing-Yang Yi</b>                  Galina Yu                  Nishik Mistry                  Catherine Luo                  School of Medicine                  "Technique for Suppression of Metastatic Anticancer in Medical Imaging"</p> <p><b>Hankun Xu</b>                  Michael Witz                  School of Dentistry                  "Nonsteroidal Antiinfective and Remunerating Dental Bonding Agents and Dental Bonding Systems"</p> <p><b>Raphael Siman</b>                  Alan Cross                  Shree Srinivas                  School of Medicine                  "Blood Specimen Coagulate Vaccine to Prevent Epidemic pneumoniae and Pneumococcal meningitis Infections"</p> <p><b>Scott E. Sosnos</b>                  Dan Schulte                  David Black                  Hiroshi Ohno                  School of Medicine                  "Transmembrane Constant Region Fc Receptor Binding Agents"</p>
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UNIVERSITY OF MARYLAND BALTIMORE

### Event slides



**Founders Week 2018**

**ENTREPRENEURS OF THE YEAR**

**Thomas M. Scalea, MD, FACS, MCCM**  
**Deborah M. Stein, MD, MPH, FACS, FCCM**  
**Steven I. Hanish, MD, FACS**

*"Supporting Failing Organs"*

Sponsored by  
**WT**  
 WHIPP-TURNER

**WEXFORD**  
 SCIENCE+TECHNOLOGY

UNIVERSITY OF MARYLAND BALTIMORE  
 UNIVERSITY OF MARYLAND MEDICAL SYSTEM  
**EMJAY**



**Founders Week 2018**

**RESEARCHER OF THE YEAR**

**KAREN L. KOTLOFF, MD**

*"Global Health: Where Science Meets Humanity"*

Sponsored by  
**WT**  
 WHIPP-TURNER

**WEXFORD**  
 SCIENCE+TECHNOLOGY

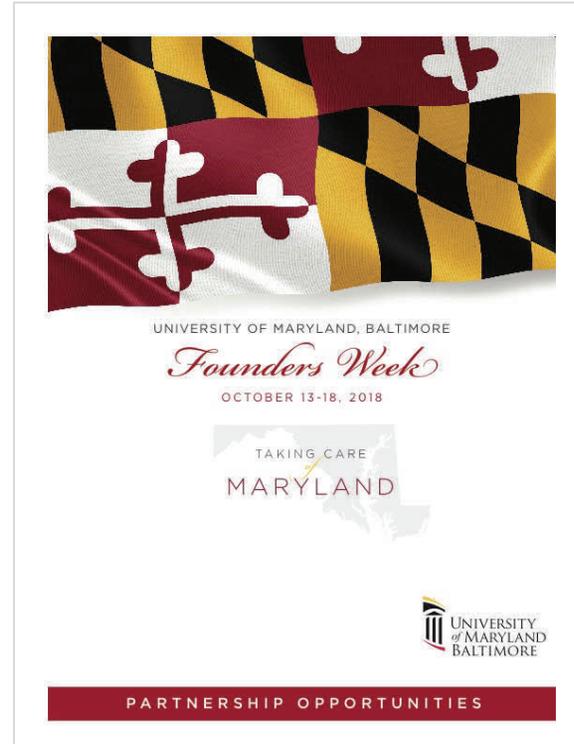
UNIVERSITY OF MARYLAND BALTIMORE  
 UNIVERSITY OF MARYLAND MEDICAL SYSTEM  
**BDO**

# FOUNDERS WEEK, CONTINUED

## Gala Save the date invitation



## Sponsorship package



UNIVERSITY OF MARYLAND, BALTIMORE FOUNDERS WEEK 2018

**Schedule of Events**

Each year the University of Maryland, Baltimore (UMB) celebrates the achievements and successes of our students, faculty, staff, alumni, and entrepreneurial supporters and gives tribute to UMB's 250th anniversary with a series of Founders Week events. Founders Week is a wonderful opportunity to recognize both our historic achievements and our future possibilities, and the invaluable role of our community, government, and business partners like you. Your support as a Founders Week sponsor has made it possible for us to recognize and honor the achievements and teamwork of our world-class faculty, students, and staff. Thank you for being one of our indispensable partners.

**GALA**  
SATURDAY, OCT. 13

This year the Founders Week Gala celebrates our generous supporters and the University's teamwork, accomplishments, and achievements of 2018. Invitations are sent to prominent business and community leaders and elected officials, alumni, donors, and all faculty and staff. More than 500 guests will attend this event.

**STAFF LUNCHEON**  
MONDAY, OCT. 15

The Staff Luncheon at Westminster Hall is always a Founders Week highlight. More than 6,000 employees of the University are invited, including executive, managers, program directors, and staff. While waiting in line for the buffet, guests are greeted by President Perham and several honorees by the vice presidents.

**ENTREPRENEUR OF THE YEAR PRESENTATION & RECEPTION**  
TUESDAY, OCT. 16

Our Entrepreneur of the Year award winner is invited to host a presentation, demonstrating the impact the entrepreneur's research has on the community and the state. Our host will be UMB's Entrepreneur of the Year recipient, Nicole Grant from Maryland-based CEO of bioanalytics companies, leaders in the technology and economic development sectors and the University's outstanding faculty research community. The presentation is followed by a reception.

**RESEARCHER OF THE YEAR PRESENTATION & RECEPTION**  
WEDNESDAY, OCT. 17

The Researcher of the Year award highlights the work of a faculty member exhibiting excellence in their respective research. Invitations are extended to University faculty and industry affiliates for the lecture and the reception following.

**STUDENT COOKOUT**  
THURSDAY, OCT. 18

Invitations are extended for this popular event to nearly 4,500 students from our six professional schools and interdisciplinary graduate school. Students are welcomed by the president, and served by deans and vice presidents. This festive event offers partners a terrific chance to welcome their visiting and name recognition to the students and University leadership.

UNIVERSITY OF MARYLAND, BALTIMORE FOUNDERS WEEK 2018

**2018 GALA PARTNERSHIP BENEFITS**

**PLATINUM - \$50,000 and UP**

- Corporate name and logo prominently displayed on all Founders Week event promotion (media releases, signage, advertisements, social media and video presentation at Gala)
- Ten tickets to Founders Week Gala
- Full-page back cover recognition in Founders Week Gala program booklet
- Recognition in the UMB Etn online publication with distribution over 17,000
- Corporate logo on UMB Founders Week website linking to company home page
- Recognition in The Daily Record (readings 30,000)
- Founders Week event tickets (25 for Researcher and Entrepreneur of the Year receptions and UMB staff and student faculty members with over 2,000 attendees)
- Sponsorship of four UMB students to attend Founders Week Gala October 2018  
*Fair Market Value \$2,200*

**GOLD SPONSORSHIP - \$25,000**

- Corporate name and logo prominently displayed on Founders Week event promotion (media releases, signage, advertisements, social media and video presentation at Gala)
- Ten tickets to Founders Week Gala
- Half-page recognition in Founders Week Gala program booklet
- Recognition in the UMB Etn online publication with distribution over 17,000
- Corporate logo on UMB Founders Week website linking to company home page
- Sponsorship of two UMB students to attend Gala  
*Fair Market Value \$2,200*

**SILVER SPONSORSHIP - \$15,000**

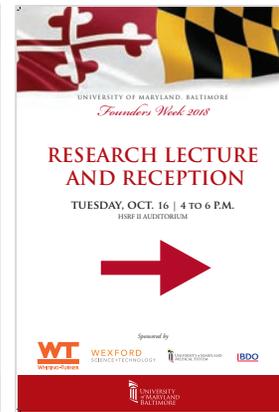
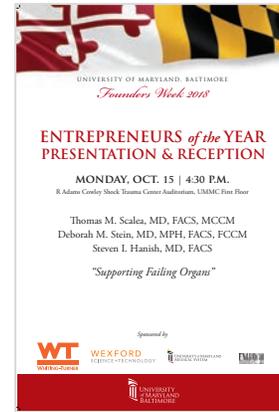
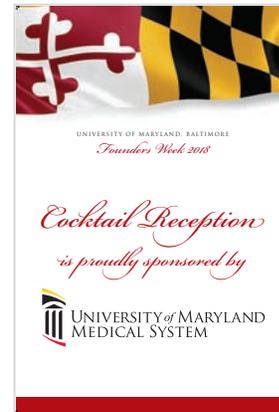
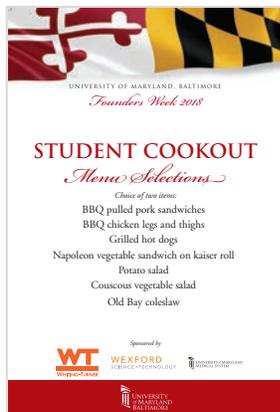
- Cocktail reception sponsor at Platt Regency (includes signage during cocktail reception and live acknowledgment by President Perham)
- Recognition in Founders Week promotional materials and the UMB Etn online publication with distribution over 17,000
- Quarter-page recognition in Founders Week Gala program booklet
- Recognition as Founders Week sponsor on large welcome sign
- Corporate logo on UMB Founders Week website linking to company home page
- Ten tickets to Founders Week Gala
- Sponsorship of two UMB students to attend Gala  
*Fair Market Value \$2,200*

# FOUNDERS WEEK, CONTINUED

## Large posters of Founders Week winners



## Event signage

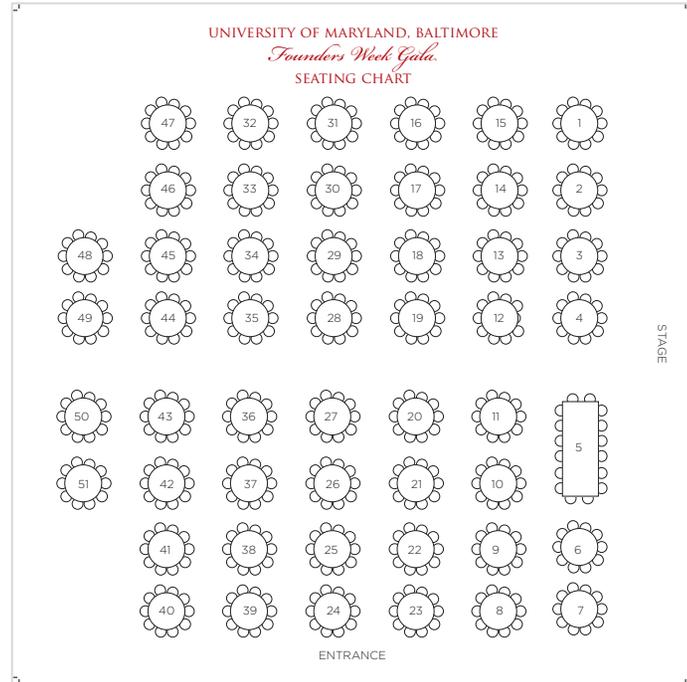


# FOUNDERS WEEK, CONTINUED

Gala printed invitation



Gala seating chart event poster



UNIVERSITY OF MARYLAND, BALTIMORE  
*Founders Week Gala*

**Please respond by Sept. 24, 2018**

Please reserve \_\_\_\_\_ seats at \$200 each

Name(s) \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP Code \_\_\_\_\_

Day Phone \_\_\_\_\_ Email \_\_\_\_\_

I/we would like to have a special meal:  Vegetarian  Kosher  Gluten-Free

I am unable to attend.

I/we would like to give to:

General Scholarship Fund at: School of \_\_\_\_\_

Community Engagement Initiatives

Unrestricted - Where Impact Will Be Greatest

Total Donation \$ \_\_\_\_\_ Total Payment \$ \_\_\_\_\_

*Founders Week Gala*

# FOUNDERS WEEK, CONTINUED

Gala printed program



UNIVERSITY OF MARYLAND, BALTIMORE  
**FOUNDERS WEEK 2018**

*Gala*

SATURDAY, OCT. 13 | 6:30 P.M.  
 HYATT REGENCY BALTIMORE INNER HARBOR




TAKING CARE  
**MARYLAND**

*We* often say that UMB takes care of Marylanders. And we do. There's scarcely a resident in the state who hasn't been touched in some way by our work — by the professionals we graduate; by the research we conduct; by the technologies we invent; by the care, counsel, and service we provide. And when you look at our impact in the aggregate, you can see how big our ambitions are, how far our mission takes us — to every region, every county, every corner of the state.

Every day, UMB looks out for its own. UMB takes care of Maryland. And I thank you all for helping us do just that.

*Jay A. Perman*  
 Jay A. Perman, MD  
 President  
 University of Maryland, Baltimore

**77%** of UMB's students are Marylanders

UMB confers **53%** of the professional doctorate degrees awarded each year in Maryland

**UMB CREATES 18,000 JOBS IN MARYLAND**

Last year, UMB won a record-breaking **\$667.4 million in research grants and contracts**, fueling Maryland's knowledge economy

Every year, UMB provides **\$40 million in uncompensated care** and **2 million hours in volunteer service** to Marylanders

UMB returns \$13 to Maryland for every dollar of state support

UMB has a **\$2.8 billion** economic impact on Maryland

# FOUNDERS WEEK, CONTINUED

Gala printed parking information sheet



UNIVERSITY OF MARYLAND, BALTIMORE

*Founders Week 2018 Gala*

SATURDAY, OCT. 13 | 6:30 P.M.  
HYATT REGENCY BALTIMORE INNER HARBOR

6:30 P.M. - *Cocktails and Horn Honors*  
7:45 P.M. - *Dinner, Awards Presentation and Program*  
9:15 P.M. - *Debut Reception and Music by the Sounds Good Jazz Ensemble*

*Special thanks to our emcee Deborah Weiner, WBAL-TV anchor*



**PARKING:** Complimentary self-parking in hotel garage.

**DIRECTIONS TO HYATT REGENCY BALTIMORE**  
300 Light Street, Baltimore, MD 21202

**From North (I-83):**  
Take I-83 South towards Baltimore. Exit I-83 via ramp at sign reading I-83 West / I-83 to Baltimore. (go .35 miles). Continue on I-83 S (go 0.73 miles). Take Exit 4 towards St. Paul Street. Turn Right on St. Paul Street (go .4 miles). Continue on St. Paul Street as it becomes Light Street. (go .3 miles). Hyatt Regency Baltimore is on the right.

**From North (I-95):**  
Take I-95 South towards Baltimore. Turn off onto ramp towards I-395 / Downtown. (go .2 miles). Merge onto I-395 North (go 1.0 miles). Continue North on South Howard St. (go .2 miles). Turn Right (East) onto West Pratt Street (go .3 miles). Turn Right (South) onto Light Street (go .1 miles). Hyatt Regency Baltimore is on the right side.

**From South (I-95):**  
Take I-95 North towards Baltimore. Turn off onto ramp towards I-395 / Downtown. (go .3 miles). Merge onto I-395 North (go 1.0 miles). Continue North on South Howard Street (go .2 miles). Turn Right (East) onto W. Pratt St. (go .3 miles). Turn Right (South) onto Light Street (go .1 miles). Hyatt Regency Baltimore is on the right side.

**From South (I-295):**  
Take MD-295 North towards Baltimore (all the way to downtown). Turn Right (East) onto West Pratt Street (go .3 miles). Turn Right (South) onto Light Street (go .1 miles). Hyatt Regency Baltimore is on the right side.



Elm/Elm Weekly image



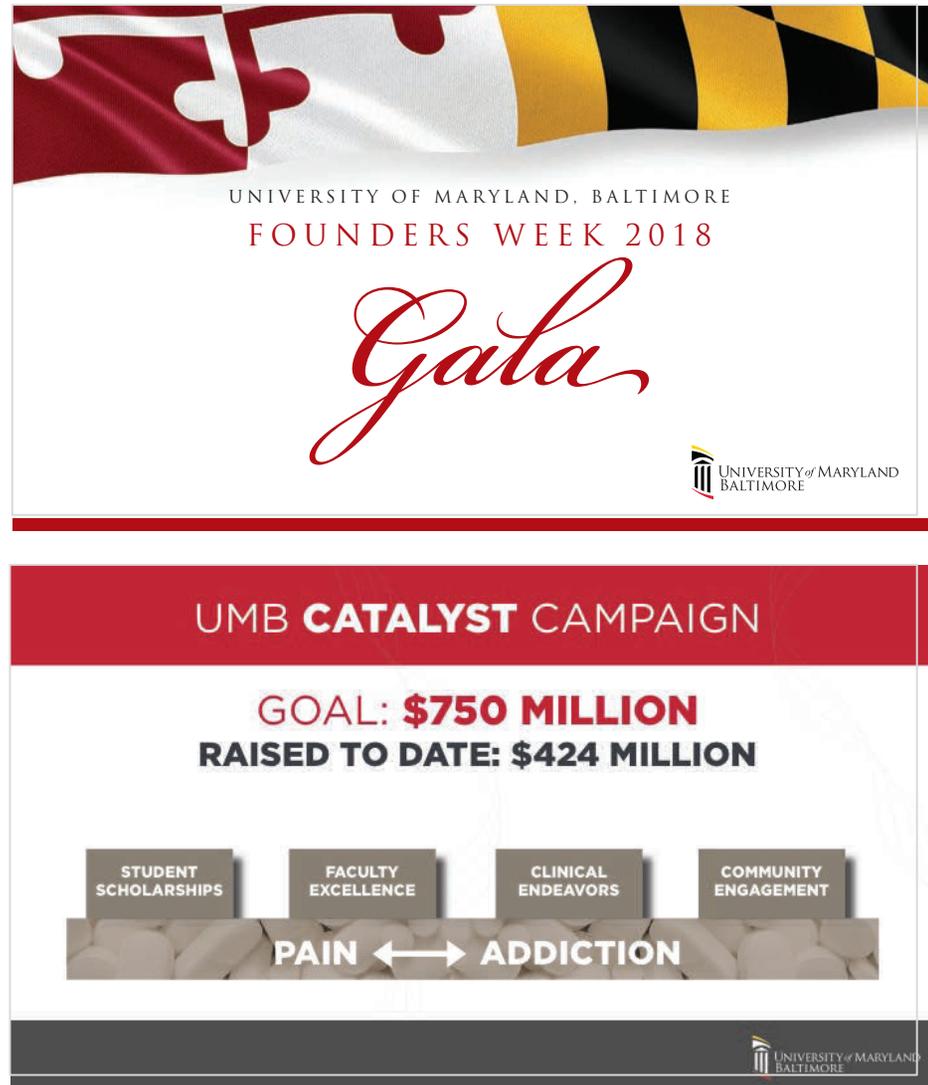
UNIVERSITY OF MARYLAND, BALTIMORE

FOUNDERS WEEK 2018

*Gala*

SATURDAY, OCT. 13 | 6:30 P.M.  
HYATT REGENCY BALTIMORE INNER HARBOR

Gala event PowerPoint slideshow



UNIVERSITY OF MARYLAND, BALTIMORE

FOUNDERS WEEK 2018

*Gala*




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**UMB CATALYST CAMPAIGN**

**GOAL: \$750 MILLION**  
**RAISED TO DATE: \$424 MILLION**

STUDENT  
SCHOLARSHIPS

FACULTY  
EXCELLENCE

CLINICAL  
ENDEAVORS

COMMUNITY  
ENGAGEMENT

**PAIN** ← → **ADDICTION**

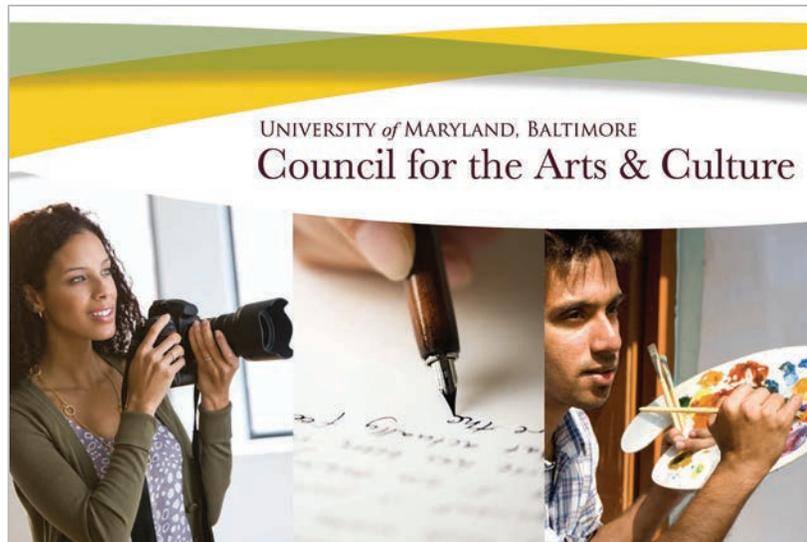


# COUNCIL FOR THE ARTS & CULTURE

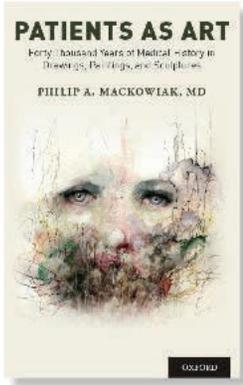
## UNIVERSITY INITIATIVES

UMB's Council for the Arts & Culture is a group of faculty, staff, students, and community members appointed by the president whose mission is to enhance the quality of life on campus and in the larger Baltimore community by promoting the use of the University's public spaces for the visual and performing arts, as well as providing opportunities for the UMB community to experience the arts at partner institutions and organizations. In 2019, this included the launch of *1807*, UMB's first-ever arts and literary journal.

Elm/Elm Weekly images



UNIVERSITY of MARYLAND, BALTIMORE  
Council for the Arts & Culture



**PATIENTS AS ART**  
Forty thousand years of Medical history in Drawings, Paintings, and Sculptures  
PHILIP A. MACKOWIAK, MD

Please join the University of Maryland, Baltimore Council for the Arts & Culture at a

**BOOK DISCUSSION WITH AUTHOR  
PHILIP A. MACKOWIAK, MD '70, MBA**

**Tuesday, Dec. 4 | 4 p.m.**  
Davidge Hall

Author Philip A. Mackowiak, MD '70, MBA, is a professor emeritus of medicine and Carolyn Frenkil and Selvin Passen History of Medicine Scholar with the University of Maryland School of Medicine.

Patients As Art will be available for purchase and signing.

Open to all UMB students, faculty, and staff. Light refreshments served.  
**Space is limited, so register today.**  
[umaryland.edu/arts/mackowiak](http://umaryland.edu/arts/mackowiak)

UNIVERSITY of MARYLAND  
BALTIMORE

# COUNCIL FOR THE ARTS & CULTURE, CONTINUED

## E-boards

UMB Council for the Arts & Culture



SPONSORED BY Hippodrome Foundation

HIPPODROME THEATRE BROADWAY 101:



**Vocal Master Class – With Cast Member(s) of *The Book of Mormon***  
**April 3 | Noon**

Bring your best voice and join one or more cast members from the Broadway hit musical *The Book of Mormon*. Learn some basic singing techniques from the pros and join in the fun!

Open to all UMB students, faculty, and staff.  
**Space is limited, so register today!**  
[umaryland.edu/arts/broadway-101](http://umaryland.edu/arts/broadway-101)



UMB Council for the Arts & Culture



**Westminster Hall Burying Ground and Catacombs Walking Tour**  
**April 9 | Noon**

The UMB Council for the Arts & Culture invites members of the UMB community to a special tour of the Westminster Hall Burying Ground and Catacombs, led by experienced tour guide Lu Ann Marshall. Attendees will be led through the catacombs and, weather permitting, the outdoor graveyard.

Space is limited, so register today! [umaryland.edu/arts](http://umaryland.edu/arts)



UMB Council for the Arts & Culture



**Lunchtime Tour of Davidge Hall**  
**April 17 | Noon**

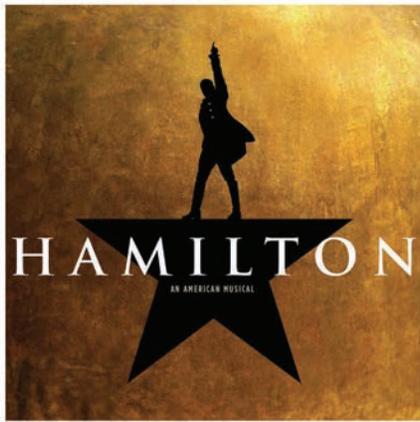
The UMB Council for the Arts & Culture is hosting a Lunchtime Tour of Davidge Hall. Built in 1812, Davidge Hall is the founding building of our campus and continues to function as America's oldest teaching facility used continuously for medical instruction.

Larry Pitrof, executive director of the University of Maryland School of Medicine Alumni Association, will describe events leading to the building's construction and discuss restoration plans.

A box lunch will be provided.  
**Space is limited, so register today!** [umaryland.edu/arts](http://umaryland.edu/arts)



UMB Council for the Arts & Culture



**Win Tickets to *Hamilton*!**

Tell us how you are living **UMB's Core Values** for a chance to win two tickets to see *Hamilton* at the Hippodrome **Tuesday, July 2, at 8 p.m.**

*Complements of the UMB Council for the Arts & Culture.*

**Contest deadline: June 26, 4 p.m.**  
 For complete rules and online submission:  
**[umaryland.edu/arts/hamilton](http://umaryland.edu/arts/hamilton)**  
*Only UMB faculty, staff, and students are eligible to participate.*





## 1807 MISSION

1807 strives to encourage members of the UMB community to express themselves creatively through art and the written word. The annual journal showcases the talents of our faculty, staff, students, and the broader UMB community and neighbors in the visual arts (painting, drawing, illustration, digital art), photography, varied media (sculpture, clay, metal, glass, textiles, jewelry, wood), and the written word (short story, essay, narrative, poetry). 1807 seeks high-caliber, unpublished works that broadly and creatively relate to the council's themes of social justice, healing, health, the mind, and the body. The goal of the publication is to promote the artists in the UMB community, to create more engagement between the UMB and Southwest Baltimore communities, and to serve as a recruitment tool.

Poster with Pocket

The poster features a collage of images at the top: a woman with a camera, a hand writing with a fountain pen, and a man painting. Below the images is the title "1807 AN ART AND LITERARY JOURNAL".

**SUBMISSIONS ARE OPEN**

UMB faculty, staff, and students as well as UMMC employees and our West Baltimore neighbors are encouraged to enter.\*

**Share your favorite original creation:**  
 Painting | Drawing | Photography  
 Sculpture | Clay | Metal | Glass | Wood  
 Illustration | Digital Art | Textiles | Jewelry  
 Narratives | Short Story | Essay | Poetry

**TRANSPARENT POCKET -**  
 9" width X 11" height  
 with opening at top (to insert  
 a 8.5" x 11" sheet)

[www.umaryland.edu/arts/journal](http://www.umaryland.edu/arts/journal)

\*Submission does not guarantee publication.

UNIVERSITY of MARYLAND BALTIMORE

UMB Council for the Arts & Culture

Eboard

The eboard features a collage of images at the top: a woman with a camera, a hand writing with a fountain pen, and a man painting. Below the images is the title "1807 AN ART AND LITERARY JOURNAL".

**SUBMISSIONS ARE OPEN**

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 Glass | Wood | Illustration | Digital Art | Textiles | Jewelry  
 Narratives | Short Story | Essay | Poetry

UMB faculty, staff, and students as well as UMMC employees and our West Baltimore neighbors are encouraged to enter.\*

Submissions accepted, online only, through Feb. 15.  
[www.umaryland.edu/arts/journal](http://www.umaryland.edu/arts/journal)

\*Submission does not guarantee publication.

UNIVERSITY of MARYLAND BALTIMORE

UMB Council for the Arts & Culture

Digital Invitation

The digital invitation features a collage of images at the top: a woman with a camera, a hand writing with a fountain pen, and a man painting. Below the images is the title "1807 AN ART & LITERARY JOURNAL".

UMB Council for the Arts & Culture

Please join University of Maryland, Baltimore  
 President Jay A. Perman, MD,  
 and Honorary Chair First Lady Yumi Hogan

**1807 AN ART & LITERARY JOURNAL**

**KICKOFF**

FRIDAY, MAY 10, 2019 | 10 TO 11 A.M.  
 Health Sciences and Human Services Library  
 Gladhill Board Room, 5th Floor  
 601 West Lombard Street

Please RSVP by May 3 to:  
[events@umaryland.edu](mailto:events@umaryland.edu) or 410-706-8035

UNIVERSITY of MARYLAND BALTIMORE

# 1807, CONTINUED

## Legal

### 1807

#### An Art and Literary Journal

##### Submissions Open for 2019 Edition

The University of Maryland, Baltimore's (UMB's) Council for the Arts & Culture (the "Council") is pleased to announce that the inaugural edition of "1807, An Art and Literary Journal," will launch in the spring of 2019. 1807 will be an anthology curated, edited, and produced by members of the UMB community, and submissions will be free and made online only.

**Our Mission**

1807 strives to encourage members of the UMB community to express themselves creatively through art and the written word. The annual journal will showcase the talents of our faculty, staff, students, and the broader UMB community and neighbors in the visual arts (painting, drawing, photography), other art mediums (sculpture, clay, metal, glass, textiles, jewelry, wood), and the written word (short story, essay, poetry). 1807 seeks high-caliber, unpublished works that broadly and creatively relate to the Council's themes of social justice, health, healing, the mind, and the body.

**Who May Submit**

- Submissions may be submitted by UMB faculty, staff, students, and the broader UMB community and neighbors.

**When to Submit**

- The deadline to submit is **11:59 p.m. Jan. 31, 2019**.
- Artists and authors are encouraged to submit early as the site may become overwhelmed in the hour or two before the deadline.

**What You May Submit**

- We accept writing, photography, and photographs of artwork.
- We accept up to five submissions per person total (not per category).
- A maximum of one submission per person will be selected per category for publication.
- Within legal parameters, certain works deemed pornographic, violent, or otherwise unacceptable for publication will not be considered for publication.

**How to Submit and Submission Parameters**

- Submissions will be accepted electronically via Submittable. (ADD URL)
- The journal will not accept submissions through postal services or email. If needed, University computers will be available for submitting items for consideration. Please

(00102633-3)

## Social Media



University of Maryland, Baltimore

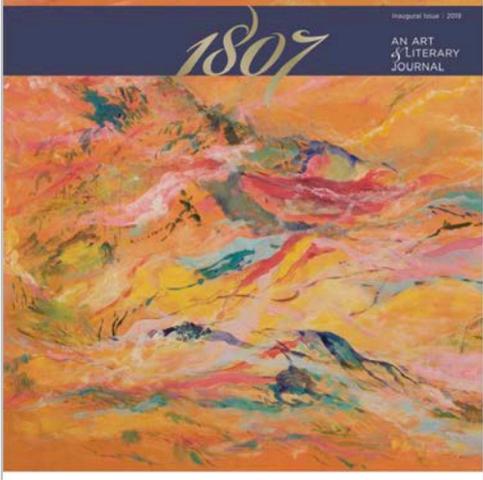
Written by Emma Jekowsky · 9 mins ·

The inaugural edition of 1807, UMB's art and literary journal, debuted in May 2019! Available online at [umaryland.edu/arts/journal](http://umaryland.edu/arts/journal), the journal features beautiful cover artwork from Maryland First Lady Yumi Hogan, the honorary chair of UMB's Council for the Arts & Culture.

The result of four years of planning, 1807 is an anthology curated, edited, and produced by members of the UMB community. High-caliber, previously unpublished art by faculty, staff, and students as well as University of Maryland Medical Center employees and our West Baltimore neighbors was selected for publication in this inaugural edition, underscoring the link between the arts and sciences.

Enjoy the creative works of our colleagues and peers online, or review available hard copies at the University of Maryland Baltimore Health Sciences & Human Services Library. Print copies may also be purchased for \$18.07 each - details at [umaryland.edu/arts/journal](http://umaryland.edu/arts/journal).

Stay tuned for information regarding this year's submissions!  
#UMB1807



Social Media – runs during the month of open submissions

**Facebook**



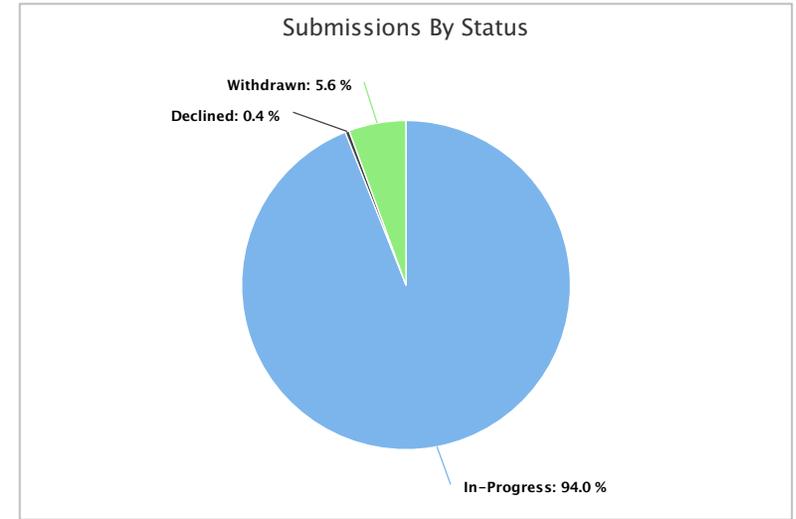
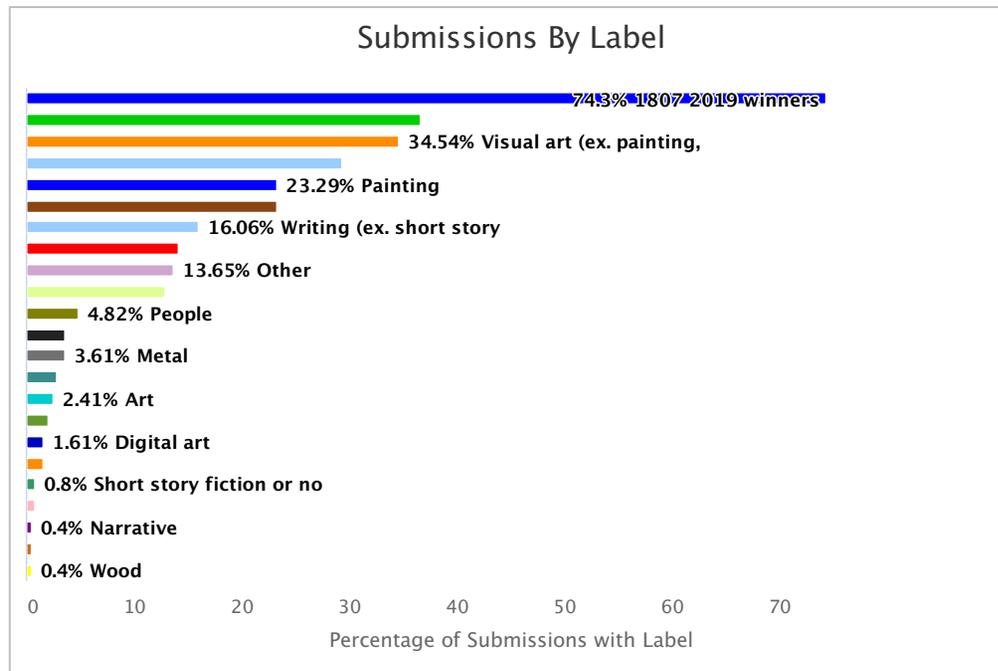
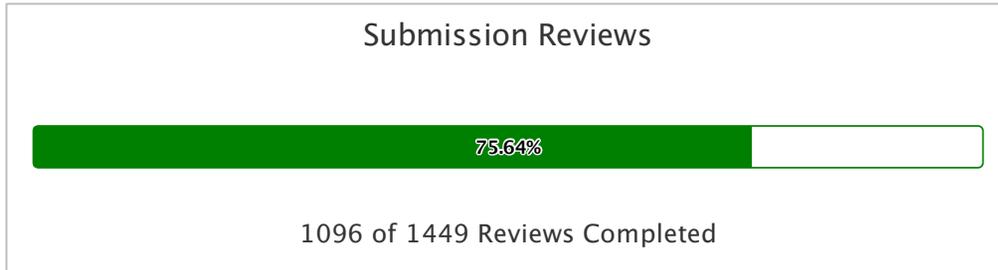


**Twitter (with board image)**

1. #UMBaltimore's Council for the Arts & Culture is pleased to announce that the inaugural edition of 1807: An Art and Literary Journal, will launch in spring of 2019! Faculty, staff, students, & broader UMB community: enter your original work by Jan. 31 to [umaryland.edu/arts/journal](http://umaryland.edu/arts/journal).
2. #UMBaltimore's Council for the Arts & Culture is pleased to announce the inaugural edition of 1807: An Art and Literary Journal, launching spring of 2019! Faculty, staff, students, & the broader UMB community are encouraged to enter: submit by Jan. 31 to [umaryland.edu/arts/journal](http://umaryland.edu/arts/journal).
3. Submissions are now open for the inaugural edition of 1807: An Art and Literary Journal. This anthology curated, edited, and produced by members of the #UMBaltimore community will launch in the spring of 2019. Submit your original creation by Jan. 31 to [umaryland.edu/arts/journal](http://umaryland.edu/arts/journal).
4. 1807 will be an anthology curated, edited, and produced by members of the #UMBaltimore community. 1807 encourages members of the UMB community to express themselves creatively through art and the written word. Submit your original work by Jan. 31 to [umaryland.edu/arts/journal](http://umaryland.edu/arts/journal).

# 1807, CONTINUED

## Submissions data



# STATE OF THE UNIVERSITY ADDRESS

## UNIVERSITY INITIATIVES

Accomplishments of the past year and future hopes of UMB are laid out in the State of the University Address, which grew out of the transparency and accountability component of the University's 2011-2016 strategic plan. CPA provides support and communications.

E-boards

A promotional poster for the State of the University Address. The poster features a white background with a red horizontal bar at the top and a yellow diagonal bar on the right. A red wax seal with a building icon is positioned on the yellow bar. The text is arranged in a clean, professional layout.

**STATE** *of the*  
**UNIVERSITY**  
**ADDRESS** *by*  
**JAY A. PERMAN, MD**  
**PRESIDENT, UNIVERSITY OF MARYLAND, BALTIMORE**

**THURSDAY | MAY 9, 2019 | 3 P.M.**

**SCHOOL OF MEDICINE, MSTF LEADERSHIP HALL**  
*Refreshments for all employees immediately following at HSRF III*

**REGISTER ONLINE AT** [umaryland.edu/sotu](http://umaryland.edu/sotu)



UNIVERSITY  
of MARYLAND  
BALTIMORE

# STATE OF THE UNIVERSITY ADDRESS, CONTINUED

PowerPoint presentation



Speech transcript

**STATE of the UNIVERSITY ADDRESS by JAY A. PERMAN, MD**  
PRESIDENT, UNIVERSITY OF MARYLAND, BALTIMORE

**THURSDAY | MAY 9, 2019**  
SCHOOL OF MEDICINE, MSTF LEADERSHIP HALL

**2019 STATE of the UNIVERSITY ADDRESS**

As you likely know, the city has been trying to put together a Lexington Market deal for years. We're so excited that this is moving forward, and I thank Donald Marston of Seawall Development, who's here with us today, along with Robert Thomas, executive director of Baltimore Public Markets, and Kirby Fowler, who led this project during his time as the market's board chair. This will be such a huge asset for UMB and for the entire streetside community. Thank you, gentlemen.

...and turning that into an open-air arcade for festivals and farmer's markets, maybe a skating rink in the winter. This is our public square in so important urban communities, a place where we can gather with our neighbors and enjoy each other's company. Ultimately, the existing market will be turned into an event space for the community, and we hope that cars of Lexington buses can one day be covered up as a pedestrian pathway.

Of course, our campus creeps right up to Lexington Market. And we know that our campus planning has a huge impact on our community — that our use of land can draw our neighbors in, or shut them out. Our use of land can make students feel connected, or cut off. It can make our streets feel safe, or impractical.

We've just begun implementing a Geographic Information System and 3D computer model to improve how we plan and manage campus change.

The new system builds on layers of data — buildings, streets, sidewalks, parks, plazas, landscaping — so that we can see the impact of development and the interplay of all these components. As we go forward with master planning, we'll be able to show our stakeholders what these changes mean and how they affect the character of our campus.

**2019 STATE of the UNIVERSITY ADDRESS**

And maybe all of that sounds dry — and you hear just one story. A neighbor named Jackie wanted to become a hair stylist. But finishing school was difficult. She was pregnant with her second child and looking for safe housing for her growing family. Through Promise Heights, she enrolled in a Mom's Club, and, with a resource mom assigned to her, Jackie gained confidence in her own parenting skills, she learned about her child's development, she was given diapers, supplies, even a crib to keep her baby safe. She got her daughter enrolled in Head Start. And then Jackie finished cosmetology school and landed the job she wanted, which makes her even more confident in her ability to support her family. That's the virtuous circle.

With more than 20 public, private, and community partners, Promise Heights has put together a network laser-focused on making sure that children and families have what they need to thrive. If \$30-million isn't an unequivocal endorsement of the incredible work that Promise Heights is doing, then I don't want it. Congratulations, Rob Barth, Bronwyn Hayden, and everyone working to strengthen the community.

It's the kind of work we're trying to institutionalize at UMB. A couple of weeks ago, we applied for a community engagement classification from the Carnegie Foundation. It's a rigorous process assessing our institutional commitment to engagement and the extent to which we put planning and resources into it.

I'll be honest: The judging is tough — and we don't know whether we'll get it. But it was essential that we put ourselves through the process, essential that we take a hard look at what we're doing to see if it's enough, to see if this work is embedded University-wide, and to find the gaps where we're falling short.

As part of the classification process, we've committed to measuring our progress on 20 engagement indicators — things like local buying and forming partnerships, percentage of staff employed in a living wage, dollars spent on public health interventions and affordable housing. This is accountability in action, and it will drive our work more forward.

One thing the Carnegie process has already set in motion has to do with faculty appointment, promotion, and tenure — APT. At the institutional level, community engagement doesn't factor into our APT process. And that means that faculty don't get real, meaningful credit for it. I want that to change. I want to make sure that engagement is recognized and rewarded. Because if this isn't part of our access to faculty — if we don't explicitly value their work in this area — then I don't think we can say it's truly valuable to us.

# UMBRELLA

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

UMBrella (UMB's Roundtable on Empowerment in Leadership and Leveraging Aspirations) helps women achieve their potential, find their voices, and feel empowered by engaging with a community that supports the success of women, advancing women into leadership roles at UMB, and championing women at all levels of the organization.

#### Digital Flyer

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

Empowering Women to Succeed  
**#umbwhm**

UNIVERSITY OF MARYLAND, BALTIMORE CELEBRATES  
**WOMEN'S HISTORY MONTH**

**MORNING SPEAKER**  
**MEI XU, MA**  
CEO, Founder, Chesapeake Bay Cantile

**KEYNOTE SPEAKER**  
**DULIA DE MELLO, PhD, MS**  
Vice Provost, Dean of Assessment, and Professor of Physics, Catholic University of America

**UMBrella Symposium and Workshops:**  
**Be a Catalyst for Change in Your Life and Your Career**

This year's event features a daylong symposium and workshops designed to give participants tools and strategies to be a catalyst for change in their lives and careers. The day will include live guest speakers, breakout sessions, and an experiential workshop to integrate the day's learnings into simple mind-body practices.

**WEDNESDAY, MARCH 13**  
SMC Campus Center | 8 a.m. - 3 p.m.

**BREAKOUT SESSIONS**

- How to Negotiate**  
Stacy Smith, JD, Director General, Program Center for Gender Inequality, Carey School of Law
- How to Recognize Implicit Bias**  
Elizabeth Beards, MD, MS, MBA, Assistant Professor, College of Medicine
- How to Craft Your Narrative**  
Laura Weiser, Co-Founder, The Story, Storytelling Series
- How to be Authentic**  
K. Emma Stein, DDS, Assistant Professor, Howard University, College of Dentistry
- How to Recognize and Respond to Gender-Based Violence**  
Leigh Goodmark, JD, Professor, Camp School of Law
- WORKSHOP**  
Taking Care of YOU: Self-Care Strategies for Women  
Michelle Kelly, MSW, Founder and President, 1000 PEACH

UMBrella events are open to all UMB faculty, staff, and students.  
LEARN MORE AT [www.umaryland.edu/whm](http://www.umaryland.edu/whm)

#### Poster

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

Empowering Women to Succeed

UNIVERSITY OF MARYLAND, BALTIMORE CELEBRATES  
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UNIVERSITY OF MARYLAND BALTIMORE

Join the conversation on social media using #umbwhm

#### Welcome Sign

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

Empowering Women to Succeed

*Welcome*

Women's History Month and UMBrella Symposium and Workshops

**Be a Catalyst for Change in Your Life and Your Career**

UNIVERSITY OF MARYLAND BALTIMORE

Join the conversation on social media using #umbwhm

#### BBJ BizWomen Mentoring Monday Eboards

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

Empowering Women to Succeed

**RAFFLE ENTRIES ARE OPEN FOR BIZWOMEN MENTORING MONDAY**

Enter for a chance to win a free ticket to this special all-women's event, The Baltimore Business Journal's BizWomen Mentoring Monday, held on Feb. 25 from 8 a.m. to 10:30 a.m. at Westminster Hall, hosted by The UMBrella Group and the University of Maryland, Baltimore.

Time to enter starts Jan. 29 and ends 11:59 p.m. on Feb. 8. These winners will be selected from the raffle.

To enter, visit [umaryland.edu/umbrella/mentoring-monday/raffle/](http://umaryland.edu/umbrella/mentoring-monday/raffle/)

**bizwomen MENTORING MONDAY** Monday, Feb. 25 8 to 10:30 a.m. Westminster Hall

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

UNIVERSITY OF MARYLAND BALTIMORE

#### Static Sliders

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

Empowering Women to Succeed

**DULIA DE MELLO, PhD, MS**  
Vice Provost, Dean of Assessment, and Professor of Physics, Catholic University of America

**MEI XU, MA**  
Founder and CEO, Chesapeake Bay Cantile

**"A Conversation with Mei Xu Hosted by President Perman"**

UNIVERSITY OF MARYLAND BALTIMORE

Join the conversation on social media using #umbwhm

#### Event E-boards

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

Empowering Women to Succeed

UNIVERSITY OF MARYLAND, BALTIMORE CELEBRATES  
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K. Emma Stein, DDS, Assistant Professor, Howard University, College of Dentistry
- How to Recognize and Respond to Gender-Based Violence**  
Leigh Goodmark, JD, Professor, Camp School of Law
- WORKSHOP**  
Taking Care of YOU: Self-Care Strategies for Women  
Michelle Kelly, MSW, Founder and President, 1000 PEACH

REGISTER TODAY! [www.umaryland.edu/whm](http://www.umaryland.edu/whm)

#### Bio Flyers

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

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UNIVERSITY OF MARYLAND BALTIMORE

Join the conversation on social media using #umbwhm

# MPOWERING THE STATE

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

The University of Maryland Strategic Partnership: *MPowering the State* is a collaborative endeavor between UMB and the University of Maryland, College Park to share resources and increase the value and impact of the state's most powerful public research institutions. CPA provides editorial, marketing, web, and branding services.

#### Strategic Partnership Booklet



#### Email header



# EMPOWERING THE STATE, CONTINUED

## Safe Center Case Statement



**YOUR SUPPORT**

The public sector has voiced its strong support of the SAFE Center's mission and recognizes our vital contribution in providing urgently needed services to human trafficking survivors and making an impact in our community. Private philanthropic support is essential to ensure that we can better meet the growing demands for our services, conduct critical research, promote prevention and prosecution of traffickers, and provide effective and holistic services for survivors.

We invite you to be part of our story.

We seek your help to fight for the safety and well-being of Rachel and so many others like her who suffer at the hands of traffickers. Please join us in making vitally important services available to survivors of human trafficking, strengthening the voice of advocacy for those who are exploited, and combating the scourge of human trafficking.

Your generous support will create a lasting and profound impact on the lives of survivors by funding a multitude of direct services while enhancing research, advocacy, and training efforts to eradicate the effects of human trafficking. Together we can collaborate to provide survivors like Rachel with the comprehensive, timely, and holistic support they need to heal and rebuild their lives in safety and confidence.

Please join us with your gift today by visiting [www.umdafcenter.org](http://www.umdafcenter.org) and clicking "Donate". To donate by check, please make the check payable to the University of Maryland Baltimore Foundation, Inc. and write SAFE Center for Human Trafficking Survivors on the check's Memo (or "For") line. Please mail the check to:

UMD SAFE Center  
c/o University of Maryland Baltimore Foundation, Inc.  
620 West Lexington Street, 2nd floor, Baltimore, MD 21201

**FOR MORE INFORMATION**

**John Patrick**  
Philanthropy Officer  
410-706-0863  
[patrick@ummgf.edu](mailto:patrick@ummgf.edu)

**Ambassador Susan Esserman, Esq.**  
Founder and Director  
University of Maryland SAFE Center  
for Human Trafficking Survivors  
202-429-6763  
[esserman@umd.edu](mailto:esserman@umd.edu)

**THE UNIVERSITY OF MARYLAND  
SUPPORT, ADVOCACY, FREEDOM  
AND EMPOWERMENT (SAFE) CENTER  
FOR HUMAN TRAFFICKING SURVIVORS**

*Rachel's story began like so many others. She was lured from her home in Mexico with the promise of the American dream — a job, a better life, and the ability to support her young son in the U.S. But the job that awaited her was instead forced prostitution in Prince George's County and Washington, D.C. Rachel was trafficked along the I-95 corridor and plunged into a life of fear, trauma, and cruelty. She worked seven days a week and was often forced to have sex as many as 20 times a day. Her traffickers frequently beat her and threatened at each point to harm her family in Mexico to ensure she did not attempt to escape.*

*The exploitation Rachel experienced is known as human trafficking. This form of modern-day slavery is one of the greatest human rights violations of our time. It occurs in communities across America — including the Washington, D.C. and Maryland region. Survivors face serious and complex challenges that require understanding, support, and an integrated approach toward healing.*

**UNIVERSITY OF MARYLAND  
SAFE CENTER  
FOR HUMAN TRAFFICKING SURVIVORS  
EMPOWERING THE STATE**

SUPPORT, ADVOCACY, FREEDOM, AND EMPOWERMENT CENTER



**OUR BACKGROUND**

**OUR GOALS AND FUNDING NEEDS**

**OUR IMPACT**

**OUR BACKGROUND**

The University of Maryland SAFE Center is the first university-based program to combine comprehensive direct services to survivors, prevention research, and advocacy to combat trafficking. Through in-house support and collaborative partnerships, the center provides bilingual social, legal, and primary medical and mental health care, as well as economic empowerment resources. We are the only organization in the Baltimore-Washington metropolitan region that provides comprehensive services to human trafficking survivors, where trafficking survivors often face fractured and inconsistent sources of support. We provide a comprehensive and holistic response to help survivors move from crisis to wellness. We currently focus on Prince George's and Montgomery counties, with a goal to serve survivors in the Washington, D.C., metropolitan region and the entire state of Maryland.

Founded and led by Ambassador Susan G. Esserman, JD, the SAFE Center is an initiative of the University of Maryland, Baltimore (UMB) and the University of Maryland, College Park (UMCP) through their formal, collaborative partnership for research and innovation, the University of Maryland Strategic Partnership: #Powering the State (MPS#).

**OUR GOALS AND FUNDING NEEDS**

**Crisis Intervention:** In October 2017, the SAFE Center was awarded a significant three-year federal grant from the U.S. Department of Justice Office for Victims of Crime under the Enhanced Collaborative Model to Combat Human Trafficking Program. This support allowed the SAFE Center to launch its after-house and weekend crisis intervention program for trafficking victims who have been recovered by law enforcement in Prince George's County.

**Labor Trafficking:** The SAFE Center is one of the only anti-trafficking organizations in Maryland that provides comprehensive services for labor trafficking, as well as sex trafficking survivors. We seek to retain a full-time staff member with a labor background to increase identification, reporting, and investigation of labor trafficking in the region, as well as develop key policy recommendations to bring more labor trafficking victims out of the shadows.

**Economic Empowerment:** Specialized, comprehensive economic empowerment services for human trafficking survivors in the region are extremely limited. However, because educational and meaningful employment opportunities are vital to restoring our clients' independence, this is a signature program that is critical to our vision. The SAFE Center is building in-house programs involving English for Speakers of Other Languages (ESOL) and literacy education, job readiness training, professional mentoring, and connections to internships, vocational training, and job placement and support.

**Comprehensive Health Planning:** The health care community is a front-line contact for many human trafficking victims. The SAFE Center is developing integrated services, training, and partnerships with health care institutions. We have plans to increase awareness among health care providers and develop research on trafficking victims' critical health needs and best practices, including substance abuse treatment.

**Legal and Policy Advocacy:** The SAFE Center seeks to augment its legal services as well as its policy advocacy on local, state, and federal levels.

**Research and Data:** The SAFE Center draws upon university expertise to identify and address critical research and data gaps and to develop a methodology to capture accurate statistics on human trafficking demographics, trends, and needs in our local region.

**Youth Services:** Our objective is to retain dedicated staff to provide specialized treatment and programming for adolescent and young adult survivors up to the age of 24.

**Prevention:** The SAFE Center seeks to devote resources to prevention, integrating its direct knowledge (from working with survivors, law enforcement, and other stakeholders) with research on the root causes and factors that perpetuate human trafficking.

**Legacy Survivor Advocates:** The SAFE Center is working to incorporate the insights and assistance of legacy clients who are interested in contributing to our outreach efforts and program development process.

**OUR IMPACT**

Since its launch in May 2016, the SAFE Center has:

- Provided direct services to more than 65 victims of sex and labor trafficking referred from legal organizations, hospitals, social services at schools, and law enforcement.
- Served in leadership positions on Prince George's and Montgomery counties' human trafficking task forces to form collaborative partnerships among community organizations, law enforcement, and government agencies serving survivors of trafficking.
- Leveraged the research and program expertise of nine schools including the schools of social work, law, and nursing at UMBC, as well as the colleges of education, arts and humanities, and behavioral and social sciences.
- Delivered more than 30 presentations and trainings to increase awareness of human trafficking in Prince George's and Montgomery counties and the metropolitan D.C. area.
- Created an evidence-based tool to assess adult survivors of human trafficking by adopting the Adult Needs and Strength Assessment to screen adult survivors of human trafficking; and
- Accepted an invitation to become a member of the Freedom Network USA, a highly regarded group of service providers and advocates for human trafficking survivors.

**THE NATIONAL LABOR ORGANIZATION REPORTS 25 MILLION PEOPLE EMPLOYED THROUGHOUT THE WORLD ARE TRAFFICKED EACH YEAR.**

**According to the Department of Justice, human trafficking is the most profitable criminal enterprise and the second-most rapidly growing in the world.**

**Experts estimate that several hundred thousand people are trafficked in the United States each year.**

**The National Center for Missing and Exploited Children reports an average of 800% increase in child sex trafficking cases in 2017 (11 reports of suspected child sex trafficking were found) and a 200% increase in reports of suspected child sex trafficking cases in 2016.**

**In 2016, Washington, D.C., arrested 107 and Baltimore caught 1481 young Americans who were sex trafficking cases per case.**

# TEDx



## LOGO CREATION

TEDx University of Maryland, Baltimore logo creation for multiple platforms (eps, jpg, png).



## E-BOARD DESIGNS

Designs placed throughout campus on digital displays to promote TEDx event.



# TEDx, CONTINUED

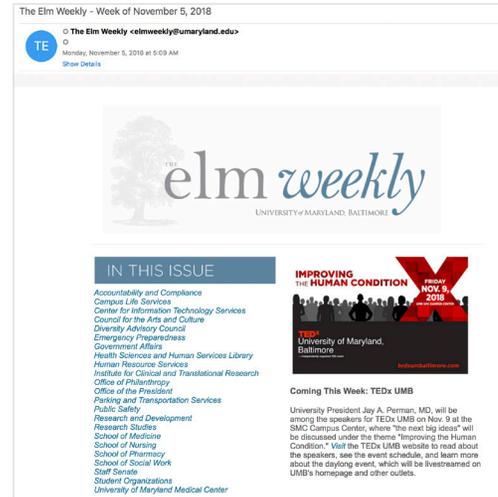
## SOCIAL MEDIA GRAPHICS

Social Media graphic template developed to promote each TEDx speaker on Facebook, Twitter, and Instagram.



## ELM/ELM WEEKLY GRAPHIC

Graphics created to promote TEDx were created to appear in *Elm Weekly* as well as *The Elm*.



# TEDx, CONTINUED

## EVENT SIGNAGE

Promotional and directional signage created for the event.



36"x24"  
Posters



36"x24"  
Posters



Tabletop signage



Reception tabletop signage



Reserved seat sign

# TEDx, CONTINUED

## EVENT PROGRAM

16-page printed program featuring speaker bios, event schedule, and general information about the TEDx event.



## NAMETAGS

guests,



## PROMOTIONAL EVENT SLIDE

Slide to be featured on the digital displays and overhead projector at the start and end of events.



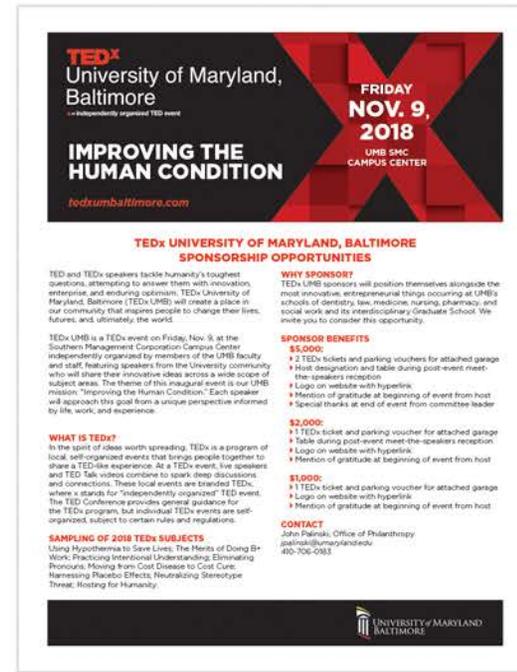
## STICKER DESIGN FOR GIFT BAGS & NAMETAGS

Sticker design created for gift bags given out at the TEDx event, as well as nametags for the cocktail reception.



## SPONSOR FLYER

Sponsorship opportunities flyer design created for the Office of Philanthropy.



## POWERPOINT PRESENTATION

Powerpoint presentation template created for the speakers.



## GIFT FOR SPEAKERS, HOST, COMMITTEE MEMBERS

Full-color design featured on clear acrylic ba and extended graphic. 19 awards total create for one host, 10 speakers, and eight committee members.



# DIVERSITY ADVISORY COUNCIL (DAC)

## Affinity Groups

A DAC Affinity Group is an association of faculty and/or staff linked by a common purpose, ideology, or interest related to diversity, equity, and inclusion. DAC Affinity Groups play a vital role in ensuring an inclusive environment where all are valued, included, and empowered to succeed.

**DIVERSITY ADVISORY COUNCIL**

## HELP FOSTER INCLUSION ON CAMPUS

As a member of a DAC Affinity Group, you can play a vital role in ensuring an inclusive environment at UMB where all are valued, included, and empowered to succeed. Learn more about the President's Diversity Advisory Group at [www.umaryland.edu/diversity/dac-affinity-groups](http://www.umaryland.edu/diversity/dac-affinity-groups).

UNIVERSITY of MARYLAND BALTIMORE

MYUMB DIRECTORY EMERGENCY THE ELM CALENDAR BLACKBOARD SURFS UM SHUTTLE Search

UNIVERSITY of MARYLAND BALTIMORE

About UMB Academics Admissions Research Services University Life Give to UMB

[UMB Home](#) / [About UMB](#) / [President's Councils and Initiatives](#) / [Diversity Advisory Council](#) / [DAC Affinity Groups](#)

## Diversity Advisory Council

### DAC Affinity Groups

Who We Are

Resources

**DAC Affinity Groups**

DAC Spotlight

Dr. Martin Luther King Jr. and Black History Month

Diversity Speaker Series

News

WANT TO HELP US ENHANCE OUR SITE AND PROMOTE DIVERSITY AND INCLUSION AT UMB?

Send us your [comments and suggestions or submit a quote](#).

**QUICK LINKS**

[2019 MLK Diversity Award Winners](#)

Please use our anchor links below to get to a section:

[Why Should I Join](#) | [Current Affinity Groups](#) | [How Can I Create a DAC Affinity Group](#) | [What is the work of DAC Affinity Groups](#) | [What is the role of the President's Diversity Advisory Council](#)

A DAC Affinity Group is an association of faculty and/or staff linked by a common purpose, ideology, or interest related to diversity, equity, and inclusion. DAC Affinity Groups play a vital role in ensuring an inclusive environment where all are valued, included, and empowered to succeed.

There is strength in numbers. Groups working together, be it in individual UMB schools or the University as a whole, accomplish more than singular voices or efforts. This is the beauty of affinity groups.

**Additionally, DAC Affinity Groups contribute to UMB's efforts to:**

- Foster inclusion and community through a support network
- Educate the University community on a DAC Affinity Group's perspectives and concerns
- Advocate for policies and programs that meet the needs of its members

# COMMUNITY ENGAGEMENT

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

The University, through the Office of Community Engagement, partners with local schools to strive for improved outcomes for students and families. Each UMB school provides its own complement of invaluable outreach services in communities across the state and beyond.

#### Save the Date



#### Door Hangers



#### Templates



# COMMUNITY ENGAGEMENT, CONTINUED

**VOTE**

at the **UMB** Community Engagement Center

Early voting for the General Election for city residents will take place at the UMB Community Engagement Center. All UMB faculty, staff, students, and affiliates who are city residents are welcome to vote at the center.

**OCT. 25 TO NOV. 1,  
10 A.M. TO 8 P.M.**

THE CEC WILL BE CLOSED FOR REGULAR PUBLIC PROGRAMMING OCT. 24 TO NOV. 1 TO ACCOMMODATE SET UP AND VOTING.




umaryland.edu/cec Office of Community Engagement

Community Engagement Center

Recipe

INGREDIENTS: \_\_\_\_\_

DIRECTIONS: \_\_\_\_\_






OFFICE OF COMMUNITY ENGAGEMENT



University of Maryland, Baltimore  
**FOOD TOUR**



**FOOD STAGE**



University of Maryland, Baltimore  
**FOOD TOUR**



OFFICE OF COMMUNITY ENGAGEMENT  
umaryland.edu/cec



Local Food Connection  
**FOOD FAIR**



**FOOD FAIR**

OFFICE OF COMMUNITY ENGAGEMENT  
umaryland.edu



Local Food Connection  
**FOOD FAIR**

**FOOD FAIR TOUR STARTS HERE**




Local Food Connection  
**FOOD FAIR**



**WELCOME TO THE FOOD TOUR**



University of Maryland, Baltimore  
**FOOD TOUR**



OFFICE OF COMMUNITY ENGAGEMENT



**36th Annual SoWeBo Arts & Music Festival**

**Sunday, May 26 | 12 - 8 p.m.**

UMB faculty, staff, and students are invited to attend the SoWeBo Arts and Music Festival at Hollins Market on Sunday, May 26. From noon to 8 p.m. enjoy live music, crafts from local artists, and great food. Proclaimed Best Festival in Baltimore for many years, including 2015 and 2016, by *The City Paper*, this is an event to put on your calendar.

**Historic Hollins Market  
1100 Hollins St.  
Baltimore, MD 21223**

Learn more about this free event at [sowebfest.com](http://sowebfest.com)



OFFICE OF COMMUNITY ENGAGEMENT

**WELCOME TO THE FOOD TOUR**



University of Maryland, Baltimore  
**FOOD TOUR**



OFFICE OF COMMUNITY ENGAGEMENT  
umaryland.edu/cec




University of Maryland, Baltimore  
**FOOD TOUR**



**YOU'RE HERE**



# UMB CURE SCHOLARS PROGRAM

## UNIVERSITY INITIATIVES

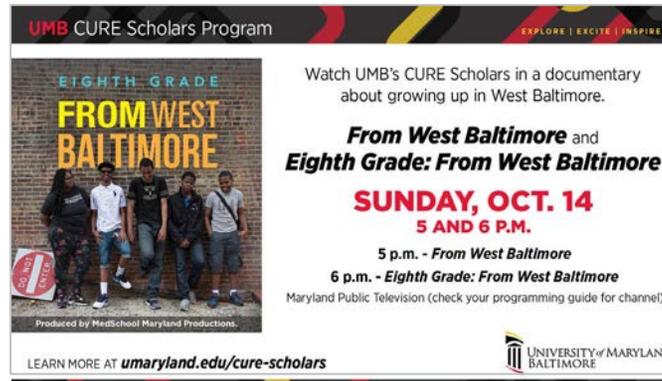
### MEMBERS OF CPA SERVE ON THIS INITIATIVE

This is a STEM program beginning in middle school aimed at strengthening the pipeline that leads Baltimore’s children into well-paying, rewarding careers in cancer-related health care and research. CPA is working with the CURE Scholars team on its branding, marketing, and other communications.

Magnets



E-boards



Pull up banner



Recruitment postcard



# UMB POLICE DEPARTMENT

## UNIVERSITY INITIATIVES

Baltimore is a dynamic and vibrant city with a patchwork of neighborhoods that are as varied as anywhere in the country. The safety of areas also can vary widely and change within a block or two. The CPA team works with the UMB Police Department on all of its communications to the UMB community including crisis communication planning, the Police Athletic/Activities League, COASTAL outreach to the community, profiles of the police chief, Safe Walk/Safe Ride, brochures, web work, and more.

### Awards Program

**UMBPD MISSION**  
The University of Maryland, Baltimore Police Force's mission is to promote a safe and secure campus environment for students, faculty, staff, and visitors. We will provide professional law enforcement services ethically and fairly through education, engagement, and collaboration.

**UMBPD VISION**  
The University of Maryland, Baltimore Police Force is committed to adhering to the highest standards of practice to engage in continuous learning in order to serve our community. We are dedicated to the principle of community coloring and to becoming one of the most progressive, innovative, and professional police departments in the nation.

**UMBPD VALUES**  
Excellence  
Dedication  
Integrity  
Professionalism  
Compassion  
Inclusion  
Respect

UNIVERSITY OF MARYLAND, BALTIMORE  
**POLICE AND PUBLIC SAFETY**

**RECOGNITION AND AWARDS CEREMONY**  
MARCH 13, 2019

### Report

UNIVERSITY OF MARYLAND, BALTIMORE  
**POLICE FORCE**

**ANNUAL CLERGY CAMPUS SECURITY AND FIRE REPORT 2018**

### Flyer

Join Us for the Next Session of the Police Community Engagement Academy (PCEA)  
*Building Better Relationships Every Day*

**870 W BALTIMORE ST. BALTIMORE, MD 21201**

**WEDNESDAY, JULY 12 8 P.M. TO 8 P.M.**

**WEDNESDAY, JULY 12, JULY 24, JULY 28, AUG. 1, AND AUG. 14**

**WHAT IS THE POLICE COMMUNITY ENGAGEMENT ACADEMY?**

**WHAT DOES ATTENDANCE INVOLVE?**

**SAVE**  
Sgt. Donald Nicholson  
Police Training Center, 870 W. Baltimore St.

**MC BARRON/ARFIELD**  
410.706.3108

umb.edu/publicsafety/new-community-engagement-academy

### Flyer Template

**HEADLINE GOES HERE**  
**HEADLINE GOES HERE**

Date:  
Time:  
Place:  
Refreshments to Follow

**CONTACT:**  
Name: phone: e:  
Name: phone: e:

**RSVP:**  
Email: 1  
Email: 2

UNIVERSITY OF MARYLAND, BALTIMORE  
**POLICE DEPARTMENT**

### Eboards

**COFFEE with a COP**

Enjoy a relaxing morning of free coffee, pastries, and bagels with the UMB Police Force.

**Wednesday, Oct. 3**  
8 to 9:30 a.m. | School of Nursing

This year's Coffee with a Cop is the third anniversary of the national event.

Visit [umb.edu/publicsafety](http://umb.edu/publicsafety) for more information.

**National NIGHT OUT**

**TUESDAY, AUG. 7 | 5:30 TO 7:30 P.M.**

UMB Community Engagement Center 870 W. Baltimore St.

Join our new police chief, Alice Cary, and her team for *National Night Out*, "America's Night Out Against Crime" cookout.  
*Free hot dogs and hamburgers will be available.*

Preventing crime is a community effort.

No registration is required to attend this event. Bring a chair or blanket.

### Poster

**National NIGHT OUT**

**TUESDAY, AUG. 7 | 5:30 TO 7:30 P.M.**  
UMB Community Engagement Center 870 W. Baltimore St.

Join our new police chief, Alice Cary, and her team for *National Night Out*, "America's Night Out Against Crime" cookout.  
*Enjoy free hot dogs, hamburgers, and fun activities as you learn more about safety awareness and crime prevention.*

Preventing crime is a community effort. Become one of the 38 million people across the nation who strengthen police-community partnerships with a night of education and fun!

Bring a chair or blanket.

No registration is required to attend this event.

# UMB POLICE DEPARTMENT, CONTINUED

Logo



Forms Updates

UNIVERSITY OF MARYLAND, BALTIMORE  
**POLICE FORCE**

### Police Vehicle Inspection Form

THIS FORM WILL BE FILLED OUT IN ITS ENTIRETY WHENEVER A POLICE OFFICER IS ASSIGNED TO OPERATE A DEPARTMENTAL VEHICLE OF THE UNIVERSITY OF MARYLAND, BALTIMORE POLICE FORCE. THE INSPECTION FORM WILL BE TURNED IN WITH THE POLICE OFFICER'S ACTIVITY SHEET AT THE END OF HIS/HER TOUR OF DUTY.

Officer: \_\_\_\_\_ Gas Gaels: \_\_\_\_\_  
 ID #: \_\_\_\_\_ Oil Gals: \_\_\_\_\_  
 Current Shift: \_\_\_\_\_ Mileage Ending: \_\_\_\_\_  
 Post: \_\_\_\_\_ Mileage Starting: \_\_\_\_\_  
 Vehicle #: \_\_\_\_\_ Total Mileage: \_\_\_\_\_

<p><b>1. Cleanliness</b></p> <ul style="list-style-type: none"> <li>Exterior Washed</li> <li>Interior Washed</li> <li>Trunk Cleaned</li> <li>Check for Leaks</li> <li>Windows Clean</li> </ul> <p><b>2. Fluids - Levels</b></p> <ul style="list-style-type: none"> <li>Gasoline</li> <li>Motor Oil</li> <li>Radiator</li> <li>Windshield Washer</li> <li>Auto Trans.</li> </ul> <p><b>3. Tires</b></p> <ul style="list-style-type: none"> <li>Air Pressure</li> <li>General Condition</li> <li>Spare tire and tools</li> </ul>	<p><b>4. Radio</b></p> <ul style="list-style-type: none"> <li>Transmitter</li> <li>Receiver</li> <li>PA, Outside Speaker</li> </ul> <p><b>5. Operating Performance</b></p> <ul style="list-style-type: none"> <li>Engine</li> <li>Transmission</li> <li>Steering</li> <li>A/C/Heater Def.</li> <li>Emergency Equip.</li> <li>Horn</li> </ul> <p><b>6. Brake Adjustment</b></p> <ul style="list-style-type: none"> <li>A/C/Heater Def.</li> <li>Emergency Equip.</li> </ul> <p><b>7. Windshield Wipers and Washers</b></p> <ul style="list-style-type: none"> <li>Headlights</li> <li>Tail &amp; Stop</li> <li>Domes (SFO)</li> </ul>	<p><b>9. Other</b></p> <ul style="list-style-type: none"> <li>Shotgun</li> <li>AR 15</li> <li>AED</li> <li>MK/OC Decontamination Spray</li> <li>Fire Extinguisher</li> <li>Flight Vest</li> <li>Access Card</li> <li>In-Car Computer</li> <li>In-Car Printer</li> <li>In-Car Camera</li> <li>Tourmiquets</li> </ul> <p><b>Inst. Panel</b> _____  <b>Dome Outside</b> _____  <b>Hi &amp; Lo Beams</b> _____  <b>License</b> _____</p>
--	--	--

**10. Indicate damage.** Dents, broken glass, flat tires, etc. by marking an (X) on the drawing below.  
(This does not include minor or superficial damage.)

**RIGHT**

**LEFT**

Remarks: \_\_\_\_\_

Form 95(email sent to Shift Supervisor \_\_\_\_\_ by (name) \_\_\_\_\_ for corrective action  
(if applicable) on (date))

The condition of the vehicle and accessories has been checked and found to be as stated above.

Officer's Signature \_\_\_\_\_ Date: \_\_\_\_\_  
 Reviewed by: Shift Supervisor \_\_\_\_\_

**UMBPF Form 18-012 (R 08-18)**

### Parking Citation

Violation	Date	Time	
	/ /	: /	
YOU MUST PAY THE BELOW Month / Day / Year			
CHECKED VIOLATION BY: / /			
SEE REVERSE AND ATTACHED SHEET FOR ADDITIONAL INSTRUCTIONS AND TRIAL REQUEST			
I, the undersigned, attest and certify under penalty of perjury that the above matters are true.			
Name		Badge Number	
Location of Violation			
Make of Car	License		
	Number	Year	State
VIN:			
VIOLATION IS INDICATED BELOW	*		
NO STOPPING/PARKING HANDICAP ZONE	\$502.00		
ABANDONED VEHICLE	\$302.00		
NO STOPPING OR STANDING/PARKING/CRUISING	\$102.00		
OBSTRUCTING OR IMPEDING FREE FLOW TRAFFIC/BUS LANE	\$250.00		
OBSTRUCTING OR IMPEDING MOVEMENT OF PEDESTRIAN TRAFFIC	\$77.00		
FIRE LANE/FIRE HYDRANT	\$77.00		
NO STOPPING/STANDING/PARKING TOW AWAY ZONE	\$52.00		
PARKING PERMIT OR METER VIOLATION	\$52.00		
ALL OTHER STOPPING OR PARKING VIOLATIONS SUCH AS RESERVED AREA AND HINDERING ACCESS TO ADJACENT SPACE ARE SUBJECT TO A FINE OF:	\$52.00		
	\$27.00		

Eboard

# DO GOOD WITH BURRITOS

**Tell the cashier you're supporting the cause to make sure that 33% of the proceeds will be donated to UMB Police to benefit the Special Olympics.**

Online orders will not be included in the fundraiser total. To ensure your purchase is counted in the fundraiser, be sure to order and pay in-restaurant. Gift card purchases during fundraisers do not count towards total donated sales, but purchases made with an existing gift card will count.

**Join us for a fundraiser to support UMB Police to benefit the Special Olympics.**

**Tuesday, Oct. 30  
5 to 9 p.m.**

**CHIPOTLE**  
MEXICAN GRILL

**300 West Pratt St. | Baltimore**

**UNIVERSITY OF MARYLAND BALTIMORE**  
**POLICE FORCE**

Flyers

### UNIVERSITY OF MARYLAND, BALTIMORE SAFETY IN THE COMMUNITY

*Emergency Preparedness, Safety & Security*

**"SAFETY BEGINS WITH YOU"**

- You are responsible for your own safety.
- Exercise preparedness for safety.
  - Reduce opportunities that make you a target.
  - Increase overall awareness of surroundings.
  - Trust your instincts.
  - Prepare your home for safety in mind.
- Get gas in advance to avoid having to get gas in emergency areas.
- Lock your car doors and make your windows rolled up.
- When stopped in traffic, maintain distance from the car in front of you to give you breathing space if necessary.
- When possible, do not get in your car's way.
- Thank the police if you have been stopped.
- Sign your belongings prior to getting out of the car.

**PREPARE BEFORE YOU DEPART**

- Check your destination, but professionally.
- Check your destination.
- Avoid wearing expensive jewelry.
- Avoid wearing expensive jewelry to accessories.
- Avoid high heels and open-toed shoes.
- Avoid carrying large handbags/briefcases.
- Use common sense when you are going and when you return to your car.

**COMMUNITY SAFETY TIPS**

- Carry your power with the close-toe tread toward your back.
- Carry your wallet in a front or inside pocket, but in a hidden pocket.
- Carry an extra phone or cell phone as possible.
- Be aware of people walking or acting like detectives as they are to detect you.

**WHEN WALKING**

- Don't look at your phone and text.
- Avoid going and drinking.
- Don't look at your phone.
- Walk in groups when possible.
- Walk continuously, avoid walking like a soldier.
- If you get stuck, avoid being followed, head toward the crowd.
- Avoid walking in the middle of the sidewalk and speak with the police if you can.
- Avoid walking in the middle of the sidewalk.
- Don't carry your phone in your right hand and use it to call or text when you are in a public area.

**WHEN DRIVING**

- High speeds, avoid the route to your destination.
- Avoid alternate routes in traffic.
- Pay attention to your surroundings as you walk to your car.
- Lock inside your car before you get in.
- Lock your car doors and make your windows rolled up.
- Get gas in advance to avoid having to get gas in emergency areas.
- When stopped in traffic, maintain distance from the car in front of you to give you breathing space if necessary.
- When possible, do not get in your car's way.
- Thank the police if you have been stopped.
- Sign your belongings prior to getting out of the car.

**IF VICTIMIZED**

- Remain calm.
- The most valuable possession you own is your life.
- Stay calm yourself.
- Don't resist the situation.
- Do not try to follow the assailant.
- Call 911.
- Be ready to provide the following information:
  - The location of the incident.
  - When and where the incident occurred.
  - Number of persons involved.
  - Description, including:
    - Height
    - Sex
    - Race
    - Age
    - Approximate weight
    - Hair color
    - Eye color
    - Complexion
    - Distinguishing characteristics
    - Hair, tattoos or physical defects
  - Clothing
  - Color of the car
  - Year, make, model
  - Description of any damage
  - Description of suspect

### UNIVERSITY OF MARYLAND, BALTIMORE SECURITY TIPS

*from the UMB POLICE DEPARTMENT*

**Here are a few things to keep in mind to stay safe, particularly as you travel to and from the University.**

**GENERAL SAFETY**

- Make in plans of personal whereabouts, particularly in the evening.
- Be aware of your surroundings. If a person or area seems unsafe, avoid it and leave the area as quickly as possible.
- Safe individuals often receive more than one message. Please follow any available, on-site or off-site alerts, such as those from the University.
- If you are in danger or see any dangerous activity, call 911.
- Do not wear jewelry/watches or use your phone while walking.
- If you don't have it, don't bring it.
- If you have your phone, lock it and use only UMB-approved apps.
- Do not have personal emergency information.

**IF YOUR PHONE IS STOLEN**

First, stop your phone and get it to an accessible location. Remember, emergency blue light phones are available in designated areas on campus.

**CELLPHONE SAFETY**

Cellphones have a great deal of stored value in them. Don't leave your phone in your car or in any personal information you have stored on it.

**Stay off your cellphone in public places.** Cellphones attract you from your surroundings. If you are in a public place, avoid using your phone and text. To make sure you are safe, avoid using your phone in public places. If you receive an emergency call, make it quick. After you get back, check in with your supervisor.

**Protect your cellphone service provider information.** Report your service provider. This will protect you from using your phone and getting an unauthorized charge. The service's phone number should be available to the website you can also visit one of the company's stores to report the theft. If you have an active cellphone service, you should report the theft to the police.

**FURTHER INFORMATION**

This University of Maryland Police Department is available to assist with personal security information. We can assist with your safety and security. If you have an active cellphone service, you should report the theft to the police. Call 911 or 410-326-6889.

See your supervisor's contact numbers to see if you need any more help. Check the information in each area you can find.

Last updated June 2019

**EMERGENCY 911**  
**POLICE SAFE WALK/SAFE DRIVE PROGRAM**  
**NON-EMERGENCY 410-326-6889**

# PARKING & TRANSPORTATION

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

CPA provides daily communications support to the Parking and Transportation Services (PTS) team. A dedicated CPA team member attends its weekly 9 a.m. briefing meeting and coordinates its communications regarding garage closings, construction, and services.

#### Eboards

**BGE to Upgrade Natural Gas Lines in the Area**

On or about April 29, BGE will be upgrading the natural gas lines in the area surrounding the University of Maryland, Baltimore.

During installation, construction may affect transportation, especially on and near Pratt and Penn streets (including garages and parking lots in that area).

Detailed location information, maps, and updates are available on the website below.

[umaryland.edu/parking/progress-in-action/](http://umaryland.edu/parking/progress-in-action/)

**DON'T BLOCK THE BOX**

**THE BOX**

**Don't Block the Box**

Avoid blocking the box in an intersection.

*Wait to enter an intersection until you are sure you can make it all the way through the intersection. Wait behind the stop bar, not in the crosswalk. (Offense incurs a driving fine and points.)*

[umaryland.edu/parking](http://umaryland.edu/parking)

#### Poster with Pocket

**Compliments, Complaints, Suggestions?**

**MEET THE PARKING AND TRANSPORTATION SERVICES DIRECTOR**

[umaryland.edu/parking](http://umaryland.edu/parking)

#### Vehicle Branding (electric truck)



#### Stickers for Parking Booths

**UMB CIVILITY ZONE**

**C**HOOSE civility.  
**A**CT with kindness.  
**R**ESPECT others.  
**E**XERCISE patience.

#ChooseCivility

UNIVERSITY of MARYLAND BALTIMORE

# UM shuttle

## UNIVERSITY INITIATIVES

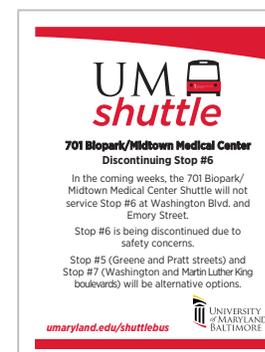
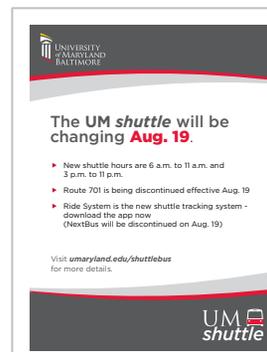
### MEMBERS OF CPA SERVE ON THIS INITIATIVE

CPA provides daily communications support to the UM *shuttle* program. A dedicated CPA team member attends its weekly Manager's Meeting and monthly briefing meeting, as well as coordinates its communications regarding shuttle messaging, route cancellations or updates, shuttle safety, and shuttle services.

#### Eboards



#### Flyer



#### Shuttle version of the holiday card



# HUMAN RESOURCE SERVICES

## UNIVERSITY INITIATIVES

CPA's relationship with Human Resource Services (HRS) has been long-lasting. We provide dedicated marketing resources to communicate time-sensitive information to UMB's employees.



**LAUNCH YOUR LIFE**

**2019 Wellness At Work Award**

UMB received the Healthiest Maryland Businesses' Wellness at Work Gold Award, its top designation, recognizing the university's commitment to workplace wellness initiatives.

Wellness resources available to employees include:

- Fitness classes
- Financial wellness courses
- Nutrition demos
- Relaxation lunch and learns
- Seated massage sessions and more!

Learn more at [umaryland.edu/launch-your-life](http://umaryland.edu/launch-your-life)




**ON THE move**

In an effort to reach more of our employees where they work, Human Resources (HR) is launching an initiative called **HR on the Move**. HR staff will be available in the lobbies and meeting spaces of specific buildings twice a month starting in July to answer questions and share information about programs that are available to UMB employees. We encourage all faculty and staff to come meet your HR reps, and have your questions answered.

**Staff will be available from 10 a.m. to 2 p.m.**

<p><b>July 11</b> School of Medicine - Health Sciences Research Facility I 685 W. Baltimore St.</p> <p><b>July 18</b> School of Social Work 525 W. Redwood St.</p> <p><b>Aug. 1</b> School of Nursing 655 W. Lombard St.</p>	<p><b>Aug. 8</b> School of Dentistry 650 W. Baltimore St.</p> <p><b>Sept. 5</b> School of Medicine - Health Sciences Research Facility II 20 Penn St.</p> <p><b>Sept. 19</b> SMC Campus Center 621 W. Lombard St.</p>
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Learn more at [umaryland.edu/hr-on-the-move](http://umaryland.edu/hr-on-the-move)

**Questions?**  
Contact Lis Escobar at 410.706.7302 or [lisset.escobar@umaryland.edu](mailto:lisset.escobar@umaryland.edu)




**CAMPUS CLIMATE SURVEY COMING SOON!**

Your voice matters. Make UMB an even better place to work and learn. A climate survey will be delivered to you **Feb. 18** via **email directly from Gallup** so keep an eye on your **inbox** and let your voice be heard.



**GALLUP**

ATTRACT. ENGAGE. DEVELOP.  
[www.umaryland.edu/hrs/benefits](http://www.umaryland.edu/hrs/benefits)



# LIVE NEAR YOUR WORK

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

After helping to kick off the improved Live Near Your Work (LNYW) Program in 2018 with marketing efforts that included website creation, an awareness campaign, event promotions, and more for Human Resources' Benefits Division, CPA provided updates on employees utilizing the program in 2019, winning a national award (*PR News'* 2019 Nonprofit Award for Employee/Internal Communications) in the process.



**LIVE BALTIMORE TROLLEY TOUR: FIND YOUR NEXT HOME**

**HUMAN RESOURCES**

**MAY 11**  
8:30 A.M. TO 1 P.M.  
SMC CAMPUS CENTER

Join Live Baltimore for a narrated bus tour of more than 10 city neighborhoods, including areas that qualify for UMB's Live Near Your Work Program! Take the tour free with a UMB promo code.

GET THE PROMO CODE AND REGISTER AT [umaryland.edu/live-near-your-work/trolley-tour](http://umaryland.edu/live-near-your-work/trolley-tour).

 UNIVERSITY of MARYLAND BALTIMORE

 LIVE BALTIMORE Trolley TOUR

LIVE NEAR YOUR WORK PROGRAM



**HUMAN RESOURCES**

**MAKE A SMART MOVE**

WE'VE HELPED **20** UMB EMPLOYEES WITH MORE THAN **\$320,000** IN HOME BUYING ASSISTANCE.

**Will you be next?** You could qualify for up to \$18,500 in grants toward your home purchase through UMB's Live Near Your Work Program.

**TO FIND OUT IF YOU ARE ELIGIBLE, VISIT** [umaryland.edu/live-near-your-work](http://umaryland.edu/live-near-your-work).

 UNIVERSITY of MARYLAND BALTIMORE

# EXTERNAL MARKETING & PR

ADVERTISING, SPONSORSHIPS, DIGITAL MARKETING, CONTENT MARKETING,  
AND SOCIAL MEDIA

Promoting the University to external audiences through traditional and digital media channels including display advertising, sponsorships, digital marketing, billboards, online content marketing, social media, TV and radio advertising, and more.

# ADVERTISING- Print/National

Amatrack/*The National* Magazine,  
CHRONICLE OF HIGHER ED/Diversity Edition

DENTISTRY | GRADUATE | LAW | MEDICINE | NURSING | PHARMACY | SOCIAL WORK | BIOPARK



Dr. Jay Perman  
President

The **University of Maryland, Baltimore** lives its mission every day:  
**IMPROVE THE HUMAN CONDITION  
AND SERVE THE PUBLIC GOOD.**

UMB believes in **education**. We confer most of the professional doctoral degrees awarded in the state, training a local workforce that takes care of Marylanders.

UMB believes in **discovery**. We won a record-breaking \$667 million in grant funding last year, money that's put to work solving our greatest challenges of health, science, and social justice.

UMB believes in **community**. We just won a landmark \$30 million grant to serve children and families in one of West Baltimore's highest-need neighborhoods, and cultivate a community of strength, resilience, and hope.

UMB believes in **innovation**. We move our ideas out of the lab and into the marketplace — breakthroughs like the world's first portable artificial lung and the only FDA-approved cholera vaccine. Our quest to transform human health and well-being extends to our new Center for Addiction Research and Service (CARES), which is fighting the opioid crisis that claims five Marylanders a day.

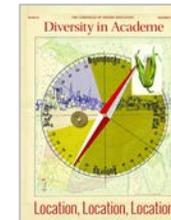
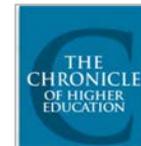
UMB believes in **Maryland**. UMB is an economic engine for Maryland, generating 18,000 jobs here each year and fueling a \$2.8 billion impact on the state we're proud to call home.

**Changing the Future Today**  
[umaryland.edu](http://umaryland.edu)



AMTRAK-*The National*  
Dec/feb Magazine

*Baltimore Destinations*  
Feature Section  
Ad Placement



*Chronicle of Higher Ed*  
Fall 2018  
*Diversity in Academia*  
Special Issue  
Ad Placement

**CELEBRATING  
DIVERSITY  
AND INCLUSION**



Dentistry | Law | Medicine | Nursing | Pharmacy | Social Work | Graduate | BioPark

The **University of Maryland, Baltimore** values a diverse and inclusive community.

As a fast-growing biomedical research institution with nationally ranked schools of dentistry, law, medicine, nursing, pharmacy, social work, and an interdisciplinary graduate school, we benefit from a multitude of unique perspectives and we strengthen communities through education.

Diversity is one of our seven core values and we are committed to fostering a welcoming University culture that values and respects all members of our campus community.



**Changing the Future Today**  
[umaryland.edu](http://umaryland.edu)

# ADVERTISING- Television-Regional



2018 Ravens  
Season CBS TV Sponsor



Maryland Terps  
& College Basketball



State Circle Sponsorship



Weekly UMB sponsorship commercials  
& MPT online pre-roll video commercials  
March & April  
during legislative session

COMCAST  
SPOTLIGHT®

2018 & 2019  
Orioles Season Sponsor



NCAA College  
Football  
& Basketball

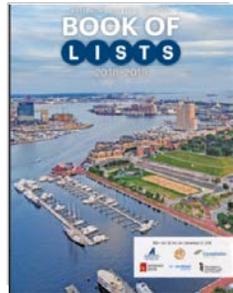


FY 2019  
Baltimore DMA  
Geo-Targeted TV  
Ad Campaigns



# ADVERTISING SPONSORSHIPS

Baltimore Business Journal -  
2019 Book of Lists Sponsor, Part 1: Print Edition & Gala Event Sponsor



UMB logo on cover

Full Page ad adjacent to  
*Professional Schools* Listings  
Page

UMB Bio/Davidge image in Intro

Banner ad on the bottom of  
*Professional Schools* Listings  
Page



The University of Maryland, Baltimore (UMB) is Maryland's public health, law, and human services university. UMB is a leading U.S. institution for graduate and professional education and a prominent academic health center combining cutting-edge biomedical research and exceptional clinical care.

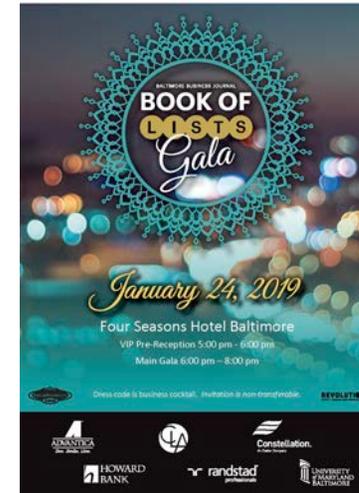
UMB improves the human condition through leadership in education, research, clinical care, and public service. It trains the professionals who work to secure the health, well-being, and just treatment of Maryland's citizens. It creates the knowledge that cures disease and strengthens communities locally and globally.

The University enrolls 6,700 students in six nationally ranked professional schools and an interdisciplinary graduate school, conferring most of the professional practice doctoral degrees awarded in Maryland each year.

UMB is a powerhouse economic engine for Maryland, delivering care and services that spur growth. With the University of Maryland Medical Center and affiliated physician practices, UMB stimulates \$6 billion in economic activity each year. The University alone generates 18,000 jobs and returns \$13 to Maryland for every dollar of state support.

As one of Baltimore's most powerful anchor institutions, UMB uses its influence, assets, and expertise to effect real and lasting change in the city — improving health, creating wealth, and advancing social justice.

[www.umaryland.edu](http://www.umaryland.edu)



## Baltimore Business Journal 2018-19 Book of Lists GALA

Thursday, January 24, 2019

5:30 PM to 8:00 PM

Four Seasons Baltimore



University of Maryland, Baltimore

Title Sponsor

&

University of Maryland Baltimore Foundation

Signature Cocktail/Bar Sponsor



DENTISTRY | GRADUATE | LAW | MEDICINE | NURSING | PHARMACY | SOCIAL WORK | BIOPARK

**MARYLAND'S INNOVATION ECONOMY IS IN OUR HANDS.**

At the **University of Maryland, Baltimore** we're pushing science out of the lab and into the everyday lives of Marylanders.

**UMB ideas** bring in more than \$500 million in grant funding each year, creating jobs in the health sciences and in construction as we build more lab and innovation space to fulfill our work.

**UMB discoveries** lead to vaccines and therapies to combat diseases, breakthroughs in life-saving trauma care, and new ways to bring high quality health care to every part of the state.

**UMB innovations** like the first portable artificial lung and a device for performing minimally invasive heart surgery are transforming Maryland into a leading center of biotechnology business, launching cutting-edge companies and creating well-paying jobs.

**UMB faculty, staff, and students** deliver care and services that spur economic growth, generating more than 18,000 jobs, with an annual impact of \$2.8 billion on the Maryland economy.

UNIVERSITY of MARYLAND BALTIMORE  
IMPROVING THE HUMAN CONDITION  
[umaryland.edu](http://umaryland.edu)

UNIVERSITY of MARYLAND BALTIMORE

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NURSING | PHARMACY | SOCIAL WORK | BIOPARK

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# ADVERTISING SPONSORSHIPS

## EVENT SPONSORSHIP

### **Bizwomen Mentoring Monday- Baltimore Business Journal**

A special women's event offering attendees the opportunity to meet with some of the 40 mentors who are the most influential women in the community for one-on-one coaching sessions! [#mentoringmonday](#)

**Monday, February 25, 2019**

8:00 a.m. –10:30 a.m.

**University of Maryland, Baltimore  
Westminster Hall**

**VENUE SPONSOR**  
**The UMBrella Group**



### **BBJ Website Sponsor Bio:**

[More about our Venue Sponsor:](#)

**The UMBrella Group:** UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations. We work to support the success of women at UMB, advancing them into leadership roles and championing women at all levels of the organization.

Find more info here: <https://www.umaryland.edu/umbrella/>



### **FEATURED MENTOR**

**University of Maryland, Baltimore (UMB)**

**Cherita Fayton Adams**  
Career Development Manager



# ADVERTISING- LOCAL

Baltimore Times -Story Submissions & Ad Campaign: UMB Supports the West Baltimore Community

UM School of Dentistry  
Mission of Mercy ad placement  
Feb. 2019

**WE CARE FOR OUR COMMUNITY**

Students and faculty at the University of Maryland School of Dentistry are providing free dental care for residents of Baltimore and Maryland.

**Baltimore Mission of Mercy  
Dental Clinic & Resource Fair**  
Thursday, February 28 and Friday, March 1, 2019  
1100 Wisconsin Building | 1100 Wisconsin St. Baltimore, MD 21230

**Important details for patients:**

- ID/insurance is NOT required
- Adults only (no children under 18 on site)
- Only the first 400 patients in line each day will be seen (Clinic is usually full by noon)
- Veterans and persons who have served in U.S. military served first (bring documentation)
- Patients seen on first-come, first-served basis
- No root canals, crowns, dentures, or partials

Wednesday 2/27 (day prior): Beginning at 2 p.m., the first 200 people receive x-rays in advance, and guaranteed treatment on Thursday or Friday.  
Thursday 2/28: Doors open at 6:30 a.m. for x-rays and pre-screenings. Fillings and tooth extractions ONLY.  
Friday 3/1: Doors open at 6:30 a.m. for x-rays and pre-screenings. Fillings, tooth extractions and cleanings.

Thank you to the leading co-sponsors:  
United Way of Central Maryland, Saint Agnes, Ascension, and CareFirst  
Visit [www.uwcm.org/bmom](http://www.uwcm.org/bmom)  
Call 410-895-1535

United Way of Central Maryland

www.dental.umaryland.edu

Community Engagement Center  
Offers Youth & Adult Job Programs  
March 2019

**UMB HELPS THE COMMUNITY GET JOBS**

The Community Engagement Center (CEC) at the University of Maryland, Baltimore (UMB) offers our neighbors in West Baltimore the tools they need to get jobs — especially jobs at UMB and the University of Maryland Medical Center. Those efforts include:

<b>UMB Recruitment Open Houses at the CEC</b> Open houses with employers are held for specific jobs such as public safety and housekeeping.	<b>Workforce Wednesdays</b> One-on-one job readiness counseling is offered every Wednesday from 2 to 5 p.m.	<b>Career Training Programs</b> The CEC connects area residents to various job training programs throughout the city.	<b>YouthWorks</b> UMB, through the Mayor's Office of Employment Development, offers a five-week summer employment program for youth.
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umaryland.edu/occe

UNIVERSITY of MARYLAND BALTIMORE

Office of Community Engagement  
Spring Festival Promotion, April 2019

UNIVERSITY of MARYLAND, BALTIMORE  
Fourth Annual  
**NEIGHBORHOOD SPRING FESTIVAL**

**SATURDAY, APRIL 27 | 11 A.M. TO 2 P.M.**  
UMB Community Engagement Center, 800 Block of W. Baltimore St.

JOIN US FOR **UMB'S** FOURTH ANNUAL NEIGHBORHOOD FESTIVAL  
Connect with your neighbors while enjoying **FREE** events and food!

Sponsored by the UMB Council for the Arts & Culture  
Maryland's First Lady Yumi Hogan, Honorary Chair

**FREE FOOD!**  
**FREE HEALTH SCREENINGS!**  
**RAIN OR SHINE!**  
**FREE FUN & GAMES!**

**ENTERTAINMENT/ACTIVITIES**  
Dance troupes, bands, Zumba, taekwon do demonstrations, kids yoga, and local craft vendors

**KIDS ACTIVITIES AND GAMES**  
Face painting, pony rides, Legos, robotics, McGruff the Crime Dog, the Oriole Bird, Splash the Water Safety Dog, and the Baltimore City mounted police

**COMMUNITY RESOURCES**

- Health and wellness screenings
- UMMC on the Move mobile health van
- Representatives from the State of Maryland's ethnic commissions

**GREAT FOOD!**  
Ice cream, hot dogs, popcorn, fruit, and Korean food

Contributions from Office of the First Lady of Maryland, Governor's Office of Community Initiatives, KAGRO of Maryland, Korean Society of Maryland, Culinar Catering, Linwood's Catering, Lexington Market, Putting on the Ritz Catering

umaryland.edu/occe

MEDICINE | LAW | DENTISTRY | PHARMACY | NURSING | GRADUATE | SOCIAL WORK | BUSINESS

UM School of Pharmacy  
PATIENTS Day Ad & Story, July 2018

**PATIENTS Day 2018**  
Featured Panel Discussion  
Health 360: Baltimore Authors  
Discuss How to Create Health and Wellness in Every Area of Your Life  
Friday, July 20, 2:15 p.m.  
Health Fair and Free Lunch Begin at 11:30 a.m.

Learn more about the authors and register for this event at [patients.umaryland.edu/PD2018](http://patients.umaryland.edu/PD2018)

Guinness Book of World Record holder, and Baltimore's own  
International Entrepreneur and University Systems of Maryland founder, Robert Wallace

**What:** Baltimore authors discuss how to achieve health and wellness in all areas of your physical, financial, spiritual, community engagement & connections.

**Free book give-aways & signing for all attendees**

**Where:** University of Maryland Baltimore, BioPark Building 801 W. Baltimore Street

**When:** Friday, July 20th

Panel discussion begins at 2:15 p.m., with Q&A and book signing immediately follow. All PATIENTS Day 2018 activities are free and open to the public. The health fair and free lunch service for all attendees begin at 11:30 a.m.

**PATIENTS Day Empowers Local Communities**  
Malissa Carroll | 8/3/2018, 6 a.m.

Interactive health fair offers opportunity for community members, health care providers, and researchers to learn from and teach each other how to create and sustain healthy individuals and communities in West Baltimore and nationwide.

Nearly 200 community members, health care providers, and researchers came together at the University of Maryland BioPark on July 20, 2018 to celebrate PATIENTS Day. Hosted by the University of Maryland School of Pharmacy's Patient-Centered Involvement in Evaluating the Effectiveness of Treatments (PATIENTS) Program, this interactive health fair offered attendees an opportunity to learn from and teach each other how to create and sustain healthy individuals and communities in West Baltimore and nationwide.

UMB hosts grand opening of community engagement center

Me and Pops: Showing Boys Path to Becoming Men

UMB CURE Scholars: Raising Grades, Hopes

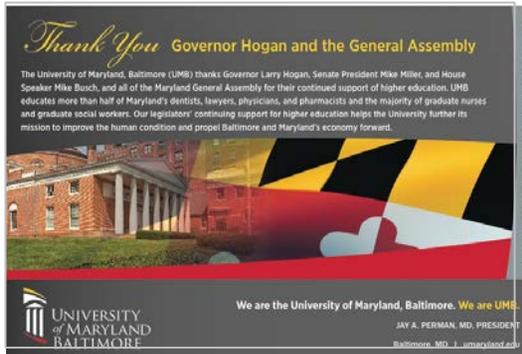
Courtesy Photo  
Vendors at the University of Maryland School of Pharmacy's PATIENTS Day on July 20 offer services and resources to Baltimore community members.

Click here to flip through this week's edition

Click here to flip through this week's edition

# ADVERTISING- LOCAL, CONTINUED

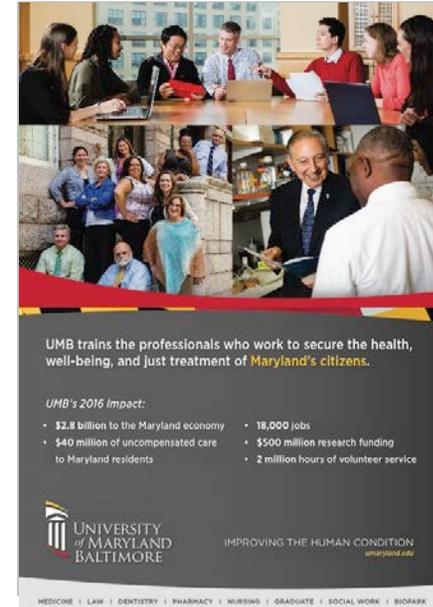
*Annapolis Capital*  
End of Legislative, Session Feature  
April 2019



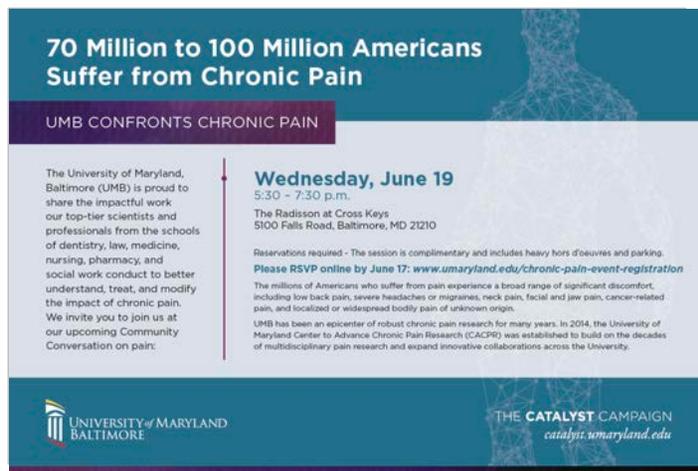
*The Daily Record*  
Legislative Wrap-Up, MPower  
April 2019



*Greater Baltimore Committee*  
Directory 2019



*Baltimore Business Journal*  
UMB Salon Event, June 2019



*Baltimore Magazine*  
Higher Ed Feature, January 2019



## Billboards





## ADVERTISING - PRINT & DIGITAL MARKETING, CONTINUED

Baltimore Business Journal Special Publication- UMB supported this two-edition feature promoting Baltimore.

Four ads highlighting UMB's commitment to Baltimore showcased the UMB Cure Scholars, UMB's Live Near Your Work Program, the UMB Community Engagement Center, and the Grid.

**Seeking the next generation of change-makers.**

The Master of Science in Health and Social Innovation is launching in fall 2019. It is the first of its kind and challenges students to examine systems of inequality and develop innovative initiatives that support the health of the region. Courses for the degree will be a combination of in-person and online, and students can select a concentration in:

- User Experience
- Biomedical Entrepreneurship
- Health Science

Located in the University of Maryland BiPark, the Grid (Graduate Research Innovation District) is UMB's newest innovation hub. The Grid is a space where students, entrepreneurs, faculty, and staff connect to bring innovative health and social impact ideas to life.

For more information, visit [graduate.umaryland.edu/innovation](http://graduate.umaryland.edu/innovation) or contact Jenny Owens, ScD, MS, faculty executive director of the Grid, at [jowens@umaryland.edu](mailto:jowens@umaryland.edu) or 410.706.4412.

**UMB GRID - GRADUATE RESEARCH INNOVATION DISTRICT**  
Changing the Future Today

FOLLOW US ON TWITTER @TheUMGrid FIND US ON FACEBOOK @TheUMGrid



This year's Maryland / DC Press Association recognized the BBJ with multiple awards for their "Stop Apologizing, Baltimore" summer series.

**STOP APOLOGIZING, BALTIMORE**

**A TWO-PART SERIES**

**UMB CURE Scholars Program**

**UMB CURE IS RAISING HOPES AND GRA**

The UMB CURE Scholars Program groundbreaking pipeline program prepares students in West Baltimore competitive and rewarding health care careers at UMB and institutions in the region. Beg school, scholars receive year-long academic enrichment including Saturday, and summer program CURE Scholars Program achieve recognition from the European Exemplary BioScience true pipeline advancing responsible research.

**UMB CURE SCHOLARS PROGRAM**  
Changing the Future Today

[umaryland.edu/cure-scholars](http://umaryland.edu/cure-scholars)

**OPENING THE DOOR TO HOMEOWNERSHIP IN WEST BALTIMORE**

The University of Maryland, Baltimore's Live Near Your Work (LNYW) Program encourages homeownership among University employees and supports community revitalization and stabilization in targeted West Baltimore neighborhoods. By providing affordable, nearby housing and rejuvenating distressed neighborhoods, the LNYW Program is good for UMB and good for West Baltimore.

**THE UNIVERSITY OF MARYLAND, BALTIMORE**  
Southwest  
Helps identify properties for the Vacant program at housing fair

Visit the UMB on the LNYW [www.umaryland.edu/lnyw](http://www.umaryland.edu/lnyw)

**LIVE NEAR YOUR WORK**  
Changing the Future Today

[umaryland.edu/live-near-work](http://umaryland.edu/live-near-work)



**UMB HELPS THE COMMUNITY GET JOBS**

The Community Engagement Center (CEC) at the University of Maryland, Baltimore (UMB) works hard to offer our neighbors in West Baltimore the tools they need to get jobs — especially jobs at UMB and the University of Maryland Medical Center. Those efforts include:

- UMB Recruitment Open Houses at the CEC**  
Open houses with employers are held for specific jobs such as public safety and housekeeping.
- Workforce Wednesdays**  
One-on-one job readiness counseling is offered every Wednesday from 2 to 6 p.m.
- Career Training Programs**  
The CEC connects area residents to various job training programs throughout the city.
- YouthWorks UMB**, through the Mayor's Office of Employment Development, offers a five-week summer employment program for young people.

**UMB COMMUNITY ENGAGEMENT CENTER**  
Changing the Future Today

[umaryland.edu/OCE](http://umaryland.edu/OCE) LIKE US ON FACEBOOK @UMBCommunityEngagement FOLLOW US ON TWITTER @UMBCommunity



# ADVERTISING – SPONSORSHIP ADS

United Way/Journey Home

UNIVERSITY of MARYLAND, BALTIMORE  
*proudly supports*  
**The Journey Home**  
and the City of Baltimore and the  
United Way of Central Maryland's plan  
to make homelessness rare and brief.

UNIVERSITY of MARYLAND BALTIMORE  
umaryland.edu

Jay A. Perman, MD, President

Greater Baltimore Urban League

MEDICINE | LAW | DENTISTRY | PHARMACY | NURSING | GRADUATE | SOCIAL WORK | BIOPARK

THE UNIVERSITY OF MARYLAND, BALTIMORE  
*supports the*  
**Greater Baltimore Urban League**  
*and congratulates*  
*all this year's award recipients.*

UNIVERSITY of MARYLAND BALTIMORE

JAY A. PERMAN, MD  
President  
umaryland.edu

Port Discovery

*Congratulations*

UNIVERSITY of MARYLAND, BALTIMORE  
congratulates and supports the  
**PORT DISCOVERY CHILDREN'S MUSEUM**

ranked among the top five children's museums  
in the U.S. for its commitment to  
connecting purposeful play and learning to  
children and their families.

UNIVERSITY of MARYLAND BALTIMORE

umaryland.edu JAY A. PERMAN, MD, PRESIDENT  
MEDICINE | LAW | DENTISTRY | PHARMACY | NURSING | GRADUATE | SOCIAL WORK

GBC website banner ads

UNIVERSITY of MARYLAND BALTIMORE

IMPROVING THE HUMAN CONDITION  
umaryland.edu

UMB trains the professionals  
who work to secure the health,  
well-being, and just treatment  
of Maryland's citizens.

IMPROVING THE HUMAN CONDITION  
umaryland.edu

UMB's 2016 Impact:

- \$2.8 billion to the Maryland economy
- \$40 million of uncompensated care to Maryland residents
- 18,000 jobs
- \$500 million research funding
- 2 million hours of volunteer service

IMPROVING THE HUMAN CONDITION  
umaryland.edu

Greater Baltimore Committee Annual Meeting Sponsor Print program ad

*Congratulations*

The UNIVERSITY OF MARYLAND, BALTIMORE  
congratulates and supports the  
**GREATER BALTIMORE COMMITTEE**

as they continue to connect  
Baltimore's corporate and civic  
leaders to improve the  
region's business climate.

Jay A. Perman, MD, President

UNIVERSITY of MARYLAND BALTIMORE  
umaryland.edu

Downtown Partnership website banner ad

UNIVERSITY of MARYLAND BALTIMORE

DENTISTRY | GRADUATE | LAW | MEDICINE  
NURSING | PHARMACY | SOCIAL WORK | BIOPARK

umaryland.edu *Changing the Future Today*

Downtown Partnership Print program ad

UNIVERSITY of MARYLAND, BALTIMORE  
*proudly supports*  
**the Downtown Partnership of Baltimore.**

We look forward to our continued partnership as we work together to enhance life,  
work, and play in Baltimore for its residential and business community members.

Jay A. Perman, MD, President

*Changing the Future Today*  
umaryland.edu

UNIVERSITY of MARYLAND BALTIMORE

## SPONSORSHIP ADS, CONTINUED

Campus Compact  
Mid-Atlantic

UNIVERSITY of MARYLAND, BALTIMORE  
proudly supports the

**CAMPUS COMPACT  
MID-ATLANTIC**

and their mission to mobilize the collective commitment and capacity of higher education to actively advance communities through civic and community engagement.

UNIVERSITY of MARYLAND BALTIMORE *Changing the Future Today*  
umaryland.edu

Jay A. Perman, MD, President

Boy Scouts of America  
Baltimore Area Council

*Congratulations to*

Bruce Jarrell, MD, FACS  
and  
James Ficke, MD, FACS

*and thank you to*

the Baltimore Area Council of the Boy Scouts of America  
for its tireless work to support special needs  
scouting in Central Maryland.

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

JAY A. PERMAN, MD, PRESIDENT

Ronald McDonald House  
Hamburg Gala

UNIVERSITY of MARYLAND, BALTIMORE  
proudly supports the

**RONALD MCDONALD  
HOUSE**

and its mission to create,  
find and support programs  
that directly improve the health  
and well-being of children  
and their families.

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

Jay A. Perman, MD, President

NASAA National Assembly of  
State Arts Agencies

UNIVERSITY OF MARYLAND, BALTIMORE  
Council for the Arts & Culture

PROUDLY SUPPORTS THE  
**National Assembly  
of State Arts Agencies**

AND WELCOMES THE  
**NASAA Assembly 2018  
to Baltimore**

UMB proudly sponsors the  
"Out and About" excursions to  
**Baltimore's Arts and Entertainment  
Districts.**  
We invite you to join us in the **Bromo  
Tower Arts & Entertainment District**  
in Downtown Baltimore  
Friday, Nov. 2 at 3 p.m.

University of Maryland, Baltimore's **Council for the Arts and Culture** supports our mission to promote the rich history of our institution and surrounding neighborhoods and to celebrate the creative talents of the university community, thereby raising awareness of the links between the arts and sciences.

Medicine | Law | Dentistry | Pharmacy | Nursing | Graduate | Social Work | Biopark

Mural at Franklin Square Middle School  
underwritten by UMB

UNIVERSITY of MARYLAND BALTIMORE  
**Changing the  
Future Today**  
umaryland.edu

Presidents Round Table  
PRT Black Entrepreneurs  
Scholarship Award Winners

UNIVERSITY of MARYLAND BALTIMORE

*Congratulates*

**THE PRESIDENTS'  
ROUNDTABLE  
AND THEIR  
2018 SCHOLARSHIP  
AWARD WINNERS**

*Changing the Future Today*  
umaryland.edu

Korean Society  
Festival program

UNIVERSITY of MARYLAND, BALTIMORE  
proudly supports the

**KOREAN SOCIETY  
OF MARYLAND**

and their mission to empower  
Korean-born individuals by providing  
programs and direct services  
that help them access community  
resources and opportunities.

umaryland.edu

Jay A. Perman, MD, President

Live Baltimore  
Event Sponsor

JAY A. PERMAN, MD  
and the  
UNIVERSITY OF MARYLAND, BALTIMORE  
*jointly join*

**LIVE BALTIMORE**

*to celebrate Baltimore's  
290<sup>th</sup> birthday!*

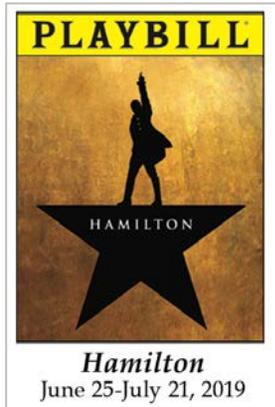
The University of Maryland, Baltimore (UMB) and our community partners focus on revitalization and stabilization in Southwest Baltimore. UMB's Live Near Your Work Program showcases our commitment to the community by providing financial assistance and support to encourage employees to live in Baltimore.

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

# SPONSORSHIP ADS, CONTINUED

## Sponsorship Ads - UMB Council for the Arts and Culture & UMBrella Group

Hippodrome, Hamilton Playbill  
Program Ad, Arts Council Core Values Ticket Contest, & winner



IDENTITY | GRADUATE | LAW | MEDICINE | NURSING | PHARMACY | SOCIAL WORK | BUSINESS

The University of Maryland, Baltimore lives its mission every day: **IMPROVE THE HUMAN CONDITION AND SERVE THE PUBLIC GOOD.**

**UMB believes in education.** We award our future doctors, nurses, dentists, and other health professionals the skills, training, and experience that takes care of Marylanders.

**UMB believes in discovery.** We seek a better understanding of the human condition and how to improve it. We are the only research university in the state with a focus on the health and well-being of the people of Maryland.

**UMB believes in community.** We are a research university that serves the people of Maryland. We are a research university that serves the people of Maryland. We are a research university that serves the people of Maryland.

**UMB believes in innovation.** We are a research university that serves the people of Maryland. We are a research university that serves the people of Maryland. We are a research university that serves the people of Maryland.

**UMB believes in Maryland.** We are a research university that serves the people of Maryland. We are a research university that serves the people of Maryland. We are a research university that serves the people of Maryland.

**Big Ideas Change the World**  
umb.edu



UMB Council for the Arts & Culture

**Win Tickets to Hamilton!**  
Tell us how you are living UMB's Core Values for a chance to win two tickets to see *Hamilton* at the Hippodrome Tuesday, July 2, at 8 p.m.

Compliments of the UMB Council for the Arts & Culture.

**Contest deadline: June 26, 4 p.m.**  
For complete rules and online submission: [umaryland.edu/arts](http://umaryland.edu/arts)  
Only UMB faculty, staff, and students are eligible to participate.

Everyman Theatre  
SWEAT Sponsorship

**Worthy of an Encore**  
Everyman Theatre and the University of Maryland, Baltimore (UMB) are good neighbors, both dedicated to enhancing the quality of life in West Baltimore.

Everyman advances culture in the community through the arts, with plays carefully curated to foster a diverse range of experiences and emotions.

UMB advances its commitment to the community through clinical care, research, education and provides outreach that promotes engagement, addresses health care disparities and promotes workforce opportunities in the community.

We are happy to be a continuing sponsor of Everyman Theatre. That's what good neighbors do!  
Everyman Theatre and UMB. Great!

**Changing the Future Today!**

umb.edu

IDENTITY | GRADUATE | LAW | MEDICINE | NURSING | PHARMACY | SOCIAL WORK | BUSINESS

Program insert

**MARYLAND'S INNOVATION ECONOMY IS IN OUR HANDS.**

At the University of Maryland, Baltimore, we're pushing science out of the lab and into the everyday lives of Marylanders.

UMB leads in more than 100 million in grant funding each year (including a record-breaking \$40M last year) driving innovation in the health sciences and education sectors to build our work.

UMB discovers, tests, and translates to combat disease, improve lives, and create economic growth, generating more than 18,000 jobs, with an annual impact of \$7.8 billion on the Maryland economy.

UMB facilitates the first portable artificial lung and a device for performing minimally invasive heart surgery, transforming Maryland into a leading center of biotechnology business, launching startups, companies and creating well-paying jobs.

UMB faculty, staff, and students deliver care and research that save lives, improve lives, and create economic growth, generating more than 18,000 jobs, with an annual impact of \$7.8 billion on the Maryland economy.

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Council for the Arts & Culture

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THE LONG DAY'S JOURNEY INTO THE NIGHT  
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UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

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and the empowerment of women in the workplace and in society.

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# DIGITAL MARKETING - Content Marketing

Baltimore Business Journal - Sponsored Content Campaign

Campaign Execution:

- 2/24/2019-7/31/2019
- Native Content Hub, Big Ideas Change The World, on the BBJ site
- Top banner advertisements in BBJ's morning and afternoon edition newsletters
- Table of experts co-branded impressions served on the BBJ site  
\*through 6/30

The next eight pages present this multi-channelled Digital Marketing & Sponsored Content Marketing Campaign



**UNIVERSITY of MARYLAND BALTIMORE**

**Making an impact in education, research, innovation, patient care, and community outreach.**

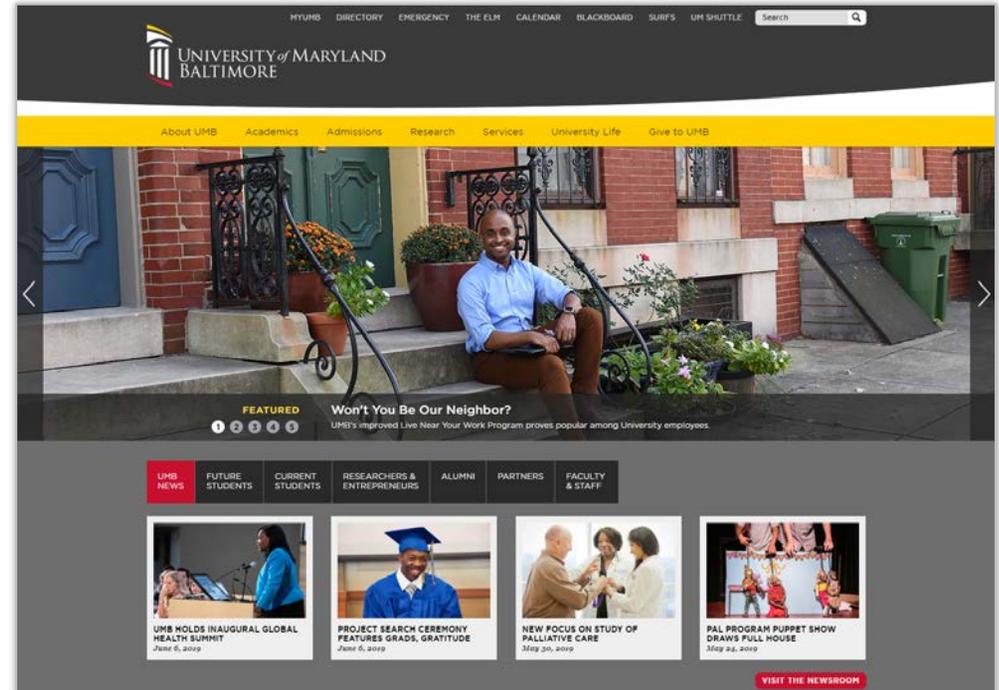
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UNIVERSITY of MARYLAND BALTIMORE

HYUMB DIRECTORY EMERGENCY THE ELM CALENDAR BLACKBOARD SURFS UMB SHUTTLE SEARCH

About UMB Academics Admissions Research Services University Life Give to UMB

**FEATURED** Won't You Be Our Neighbor?  
UMB's improved Live Near Your Work Program proves popular among University employees.

UMB NEWS FUTURE STUDENTS CURRENT STUDENTS RESEARCHERS & ENTREPRENEURS ALUMNI PARTNERS FACULTY & STAFF

UMB HOLDS INAUGURAL GLOBAL HEALTH SUMMIT  
June 6, 2019

PROJECT SEARCH CEREMONY FEATURES GRADS, GRATITUDE  
June 6, 2019

NEW FOCUS ON STUDY OF PALLIATIVE CARE  
May 20, 2019

PAL PROGRAM PUPPET SHOW DRAWS FULL HOUSE  
May 22, 2019

VISIT THE NEWSROOM

# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal - Sponsored Content Campaign Part 1: UMB hub landing page on BBJ website  
Feature Story Headlines - Links to story page

Banner Ads & Stories link to [www.umb.edu](http://www.umb.edu)

**BALTIMORE BUSINESS JOURNAL** | Get to know the BBJ's 2019 Leaders in Diversity honorees > | YOUR ACCOUNT | [kparks@bbjournals.com](mailto:kparks@bbjournals.com)

INDUSTRIES & TOPICS | NEWS | LISTS & LEADS | PEOPLE & COMPANIES | EVENTS | MORE...

**UNIVERSITY OF MARYLAND BALTIMORE** | Making an impact in education, research, innovation, patient care, and community outreach. | DENTISTRY • LAW • MEDICINE • NURSING • PHARMACY • SOCIAL WORK • GRADUATE • BIOPARK

## Big Ideas Change The World

**SPONSORED CONTENT** | MAY 9, 2019, 12:51 PM EDT | [Medical program puts Baltimore students on the fast track to medicine](#)

**SPONSORED CONTENT** | MAY 1, 2019, 3:31 PM EDT | [University of Maryland School of Nursing partners with 13th college in dual-admission program](#)

**SPONSORED CONTENT** | MAY 1, 2019, 3:30 PM EDT | [University of Maryland Center for Health and Homeland Security helps craft national cybersecurity curriculum](#)

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Back to Top

**BALTIMORE BUSINESS JOURNAL** | Home | News | Lists & Awards | People | Companies | Events | Jobs | Store

### Big Ideas Change The World

#### University of Maryland School of Nursing partners with 13th college in dual-admission program

... Making an impact in education, research, innovation, patient care and community outreach

#### University of Maryland Center for Health and Homeland Security helps craft national cybersecurity curriculum

... Making an impact in education, research, innovation, patient care and community outreach

#### Medical program puts Baltimore students on the fast track to medicine

... Making an impact in education, research, innovation, patient care and community outreach

# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal - Sponsored Content Campaign

Part 2: BBJ Homepage Promotion industry & Topics News Menu Placement Link to hub & story list, UMB hub title: Big Ideas Change the World

News Feed Placement, Rotating story headlines from the hub, and Links to story

**BALTIMORE BUSINESS JOURNAL** Here are the 2019 Best Places to Work winners > LIMITED TIME OFFER Subscribe Now

INDUSTRIES & TOPICS NEWS LISTS & LEADS PEOPLE & COMPANIES

**ALL INDUSTRIES & TOPICS**

Banking & Financial Services	Government & Regulations	Residential Real Estate
Career & Workplace	Health Care	Retailing
Commercial Real Estate	Manufacturing	Sports Business
Education	Media & Marketing	Technology
Energy	Philanthropy & Nonprofits	Transportation
Food & Lifestyle	Professional Services	Travel & Tourism

**SPONSORED CONTENT**

Big Ideas Change the World	Environmental Innovation	Business Owner Perspectives
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**BALTIMORE BUSINESS JOURNAL** Here are the 2019 Best Places to Work winners >

INDUSTRIES & TOPICS NEWS LISTS & LEADS PEOPLE & COMPANIES EVENTS MORE...

**Get the Guinness Experience**  
Visit to try our experimental beers, Guinness out on our lawn, or take a free tour.  
Book a Tour

1h ago  
**8 things you need to know this morning**

**SPONSORED CONTENT**  
by University of Maryland, Baltimore  
**Medical program puts Baltimore students on the fast track to medicine**

**FINANCIAL TIMES** 1h ago  
**Elon Musk has lost one of Tesla's competitive weapons**

**BANKING & FINANCIAL SERVICES** 1h ago  
**How Wall Street is reacting to Nelson Peltz rejoining Legg Mason's board**

**FOOD & LIFESTYLE** 1h ago  
**Baltimore balloon artist seeks space for an immersive destination that will take you down the 'rabbit hole'**

**FOOD & LIFESTYLE** 1h ago  
**Shucking success: The Urban Oyster's Jasmine Norton talks business, new brick-and-mortar**

**MEDIA & MARKETING** 1h ago  
**Viewpoint: Stop assuming interns are behind company social media accounts**

**SPONSORED CONTENT**  
by University of Maryland, Baltimore  
**University of Maryland Carey law professors contribute to NSA cybersecurity curriculum**

**BANKING & FINANCIAL SERVICES**  
**Legg Mason lays off 120 employees, restructures executive team**  
May 23 | The moves come just three days after Nelson Peltz, an activist investor known for pushing executives to make changes that improve a company's share price, reached a deal with Legg Mason for three seats on its board.

**SPORTS BUSINESS**  
**Preakness ratings hit all-time low on NBC**  
May 23 | This year's race was without a Kentucky Derby winner for the first time since 1996.

**FINANCIAL TIMES**  
**US food and restaurant chains hit by rising pork prices**  
48m ago | A disease ravaging hog farms 11,000km away in China is affecting US restaurant chains and meat producers,...

**Weekly edition**

**TRENDING**

**COMMERCIAL REAL ESTATE**  
Woodberry Station developer quits hours after demolition

**COMMERCIAL REAL ESTATE**  
Developer defends decision to raze two historic houses in city

**COMING EVENT**  
Small Business Week June 18

**BANKING & FINANCIAL SERVICES**  
Legg Mason lays off more than 100 employees, restructures executive team

**TECHNOLOGY**  
Local fintech Blispay acquired by Texas marketing firm Alliant

# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal - Sponsored Content Campaign

Part 3: BBJ Paid Social Media Marketing UMB Sponsored Content Facebook & Twitter promotion

**BBJ** Baltimore Business Journal @BaltBizOnline · May 22  
University of Maryland School of Nursing partners with 13th college in dual-admission program. [bit.ly/2w2owqM](https://bit.ly/2w2owqM) (Sponsored by @UMBaltimore)



**BBJ** Baltimore Business Journal @BaltBizOnline · May 21  
Medical program puts Baltimore students on the fast track to medicine. [bit.ly/2WY9MoO](https://bit.ly/2WY9MoO) (Sponsored by @UMBaltimore)



**BBJ** Baltimore Business Journal with University of Maryland, Baltimore. Paid Partnership ·

Cybercrime will cost the world more than \$6 trillion annually in the next two years. (Sponsored Content)



BIZJOURNALS.COM  
University of Maryland Center for Health and Homeland Security helps craft national cyb... Baltimore Business Journal

👍👎👏 13 5 Shares

**BBJ** Baltimore Business Journal with University of Maryland, Baltimore. Paid Partnership ·

This initiative lets students easily transition from an associates to a bachelors degree. (Sponsored Content)



BIZJOURNALS.COM  
University of Maryland School of Nursing partners with 13th college in dual-admission program - Baltimore Busin... Journal

Sharon A Oakey, 孫裕峰 and 28 others 4 Comments 9 Shares

Like Comment Share

Most Relevant

Write a comment...

Naomi Honasan-Nicdao Hopefully more bedside nurses to come

Like · Reply · 3d

1 Reply

**BBJ** Baltimore Business Journal with University of Maryland, Baltimore. Paid Partnership ·

35 ninth graders worked directly with health care professionals during their on-site visit. (Sponsored Content)



BIZJOURNALS.COM  
Medical program puts Baltimore students on the fast track to medicine - Baltimore Business Journal

👍👎👏 178 1 Comment 55 Shares

Like Comment Share

**BBJ** Baltimore Business Journal @BaltBizOnline · May 20  
University of Maryland Center for Health and Homeland Security helps craft national cybersecurity curriculum. [bit.ly/2w43DLG](https://bit.ly/2w43DLG) (Sponsored by @UMBaltimore)



# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal - Sponsored Content Campaign

## Native Article Headline Performance Analysis

Dates	Headline	Promo Impressions	Promo Clicks	Promo CTR
5/9/2019-7/31/2019	Medical program puts Baltimore students on the fast track to medicine	152,794	242	0.16%
5/1/2019-7/31/2019	University of Maryland School of Nursing partners with 13th college in dual-admission program	195,122	291	0.15%
5/1/2019-7/31/2019	University of Maryland Center for Health and Homeland Security helps craft national cybersecurity curriculum	195,580	129	0.07%
5/1/2019-7/31/2019	University of Maryland Carey law professors contribute to NSA cybersecurity curriculum	194,566	104	0.05%
<b>NATIVE HEADLINE PROMOTION TOTAL *as of 6/30</b>		<b>738,062</b>	<b>766</b>	<b>0.10%</b>

BBJ CTR Average/Range: ROS Headline Promotional Unit: **0.08%**

## Native Content Performance Analysis

Dates	Headline	Page Views	Active Page Dwell Time (s)	Scroll %	Scroll Depth
5/9/2019-7/31/2019	Medical program puts Baltimore students on the fast track to medicine	1,152	70.53	90.43%	69.90%
5/1/2019-7/31/2019	University of Maryland School of Nursing partners with 13th college in dual-admission program	1,102	56.8	87.11%	75.98%
5/1/2019-7/31/2019	University of Maryland Center for Health and Homeland Security helps craft national cybersecurity curriculum	506	62.35	74.11%	65.91%
<b>NATIVE HEADLINE PROMOTION TOTAL *as of 6/30</b>		<b>2,760</b>	<b>63.23</b>	<b>83.88%</b>	<b>70.60%</b>

<ul style="list-style-type: none"> <li>➤ <i>Active Page Dwell Time (s)</i>: Average length of time the user was on the page with the window in-focus</li> <li>➤ <i>Scroll %</i>: Percentage of page views where the user scrolled</li> <li>➤ <i>Scroll Depth</i>: Percentage of total page length to which the user scrolled</li> </ul>	<p><b>BBJ Native Averages &amp; Ranges:</b></p> <p>Pageviews: <b>552</b></p> <p>Active Page Dwell Time (s): <b>65.49</b></p> <p>Scroll Rate: <b>77.97%</b></p> <p>Scroll Depth: <b>67.6%</b></p>
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# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal – Email Campaign

BBJ newsletter banner sponsor - March/April 2019 – Daily Email News Sponsor

Morning Editions

Afternoon Editions

Dates	Line Item	Impressions	Clicks	CTR
2/24/2019 - 3/2/2019	Afternoon Edition 728x90	22,668	39	0.17%
3/24/2019 - 3/30/2019	Afternoon Edition  728x90	34,044	50	0.15%
4/14/2019 - 4/20/2019	Afternoon Edition 728x90	38,272	37	0.10%
3/31/2019 - 4/6/2019	Morning Edition 728x90	39,011	62	0.16%
	<b>NEWSLETTER ANALYTICS GRAND TOTAL</b>	<b>133,995</b>	<b>188</b>	<b>0.14%</b>

# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal - Sponsored Content Campaign

Part 1: Stander/Print Story/Print ad

BBJ Par ill Joyner participates, BBJ Workforce Panel supplement section published in March 15th 2019 edition/UMB logo branded, UMB print ad insertion adjacent to story - Features CEC workforce development programs.

29 MARCH 15-21, 2019 ADVERTISING SUPPLEMENT BALTIMORE BUSINESS JOURNAL

**TABLE OF EXPERTS**

# WORKFORCE

**BUILDING A DIVERSE AND INCLUSIVE CULTURE**

SPONSORED BY

The Arc catalyze HASA UNIVERSITY OF MARYLAND BALTIMORE

**MEET THE EXPERTS**

**KATHLEEN ROHRER** | Executive Director, The Arc Baltimore  
 Kathleen Rohrer, executive director of The Arc Baltimore, has worked with the organization since 2008, and worked in the field for years ago as a volunteer. She received a BS degree in Psychology and Philosophy from the University of Wisconsin and a MS in Special Education with a concentration in Business from Johns Hopkins University. She is a Past President of the Maryland Association of Community Services (MACS), a graduate and board member of Leadership Baltimore County and a member of the Baltimore County Commission on Disabilities. She served on numerous state and local boards charged with the implementation of supports for people with disabilities, and is advertising and social media director.

**TOM ILLER** | Chief Product Officer, Catalyze  
 Tom Iller is a marketing and technology executive with over 20 years of experience in the technology industry. He is currently the Chief Product Officer at Catalyze, a digital marketing and technology solutions provider. He has worked for several major technology companies, including Microsoft, Oracle, and IBM. He is a frequent speaker at industry conferences and is a member of several professional organizations.

**BILL JOYNER, MPA** | Senior Economic Inclusion Specialist, Office of Community Engagement, University of Maryland, Baltimore  
 Bill Joyner, MPA, is a senior economic inclusion specialist at the Office of Community Engagement at the University of Maryland, Baltimore. He has worked for the university for over 10 years and is currently the Senior Economic Inclusion Specialist. He has worked on various economic inclusion projects, including the development of the university's economic inclusion strategy. He is a frequent speaker at industry conferences and is a member of several professional organizations.

**ERIN STAUDER, PH.D., CCC-SLP** | Executive Director/CEO, HASA  
 Erin Stauder, Ph.D., CCC-SLP, is the Executive Director/CEO of HASA, a national nonprofit organization that provides speech and language services to children and adults with disabilities. She has worked for HASA for over 10 years and is currently the Executive Director/CEO. She has worked on various programs and projects, including the development of the organization's strategic plan. She is a frequent speaker at industry conferences and is a member of several professional organizations.

BALTIMORE BUSINESS JOURNAL ADVERTISING SUPPLEMENT | TABLE OF EXPERTS MARCH 15-21, 2019 29

**Large corporations are beginning to make significant investments in recruiting and training employees of differing abilities, creating more diverse and inclusive workplaces. How can smaller organizations replicate that to make workplaces more accessible and inclusive?**

**ERIN:** I think that smaller companies are a challenge because of the larger organizations because they offer the resources to employ a disability officer and to have a whole department looking at how they can reach those people who are looking for jobs. But at the same time, small and medium-sized businesses are fortunate because they have the ability to be nimble and to react to their environments in a way that is going to best serve their employees and their customers. There are many things in the Baltimore area, like HASA included, which will serve as a community partner and address the small and medium-sized businesses. I think one of the things that you can do is to have a partner who can provide you with your current processes and methods that you're using that include employment that you're looking for.

**KATHLEEN:** The hiring process, for many, can be intimidating. Often for the people we support, the social connections of an interview can be difficult to navigate. However, companies can remove that barrier by offering a working interview as an alternative where a prospective employee can demonstrate that they can do the job well.

**ERIN:** The Arc Baltimore has two employees - people with disabilities who work in sales and business development. My role is to bring them together. We work with small startups, as well as large corporations. Through our consultation, we help companies to hire people with disabilities in the hiring, and they benefit from this supported sales stream.

**What can companies do a better job of to make sure they have a diverse and inclusive workplace?**

**TOM:** There's a need for fundamental change and to use it all sorts of ways. "It's not the world is different today than it was before. The job that companies create and require have different qualities and different aspects. The hiring techniques or the methods that make sense in 2019, 2018 years ago but fundamentally mismatch with the workforce of today if you look at the nature of what we're doing, we really value and focus on people who can think, who can be creative, who have the ability to be innovative, who can deal with ambiguity. And the beautiful thing is that ability to spread evenly across the population.

**Do you think overall that most businesses are seeing a benefit to diversity and inclusion?**

**ERIN:** For people who are skeptical, there is an economic argument to be made that to have environments that have more diversity and inclusion means more productivity and innovation. We are now in a place where it's understood that having people at the table who don't look like you can challenge your team to a really positive way.

**ERIN:** I think that concept of authenticity is vital, especially in the small business community because it's easy to distribute a survey and get people to respond and decide if your data is valid or not. But if the leadership team and the people making decisions are not confident in why they're asking these questions and show their employees or the community members that they are going to act upon the items that need to be acted on, you're not going to have buy-in." - ERIN STAUDER

**ILLER:** I think that the most important thing is to have a partner who can provide you with your current processes and methods that you're using that include employment that you're looking for.

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**UMB Community Engagement Center**

**UMB HELPS THE COMMUNITY GET JOBS**

The Community Engagement Center (CEC) at the University of Maryland, Baltimore (UMB) offers our neighbors in West Baltimore the tools they need to get jobs - especially jobs at UMB and the University of Maryland Medical Center. Those efforts include:

- UMB Recruitment Open Houses at the CEC**  
Open houses with employers are held for specific jobs such as public safety and housekeeping.
- Workforce Wednesdays**  
One-on-one job readiness counseling is offered every Wednesday from 2 to 5 p.m.
- Career Training Programs**  
The CEC connects area residents to various job training programs throughout the city.
- YouthWorks**  
UMB, through the Mayor's Office of Employment Development, offers a five-week summer employment program for youth.

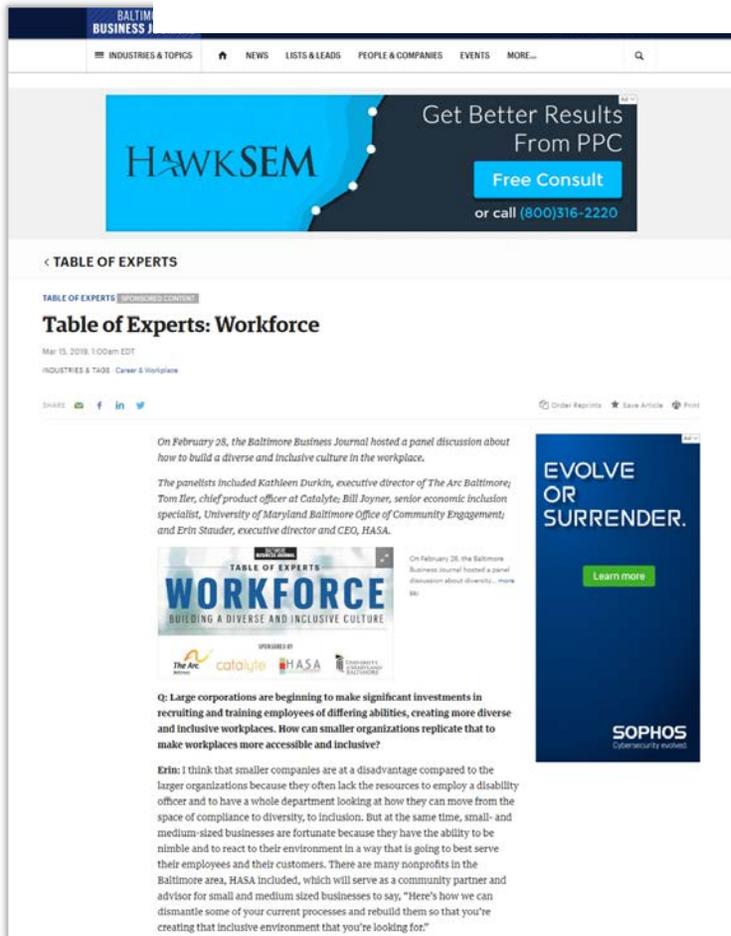
UNIVERSITY OF MARYLAND BALTIMORE

umaryland.edu/cec

# DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

Baltimore Business Journal - Sponsored Content Campaign BBJ Print Feature Story & BBJ Online Content Feature Part 2, Feature Story Inclusion, UMB Logo Branded, and Analytics

## DIGITAL & PRINT



Dates	Line Item	Impressions	Clicks	CTR
3/15/2019-4/15/2019	300x250 Table of Experts Baltimore-Building a Diverse Workforce	80,499	115	0.14%

## DIGITAL MARKETING - CONTENT MARKETING, CONTINUED

### Baltimore Business Journal - Sponsored Content Campaign

#### BBJ SPONSORED CONTENT DIGITAL CAMPAIGN SUMMARY

##### Delivery

- Impressions Delivered: 960,996
- Total Clicks: 1,077
- Overall CTR: 0.11%

\*As of 6/30

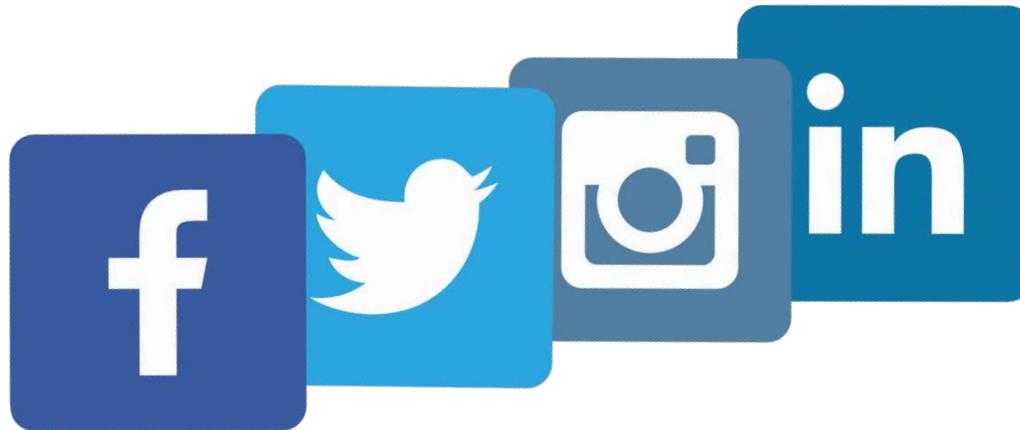
##### Takeaways

- The University of Maryland, Baltimore's Native Articles and Banner Ads have received almost 600 hours of exposure, as of 6/30/19
- Best performing Native Article to date is "Medical program puts Baltimore students on the fast track to medicine" with 1,152 pageviews as of 6/30/19 \*more than double TBJ's average pageviews (552)

# DIGITAL MARKETING – SOCIAL MEDIA

## UMB Social Media Highlights for FY19

- 21,618 followers across main UMB Facebook, Twitter, Instagram, and LinkedIn channels
- Gained 4,081 followers (23% increase) across those platforms in FY19
- Completed more than 40 social media projects for clients, including HR, Academic Affairs, Admin & Finance, Council for the Arts & Culture, Philanthropy, TEDx, Commencement, and more
- Developed and executed social media campaigns to promote TEDx, UMB Global Health Summit, Commencement, Jazz in the Streets, Philanthropy Day, CURE Scholars documentary, and more
- Amplified UMB news stories, media coverage, and Elm stories across UMB social channels



## DIGITAL MARKETING – SOCIAL MEDIA, CONTINUED

### UMB Social Media Highlights for FY19

- Reached 152,615 people with targeted paid FB posts to increase brand awareness
  - Total # of engagements from paid posts: 8,499
  - Total cost: \$685.70
  - Average cost per engagement: ~\$0.08
- Nearly 700 Twitter followers for Dr. Perman in FY19
- Continued growth of University-wide Social Media Committee to 60 members

### UMB Social Media Committee

- Grew UMB-wide Social Media Committee to 60 members from across schools & departments to encourage increased collaboration and knowledge sharing
- Held six meetings in FY19 to discuss & share resources, best practices, etc.
- Led to new and/or increased collaboration with a variety of schools & departments
  - Worked with Philanthropy on development of Philanthropy Day social campaign
  - Met with Institute for Genome Sciences to advise on Twitter analytics

### CPA Social Media Toolbox

Developed comprehensive suite of resources and tools for a CPA Social Media Toolbox

- Social Media [Account Directory](#)
- Social Media [Tools and Resources](#)
- Social Media [Best Practices](#)
- Social Media [Guidelines](#)
- University [Hashtags](#)
- UMB Social Media [Committee Directory](#)

## DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

### UMB Social Media Followers (Total), as of June 30, 2019

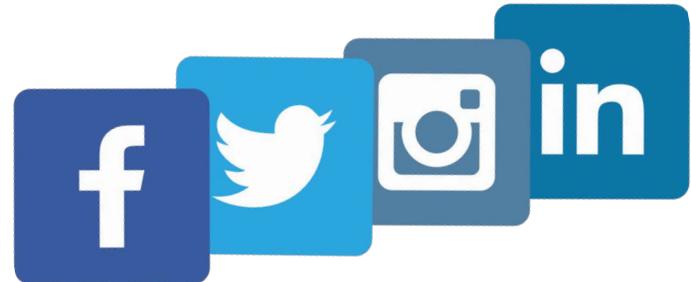
Facebook:	9,831 followers
Twitter:	6,516 followers
Instagram:	1,155 followers
LinkedIn:	4,116 followers

### UMB Social Media Followers Gained in FY19

Facebook:	1,898 followers gained
Twitter:	963 followers gained
Instagram:	600 followers gained
LinkedIn:	620 followers gained

### UMB Social Media Followers Gained in FY19 - by Percentage

Facebook:	24% increase
Twitter:	17% increase
Instagram:	108% increase
LinkedIn:	18% increase



## DIGITAL MARKETING – SOCIAL MEDIA, CONTINUED

### Facebook Highlights

- The average engagement rate for a Facebook post in higher education is 0.19%, according to the 2018 benchmark report from Rival IQ. The median across all industries is 0.16%.
- In FY19, UMB's average Facebook engagement rate was well above that, with an average overall engagement rate of 8.3% and a median engagement rate of 3.6%.



# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

## Selection of Top Facebook Posts

- 30,374 people reached
- 30,000 reached through paid promotion
- 1,005 engagements
- 86 reactions, comments, and shares (on original post + on shared posts)
- 765 link clicks



 **University of Maryland, Baltimore** October 3, 2018 · 🌐

Addressing an influential crowd of technology and life sciences professionals at the [Maryland Tech Council's Bio+Tech 18 Conference](#), [#UMBaltimore](#) President Jay A. Perman, MD, noted that in addition to recruiting top scientists from around the country and the world, UMB closed the academic year with a record \$700 million in grants and contracts. [#BT18Conf](#)



UMARYLAND.EDU  
**Perman Touts UMB Innovation at Biotech Conference** [Learn More](#)

**30,374** People Reached      **1,005** Engagements      [Boost Again](#)

    Genet Bekele, Al Furkan and 71 others

 Like       Comment       Share      

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

## Selection of Top Facebook Posts

- 13,094 people reached
- 2,600 reached through paid promotion
- 847 reactions, comments, and shares (on original post + on shared posts)
- 2,258 post clicks
- 50 shares (49 on post, 1 on shared post)



**University of Maryland, Baltimore**  
June 12 · 🌐

You helped name her, and now you get to meet her!

The **University of Maryland, Baltimore Police Department** is proud to welcome their newest four-legged recruit, Lexi, to the team! Beginning this week, you'll likely see the department's first resident comfort dog around campus, joining the ranks of only two other university police departments in the nation.

Comfort dogs are trained to provide stress relief and affection to people dealing with anxiety, depression, trauma, or mental illness.

"Community relationships are so very important when it comes to policing," says Pfc. Kelli Blackwell, Lexi's trained handler. "I believe that this program will benefit both the campus community and the West Baltimore community in which we serve."

Read more about Lexi: [bit.ly/2MLivFr](https://bit.ly/2MLivFr)

**13,094** People Reached      **3,105** Engagements      [Boost Again](#)

👍❤️ 298      20 Comments 49 Shares

👍 Like      💬 Comment      ➦ Share      ⌵

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

## Selection of Top Facebook Posts

- 10,365 people reached
- 2,247 engagements
- 401 reactions, comments, and shares (on original post + on shared posts)
- 1,069 link clicks
- 53 shares (on post & on shared posts)



 **University of Maryland, Baltimore** July 26, 2018 · 🌐

According to [Thrillist](#), career search site [Zippia](#) analyzed scores of data to determine the college in each state that graduates the highest earners. Zippia looked at the mean earnings of graduates a decade after they first started school. The results? [#UMBaltimore](#) produces the highest-earning graduates, on average, in the country! [#WeAreUMB](#)



THRILLIST.COM  
**These Are the Colleges With the Highest Earning Graduates in Every State**

<b>10,635</b> People Reached	<b>2,247</b> Engagements	<a href="#">Boost Post</a>
---------------------------------	-----------------------------	----------------------------

 97 4 Comments 48 Shares

 Like  Comment  Share 

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

## Selection of Top Facebook Posts

- 3,482 people reached
- 2,300 reached through paid promotion
- 747 engagements
- 67 reactions, comments, and shares (on original post + on shared posts)
- 681 post clicks
- 4 shares



 **University of Maryland, Baltimore** added 31 new photos to the album: IPE Day 2019. April 5 · 🌐

Interprofessional education (IPE) helps students put teamwork into practice. Students attending the seventh annual IPE Day at the University of Maryland, Baltimore (UMB) on April 3, 2019, enhanced their knowledge of this emerging collaborative team-based movement in health care, law and social work.

The 240 students came from all seven UMB schools as well as the University of Maryland, College Park, which was represented by 9 participants who study audiology or speech languag... [See More](#)



**IPE Day 2019**  
31 Photos

 Ibrahim S Umar, Eden Teklehaymanot and 34 others 4 Shares

 Like  Comment  Share 

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

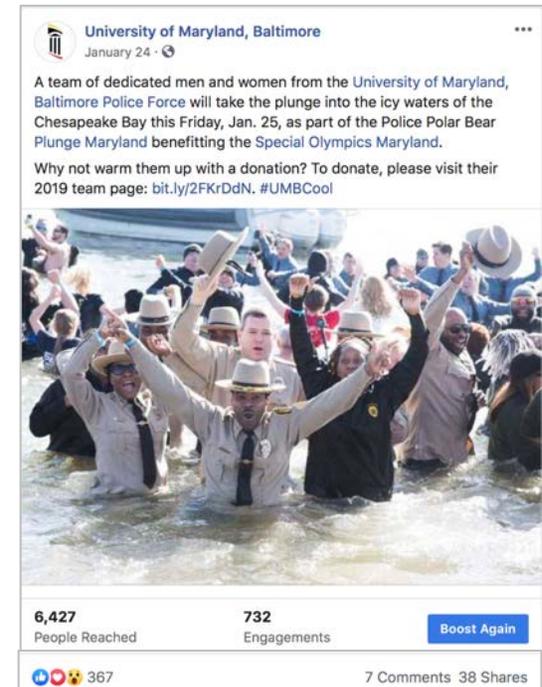
## Selection of Top Facebook Posts



3,279 people reached; 775 through paid  
 243 engagements  
 136 reactions, comments, & shares  
 107 post clicks & 16 shares



4,235 people reached  
 1,300 reached through paid promotion  
 1,400 engagements  
 595 reactions, comments, & shares  
 805 post clicks  
 17 shares

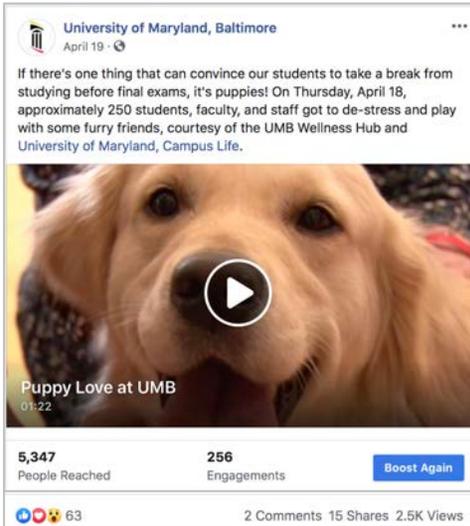


6,427 people reached  
 2,700 reached through paid promotion  
 732 engagements  
 454 reactions, comments, & shares  
 278 post clicks  
 38 shares

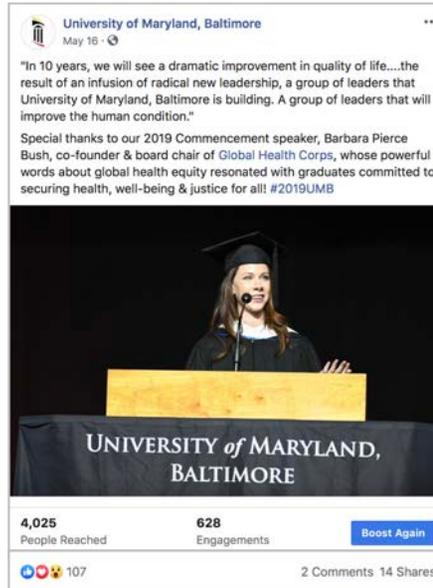


# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

## Selection of Top Facebook Posts



5,347 people reached  
 1,600 reached through paid promotion  
 256 engagements  
 139 reactions, comments, & shares  
 2,500 views & 15 shares



4,025 people reached  
 971 reached through paid promotion  
 628 engagements  
 165 reactions, comments, & shares  
 463 post clicks  
 14 shares



4,991 people reached  
 902 engagements  
 3,000 reached through paid promotion  
 112 reactions, comments, & shares  
 791 post clicks



# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

## Selection of Top Facebook Posts

University of Maryland, Baltimore  
May 17 · 🌐

Congratulations to all University of Maryland School of Dentistry grads! #2019UMB

University of Maryland School of Dentistry Honors Convocation 2019  
01:28

3,230 People Reached 588 Engagements [Boost Post](#)

👍❤️👍 47 1 Comment 13 Shares 1.5K Views

3,230 people reached  
588 engagements  
221 reactions, comments, & shares  
367 post clicks  
13 shares

University of Maryland, Baltimore  
May 17 · 🌐

Congratulations to the University of Maryland School of Social Work Class of 2019! Convocation was held at The Modell Lyric amid endless cheers and smiles from friends and family. We are already proud of the many ways you'll be impacting the world! Here's a glimpse of this morning's festivities. #2019UMB

University of Maryland School of Social Work Convocation Ceremony 2019  
02:14

3,678 People Reached 544 Engagements [Boost Post](#)

👍❤️👍 92 10 Shares 1.7K Views

3,678 people reached  
544 engagements  
228 reactions, comments, & shares  
316 post clicks  
10 shares

University of Maryland, Baltimore  
May 16 · 🌐

Congratulations to all University of Maryland School of Nursing grads! If you missed today's convocation ceremony, here's a glimpse. #UMSON #2019UMB

University of Maryland School of Nursing Convocation 2019  
01:16

4,275 People Reached 743 Engagements [Boost Post](#)

👍❤️👍 57 6 Comments 14 Shares 2.1K Views

4,275 people reached  
743 engagements  
185 reactions, comments, & shares  
2,100 views  
558 post clicks  
14 shares





### Twitter Highlights

- The average engagement rate for a tweet in the higher education industry is 0.062%, according to the latest benchmark report from Rival IQ. The median across all industries is 0.046%.
- Each month of FY19, UMB's average Twitter engagement rate was well above that average, with an average monthly engagement rate of 0.8 - 1.2%.

### Top Tweets

- Top tweets are the tweets that performed best either in terms of delivering the most impressions (the # of times the tweet was seen - awareness) or earning a high engagement rate (% of Twitter users who took an action on the tweet – liked, clicked, retweeted, etc. - action).
- Engagement isn't always reflected in the numbers displayed below the tweet – clicks on photos, the Twitter profile, or the hashtag are not pictured, but serve as a strong indication of interest and participation.
- Some of the top tweets from FY19 are featured on the following slides.



Selection of Top Tweets

**University of Maryland, Baltimore**  
@UMBaltimore

Maryland's First Lady Yumi Hogan, artist Eric Peltzer, Executive Dir. @mdartscouncil Ken Skrzysz, Chair of the Maryland Commission on Public Art Catherine Leggett, & #UMBaltimore President @JayPerman officially unveil the state's newest public art at UMB's HSRF III building.

0:03 1,639 views

11:52 AM - 16 Oct 2018

6 Retweets 25 Likes

**University of Maryland, Baltimore**  
@UMBaltimore

At public art dedication, #UMBaltimore President @JayPerman thanks Maryland's First Lady Yumi Hogan & state for support, @mdartscouncil for making Maryland an art-rich state; says art enriches our experience & advances UMB's mission to improve the human condition.

11:40 AM - 16 Oct 2018

6 Retweets 12 Likes

Impressions	9,456
Media views	1,639
Total engagements	128

Impressions	6,148
Total engagements	60

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED



## Selection of Top Tweets

**Top media Tweet** earned 1,725 impressions

You helped name her, now you get to meet her! @PoliceUMB welcome their newest four-legged recruit, Lexi, to the team this week! Look for the department's first resident #comfortdog around campus, who joins the ranks of only two other university police departments in the nation.  
[pic.twitter.com/wdHfmKLgEc](https://pic.twitter.com/wdHfmKLgEc)



🔄 6 ❤️ 20

**Top Tweet** earned 4,562 impressions

Neighbors in Poppleton & the #PoeHomes still without water are welcome to use the @urecfit showers from 8am-8pm all this week, @bmorehabc has shuttles available to transport neighbors from @UMBCCommunity Engagement Center to the SMC Campus Center

🔄 1 🔄 11 ❤️ 12

**Top media Tweet** earned 2,933 impressions

Barbara Bush says @ghcorps has placed more than 1,000 young professionals from 40+ countries into 1-year paid internships with government health agencies, nonprofits around the world. #2019UMB  
[pic.twitter.com/A2CxowIRhQ](https://pic.twitter.com/A2CxowIRhQ)



🔄 5 ❤️ 11

**Top media Tweet** earned 6,085 impressions

Kicking off @insidehighered's #2019IHENOW Summit @UMBCCommunity, where UMB President @JayPerman, @UMBC President Freeman Hrabowski, & seven other university presidents met with 6-8th graders from our @UMB\_CURE Scholars Program & UMBC's core partnership school @LakelandSchool.  
[pic.twitter.com/qXrLQuV1bu](https://pic.twitter.com/qXrLQuV1bu)



🔄 1 🔄 4 ❤️ 17

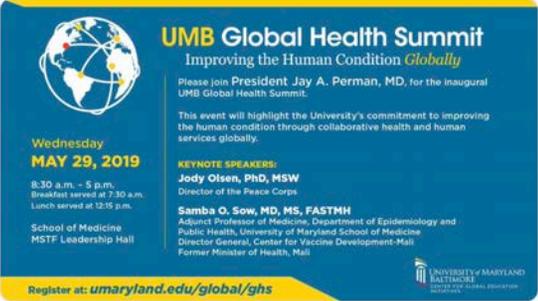
# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED



## Selection of Top Tweets

**University of Maryland, Baltimore**  
@UMBaltimore

UMB is committed to improving the human condition through collaborative health & human services globally. #UMBGlobalHealth Summit brings together our experts in education, research, clinical care, service, & advocacy — experts working around the world to serve local communities.



8:39 AM - 29 May 2019

5 Retweets 5 Likes

Impressions 3,550  
Total engagements 25

**University of Maryland, Baltimore**  
@UMBaltimore

“Both here and abroad, so many of us are working every day to improve the human condition.” Pres. @JayPerman welcomes colleagues to #UMBGlobalHealth Summit, thanks all for coming together to acknowledge our work, celebrate our success & look to the future of global health at UMB.



9:20 AM - 29 May 2019

5 Retweets 3 Likes

**Ibrahim Ahmed** @ib\_elimam · May 29  
Replying to @UMBaltimore @JayPerman  
Great speech. Inspired many of us

Impressions 3,018  
Total engagements 22

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED



## Selection of Top Tweets

**University of Maryland, Baltimore**  
@UMBaltimore

Come party with Poe! The @Ravens mascot helps the Class of 2019 celebrate Commencement at Plaza Park. #2019UMB

12:38 PM - 16 May 2019

10 Likes

Impressions 7,754  
Total engagements 126

**University of Maryland, Baltimore**  
@UMBaltimore

Barbara Bush says @ghcorps has placed more than 1,000 young professionals from 40+ countries into 1-year paid internships with government health agencies, nonprofits around the world. #2019UMB

10:34 AM - 16 May 2019

5 Retweets 11 Likes

Impressions 3,146  
Total engagements 55



Selection of Top Twitter Mentions

Twitter mentions are tweets from other individuals or institutions that tag UMB's Twitter account in the tweet(s). Mentions from prominent & relevant users helps our target audiences find us on Twitter, which helps us grow our following and improve overall brand awareness. A selection of some of the top mentions from FY19 is below.

**Top mention** earned 276 engagements

 **Eddie Kadhim**  
@EddieKadhimWMAR · Jun 21

BREAKING: Just told that vans are bringing people from the Poe Homes to get a free shower and tower service. @UMBaltimore heard that they had gone 5 days without water so they opened their doors to the public. They extended hours until 9 pm tonight and tom. 12-4.  
[pic.twitter.com/mZrn9KMXiv](http://pic.twitter.com/mZrn9KMXiv)



← 1 ↻ 15 ❤️ 37

**Top mention** earned 1,192 engagements

 **Bilim Kadınları**  
@Bilimkadinlari · Apr 1

Bu **#haftanibilimkadini** Dr. Özge Yoluk (@ozgece\_hayat). Moleküler Biyolog. University of Maryland, Baltimore'da doktora sonrası araştırmacı olarak biyofizik alanında çalışmalarını sürdürmektedir.  
[scholar.google.com/citations?user...](http://scholar.google.com/citations?user...)  
@umbaltimore 1/11  
[pic.twitter.com/nYwdwyJrN9](http://pic.twitter.com/nYwdwyJrN9)



← 1 ↻ 28 ❤️ 107

**Top mention** earned 350 engagements

 **Tom Longden**  
@\_TomLongden · Mar 19

My lab is hiring! We are looking for a talented postdoc to join us in our **#research** on **#brain** blood flow and **#dementia**. Please RT and pass this message on to anyone who might be interested!  
**@UMBaltimore @UMMedNeuro @uvmcvri @UVMpostdocs**  
[pic.twitter.com/0nuhWpaN1J](http://pic.twitter.com/0nuhWpaN1J)

University of Maryland Baltimore

The Longden Lab at the University of Maryland Baltimore Department of Physiology is seeking a highly motivated, independent and creative postdoctoral researcher to join our team.

The focus of our research is on understanding the physiological contributions of ion channels and GPCRs to the control of blood flow in the brain. We are interested in determining how this control is disrupted in dementia, and we aim to develop novel approaches to correct blood flow deficits in this context to protect the brain and/or rescue neuronal function.

Techniques in use in the lab include in vivo microscopy to measure Ca<sup>2+</sup> and blood flow in the brains of anesthetized or awake and freely behaving animals, patch clamp electrophysiology on cells of the neurovascular unit, optogenetics, DREADDs, and pressure myography on isolated brain microvessels.

The department of physiology at the University of Maryland Baltimore is internationally recognized for cardiovascular and neurophysiology research and has a long history of making major contributions to these fields. Our lab is located in Howard Hall, a 10 minute walk from Baltimore's inner harbor area.

The ideal candidate will have a PhD in physiology, pharmacology, neuroscience or a related field.

← 3 ↻ 28 ❤️ 35

## DIGITAL MARKETING – SOCIAL MEDIA, CONTINUED



DIGITAL MARKETING  
Social Media: Dr. Perman's Twitter

### Twitter Highlights: [@JayPerman](#)

- First tweet: Aug. 9, 2018
- 639 tweets published in FY19
- 694 followers gained in FY19
  - Followed by elected officials, city and community leaders, media, including:
    - [Congressman Dutch Ruppersberger](#)
    - Baltimore Mayor [Jack C. Young](#)
    - [GBC, Downtown Partnership & Kirby Fowler](#)
    - Baltimore City Council President [Brandon M. Scott](#), Councilmen [Eric Costello](#) & [John Bullock](#)
    - Washington Post reporter [Michelle Singletary](#)
    - [Maryland Department of Commerce](#)
    - State Delegate [Brooke Lierman](#)
    - [Wes Moore](#), CEO of Robin Hood
    - [Mark Belles](#), COO of Inside Higher Ed
    - [Pastor Alvin Hathaway Sr.](#)
    - [USM](#) and Chancellor [Robert Caret](#)

## DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

### DIGITAL MARKETING

Social Media: Dr. Perman's Twitter



Top Tweets: [@JayPerman](#)

VIRAL tweet: Feb. 14, 2019 - [#HealthPolicyValentines](#)

- Impressions: 24,797
- Total Engagements: 543
- Profile Clicks: 129



**Jay A. Perman, MD** @JayPerman · Feb 14

Thought I'd try my hand at these [#HealthPolicyValentines](#).

Roses are red.

Violets are blue.

Health has as much to do w wealth, power & privilege as it does w biology & behavior, which is really something to think about all the time, but esp. when writing policy.

How'd I do?

13

39

281



Replies, retweets, & likes →

# DIGITAL MARKETING - SOCIAL MEDIA, CONTINUED

Social Media: Dr. Perman's Twitter

Top Tweets: [@JayPerman](#)



May 4, 2019 [#MarchForScience](#)

May 29, 2019 [#UMBGlobalHealth](#) Summit

**Top Tweet** earned 10.2K impressions

In honor of today's [@MarchForScience](#), a throwback to the 2017 march in Washington, DC. I sent off some of our students committed to educating people about scientific discovery, defending science against attacks & (always) speaking TRUTH to power. [#MarchForScience](#)  
[pic.twitter.com/P8e2xE6cxp](https://pic.twitter.com/P8e2xE6cxp)



↻ 7   ❤️ 32

**Top media Tweet** earned 6,051 impressions

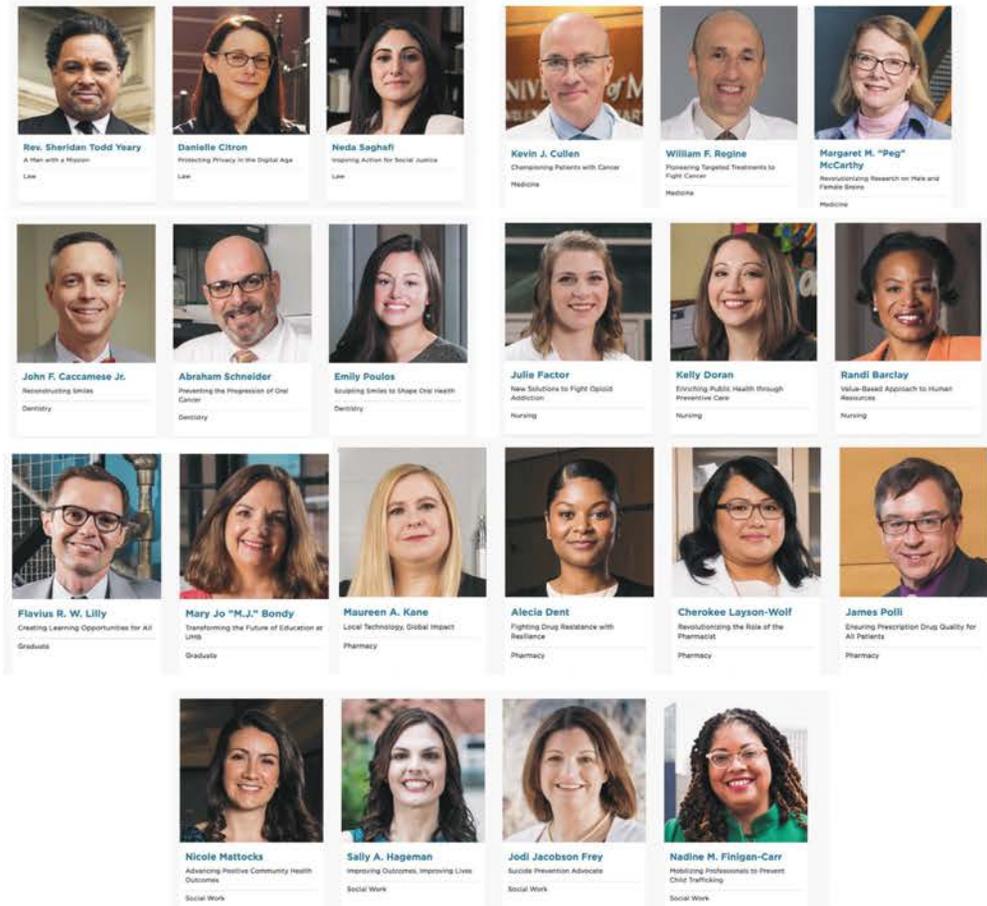
I had 2 roles at [#UMBGlobalHealth](#) Summit. Make the case for UMB's mission to improve the human condition GLOBALLY & intro this amazing woman, [@PeaceCorps](#) dir. Jody Olsen, who talked abt her time [@UMBaltimore](#)'s [@UMGlobalEd](#), leading our interprofessional global health programming. [pic.twitter.com/IUunHSocxX](https://pic.twitter.com/IUunHSocxX)



↻ 9   ❤️ 15

← Retweets & likes →

# CHAMPIONS OF EXCELLENCE CAMPAIGN



# CHAMPIONS OF EXCELLENCE CAMPAIGN, CONTINUED

## Champions Home Page Slider Rotation

umaryland.edu/champions



**ADVANCING POSITIVE COMMUNITY HEALTH OUTCOMES**

In 2008, as a University of Maryland School of Social Work student, Brooke Haskells interned with a community development organization in Northeast Baltimore. Shortly after earning her Master of Social Work in May 2010, Haskells worked at a local high school in West Baltimore.

[Read more about Brooke Haskells.](#)

**NEW SOLUTIONS TO FIGHT OPIOID ADDICTION**

Today, more than 40,000 people are killed with opioids each year. According to the Centers for Disease Control and Prevention (CDC), the death toll from opioid overdoses in the U.S. was five times higher in 2016 than in 1999, totaling more than 42,000 deaths — a startling statistic.

[Read more about Julie Ficker.](#)

**LOCAL TECHNOLOGY, GLOBAL IMPACT**

For Heather A. Hall, PhD, researching biomedical uses for sodium borohydride and borane for subcutaneous enzyme replacement therapy is a passion.

[Read more about Heather A. Hall.](#)

**ENSURING PRESCRIPTION DRUG QUALITY FOR ALL PATIENTS**

Growing up, James Park, PhD, thought research would lead to pharmaceuticals. After all, his father was a longtime researcher who developed medications, and the young Park spent his summers working on research projects at Pfizer and Merck. "In the end, that was pretty normal," he says with a shrug.

[Read more about James Park.](#)

**IMPROVING OUTCOMES, IMPROVING LIVES**

Social scientists usually focus on people, not numbers, writing author Sofia A. Hagerman, PhD, is doing at the University of Maryland School of Social Work all the time.

[Read more about Sofia A. Hagerman.](#)

**RECONSTRUCTING SMILES**

It's hard to smile for children who don't have a smile. That's what John F. Cavonius, Jr., DMD, MD, FACS, does.

[Read more about John F. Cavonius, Jr.](#)

**TRANSFORMING THE FUTURE OF EDUCATION**

Mary Jo "MJ" Donohy's official appointment letter as associate dean of education at the University of Maryland School of Education was the most exciting of her life. "I'm excited to see how we can transform the future of education," she says.

[Read more about Mary Jo "MJ" Donohy.](#)

**PIONEERING TARGETED TREATMENTS TO 3-BIT CANCER**

When it comes to 3-bit cancer, William J. Griffin, MD, FACS, FRCR, is a pioneer. A breast cancer surgeon, he is also the director of the University of Maryland Cancer Center's 3-bit cancer program — one that could mean a regional leader in health care research in the field of cancer care.

[Read more about William J. Griffin.](#)

**SLIPPING SMILES TO SHARPER HEALTH**

Professor David Wright, MD, PhD, who worked for the Jim Crow laws and the National Human Rights Commission, is a leader in the field of human rights.

[Read more about David Wright, MD, PhD.](#)

**REVOLUTIONIZING RESEARCH ON MALE AND FEMALE BRAINS**

Margaret M. McCarthy, PhD, is a leader in the field of neuroscience research.

[Read more about Margaret M. McCarthy.](#)

**REVOLUTIONIZING THE ROLE OF THE PHARMACIST**

Christina Leung, PhD, is a leader in the field of pharmacy practice.

[Read more about Christina Leung.](#)

**CREATING LEARNING OPPORTUNITIES FOR ALL**

Thomas R. Kelly, PhD, is a leader in the field of education.

[Read more about Thomas R. Kelly.](#)

**PREVENTING THE PROGRESSION OF ORAL CANCER**

According to the American Cancer Society, about 33,000 people will get oral and oropharyngeal cancer in 2016. Of those, an estimated 10,000 — more than one person per hour each day — will die from the disease.

[Read more about Abraham Schuchman.](#)

**FIGHTING DRUG RESISTANCE, RESILIENCE**

"I was always a little bit of a rebel," says Alicia Dent.

[Read more about Alicia Dent.](#)

**JUDGE PREVENTION ADVOCATE**

For Jill Anderson, PhD, MSW, studying social work meant getting a job to provide care for people who don't always have one. Her goal is to help improve the lives of people who are struggling.

[Read more about Jill Anderson.](#)

**PROTECTING PRIVACY IN THE DIGITAL AGE**

We live in a digital world, there's no denying that. But in our personal lives, we're often unaware of the digital world's hidden dangers.

[Read more about Danielle Chien.](#)

**ENRICHING PUBLIC HEALTH THROUGH PREVENTIVE CARE**

As a title you might make believe, Mary Storie, PhD, MS, MPH, is a leader in the field of public health.

[Read more about Mary Storie.](#)

**ROBILIZING PROFESSIONALS TO PREVENT CHILD TRAFFICKING**

Heather M. Flanagan-Curt, PhD, MS, is a leader in the field of child trafficking prevention.

[Read more about Heather M. Flanagan-Curt.](#)

**CHAMPIONING PATIENTS WITH CANCER**

Everybody knows somebody whose life has been impacted by cancer. Each year, more than 1.7 million people are diagnosed with cancer in the United States.

[Read more about Kevin J. Coffey.](#)

**VALUE-BASED APPROACH TO HUMAN RESOURCES**

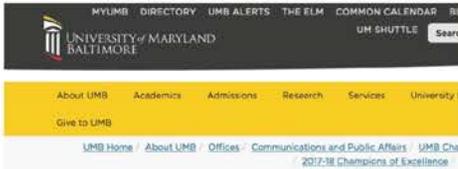
Accountability, Clarity, Collaboration, Diversity, Excellence, Knowledge, Leadership. These aren't just the University of Maryland's mottoes, they're the University of Maryland's mottoes.

[Read more about Heidi Barone.](#)

# CHAMPIONS OF EXCELLENCE CAMPAIGN, CONTINUED

## Champion Stories

umaryland.edu/champions



### UMB Champions of Excellence

#### A Man with a Mission



The Rev. Sheridan Todd Yeary, PhD, MDiv | University of Maryland Francis King Carey School of Law

[View Full 2017-2018 Champions of Excellence Gallery](#)  
[Find Out More About the Champions of Excellence Campaign](#)

influential civil rights attorney Charles Hamilton Houston, who worked to dismantle the Jim Crow laws and mentored future Supreme Court Justice Thurgood Marshall, once said that a lawyer is "either a social engineer or a parasite on society."

The Rev. Sheridan Todd Yeary, PhD, MDiv, a third-year evening student at the University of Maryland Francis King Carey School of Law, wants to be the engineer.

Yeary is the senior pastor of Baltimore's Douglas Memorial Community Church and an adjunct professor in the College of Public Affairs at the University of Baltimore. He's a third-generation pastor who has devoted the last 17 years of his life to serving the faith community and advocating for civil rights.

As a child, Yeary would have told you he wanted to be a lawyer when he grew up. Now in his 50s, with both a master's and doctoral degree under his belt, he's making it happen.

"When people don't have a real advocate who understands the dynamics or the rules of the game, they find themselves at a tremendous disadvantage," Yeary says. "Law is not about right and wrong. It's about power."

Yeary's grandfather filed a lawsuit district. The federal district court grandfathers' reinstatement, call it discrimination he endured. Yeary's court decision, Yeary v. Claustville Bd. of Education, et al., a familial anchor that grounds him in feeling place at the right time.

"My grandfather had to fight for it that didn't want to give him a fair carry with me a generational debt; fight now because I never know w back after I'm gone at how I move and justice."

Today, Yeary continues to turn the commitment to political and social

After the 2015 death of Freddie Gray the Baltimore Police Department, wave of violence, crime, and arson participated in what he called a "ministry of presence" where he and other religious leaders served as a buffer between police and protesters while sections of Baltimore burned.

The wisdom of Gray's funeral. Yeary and his friends



### UMB Champions of Excellence

#### Revolutionizing the Role of the Pharmacist



Cherokee Layson-Wolf, PharmD '00, BCACP, FAPPA | University of Maryland School of Pharmacy

[View Full 2017-2018 Champions of Excellence Gallery](#)  
[Find Out More About the Champions of Excellence Campaign](#)

Sometimes lights go off in the strangest places.

For Cherokee Layson-Wolf, PharmD '00, BCACP, FAPPA, associate professor and associate dean for student affairs at the University of Maryland School of Pharmacy, it was during a community pharmacy residency with Virginia Commonwealth University and Unep's Pharmacy in 2000. There, Layson-Wolf saw firsthand the practice barriers for pharmacists in her native Maryland compared to their peers in other states. Take immunizations, for example.

According to the Maryland Pharmacists Association, the single best way to prevent the spread of 10 serious illnesses, including the flu, is to get vaccinated. Unfortunately, there are thousands of people across the state of Maryland without convenient access to trained health care professionals who can administer vaccines.

At the time of Layson-Wolf's residency, only nine states allowed pharmacists to immunize — Maryland pharmacists were not allowed to vaccinate until 2006.

Virginia was one of the few states with access then, and Layson-Wolf observed community pharmacists doing screenings and giving immunizations, and providing important community health outreach. One resident even set up patient education programs on topics like diabetes, right on-site.

Virginia was one of the few states with access then, and Layson-Wolf observed community pharmacists doing screenings and giving immunizations, and providing important community health outreach. One resident even set up patient education programs on topics like diabetes, right on-site.

"I explain to students that it's up to do in the field," she says. Oppositely available, she adds, but can do now in Maryland was th before them fighting for legislation.

Today, pharmacists can administer 50 states, as well as Washington years or so, Layson-Wolf seen a fight to provide many patients recognized by all providers, suc management and reducing the

Today's pharmacists, including on both state and national level pharmacists are defined as hea better serve their patients and primary care and community ph In 2012, the School of Pharmac national Script Your Future Mea leadership, students worked together with the Scrip

Your Future coalition to educate the public at health fairs and other local events. Since the Challenge began in 2011, more than 12,000 future health care professionals have directly counseled nearly 50,000 patients and reached more than 28 million consumers about the importance of medication adherence.



### UMB Champions of Excellence

#### Advancing Positive Community Health Outcomes



Nicole Mattocks, MSW '01 | University of Maryland School of Social Work

[View Full 2017-2018 Champions of Excellence Gallery](#)  
[Find Out More About the Champions of Excellence Campaign](#)

In 2009, as a University of Maryland School of Social Work student, Nicole Mattocks interned with a community development organization in Northeast Baltimore. Shortly after earning her Master of Social Work in May 2010, Mattocks worked at a local high school in West Baltimore.

It didn't take long for her to realize how different the two neighborhoods were.

"The physical environment was drastically different ... and the really stark contrast struck me," says Mattocks, who now is pursuing her PhD at the University of Maryland, Baltimore (UMB). "There was not nearly as much green space in Harlem Park (West Baltimore). It wasn't as well-kept (as Northeast Baltimore), with a lot of broken glass and trash. There were all these signs of what's called physical disorder — graffiti, litter, vacant and abandoned buildings."

Her mind buzzing with knowledge from her coursework, Mattocks wondered how living in these conditions might affect a person's well-being. Through her years of studying at UMB, she had gained a base knowledge about how having access to green spaces and healthy, safe environments leads to overall positive community health.

environmental challenges we people in that region. Busy a For two weeks, she visited in and agencies, learning about brainstorming ways to incorp social work course into the ct "The experience was really in never traveled to a developin says. "There's not a lot of info manage the environment the trash pickup. There aren't og the way that we have, and ta the United States."

But Mattocks is quick to add environment in India have no community's lack of caring. "I talked to so many people a environment. There are these devicio nonprofits and orgar recycling and trash pickup," s the government didn't priorit that there weren't enough resources."

Mattocks worked closely with professors Barry and Tice to add her knowledge from India into the course curriculum. She hopes to see the final product of their



### UMB Champions of Excellence

#### Pioneering Targeted Treatments to Fight Cancer



William F. Regine, MD, FACP, FACRO | University of Maryland School of Medicine

[View Full 2017-2018 Champions of Excellence Gallery](#)  
[Find Out More About the Champions of Excellence Campaign](#)

William F. Regine, MD, FACP, FACRO, is a pioneer in cancer-fighting innovation. A decade ago, Regine had a vision for a center of proton therapy excellence — one that would cross all academic missions and serve as a regional resource for health care providers in the mid-Atlantic region. That vision came to life in February 2016 when the \$200 million Maryland Proton Treatment Center (MPTC) opened its doors.

The proton therapy at MPTC, of which Regine is executive director, is delivered as a pencil-thin beam of radiation that goes directly to the cancerous tumor with no extension beyond the targeted site. The precision of the treatment allows for a shorter duration of therapy — welcome news for patients battling cancer. It also doesn't affect the surrounding tissue, something that happens all too often with traditional radiation.

The 110,000-square-foot facility is the first and most advanced of its kind in the Baltimore-Washington region. Two years after opening, MPTC is celebrating another impressive milestone — it just treated its 1,000th patient.

"With our unique model and vision, we set out to make the center a regional resource for cancer treatment, not just for University patients to have access," says Regine. "We've really done that — made it a regional center."

Not one to rest on his laurels, Regine already is looking

long-term joint efforts," says Regine. "Many physicians who have come to MPTC for this training have sent us their most challenging patients to care for while their own centers are being built."

MPTC has been awarded more than \$3 million in research funding. In addition, in 2018, it is planning a new dosimetry training program, preparing specialists who work with physicians in developing the safest and most accurate proton treatment plans for patients. Soon, MPTC also will offer deep-tissue external thermal therapy.

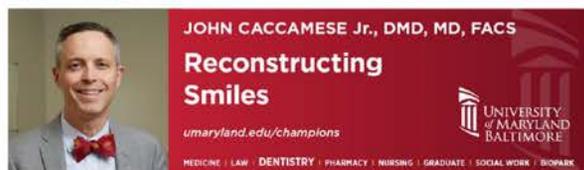
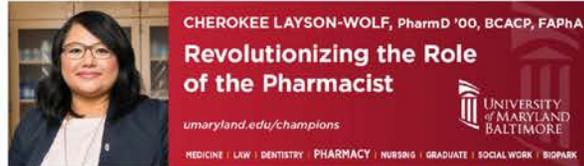
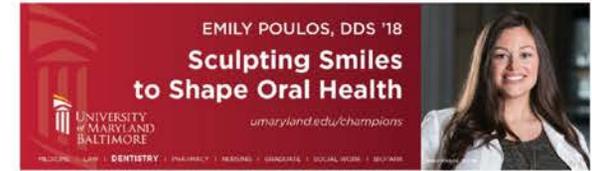
The external thermal therapy, or hyperthermia — in the range of 104 to 110 degrees Fahrenheit — sensitizes tumor cells to chemotherapy and radiation therapy. Studies show that adding thermal therapy to standard treatments can significantly shrink tumors and improve survival for some patients. In another pioneering initiative, MPTC is the only center in the world to offer both proton therapy and external thermal therapy treatments at the same facility.

"Within the Department of Radiation Oncology and throughout our cancer center, we strive to make every available tool in the cancer-fighting toolbox available to our patients," Regine says. "By continuing to develop a comprehensive thermal oncology program, we are giving patients more effective treatment options and therefore another reason to hope for better outcomes."

Not one to rest on his laurels, Regine already is looking

# CHAMPIONS OF EXCELLENCE CAMPAIGN, CONTINUED

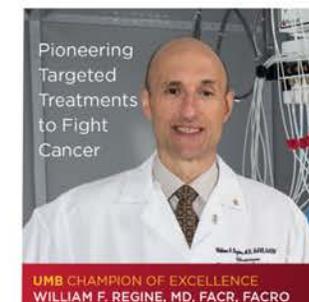
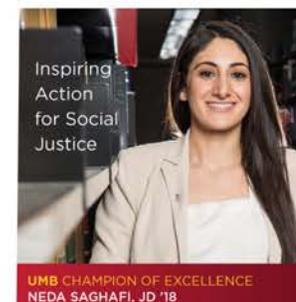
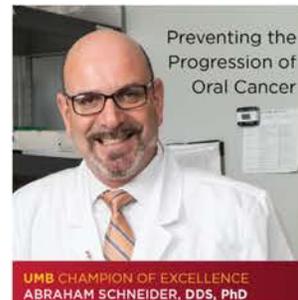
## Champions Digital Billboards



# CHAMPIONS OF EXCELLENCE CAMPAIGN, CONTINUED

## Champions The Elm Weekly

THE *elm weekly*  
UNIVERSITY OF MARYLAND, BALTIMORE



## Champions The Elm Weekly

### CHAMPIONS OF EXCELLENCE

#### Revolutionizing Research on Male and Female Brains

Margaret M. McCarthy, PhD, chair of the Department of Pharmacology at the School of Medicine, is revolutionizing the way research is conducted on male and female brains - research that is poised to shift our understanding of the brain as we know it.

[Read more.](#)

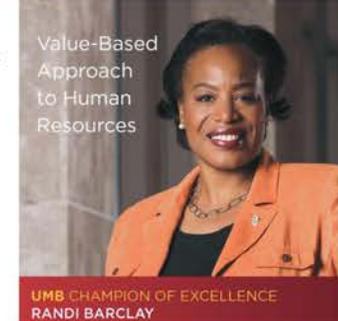


### CHAMPIONS OF EXCELLENCE

#### Value-Based Approach to Human Resources

Randi Barclay, SHRM-CP, PHR, brings passion and positive energy grounded in UMB's core values to her role as human resources manager in the School of Nursing.

[Read more.](#)

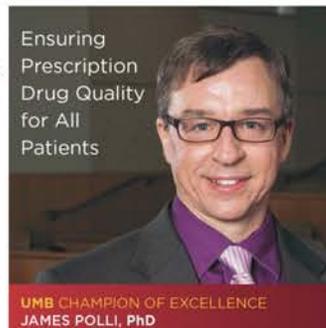


### CHAMPIONS OF EXCELLENCE

#### Ensuring Prescription Drug Quality for All Patients

As chair of Industrial Pharmacy and Pharmaceutics at the University of Maryland School of Pharmacy, James Polli, PhD, has devoted his career to ensuring the quality of the complex prescription drug products that billions of people rely on every day.

[Read more.](#)



### CHAMPIONS OF EXCELLENCE

#### Transforming the Future of Education at UMB

As assistant dean of academic programs in the Graduate School, Mary Jo "M.J." Bondy, DHEd, MHS, PA-C, has been instrumental in championing interprofessional education and expanding educational access to make a meaningful impact on our communities.

[Read more.](#)



# CHAMPIONS OF EXCELLENCE CAMPAIGN, CONTINUED

## Champions The Elm

**Inspiring Action for Social Justice**

**UMB CHAMPION OF EXCELLENCE  
NEDA SAGHAFI, JD '18**

**UMB Champion of Excellence Neda Saghafi, JD '18**  
The Champions of Excellence campaign is a multi-year branding campaign of the University of Maryland, Baltimore (UMB) in which we highlight individuals and teams that exemplify extraordinary accomplishment and leadership excellence at the University. During the next few months, The Elm will be featuring these UMB Champions, who are making Baltimore, our region, and in some cases the world a better place. (Read about all the 2017-18 UMB Champions of Excellence.)

**Randi's Champion**  
**Neda Saghafi, JD '18**  
*Inspiring Action for Social Justice*

When Neda Saghafi, JD '18, applied for the Teach for America program, she had only one destination in mind - Baltimore. She wanted to live on the East Coast, and Baltimore was not only a great city and a wonderful team but also her first love. Her path to law school was a bit more circuitous.

>JPI, she graduated from the West Coast to teach English to Students of Other Languages (ESOL) at Merritt Hill Elementary School in the southeast corner of Baltimore City. Her students included a diverse group of young refugees from Iraq, Sudan, Haiti, and Ukraine. There, she began to see how the educational system and society at large treated their young girls' lives - and sought their education with their male peers.

After three years in the Baltimore City public school system, and seeing how "50-year-old teacher and leader" needs in a school that weren't being met, she decided to do something about it. She wanted to be the boss and see if the classroom from a graduate's angle but she felt worried to quit her job, so she went to law school.

"Teachers can create massive changes," she says. "I just think that law school is my personal path for creating the most change." So she applied to the University of Maryland Francis and Taylor King School of Law.

A May 2018 graduate, Saghafi is preparing for a career in public interest law and social justice. Her studies focus on gun law, abortion, in equality, particularly related to the Equal Housing Opportunity Act, and how to use accessible, cultural, and digital platforms to disseminate information and create social change.

Saghafi's parents immigrated to the U.S. from Iran. Though she grew up in the U.S., her needs of her homeland were from a country where women's rights were restricted. "I think that gave insight into my interest in how culture, education, and politics affect the lives of people," she says.

By the time Neda Saghafi believed that she had found a path to change in the education field, she was a lawyer. But she knew that she could make a big impact. "I had something to say, I can develop the tools and find the resources to do something about it," she says. "That happens me to me often."

Her friends expect Saghafi to continue to work for others to create change. "I left conventional teaching but

**Preventing the Progression of Oral Cancer**

**UMB CHAMPION OF EXCELLENCE  
ABRAHAM SCHNEIDER, DDS, PhD**

**UMB Champion of Excellence Abraham Schneider, DDS, PhD**  
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**Randi's Champion**  
**Abraham Schneider, DDS, PhD**  
*Preventing the Progression of Oral Cancer*

According to the American Cancer Society, about 85,000 people will get oral and oropharyngeal cancer in 2018. Of those, an estimated 9,200 - more than one person per hour worldwide - will die from the disease. Numbers that these are sobering, but they inspire researchers like Abraham Schneider, DDS, PhD, at the University of Maryland School of Dentistry to search for ways to stop cancer before it starts.

Schneider, grew up in Erie, Pa., where he received his dental degree before coming to the U.S. East Coast. He came to UMB to pursue his PhD in oral cancer research.

After being in clinical practice for a few years, he decided to pursue a PhD to use health sciences at the University of Michigan. There, he met a group of scientists at the speed of light who were collaborating with the medical school's cancer center to study prostate cancer and bone metastasis.

Prostate cancer had been widely studied. Schneider's life when one of his close family members died from the disease, convinced him to go back to pathology to focus on finding a solution.

In 2008, he came to the University of Maryland, Baltimore (UMB) with his wife, Maria, who is faculty member in the School of Dental and Craniofacial Research (SDCR). He was working with the NIDCR that first support for his study of oral cancer.

Randi, he is an associate professor in the Department of Otolaryngology and Diagnostic Sciences, where he is studying the drug metabolism and is helping to reduce the risk of developing cancer.

Metastasis is a leading cause of cancer-related death, and oral cancer is no exception. It is currently one of the top 10 most common causes of cancer death in the United States. But when he first started to work on oral cancer, he was not alone. Many researchers believed that oral cancer patients having metastasis had a lower life expectancy. Schneider became determined to bring more attention to the oral cancer patients of the drug.

Delgado, Schneider, with collaborators at the NIDCR, researched oral cancer development in mice. The

**Value-Based Approach to Human Resources**

**UMB CHAMPION OF EXCELLENCE  
RANDI BARCLAY**

**UMB Champion of Excellence Randi Barclay, SIRM CP, Ph.D.**  
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**Randi's Champion**  
**Randi Barclay, SIRM CP, Ph.D.**  
*Value-Based Approach to Human Resources*

Accountability. Clarity. Collaboration. Integrity. Excellence. Knowledge. Leadership.

These aren't just the University of Maryland, Baltimore's (UMB) core values - they're how Randi Barclay, SIRM CP, Ph.D., approaches every day as human resources manager at the University of Maryland System of Nursing.

"The core value align with my own personal values," she says, "and being able to use them as a foundation is very important to me."

"It's the one of the things that attracted me to the School of Nursing and UMB, she adds. "Sometimes core values are just 'catchy' - they look so good, but that's where it ends. Not here. We really do care. You can feel it. They're in the energy on the campus."

They're also reflected in job listings for the School of Nursing. When recruiting new hires, Barclay says she uses the applicants to see how UMB's core values are and what UMB is committed to.

"We never try to identify candidates whose values align with ours," she says. "We want all candidates to know from the beginning exactly what the core values are and that we care about them. We look for individuals who are able to follow those values and demonstrate them here."

It's clear why Barclay's a strong advocate for UMB and a primary presenter for job prospects - faculty and staff alike.

Since she began her position in the school in 2016, her core values and personal philosophy is the main, grounded in the University's and school's core values, personal everything she does - from staffing and recruitment to employee growth and retention, to helping the school achieve its strategic planning goals.

"UMB creates an environment that motivates our team to make changes to improve ourselves, both professionally and personally," says Marla Williams, MS, J.D. program specialist at the School of Nursing.

# Champions Digital Displays

**UMB CHAMPION OF EXCELLENCE**  
**ALECIA DENT**



ALECIA DENT

**Fighting Drug  
Resistance with  
Resilience**

[umaryland.edu/champions](http://umaryland.edu/champions)



UNIVERSITY  
of MARYLAND  
BALTIMORE

MEDICINE | LAW | DENTISTRY | **PHARMACY** | NURSING  
GRADUATE | SOCIAL WORK | BIOPARK



**UMB CHAMPION OF EXCELLENCE**  
**FLAVIUS LILLY, PhD, MA, MPH**

**Creating Learning  
Opportunities for All**

[umaryland.edu/champions](http://umaryland.edu/champions)



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MEDICINE | LAW | DENTISTRY | PHARMACY | NURSING | **GRADUATE** | SOCIAL WORK | BIOPARK



**UMB CHAMPION OF EXCELLENCE**  
**JODI JACOBSON FREY, PhD, MSW**

**Suicide  
Prevention  
Advocate**

[umaryland.edu/champions](http://umaryland.edu/champions)



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# CHAMPIONS OF EXCELLENCE CAMPAIGN, CONTINUED

## Champions Social Media



University of Maryland, Baltimore @UMBaltimore · Jun 6  
Part scientist, part lawyer, and part poet: Margaret M. McCarthy, PhD @UMmedschool is not your average researcher. Learn more about Dr. McCarthy and all of our 2018 #UMBChampions of Excellence at [umaryland.edu/champions](http://umaryland.edu/champions). #WeAreUMB



University of Maryland, Baltimore @UMBaltimore · Jun 12  
James Polli, PhD @umsop has devoted his career to ensuring the quality of the complex drug products that billions of people rely on every day. Learn more about Dr. Polli and all of our 2018 #UMBChampions at [umaryland.edu/champions](http://umaryland.edu/champions). #WeAreUMB



University of Maryland, Baltimore  
June 26 at 9:05 AM · 🌐

In her role as assistant dean of academic programs at the University of Maryland, Baltimore - Graduate School, Mary Jo "M.J." Bondy, DEd, MHS, PA-C has been instrumental in championing interprofessional education and expanding educational access to make a meaningful impact on our communities.

Just last year, she and faculty from across #UMBaltimore, in partnership with the Baltimore Area Health Education Center, piloted a training program that brought together faculty and students from all seven UMB schools for training on Narcan, a revolutionary drug that can reverse the effects of an opioid overdose.

Learn more about M.J. Bondy and all of our 2018 #UMBChampions at [umaryland.edu/champions](http://umaryland.edu/champions). #WeAreUMB



University of Maryland, Baltimore  
July 9, 2018 at 9:15 AM · 🌐

Dr. Nadine M. Finigan-Carr, PhD, MS, has devoted her career to identifying youth at risk for violence & victimization and preventing them from becoming victims. Director of the Prevention of Adolescent Risks Initiative, assistant director of the Ruth H. Young Center for Families & Children, and a research assistant professor at the University of Maryland School of Social Work, Dr. Finigan-Carr is currently looking at human trafficking within the child welfare system.

Learn more about Dr. Finigan-Carr and all of our 2018 #UMBChampions at [umaryland.edu/champions](http://umaryland.edu/champions). #WeAreUMB



# Champions Elevator Doors

<b>UMB MISSION:</b> TO IMPROVE THE HUMAN CONDITION	<b>UMB CHAMPION OF EXCELLENCE</b> <b>CHEROKEE LAYSON- WOLF, PharmD</b>
	
Revolutionizing the Role of the Pharmacist	 UNIVERSITY of MARYLAND BALTIMORE <a href="http://umaryland.edu">umaryland.edu</a>
MEDICINE   LAW DENTISTRY   <b>PHARMACY</b> NURSING   GRADUATE SOCIAL WORK   BIOPARK	

<b>UMB MISSION:</b> TO IMPROVE THE HUMAN CONDITION	<b>UMB CHAMPION OF EXCELLENCE</b> <b>FLAVIUS LILLY, PhD, MA, MPH</b>
	
Creating Opportunities	Learning for All
 UNIVERSITY of MARYLAND BALTIMORE <a href="http://umaryland.edu">umaryland.edu</a>	
MEDICINE   LAW DENTISTRY   <b>PHARMACY</b> NURSING   <b>GRADUATE</b> SOCIAL WORK   BIOPARK	

<b>UMB MISSION:</b> TO IMPROVE THE HUMAN CONDITION	<b>UMB CHAMPION OF EXCELLENCE</b> <b>MAUREEN KANE, PhD</b>
	
 UNIVERSITY of MARYLAND BALTIMORE <a href="http://umaryland.edu">umaryland.edu</a>	Local Technology, Global Impact
MEDICINE   LAW DENTISTRY   <b>PHARMACY</b> NURSING   GRADUATE SOCIAL WORK   BIOPARK	

# PUBLIC RELATIONS & MEDIA AWARDS

## AWARD NOMINATIONS & RECOGNITIONS

PR News' Nonprofit Awards 2019  
Live Near Your Work Marketing Campaign

University of Maryland, Baltimore



Live Near Your Work Campaign

2019 Nonprofit Winner for Employee/Internal Communications

An initiative between the University of Maryland Baltimore and key community partners, the Live Near Your Work (LNYW) Program benefits university employees by offering home ownership down payment and closing cost assistance on newly purchased homes.

This campaign sought to increase awareness of program offerings and all associated opportunities to potential buyers and real estate agents. Other objectives included directing interested parties to program resources, promoting qualifying neighborhoods to support community revitalization and increasing the number of employees interested and participation in the program.

Though the LNYW program is open to all University of Maryland, Baltimore staff, faculty and post-docs, the new program mission encourages marketing efforts toward specific demographics within the broader audience.

To evaluate the success of the Live Near Your Work (LNYW) campaign, each marketing aspect was monitored and tracked. Marketing for the effort took place on the UMB website, via digital flyers and digital displays, as well as social media. Messaging emphasized the financial incentives—i.e. the potential for buyers to qualify for up to \$18,500 in grants—as well as the vibrant nature of Baltimore's neighborhoods.

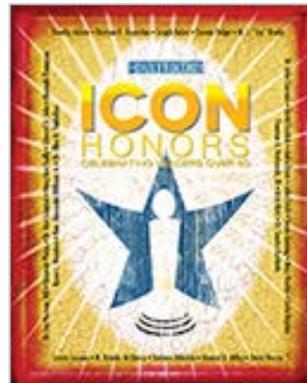
In less than one year since the re-launch, 16 employees have closed on houses with the university contributing \$296,000 to employee housing. In addition, four more employees are currently in the LNYW pipeline.

The effort was so successful that more program promotions are planned, including three more homeowner counseling workshops in 2019.

**Honorable Mention:**

-Crossroads - "Balloon Beat" Lifts to New Heights

The Daily Record Icon Awards Honoree,  
Recognizing Maryland leaders Dr. Jay Perman, MD



Special Publication Bio & Ad Placement

A trained pediatric gastroenterologist, Dr. Jay A. Perman, MD understands the critical importance of a team-based approach to health care. Since becoming the president of the University of Maryland, Baltimore in 2010, Perman has made this approach a priority for the state's only public health, law and human services university.

Perman established the Center for Interprofessional Education in 2013 to train all UMB students to provide high-quality, affordable health care and human services within a team-based model. The center is a national leader in providing interprofessional education for health, law and human services professionals, which ultimately improves the service outcome.

**What is the best piece of advice you ever received and from whom?**

*The best piece of advice I ever got came from Mrs. Turner, my 4th grade teacher, who had a wooden carving of a fish on her classroom wall. The plaque was engraved with this: "Even a fish wouldn't get into trouble if it learned to keep its mouth shut." I think of that often when reminding myself to listen more than I talk.*

To continue his team-based model and increase community outreach, Perman established the Office of Community Engagement in 2014. The program has a special emphasis on west Baltimore to respond quickly and effectively to the community's needs. An engagement center was opened in 2015 in west Baltimore to provide direct health, employment, legal, financial and social services to nearby residents. The center also works to strengthen neighborhood advocacy projects. Since its opening, funds have been raised for revitalization projects and mentorship programs for area students.

In addition to overseeing more than 500 employees, Perman continues to practice medicine through a weekly Presidential clinic where he teaches team-based health care to students, staff members, nursing, pharmacy, dentistry, law and social work.

"The clinic allows me to talk in-depth with students, nurses, nurses and topics that have the best effects of working together across disciplines to focus on improving patient outcomes," Perman said.

He collaborates regularly with state leaders, as well as those from the city of Baltimore, the University of Maryland, College Park and Johns Hopkins University on efforts to drive change.

**JAY A. PERMAN, MD**  
President  
University of Maryland, Baltimore

12 Icon Honorees 2018 THE DAILY RECORD

DEPARTMENT OF DENTISTRY | GRADUATE | LAW | MEDICINE | NURSING | PHARMACY | SOCIAL WORK | BIOPARK

**The University of Maryland, Baltimore lives its mission every day: IMPROVE THE HUMAN CONDITION AND SERVE THE PUBLIC GOOD.**

UMB believes in **education**. We confer most of the professional doctoral degrees awarded in the state, training a social workforce that takes care of Marylanders.

UMB believes in **discovery**. We won a record-breaking \$47 million in grant funding last year, money that's put to work solving our greatest challenges of health, science, and social justice.

UMB believes in **innovation**. We move our ideas out of the lab and into the marketplace—breakthroughs like the world's first portable artificial lung and the only FDA-approved cholera vaccine—so that we can transform human health and well-being.

UMB believes in **community**. We just won a landmark \$30 million grant to serve children and families in one of West Baltimore's highest-need neighborhoods, and cultivate a community of strength, resilience, and hope.

UMB believes in **Maryland**. UMB is an economic engine for Maryland, generating 18,000 jobs here each year and fueling a \$2.8 billion impact on the state we're proud to call home.

Congratulations to Dr. Jay Perman, The Daily Record's 2018 Icon Award Honoree.

Changing the Future. Today.  
umaryland.edu

# EVENT PROMOTION

JAZZ IN THE STREETS – AUG. 23 & SEPT. 20, UM BIOPARK

## E-board



## Elm/Elm Weekly



## Eblasts



## Social Media promotion



## News media photo & video coverage



# BRAND STANDARDS



BRAND STYLE GUIDE



You are our brand.

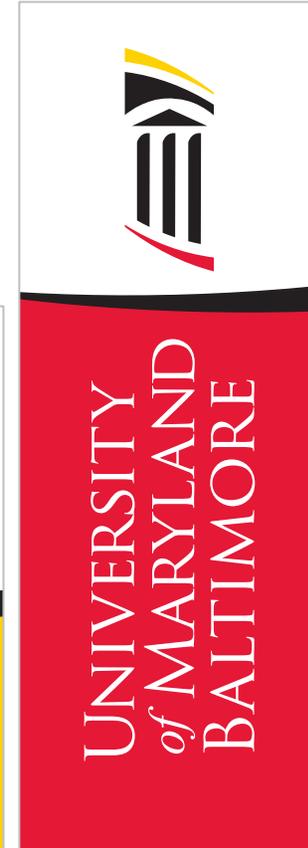
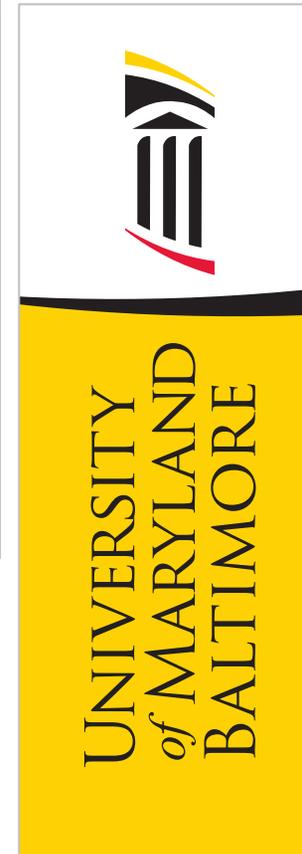
Our brand is our culture, our principles, what people think of us, and the stories we tell to influence their opinions. We all deliver a brand experience to our community through our interactions with others; through customer service, advertising, marketing, public relations, and our visual identity. By sharing our stories about the University with our community, we encourage quick recognition and build our reputation.

When our community hears or experiences great things about us, they support us, want to work and go to school here, seek care here, get advice from us, and see us as experts. Most importantly, they help us raise our profile on the indicators that matter most, and reinforce a brand founded on excellence and service.

What is branding?

When you say "brand," you most immediately think about logos, colors, or fonts. But a brand of a university is much more - it's an entire structure, the images, messaging, and way of thinking of the university community. It's about style and consistency. Brand consistency among all schools and teams at UMB ensures a solid image and solidifies name recognition to our community.

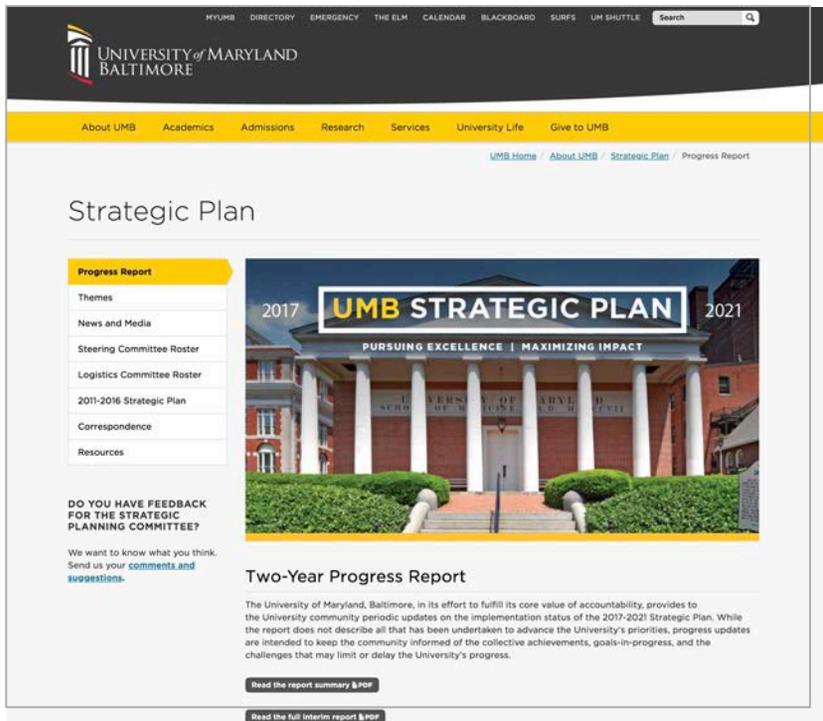
UMB BRAND | 2



# STRATEGIC PLAN

## 2-Year Progress Report

The University of Maryland, Baltimore, in its effort to fulfill its core value of accountability, provides to the University community periodic updates on the implementation status of the 2017-2021 Strategic Plan. These updates are intended to keep the community informed of the collective achievements, goals-in-progress, and the challenges that may limit or delay the University's progress.



2017 **UMB STRATEGIC PLAN** 2021

### 2-Year Strategic Plan Status Summary

**113** GOALS WERE SCHEDULED TO BE COMPLETED BY JUNE 30, 2018



63 (56%)

GOAL STATUS IS COMPLETED/ACHIEVED

31 (27%)

NEARING COMPLETION/SIGNIFICANT PROGRESS

19 (17%)

SUBSTANTIALLY UNDERWAY/PRELIMINARILY UNDERWAY/NOT YET STARTED/CANCELED

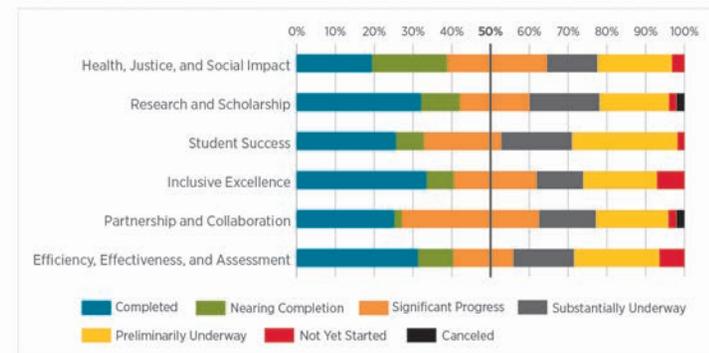


“WE HAVE SUCCESSFULLY LAUNCHED A ‘CULTURAL’ TRANSFORMATION OF THE SCHOOL OF NURSING BY EMBRACING THE USE OF DATA ANALYTICS TO INFORM DECISION-MAKING ACROSS ALL AREAS OF THE SCHOOL. Over the past year and a half, the emphasis on data-based decisions has guided how we have approached the student achievement gap, how the communications team evaluates the value of our marketing efforts, and our ongoing efforts to develop our grants process so that it can feed our research enterprise with a steady infusion of financial support. We continue to anticipate that our efforts to incorporate data analytics into our decision-making also will improve outcomes.”

Jane M. Kirschling, PhD, RN, FAAN, Dean, School of Nursing  
Theme 6: Efficiency, Effectiveness, and Assessment

### PROGRESS IS BEING MADE ACROSS ALL SIX THEMES

More than 50 percent of goals in each theme are completed, nearing completion, or show significant progress.



# EMERGENCY PREPAREDNESS

## STRATEGIC MARKETING

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

CPA works in tandem with UMB's Emergency Management team to inform the University community of weather, crime, traffic, and other potential emergency situations.

#### Developed new look



#### Eboards



#### Forms

BOMB THREAT PROCEDURES	BOMB THREAT CHECKLIST						
<p>This quick reference checklist is designed to help employees and decision-makers of commercial facilities, schools, etc., respond to a bomb threat in an orderly and controlled manner with the first responders and other stakeholders.</p> <p>Most bomb threats are received by phone. Bomb threats are serious until proven otherwise. Act quickly, but remain calm and obtain information with the checklist on the reverse of this card.</p> <p><b>If a bomb threat is received by phone:</b></p> <ol style="list-style-type: none"> <li>1. Remain calm. Keep the caller on the line for as long as possible. DO NOT HANG UP, even if the caller does.</li> <li>2. Listen carefully. Be polite and show interest.</li> <li>3. Try to keep the caller talking to learn more information.</li> <li>4. If possible, write a note to a colleague to call the authorities or as soon as the caller hangs up, immediately notify them yourself.</li> <li>5. If your phone has a display, copy the number and/or letters on the window display.</li> <li>6. Complete the Bomb Threat Checklist immediately. Write down as many details as you can remember. Try to get exact words.</li> <li>7. Immediately upon termination of call, DO NOT HANG UP, but from a different phone, contact authorities immediately with information and exact instructions.</li> </ol> <p><b>If a bomb threat is received by handwritten note:</b></p> <ul style="list-style-type: none"> <li>• Handle note as minimally as possible.</li> <li>• <b>If a bomb threat is received by email:</b></li> <li>• Call _____</li> <li>• Do not delete the message.</li> </ul> <p><b>Signs of a suspicious package:</b></p> <ul style="list-style-type: none"> <li>• No return address</li> <li>• Excessive postage</li> <li>• Stains</li> <li>• Strange odor</li> <li>• Strange sounds</li> <li>• Unexpected delivery</li> <li>• Poorly handwritten</li> <li>• Misspelled words</li> <li>• Incorrect titles</li> <li>• Foreign postage</li> <li>• Restrictive notes</li> </ul> <p><b>* Refer to your local bomb threat emergency response plan for evacuation criteria</b></p> <p><b>DO NOT:</b></p> <ul style="list-style-type: none"> <li>• Use two-way radios or cellphones. Radio signals have the potential to detonate a bomb.</li> <li>• Touch or move a suspicious package.</li> </ul> <p><b>CONTACT 911 FOR IMMEDIATE ASSISTANCE</b></p> <p>For more information about this form, contact UMB Police Force or UMB Office of Emergency Management at <a href="http://umaryland.edu/emergency">umaryland.edu/emergency</a></p> <p>UNIVERSITY OF MARYLAND BALTIMORE EMERGENCY MANAGEMENT 2018</p>	<p>DATE: _____ TIME: _____</p> <p>PHONE NUMBER WHERE CALL RECEIVED: _____</p> <p><b>Ask Caller:</b></p> <ul style="list-style-type: none"> <li>• Where is the bomb located? (Building, floor, room, etc.)</li> <li>• When will it go off?</li> <li>• What does it look like?</li> <li>• What kind of bomb is it?</li> <li>• What will make it explode?</li> <li>• Did you place the bomb? Yes No</li> <li>• Why?</li> <li>• What is your name?</li> </ul> <p><b>Exact Words of Threat:</b></p> <p>_____</p> <p>_____</p> <p>_____</p> <p><b>Information About Caller:</b></p> <ul style="list-style-type: none"> <li>• Where is the caller located? (background/level of noise)</li> <li>• Estimated age</li> <li>• Is voice familiar? If so, who does it sound like?</li> <li>• Other points:</li> </ul> <table border="1"> <thead> <tr> <th>Caller's Voice</th> <th>Background Sounds</th> <th>Threat Language</th> </tr> </thead> <tbody> <tr> <td> <input type="checkbox"/> Male  <input type="checkbox"/> Female  <input type="checkbox"/> Accented  <input type="checkbox"/> Angry  <input type="checkbox"/> Calm  <input type="checkbox"/> Crying  <input type="checkbox"/> Deep breathing  <input type="checkbox"/> Disguised  <input type="checkbox"/> Distinct  <input type="checkbox"/> Excited  <input type="checkbox"/> Laughing  <input type="checkbox"/> Loud  <input type="checkbox"/> Normal  <input type="checkbox"/> Raspy  <input type="checkbox"/> Slow  <input type="checkbox"/> Stutter  <input type="checkbox"/> Stutter                 </td> <td> <input type="checkbox"/> Animal noises  <input type="checkbox"/> House noises  <input type="checkbox"/> Kitchen noises  <input type="checkbox"/> Street noises  <input type="checkbox"/> Breath  <input type="checkbox"/> PA system  <input type="checkbox"/> Conversation  <input type="checkbox"/> Music  <input type="checkbox"/> Motor  <input type="checkbox"/> Chair  <input type="checkbox"/> Office machinery  <input type="checkbox"/> Factory machinery  <input type="checkbox"/> Local  <input type="checkbox"/> Long distance                 </td> <td> <input type="checkbox"/> Incoherent  <input type="checkbox"/> Message read  <input type="checkbox"/> Taped message  <input type="checkbox"/> Irrational  <input type="checkbox"/> Profane  <input type="checkbox"/> Well-spoken                 </td> </tr> </tbody> </table> <p><b>Other information:</b></p> <p>_____</p>	Caller's Voice	Background Sounds	Threat Language	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Accented <input type="checkbox"/> Angry <input type="checkbox"/> Calm <input type="checkbox"/> Crying <input type="checkbox"/> Deep breathing <input type="checkbox"/> Disguised <input type="checkbox"/> Distinct <input type="checkbox"/> Excited <input type="checkbox"/> Laughing <input type="checkbox"/> Loud <input type="checkbox"/> Normal <input type="checkbox"/> Raspy <input type="checkbox"/> Slow <input type="checkbox"/> Stutter <input type="checkbox"/> Stutter	<input type="checkbox"/> Animal noises <input type="checkbox"/> House noises <input type="checkbox"/> Kitchen noises <input type="checkbox"/> Street noises <input type="checkbox"/> Breath <input type="checkbox"/> PA system <input type="checkbox"/> Conversation <input type="checkbox"/> Music <input type="checkbox"/> Motor <input type="checkbox"/> Chair <input type="checkbox"/> Office machinery <input type="checkbox"/> Factory machinery <input type="checkbox"/> Local <input type="checkbox"/> Long distance	<input type="checkbox"/> Incoherent <input type="checkbox"/> Message read <input type="checkbox"/> Taped message <input type="checkbox"/> Irrational <input type="checkbox"/> Profane <input type="checkbox"/> Well-spoken
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#### Tablecloths



# STRATEGIC MARKETING

Achieve your goals with our comprehensive portfolio of marketing and communication services.

Your needs are unique. We focus on creating strategic, well-coordinated marketing plans and materials tailored to you.

With your input, we'll help you:

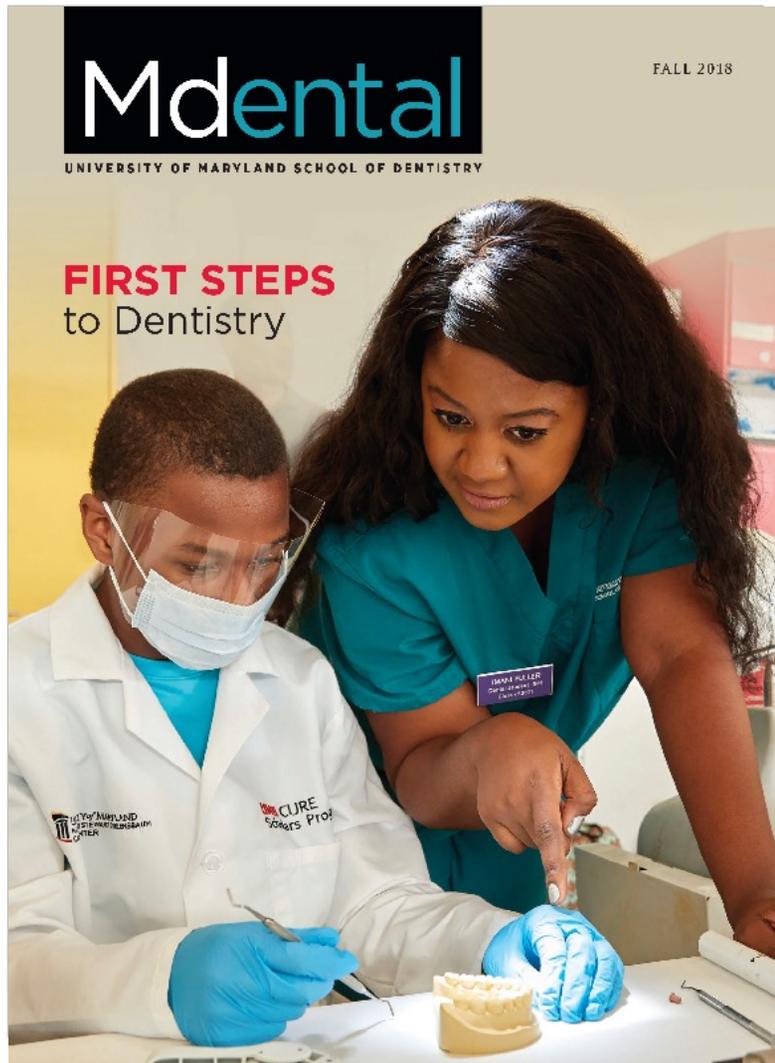
**Identify your vision | Assess your needs & cut through the clutter | Create a plan | Leverage your assets | Maximize your efforts**

Our integrated marketing team has a wide range of expertise, including brand development, design, editorial, event services, marketing, media relations, web development, and writing for print and digital applications.

# SCHOOL OF DENTISTRY

## STRATEGIC MARKETING

CPA's collaboration with the School of Dentistry includes *Mdental* magazine in addition to many other marketing materials.



**Save the Date**  
**STATE OF THE SCHOOL ADDRESS**  
*by Mark A. Reynolds, DDS, PhD*  
DEAN, UNIVERSITY OF MARYLAND SCHOOL OF DENTISTRY

Wednesday, November 7, 2018  
4 p.m.  
School of Dentistry, Room G205  
Reception to Follow

UNIVERSITY of MARYLAND SCHOOL OF DENTISTRY

Advancing Oral Health  
IMPROVING LIVES™

**2019**  
*All-Alumni*  
**REUNION WEEKEND**  
Friday, April 12- Saturday, April 13, 2019

CLASS OF 1959  
60<sup>th</sup> Reunion  
CLASS OF 1964  
55<sup>th</sup> Reunion  
CLASS OF 1969  
50<sup>th</sup> Reunion  
CLASS OF 1974  
45<sup>th</sup> Reunion  
CLASS OF 1979  
40<sup>th</sup> Reunion  
CLASS OF 1984  
35<sup>th</sup> Reunion  
CLASS OF 1989  
30<sup>th</sup> Reunion  
CLASS OF 1994  
25<sup>th</sup> Reunion  
CLASS OF 1999  
20<sup>th</sup> Reunion  
CLASS OF 2004  
15<sup>th</sup> Reunion  
CLASS OF 2009  
10<sup>th</sup> Reunion  
CLASS OF 2014  
5<sup>th</sup> Reunion

UNIVERSITY of MARYLAND SCHOOL OF DENTISTRY

# SCHOOL OF NURSING

## STRATEGIC MARKETING

CPA's collaboration with the School of Nursing includes projects for its nursing museum, strategic plan, speaker series, and alumni communications.



**UNIVERSITY of MARYLAND  
SCHOOL OF NURSING**

DEBRA L. SPUNT  
CLINICAL SIMULATION LABS

## 20<sup>th</sup> ANNIVERSARY CELEBRATION

THURSDAY, DEC. 6 | 3:30-4:30 P.M.  
2nd Floor Museum Lobby

*Reception and tours of the labs immediately following*

Join us as we celebrate this important anniversary and honor the legacy of all who have contributed to the School of Nursing's leadership in using clinical simulation in nursing education.

# Healthy Nurse, HEALTHY NATION

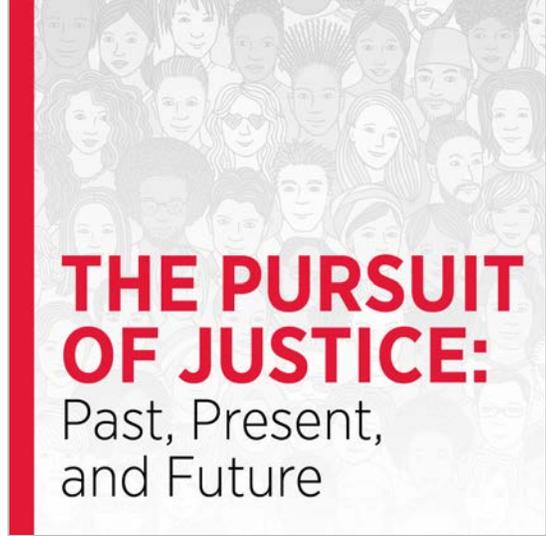


**Celebrating  
National Nurses Week**

**MAY 6-12, 2019**

**UNIVERSITY of MARYLAND  
SCHOOL OF NURSING**

[nursing.umaryland.edu/nursesweek](http://nursing.umaryland.edu/nursesweek)



## THE PURSUIT OF JUSTICE:

Past, Present,  
and Future

CLASS PROFILE ▼		FACULTY ▼	
 <p><b>1,988 STUDENTS</b> from 25 states - Washington, D.C. and 20 (out of 27) Maryland counties</p> <p>PHD 415 DNP 570 MSN 512 BSN 549 RN-BSN 114 Certificates</p> <p><b>12% MALE</b> L-2016</p> <p><b>48% MINORITY</b> F-2015</p> <p><b>31 AVERAGE AGE</b></p>		<p><b>148 FACULTY MEMBERS</b> 130 full time and 18 part time</p> <p><b>114 FACULTY MEMBERS HOLD DOCTORAL DEGREES</b> 77% of the total faculty</p> <p><b>24 CLINICAL INSTRUCTORS</b></p> <p><b>650+ FACULTY ASSOCIATES AND CLINICAL PRECEPTORS</b> overseeing student clinical experiences</p>	
<p><b>24,581 ALUMNI IN 50 STATES, 3 U.S. TERRITORIES, AND 27 COUNTRIES</b> 2,245 alumni have earned a second degree from UMSON 156 alumni have earned three degrees from UMSON</p>		<p><b>2,800+ GOVERNOR'S WELLMOBILE VISITS ANNUALLY</b> Our Wellmobiles provide primary health care to uninsured and underserved residents across Central Maryland while serving as interprofessional clinical education sites.</p>	
FIRSTS ▼		RESEARCH AND FUNDING ▼	
<p><b>1st in the state to offer:</b></p> <ul style="list-style-type: none"> <li>&gt; an online RN-to-BSN</li> </ul> <p><b>ONLY in the state to offer:</b></p> <ul style="list-style-type: none"> <li>&gt; a civilian Nurse Anesthetist LNP specialty</li> <li>&gt; a Clinical Nurse Leader master's option</li> </ul> <p><b>1st in the nation to offer:</b></p> <ul style="list-style-type: none"> <li>&gt; a master's specialty in nursing informatics</li> <li>&gt; an Institute for Educators that prepares nurses for faculty roles and provides ongoing professional development.</li> </ul>		<p><b>4 ORGANIZED RESEARCH CENTERS</b></p> <ul style="list-style-type: none"> <li>&gt; Biology and Behavior Across the Lifespan</li> <li>&gt; Center for Health Outcomes Research</li> <li>&gt; Omics Associated with Self-Management Interventions for Symptomatic</li> <li>&gt; UMD's Center to Advance Chronic Pain Research</li> </ul> <p><b>\$8.2 MILLION TOTAL EXTRAMURAL FUNDING</b> <b>\$3.6M</b> extramural research funding</p> <p><b>Areas of research include:</b></p> <ul style="list-style-type: none"> <li>&gt; chronic pain</li> <li>&gt; healthy aging</li> <li>&gt; end of life, and palliative care</li> <li>&gt; genomics</li> <li>&gt; mental health</li> <li>&gt; opioids/substance abuse</li> <li>&gt; and more</li> </ul>	
<p><b>9<sup>th</sup> IN RECEIPT OF FUNDING</b> (for public schools of nursing) from the National Institutes of Health</p>		<p><b>nursing.umaryland.edu</b></p>	

# SCHOOL OF PHARMACY

## STRATEGIC MARKETING

CPA has had a long-standing relationship with the School of Pharmacy and works closely with its communications team on branding. One of the largest projects that CPA designs and edits is SOP's award-winning *Capsule* magazine.



### PhD and MS Programs Offer Something for **EVERYONE**

BY CHRISTIANNA MCCAGHLIN

In today's competitive job market, a distinctive resume stands out. For many, a graduate degree can provide the edge to advance in a career or simply perform a job with the confidence born of knowledge. The University of Maryland School of Pharmacy has been committed to PhD-level education for decades, and its master's programs have expanded to include programs with several master's degrees.

The master's degree programs in particular meet an important need for professionals in industry who want to develop their skills in a way relevant to an evolving workplace. "We hear from our colleagues in industry that they look for training and strength to find it," says Peter Sessan, PhD, associate dean for research and graduate education at the School of Pharmacy and a professor in the Department of Pharmaceutical Sciences.

Sessan explains that master's degrees offered by the School are well-suited to meeting industry demand because the majority of the programs are flexible, with quality conclusions delivered online to students — busy professionals. The School's graduate programs continue to expand, with three new master's degree programs being planned for the coming years, including a Master of Science in Pharmaceutical Sciences being launched in fall 2019.

With the addition of these three MS programs, the School's graduate offerings will now cover MS, doctorate and two PhD degrees — in pharmaceutical sciences and in pharmaceutical health services research.

Here is a look at the current graduate landscape at the School of Pharmacy and to impact on students and alumni.

### Preparing students for a new job west

#### JUSTIN PENZENSTADLER, PHARM D '17, MS '17

Clinical Pharmacologist, Food and Drug Administration (FDA)

By his own admission, Penzenstadler "was not your typical student." After having tested positive for clinical oncos as a PharmD student, he discovered pharmacokinetics. His marriage of clinical and quantitative science made perfect sense to him, even if it didn't lead him on the post-graduation path he'd anticipated — joining his father in his independent community pharmacy business.

Instead, Penzenstadler is at the FDA where he reviews clinical pharmacology information in applications for new and investigational drugs. His position involves everything from evaluating studies conducted by pharmaceutical developers to understanding how patient factors relate to benefit and risk.

He explains that the Sklof Center for Translational Medicine and the MS in Pharmacometrics program taught him the skills needed to succeed in clinical pharmacology and that being a clinician as well as a scientist gives him a broad understanding of the health care landscape. He recalls that his professors also were deeply vested in his success.

"They provided research opportunities to get my feet wet, opportunities to give my conference to present my work, and helped me connect with the right people," he says. "This allowed me to demonstrate value on iterations, especially my research at FDA."

#### TIMOTHY SCHNUPP, PHARM D '13

Laboratory Director, Atlantic Tool Labs, Inc.

"I never thought I would end up working in the medical cannabis industry," says Schnupp.

Atlantic Tool Labs is an ISO 17025-accredited testing laboratory (one of four facilities in the state of Maryland) that performs quality control analyses on medical cannabis products before they are released for distribution.

"We'd been honored and fortunate to be part in such a position," he says. "This rapidly growing industry demands the knowledge, professionalism, and integrity of health care professionals, and pharmacists are a unique position to deliver that need."

Schnupp expected to follow his father's example and own a hospital pharmacy, but during one work rotation as a new resident — back of which had a paid position on weekends and holidays — exposed him to a broader scope of the profession.

"The more I thought about it, the more I realized my excitement. One day in a hospital setting, I saw another way as an independent pharmacy. MS gave me the opportunity to explore this position, especially in preparing me for the workplace."

# SCHOOL OF PHARMACY, CONTINUED

**REDUCE OPIOID RISK. GET A PharmAssist.**

Drug overdose is the leading cause of adult accidental death in the country.

Naloxone is a life-saving medication for patients on opioids, available without a prescription in the pharmacy, and insurance could pay for it.

There are medications, which are effective in treating opioid use disorder.



**Ask your pharmacist about naloxone, treatment for opioid use disorder, and other strategies to save a life TODAY!**

UNIVERSITY of MARYLAND SCHOOL OF PHARMACY

Produced with a grant from the Maryland Department of Health and Centers for Disease Control and Prevention

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UNIVERSITY of MARYLAND SCHOOL OF PHARMACY

Produced with a grant from the Maryland Department of Health and Centers for Disease Control and Prevention

Turn in your unused or expired medication for safe disposal

**DEA DRUG TAKE BACK DAY**

**WEDNESDAY, OCT. 24**  
**SATURDAY, OCT. 27**  
10 a.m. - 2 p.m.

**SMC CAMPUS CENTER**  
621 W. Lombard St. | Baltimore, MD 21201

If you have questions, please contact Kim Cai at [kcai@umaryland.edu](mailto:kcai@umaryland.edu)

UNIVERSITY of MARYLAND BALTIMORE **GenerationRx** APHA-ASP

Turn in your unused or expired prescription and OTC medications for safe disposal

**DEA DRUG TAKE BACK DAY**

**WEDNESDAY, APRIL 24**  
**SATURDAY, APRIL 27**  
10 A.M. - 2 P.M.

**SMC CAMPUS CENTER**  
621 W. Lombard St. | Baltimore, MD 21201

If you have questions, please contact Kim Cai at [kcai@umaryland.edu](mailto:kcai@umaryland.edu)

UNIVERSITY of MARYLAND BALTIMORE **GenerationRx** APHA-ASP

**REDUCE OPIOID RISK. GET A PharmAssist.**  
Drug overdose is the leading cause of adult accidental death in the country.

**WHAT IS AN OPIOID?**  
Opioids are powerful pain medications. Opioids can be prescription medications like morphine, oxycodone, and hydrocodone or illegal drugs synthesized on the streets like heroin or fentanyl.

**WHAT IS NALOXONE?**  
Naloxone is a life-saving medication that temporarily reverses opioid overdose. It works in 2-5 minutes and allows a person to breathe for 30 - 90 minutes, just enough time for the person to get emergency care.

Naloxone only reverses overdoses from opioids, not alcohol or other drugs. Naloxone is safe, even for children and pregnant women. However, it will not harm an individual when given to someone who is not experiencing an opioid overdose. Naloxone can cause opioid withdrawal. Symptoms of opioid withdrawal include nausea, vomiting, irritability, anxiety, muscle aches, and sweating.

**WHO SHOULD GET NALOXONE?**

- Anyone who uses opioids, with or without a prescription
- Family and friends of those who use opioids with or without a prescription

**DON'T RUN. CALL 911.**  
If you seek help for someone having an overdose, you are protected under Maryland's **Good Samaritan Law**. It says that the person who needs help and anyone giving help will not be arrested/prosecuted for drug-related charges or violate parole/probation.

**Ask your pharmacist about naloxone, treatment for opioid use disorder, and other strategies to save a life TODAY!**

Naloxone is covered by most insurances.

UNIVERSITY of MARYLAND SCHOOL OF PHARMACY

Produced with a grant from the Maryland Department of Health and Centers for Disease Control and Prevention

# SCHOOL OF PHARMACY, CONTINUED

UNIVERSITY of MARYLAND SCHOOL OF PHARMACY

FRANCIS S. BALASSONE MEMORIAL LECTURE

*"The Pharmacist's Role in Population Health Management: How Do We Go Beyond the Buzzword?"*



**Meghan D. Swarthout, PharmD, MBA**  
 Division Director, Ambulatory and Care Transitions  
 Department of Pharmacy  
 Johns Hopkins Health System  
 Director, Clinical Pharmacy Services  
 Johns Hopkins Home Care Group

WEDNESDAY, OCT. 3, 2018 | 1 P.M.  
 University of Maryland School of Pharmacy  
 Pharmacy Hall, Room N103  
 Universities at Shady Grove  
 Building III, Room 2202

UNIVERSITY of MARYLAND SCHOOL OF PHARMACY EXPERIENTIAL LEARNING PROGRAM FALL 2018 UPDATE

- Approximately 258 sites
- Approximately 709 preceptors
- More than 100 sites visited between June 2017 - May 2018
- More than 90% active affiliation agreements

NUMBER ROTATIONS THROUGH THE YEAR

SITE VISITS June 2017 - May 2018

SITE VISITS PER TYPE PER MONTH



2018-2019 CLINICAL TRACK ROTATION SITES

- Baltimore Washington Medical Center
- Frederick Memorial Healthcare Community Pharmacy
- Holy Cross Hospital - Germantown
- Johns Hopkins
- MedStar Georgetown University Hospital
- MedStar Union Memorial Hospital
- Meritus Health
- Shoppers
- Sirona Hospital
- University of Maryland Medical Center
- Western Maryland Health System

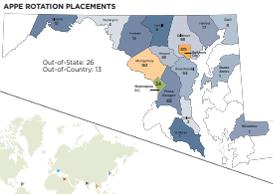
Sites Added in 2018

- Children's National Medical Center
- Kaiser Permanente
- Shady Grove Adventist Hospital
- Walgreens

STUDENT ROTATION PLACEMENTS | 2018-2019

The numbers represent the students that were placed on rotations in Maryland counties and Washington, D.C. for May 2018 - April 2019.

APPE ROTATION PLACEMENTS



Out-of-State: 26  
Out-of-Country: 13

INTERNATIONAL ROTATIONS & EXCHANGES

- Australia - Royal Hobart Hospital
- Egypt - Children's Cancer Hospital
- Korea - Ewha Woman's University College of Pharmacy
- India - Sri Ramachandra University
- Italy - University of Camerino
- Peru - Global Awareness Institute
- Puerto Rico - University of Puerto Rico
- Thailand - Sam University
- Zambia - University Hospital

UNIVERSITY of MARYLAND GRADUATE SCHOOL

## Online Master of Science and Graduate Certificates in Palliative Care

The online Master of Science and Graduate Certificates in Palliative Care meets the needs of people working in hospice and palliative care who want a deeper understanding of the physical, psychological, spiritual, and social needs of those affected by advanced illness, or professionals who wish to start working in this field.

- Completely online! Flexible learning!
- Affordable tuition - in-state and out-of-state
- 30 credits for the Master of Science degree
- 12 credits for each Graduate Certificate
- Multiple elective opportunities
- Interprofessional learners
- Faculty, practitioners, and graduate students welcome to apply!
- Application deadline for Fall is July 15

visit [graduate.umaryland.edu/palliative](http://graduate.umaryland.edu/palliative)  
 email [palliative@umaryland.edu](mailto:palliative@umaryland.edu)  
 or call 410-706-PALL (7255)

UNIVERSITY of MARYLAND GRADUATE SCHOOL

## MS Palliative Care

Interprofessional Online Master of Science in Palliative Care & Graduate Certificates in Palliative Care

*"Live as if you were to die tomorrow. Learn as if you were to live forever."*  
 Mahatma Gandhi  
 INDIAN PHILOSOPHER, (1869-1948)

WHAT IS PALLIATIVE CARE

"Palliative care is an approach that improves the quality of life of patients and their families facing problems associated with life-threatening illness, through the prevention and relief of suffering by means of early identification and impeccable assessment and treatment of pain and other problems, physical, psychosocial, and spiritual."

(WORLD HEALTH ORGANIZATION)

ABOUT THE PROGRAM

The online Master of Science in Palliative Care degree has been designed to meet the educational needs of individuals who are currently working in hospice and palliative care and want to gain a deeper understanding of the physical, psychological, spiritual, and social needs of patients and families affected by advanced illness, or health care professionals who wish to start working in this field. As such, the program will be of interest to a wide range of health care professionals, including but not limited to:

- Physicians
- Pharmacists
- Nurses
- Advanced Practice Nurses
- Physician Assistants
- Therapists
- Psychologists
- Administrators
- Social Workers
- Chaplains
- Counselors
- Bereavement Specialists
- Volunteer Coordinators
- Thanatologist

FEATURES INCLUDE

- Master of Science degree and Graduate Certificates
- Completely online - no need to travel
- Affordable tuition - in-state AND out-of-state
- Nationally recognized, interprofessional faculty
- Interprofessional learners
- 30 credit (10 courses) for Master of Science degree
- Five Graduate Certificate options (four courses each)
- International students welcome
- Flexible learning - can complete in five semesters or work at your own pace
- Four elective pathways - you choose what you want to learn: clinical, psychosocial/spiritual, administrative, thanatology)

EXECUTIVE PROGRAM DIRECTOR

Mary Lynn McPherson, PharmD, MA, MDE, BCPS, CPE  
 Professor of Pharmacy Practice and Science  
 University of Maryland School of Pharmacy  
 Executive Director, Advanced Postgraduate Education in Palliative Care  
 Executive Program Director, Online Master of Science in Palliative Care & Graduate Certificates in Palliative Care

[mmcphers@ix.umaryland.edu](mailto:mmcphers@ix.umaryland.edu)  
 410.706.3682  
 @mmcpherson

For more information, or to be contacted, email [palliative@umaryland.edu](mailto:palliative@umaryland.edu) or call 410.706.PALL (7255) @UMPalCareMS

UNIVERSITY of MARYLAND GRADUATE SCHOOL [graduate.umaryland.edu/palliative](http://graduate.umaryland.edu/palliative)

UNIVERSITY of MARYLAND SCHOOL OF PHARMACY

FRANCIS S. BALASSONE MEMORIAL LECTURE

FRANCIS S. BALASSONE (1915-1972)

Francis S. Balassone was born in 1915 in Thomas, Ohio. After graduating from high school, he worked in coal mines near his home for his family and to further his education, which led to a successful career in pharmacy. As a result, the pharmacy profession was benefited greatly.

In 1940, he earned a BS in pharmacy from the University of Maryland School of Pharmacy. He then worked for the National Drug Co. Baltimore, then Standard Pharmaceutical Corp. and the Vegan Drug Co. Balassone interrupted his pharmaceutical career to enlist as a private in the U.S. Marine Corps during World War II. He was discharged in a cadet in 1946 and, during the next few years, he returned to Niger and joined the teaching staff at the University of Niamey.

Balassone was interim manager of the County Pharmacy in Baltimore from 1951 to 1961. Subsequently, he served for nearly two decades as commissioner and secretary-treasurer of the Maryland Board of Pharmacy, chief of the Division of Drug Control, Maryland Department of Health and Mental Hygiene, and acting director of the Bureau of Consumer Health Protection.

In addition, he was a delegate of the United States Pharmaceutical Convention, director of the Office of Emergency Planning, Secretary of the Office of the President, president of the National Association of Boards of Pharmacy, member of the American Council on Pharmaceutical Education, president of the Central Atlantic States Association of Food and Drug Officials, and chief of the Program Area Committee on Drugs, American Public Health Association.

Balassone served as secretary and president of the University of Maryland School of Pharmacy Alumni Association and later as president of the Baltimore Branch of the American Pharmaceutical Association. He also was a leader in the development of state drug laws.

Under Balassone's leadership, Maryland became the first state in the nation to replace the traditional pharmacy internship with an academic, professional experience program. He collaborated with the School of Pharmacy in the development of the University of Maryland professional pharmacy program.

Awards conferred on Balassone include the School of Pharmacy Alumni Association Honored Alumnus and merit awards, and the Harvey W. Wiley Award, the nation's highest award in the field of drugs, food, and consumer law.

*"The Pharmacist's Role in Population Health Management: How Do We Go Beyond the Buzzword?"*



**Meghan D. Swarthout, PharmD, MBA**  
 Division Director, Ambulatory and Care Transitions  
 Department of Pharmacy  
 Johns Hopkins Health System  
 Director, Clinical Pharmacy Services  
 Johns Hopkins Home Care Group

WEDNESDAY, OCT. 3, 2018 | 1 P.M.  
 University of Maryland School of Pharmacy  
 Pharmacy Hall, Room N103  
 Universities at Shady Grove  
 Building III, Room 2202

UNIVERSITY of MARYLAND SCHOOL OF PHARMACY

# SCHOOL OF PHARMACY, CONTINUED

Peter Lamy Center  
on Drug Therapy  
and Aging

UNIVERSITY of MARYLAND  
SCHOOL OF PHARMACY  
THE PETER LAMY CENTER  
ON DRUG THERAPY AND AGING

CELEBRATING 40  
YEARS

BEHAVIORAL HEALTH  
RESOURCES AND TECHNICAL  
ASSISTANCE PROGRAM

UNIVERSITY of MARYLAND  
SCHOOL OF PHARMACY

UNIVERSITY of MARYLAND  
SCHOOL OF PHARMACY

**MASTER OF SCIENCE  
IN PHARMACEUTICAL  
SCIENCES**

EXPERTISE. INFLUENCE. IMPACT.

The Master of Science in Pharmaceutical Sciences (MSc) program at the University of Maryland School of Pharmacy provides advanced education and cutting-edge training to prepare students for research and leadership positions in pharmaceutical and biotechnology companies and in the federal government. Our 18-month, full-time program, based at the Universities at Shady Grove in Rockville, MD, integrates basic and applied pharmaceutical sciences with hands on laboratory research internships and can be customized to meet each student's career goals.

Laboratory research internships, project design and management training, and the completion of a capstone project are hallmarks of our program. A thesis is not required for this program. MSc students have opportunities to do research internships at the School of Pharmacy with leaders in their fields, outside the School at leading pharmaceutical and biotechnology companies, and in federal government laboratories.

**HIGHLIGHTS**

**Fast Track to Employment**  
The MSc program prepares students for exciting careers in research, development, project management and biotechnology at pharmaceutical companies and government agencies.

**Prime Location**  
Close to premier pharmaceutical and biotechnology companies, research labs, and federal agencies that offer potential internships.

**Learn from Leaders in the Field**  
Our faculty are nationally and internationally recognized leaders in their research fields. With our mentor-driven approach, students work directly with faculty to create a plan of study optimized to meet their individual interests.

**Access to State-of-the-Art Facilities**  
Students conducting research at the School of Pharmacy can take advantage of our cutting-edge centers and facilities including the Computer-Aided Drug Design Center, Mass Spectrometry Center, Metallotherapeutics Research Center, Nuclear Magnetic Resonance facility, Applied Pharmacology Lab, Bio- and Nano-technology Center, the Center of Excellence in Regulatory Science and Innovation, and more.

**Distance Learning**  
Courses are held in-person and via synchronous distance learning technology at the Universities at Shady Grove in Rockville, MD.

**Proximity to Government Agencies, Industry/Biotech Companies, and Other Research Institutions**

UNIVERSITY of MARYLAND  
SCHOOL OF PHARMACY  
Baltimore and Rockville

- 1 Food and Drug Administration
- 2 FDA Biotech Corridor
- 3 Institute of Medicine
- 4 Johns Hopkins University
- 5 MedImmune
- 6 National Institutes of Health
- 7 National Institute of Standards and Technology
- 8 University of Maryland Biopark
- 9 University of Maryland, College Park
- 10 Institute for Bioscience and Biotechnology Research

**COLLECT**

**ASSESS**

**PLAN**

**IMPLEMENT**

**FOLLOW UP:** Monitor and Evaluate

**PATIENT-CENTERED CARE**

Communicate • Collaborate • Document

**COLLECT**

- Engage patient
- **Subjective and objective data** from patient, chart, history and physical
- Current medication list (prescription and OTC, herbals) and allergies

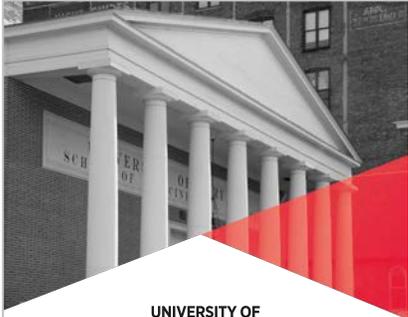
**ASSESS**

- Develop problem list
- Assess each problem (etiology, severity, why now)
- **Identify drug related problems and assess** each medication for indication, appropriateness, effectiveness, safety and adherence
- Assess immunization status and need for preventative care
- **Therapeutic objective(s)**
- Identify treatment options and variables (agent, patient)

UNIVERSITY of MARYLAND  
SCHOOL OF PHARMACY

# GRADUATE SCHOOL

## STRATEGIC MARKETING



**UNIVERSITY OF  
MARYLAND, BALTIMORE**

### **ADMISSIONS CONTACTS**

**SCHOOL OF DENTISTRY**  
Judy Porter  
[www.dental.umaryland.edu/admissions](http://www.dental.umaryland.edu/admissions)

**SCHOOL OF DENTISTRY  
DENTAL HYGIENE  
(undergraduate)**  
Lisa Bress; Deborah Cartee  
[www.dental.umaryland.edu/dentalhygiene](http://www.dental.umaryland.edu/dentalhygiene)

**SCHOOL OF LAW**  
Katrin Hussmann Schroll  
[www.law.umaryland.edu/prospective](http://www.law.umaryland.edu/prospective)

**SCHOOL OF NURSING  
(undergraduate & graduate)**  
Kelley Taptich  
[www.nursing.umaryland.edu/admissions](http://www.nursing.umaryland.edu/admissions)

**SCHOOL OF PHARMACY**  
JuliAna Brammer; Patrice Sharp  
[www.pharmacy.umaryland.edu/admissions](http://www.pharmacy.umaryland.edu/admissions)

**SCHOOL OF SOCIAL WORK**  
Kimberly Saunders; Scott Stafford  
[www.ssw.umaryland.edu/admissions](http://www.ssw.umaryland.edu/admissions)

**GRADUATE SCHOOL**  
Keith Brooks; Nyasha Williams;  
Jade Grant  
[www.graduate.umaryland.edu](http://www.graduate.umaryland.edu)

**UNIVERSITY OF  
MARYLAND, BALTIMORE**

### **ADMISSIONS CONTACTS**

**SCHOOL OF MEDICINE**  
Mickey Foxwell, MD;  
Sandra Quezada, MD;  
Raushanah Kareem  
[www.medschool.umaryland.edu/admissions](http://www.medschool.umaryland.edu/admissions)

**SCHOOL OF MEDICINE  
MASTER OF GENETIC COUNSELING**  
Shannan Dixon;  
Ann Toma  
[www.medschool.umaryland.edu/mgc](http://www.medschool.umaryland.edu/mgc)

**SCHOOL OF MEDICINE  
MEDICAL AND RESEARCH TECHNOLOGY  
(undergraduate and  
Master of Science)**  
Joanne Manning  
[www.medschool.umaryland.edu/dmrt](http://www.medschool.umaryland.edu/dmrt)

**SCHOOL OF MEDICINE  
MASTER OF PUBLIC HEALTH**  
Diane Marie St. George;  
Andrea Manning  
[www.medschool.umaryland.edu/epidemiology/mph](http://www.medschool.umaryland.edu/epidemiology/mph)

**SCHOOL OF MEDICINE  
DOCTOR OF PHYSICAL THERAPY**  
Nicole Willhide  
[www.pt.umaryland.edu](http://www.pt.umaryland.edu)



**UNIVERSITY  
of MARYLAND  
BALTIMORE**

# SCHOOL OF SOCIAL WORK INSTITUTE

## Effectively Integrating the CANS into the Wraparound Process

A joint statement from Chapin Hall at the University of Chicago, The National Wraparound Initiative (NWI), The National Wraparound Implementation Center (NWIC), and The John Pineda Foundation

### INTRODUCTION

The Wraparound process is the most common practice model focused on coordination of services and supports for children and youth with complex behavioral health needs. Meanwhile, the Child and Adolescent Needs and Strengths (CANS) is now the most widely used assessment tool in public systems serving children and families. Given the increasing number of states and systems using both approaches, it is increasingly common for the CANS to be mandated for use within Wraparound programs around the country.

In states and systems that use both approaches, the CANS is typically used system-wide to determine service eligibility and monitor outcomes for a broad population of youth presenting with behavioral health needs, while Wraparound is reserved for youth with multi-system involvement and/or the most serious and persistent needs. Some states, systems, and provider organizations have determined how the Wraparound process and the CANS

assessment — and its Transformational Collaborative Outcomes Management (TCOM) philosophy — can co-exist and even enhance each other. However, others have struggled, undermining the positive impact of both implementation efforts.

It is our perspective that these tensions arise mostly from misunderstandings of how the two strategies should be implemented, both individually and collectively. As such, Chapin Hall and NWIC have teamed up to develop the current joint statement, which aims to provide guidance on how to effectively coordinate the CANS assessment within a well-implemented Wraparound process. The document begins with a brief summary of how subtle differences in the Wraparound and TCOM philosophies may raise “operational frictions” and problems in practice. We go on to describe potential ways to effectively coordinate the CANS assessment with Wraparound practice across the four phases of Wraparound.

### PERCEIVED PHILOSOPHICAL DIFFERENCES AND ‘OPERATIONAL FRICTIONS’

The CANS aims to be more than an assessment tool. Its underlying theory of Transformational Collaborative Outcomes Management (TCOM) refers to continuously aligning the work of all persons with the identified strengths and needs of children and families at all levels of the system. In the TCOM philosophy, consensus ratings by multiple informants across a consistent and comprehensive set of items (“strengths” and “needs”) help achieve consensus-based assessment — a common language framework that aids system understanding of presenting issues, impact, and effectiveness across multiple levels (family, program, system).

Somewhat contrasting, Wraparound’s core values include being family- and youth-driven, team-based, and individualized.

These principles lead Wraparound practice to emphasize “idiographic” (rather than standardized) assessment that

is individualized to the family. Examples include a recorded narrative of the family story (how, in its own words, the family came to be enrolled in an intensive Wraparound process); construction of a vision of the future that provides an often metaphorical statement describing what positive transformation will look like for the family; and a manageable number of needs statements (different from “needs items” on the CANS), which describe the longstanding underlying conditions that have led to the problematic events or behaviors and around which all planning and strategizing are focused.

In the TCOM philosophy, consensus ratings by multiple informants across a consistent and comprehensive set of items help achieve consensus-based assessment — a common language framework that aids understanding across multiple levels (family, program, system).



## Operationalizing and Funding Youth and Parent Peer Support Roles in Residential Treatment Settings

Peggy Nikkel, FREDLA | Johanna Bergan, Youth M.O.V.E. National | Dayana Simons, TA Network

### Introduction

While many programs in both child and adult systems of care recognize the intrinsic value of including broadly defined peer support services (<https://www.ncbi.nlm.nih.gov/pubmed/28068538>), there is often an on-going challenge to adequately fund and operationalize these non-traditional services in clinical settings. Full integration of peer voice and services at multiple levels in residential treatment settings requires commitment from leadership. In addition to top-down commitment to empowering youth and family engagement, it takes creative financing in order to turn an innovative concept into reality.

Peer support roles exist on a continuum. This continuum extends from natural supports developed through a shared relationship built on mutual experiences that may commonly occur in community, to the formal service of peer support that has defined criteria and is delivered by trained individuals with lived experience.

In residential treatment facilities (RTFs), there are a number of potential roles for youth and families that extend beyond peer support. They include, for example, participation on advisory boards, voting boards or councils; participation on management teams; social marketing; involvement in quality review processes; co-facilitation of support groups; facilitation of staff hiring and trainings; liaisons with families to assist with communication and connection with the RTF; and collaborating with RTF staff to support successful admission and transition home. Potential roles can also include the integration of youth or parent peers as staff. This brief focuses principally on the operationalizing and funding of youth and parent peer support.



## Telehealth and Mobile Technology in Child, Youth, and Young Adult Behavioral Health

By Melissa Schober, MPM and Shannon Robshaw, MSW, The Institute for Innovation and Implementation, School of Social Work, University of Maryland, Baltimore

Sheila Pires, MPA, Human Service Collaborative

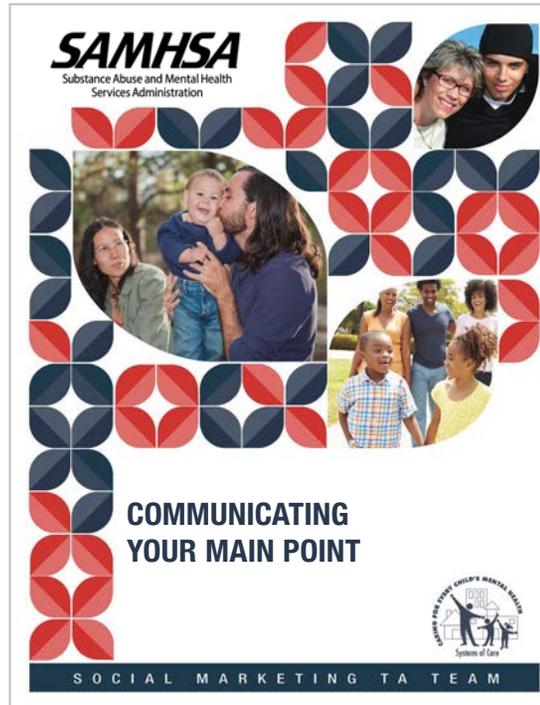
This brief addresses policies and related issues regarding the use of communications technology such as telehealth and videoconferencing, and mobile technologies such as texting and mobile applications, to provide access to health-behavioral health assessment, diagnosis, intervention, consultation, supervision, education, care coordination, and peer support across distance for children, youth, and young adults with behavioral health challenges and their families.

According to the Substance Abuse and Mental Health Services Administration (SAMHSA), in 2014, approximately 43 million American adults — one in every five — had a mental illness; 50 percent begin by age 14 and 75 percent before age 24. More than 40 percent of youth 13 to 17 experience a behavioral health problem by the time they reach seventh grade.<sup>1</sup>

Despite the significant prevalence of behavioral health disorders, there is a significant shortage of mental health professionals across the United States. A 2013 report to Congress found that “85 percent of U.S. counties, all rural, have no practicing psychiatrists, psychologists, or social workers ... [and] that 77 percent of counties had a severe shortage of mental health workers, both prescribers and non-prescribers, and 96 percent of counties had some unmet need for mental health prescribers. ... The two characteristics most associated with unmet need in counties were low per capita income and rural areas.”<sup>2</sup> The shortages are especially acute for children and youth enrolled in Medicaid and the State Children’s Health Insurance Program (SCHIP) because many providers do not accept public insurance, and a recent U.S. Department



# SCHOOL OF SOCIAL WORK INSTITUTE



### Social Marketing for Sustainability Reflection

This worksheet is an optional tool for your own internal use and is intended to help you think through the sustainability of your social marketing efforts.

**Organization Name:** \_\_\_\_\_

**Social Marketing Staff Person(s):** \_\_\_\_\_

**Years Established and Funded:** \_\_\_\_\_

**ORGANIZATION GOAL(S)**

*Has social marketing supported your organization goal(s)?* Describe how you have achieved these goals.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**SOCIAL MARKETING WORKGROUP/COMMITTEE**

*Do you have a social marketing workgroup?* (Check one)

Yes  No

Are youth and family involved? Who is in your workgroup?

\_\_\_\_\_

How often do they meet?

\_\_\_\_\_

*Will your social marketing workgroup continue to meet after your cooperative agreement has ended?* (Check one)

Yes  No

If not, how will you continue to plan and execute your social marketing efforts?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Disclaimer: The views, opinions, and content expressed in this presentation do not necessarily reflect the views, opinions, or policies of the Center for Mental Health Services (CMHS), the Substance Abuse and Mental Health Services Administration (SAMHSA), or the U.S. Department of Health and Human Services (HHS).

# SCHOOL OF SOCIAL WORK INSTITUTE, CONTINUED



**ISSUE BRIEF**  
**Relinquishing Custody for Mental Health Services: Progress and Challenges**  
 By Beth A. Stroul, MEd

**Custody Relinquishment Revisited**  
 Custody relinquishment for mental health services refers to situations in which parents transfer legal and physical custody of their child to the state in order to access services that the child could not obtain otherwise. In these cases, no maltreatment (abuse or neglect) is alleged; rather, parents agree to give up custody of their children in order to receive mental health services, often residential interventions (Cannon, 2012; Friese, Gilbert, Katz-Leavy, Osher, and Pullman, 2003; Gilbert, 2005). In their desperation, they are forced to "trade custody for care," a practice that has been referred to as "tragic" and "inhumane" (Bazelon Center for Mental Health Law (Bazelon Center), 2000, 2003; Gruttadaro, 2005; Maryland Coalition of Families, 2002; Mental Health America, 2015; NAMI Ohio, 2005).<sup>1</sup>

In the majority of cases, the child welfare agency assumes custody, although the juvenile justice system may assume custody if the child's behavior is defined as "delinquent." Some families reach a breaking point and, as a last resort, refuse to allow their children to come home from psychiatric hospitals or similar locations, hoping that the state will then take custody and their child will receive additional treatment — a practice that has become known as "psychiatric lockouts" (*The Family*

1. Custody relinquishment occurs for other reasons, including the incarceration of a parent. Although devastating as well, those other reasons were not the focus of this project, which was limited to custody relinquishment for mental health services.




**TA MONTHLY MINUTE**  
 Bite-sized knowledge from the TA Network



**TA NETWORK**



**TA TIDBITS**  
 Rapid response to questions from the field



**TA TELEGRAM**  
 The latest news from the National TA Network for Children's Behavioral Health



**SAMHSA**  
 Substance Abuse and Mental Health Services Administration

**TA NETWORK**

# STAFF SENATE

## STRATEGIC MARKETING

**UMB STAFF SENATE**  
Community Outreach Committee

### VETERANS COLLECTION

In honor of the upcoming Independence Day Holiday, the UMB Staff Senate Community Outreach Committee is holding a drive to benefit the Baltimore VA Medical Center.

**SOME OF THE ITEMS DESIRED INCLUDE:**

**Activities/Misc. Items**

- Magazines (no older than April 2019)
- Puzzle Books
- Adult Coloring Books
- Pens/Pencils
- Handheld games ("No decks of cards are needed")

**Clothing (NEW - men's or women's in various sizes M - XXXL)**

- Non-skid socks
- Packs of Underwear
- Packs of T-shirts
- Sweatpants
- Flip-flops/Shower shoes
- Baseball hats

**LAST DAY TO DONATE IS JULY 3**

To donate, look for the blue collection bins in your building.  
[umaryland.edu/ssenate](http://umaryland.edu/ssenate)

 UNIVERSITY of MARYLAND BALTIMORE



**UMB STAFF SENATE**

## MEET *and* GREET

Come celebrate the Staff Senate's *25th Anniversary* with light refreshments at a meet and greet.

**APRIL 22**  
**12:30 to 1:30 p.m.**  
SMC Campus Center,  
Elm Ballroom B



 UNIVERSITY of MARYLAND BALTIMORE

**STAFF SENATE**

## LET'S TAKE THE PLEDGE AND **CHOOSE CIVILITY**



Let's start the conversation. Send us your thoughts and examples of what civility means to you. By sharing, we can commit to civility through awareness and participation. Let's take the pledge and choose civility.

Go to our website and click on Staff Senate Civility Campaign, share your thoughts, and take the pledge.  
[www.umaryland.edu/ssenate](http://www.umaryland.edu/ssenate)

 UNIVERSITY of MARYLAND BALTIMORE

# FACULTY SENATE

## STRATEGIC MARKETING AND LOOK CREATION

UMB FACULTY SENATE



AGENDA

4:30 - 4:35  
Welcome  
President Jay Perman

Introductions: Faculty Senate officers  
and work group leaders  
Faculty Senate President Michael Woolley

4:35 - 4:40  
Faculty Senate Service Project  
Faculty Senate Vice President Joshua Abzug

4:40 - 4:45  
Update: Council of University System Faculty  
Senator Susan Antol

4:45 - 5  
Update - Faculty Senate work group reports  
Campus Environment and Safety  
Senators Everly Brown and Linda Murray  
Human Resources  
Senator Susan Antol  
Communications  
Senator Isabel Rambob and Karen Clark  
Employee Benefits  
Senator Shoshanna Ringel

5 - 6  
Questions and Discussion

6  
Reception

The UMB Faculty Senate is Interested in your Input

FACULTY SENATE OPEN FORUM  
TUESDAY, MAY 14 | 4:30 to 6 p.m.

School of Social Work Auditorium  
525 W. Redwood St.

In an overall effort to advance faculty engagement in shared governance the Faculty Senate is having an Open Forum for all faculty across campus to come and ask a question, express a concern, or make a suggestion and find out what your Faculty Senate has been working on. President Jay Perman, all the current and newly elected Faculty Senate officers, and chairpersons of Faculty Senate work groups will be there to respond to your input. Reception to follow.



PLEASE RSVP TO:  
[academicaffairs@umaryland.edu](mailto:academicaffairs@umaryland.edu)

UMB FACULTY SENATE

FACULTY MEMBERS:

Your Faculty Senate wants to hear from YOU!

President Perman, Faculty Senate officials, and work group leaders will be on hand to respond to your input.

OPEN FORUM

Tuesday, May 14  
4:30 to 6 p.m.

School of Social Work Auditorium

Reception to follow

Please RSVP to:  
[academicaffairs@umaryland.edu](mailto:academicaffairs@umaryland.edu)





# GOVERNMENT AFFAIRS

## STRATEGIC MARKETING

**PRESIDENT'S PANEL**  
on POLITICS AND POLICY

**SPEAKER SERIES**  
The President's Panel on Politics and Policy is a speaker series examining issues important to the UMB community that are likely to be affected by the current presidential administration and Congress, including health and higher education policy, federal budget priorities, and civil rights and social justice.

**A Conversation with Retired U.S. Senator**  
**BARBARA A. MIKULSKI, MSW '65**

**TUESDAY, NOV. 27**

SMC CAMPUS CENTER, ELM BALLROOMS  
8 to 8:30 a.m. — Breakfast 8:30 to 10 a.m. — Lecture

UNIVERSITY of MARYLAND BALTIMORE

REGISTER EARLY. SPACE IS LIMITED.  
[umaryland.edu/politics-panel/p4-registration](http://umaryland.edu/politics-panel/p4-registration)

**PRESIDENT'S PANEL**  
on POLITICS AND POLICY

**A Conversation with Retired U.S. Senator**  
**BARBARA A. MIKULSKI**

**TUESDAY, NOV. 27**

8 to 8:30 a.m. — Breakfast 8:30 to 10 a.m. — Lecture  
SMC CAMPUS CENTER, Elm Ballrooms

**PRESIDENT'S PANEL**  
on POLITICS AND POLICY

**A conversation with New York Times White House Correspondent and Pulitzer Prize Winner**  
**MAGGIE HABERMAN**

**TUESDAY, MARCH 5**

8 to 8:30 a.m. — Breakfast 8:30 to 10 a.m. — Program  
SMC CAMPUS CENTER, Elm Ballrooms

**PRESIDENT'S PANEL**  
on POLITICS AND POLICY

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**MAGGIE HABERMAN**

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SMC CAMPUS CENTER, ELM BALLROOMS  
8 to 8:30 a.m. — Breakfast  
8:30 to 10 a.m. — Lecture

UNIVERSITY of MARYLAND BALTIMORE

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SMC CAMPUS CENTER ELM BALLROOMS  
8 to 8:30 a.m. — Breakfast  
8:30 to 10 a.m. — Lecture and questions

UNIVERSITY of MARYLAND BALTIMORE

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UNIVERSITY of MARYLAND BALTIMORE

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[umaryland.edu/politics-panel/p4-registration](http://umaryland.edu/politics-panel/p4-registration)

# GOVERNMENT AFFAIRS, CONTINUED



## WE ARE UMB

FY 2020 Operating Budget Testimony  
to the Maryland General Assembly

PRESENTED BY  
**Jay A. Peerman, MD**  
President  
February 2019

LETTER TO THE COMMITTEE



**The University of Maryland, Baltimore (UMB) is committed to improving the human condition through leadership in education, research, clinical care, and public service.**

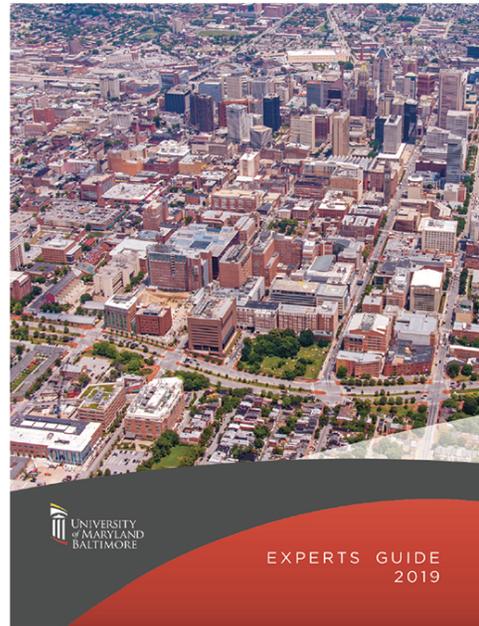
We train the professionals who secure the health and well-being of Maryland's citizens and who promote the rule of law. We create the knowledge that cures disease and strengthens communities, locally and globally. We develop the practitioners and innovators who drive discovery and fuel economic growth.

I am grateful to Gov. Larry Hogan and the Maryland General Assembly for their continued support of UMB as we drive to keep Maryland strong. In the pages that follow, you'll see some of the ways in which UMB is expanding efforts to train Maryland's workforce, care for its people, and invigorate its economy.

We remain eager to work with you in building Maryland's future — one shaped by knowledge, innovation, and, always, deep compassion.

Sincerely,  
  
**JAY A. PERMAN, MD**  
President  
University of Maryland, Baltimore

UNIVERSITY OF MARYLAND, BALTIMORE



UNIVERSITY OF MARYLAND, BALTIMORE | EXPERTS GUIDE

### STUDENT DEMOGRAPHICS

27% MALE  
73% FEMALE

18% AFRICAN AMERICAN  
64% HINDU

### EMPLOYMENT

Faculty  
Executive/Professional  
Support Personnel  
Total Regular  
Student Body  
Total Employee

### AN ENTRY

FY 2018 - \$  
Research, Clinical  
Classical (PhD)  
Research at  
State Funds  
Tuition & Fee  
Auxiliary Fee  
Total \$1.2B

### HISTORY

UNIVERSITY OF MARYLAND, BALTIMORE | EXPERTS GUIDE

## UMB EXPERTS



**BRUCE ANDERSON, PHARM.D, DABAT (SOP)**  
*Director, Maryland Poison Center*  
*Professor, Department of Pharmacy Practice and Science*

Dr. Anderson joined the faculty at the School of Pharmacy in 1996, following the completion of a fellowship in clinical toxicology at the University of California, San Diego and San Diego Regional Poison Center. He is a member of the American Academy of Clinical Toxicology and American Association of Poison Control Centers. He also has served as a member of the board for the American Board of Applied Toxicology, as well as a trustee for the American Academy of Clinical Toxicology.

A center within the School of Pharmacy's Department of Pharmacy Practice and Science, the Maryland Poison Center (MPC) is certified by the American Association of Poison Control Centers as a regional poison center. It operates 24 hours a day, every day of the year, and is staffed by pharmacists and nurses who are certified as specialists in poison information. Though the center initially only served physicians when it first moved to the School of Pharmacy 46 years ago, it has grown into a free public service that now responds to more than 40,000 calls from Maryland residents each year. MPC staff members work to prevent poisonings through outreach and education, while optimizing care for individuals whose cases need to be managed in a health care facility. Since its founding in 1972, the center has responded to more than 2 million calls from Maryland residents. Those calls have addressed several important public health incidents, such as the Tylenol cyanide poisonings, Sunlight dish detergent mailing, anthrax release, Baltimore's Howard Street tunnel fire, and the emergence of new drugs of abuse, such as synthetic cannabinoids and "bath salts."

410-563-5580 | [b.anderson@rx.umaryland.edu](mailto:b.anderson@rx.umaryland.edu)



UNIVERSITY OF MARYLAND, BALTIMORE  
**LEGISLATIVE SESSION IMPACT REPORT**  
2019

UNIVERSITY OF MARYLAND, BALTIMORE

# PHILANTHROPY

## COMMUNITY CAMPUS INITIATIVE

One Vision, One Community

The University of Maryland, Baltimore (UMB) Community Campus is the centerpiece of UMB's deep commitment to West Baltimore and to the collaboration - undertaken with our neighbors - that will strengthen it.

### UMB COMMUNITY ENGAGEMENT CENTER

UNIVERSITY of MARYLAND BALTIMORE

COMMUNITY CAMPUS

### INVESTING IN THE YOUNG PEOPLE

A PLACE TO PARTNER

TO INNOVATE

BioPark

UNIVERSITY of MARYLAND BALTIMORE

COMMUNITY CAMPUS

**GROWING BALTIMORE'S ECONOMY**

UMB has long been one of the state's most powerful economic drivers, stimulating \$3 billion in economic activity in 2018, up from \$2.8 billion in 2016. A significant factor in that growth is the UM BioPark, Baltimore's biggest biotechnology cluster and a thriving entrepreneurial community. The 14-acre park is home to more than 40 health science companies that employ over 1000 people working in areas such as oncology, autism, cardiovascular disease, and new vaccine and drug development.

Located just across Martin Luther King Jr. Boulevard, the University of Maryland (UM) BioPark extends the University's economic development activities to West Baltimore. Tenants provide strategic workforce training, degree programs, and financial and business development services to neighborhood residents.

**66** The BioPark has been creating tangible benefits for the University and the community for 15 years. The project is where UMB's discoveries come to market and where private companies are working to find treatments and cures to improve the human condition. <sup>28</sup>

**JAY A. FIDMAN, MD,**  
president of the University of Maryland, Baltimore

UNIVERSITY of MARYLAND BALTIMORE

COMMUNITY CAMPUS

### COMMUNITY CAMPUS PARTNERS

**STRENGTHENING WEST BALTIMORE THROUGH POWERFUL PARTNERSHIPS**

The University of Maryland, Baltimore's (UMB) Community Campus will touch many lives in West Baltimore by strengthening UMB's capacity to provide programs and services to people who need them. The University has a compelling vision for the Community Campus and its potential, along with a genuine commitment to pursuing its aspirational vision.

UMB students, faculty, staff, and friends have long engaged meaningfully with our neighbors, and the University has deployed its assets, expertise, and influence to make a significant and sustained difference in West Baltimore. We now seek philanthropic partners who share the desire to create a lasting positive impact on our common community.

The Community Campus will benefit from substantial partners already working — and investing — in this neighborhood:

- Real Estate and Community Developers**  
Cross Street Partners  
La Cité
- Foundations and Government Agencies**  
Abell Foundation  
France-Merrick Foundation

**CHARITABLE INVESTMENT DRIVES PROGRESS**

As our Community Campus continues to blossom, UMB invites thoughtful philanthropy to support the human capital, initiatives, and facilities necessary to develop and expand vital services. In addition to generating gift support to help fund programs and services, we aim to sustain and undergird the UMB Community Engagement Center for the long term. Additionally, we invite the collaboration of donors and funders with an interest in supporting UMB's partnership with the United Way and other area nonprofits to provide family-focused programs and services on the Community Campus. We earnestly encourage your partnership in and commitment to pursue, and sincerely appreciate the growing Community Campus community committed to lives of children and Baltimore's most resilient communities.

### ONE VISION, ONE COMMUNITY

The University of Maryland, Baltimore (UMB) Community Campus is the centerpiece of UMB's deep commitment to West Baltimore and to the collaboration - undertaken with our neighbors - that will strengthen it.

Located immediately west of UMB's academic campus, adjacent to the seven distinct neighborhoods that comprise the Southwest Partnership (see map), the Community Campus allows us to meet and serve residents where they are. It places the University's faculty, staff, students, and our neighbors in West Baltimore within easy reach of one another. With access to each other's expertise and resources, we can marshal these attributes to address complex challenges, strengthen community development, and promote external investment.

As an anchor institution in West Baltimore, UMB prides itself on establishing meaningful ways in which to integrate with its valued partners and neighbors as one cohesive community. Engagement is a core tenet of our mission and culture.

UNIVERSITY of MARYLAND BALTIMORE

COMMUNITY CAMPUS



# Philanthropy

## STRATEGIC MARKETING

University of Maryland Center to Advance Chronic Pain Research (CACPR) Case Statement and UMB Confronts Chronic Pain Baltimore Business Journal ad

**70 Million to 100 Million Americans Suffer from Chronic Pain**

**UMB CONFRONTS CHRONIC PAIN**

The University of Maryland, Baltimore (UMB) is proud to share the impactful work our top-tier scientists and professionals from the schools of dentistry, law, medicine, nursing, pharmacy, and social work conduct to better understand, treat, and modify the impact of chronic pain. We invite you to join us at our upcoming Community Conversation on pain:

**Wednesday, June 19**  
5:30 – 7:30 p.m.

The Radisson at Cross Keys  
5100 Falls Road, Baltimore, MD 21210

Reservations required - The session is complimentary and includes heavy hors d'oeuvres and parking.

**Please RSVP online by June 17: [www.umaryland.edu/chronic-pain-event-registration](http://www.umaryland.edu/chronic-pain-event-registration)**

The millions of Americans who suffer from pain experience a broad range of significant discomfort, including low back pain, severe headaches or migraines, neck pain, facial and jaw pain, cancer-related pain, and localized or widespread bodily pain of unknown origin.

UMB has been an epicenter of robust chronic pain research for many years. In 2014, the University of Maryland Center to Advance Chronic Pain Research (CACPR) was established to build on the decades of multidisciplinary pain research and expand innovative collaborations across the University.

**THE CATALYST CAMPAIGN**  
[catalyst.umaryland.edu](http://catalyst.umaryland.edu)

**OUR BACKGROUND**

The University of Maryland Center to Advance Chronic Pain Research (CACPR) is founded on decades of successful, multidisciplinary pain research at the University of Maryland, Baltimore (UMB). Its unique capacity emanates from the urgency for broad-based perspectives derived from collaborative research and intervention by the diverse professional networks located at UMB.

Pain is an increasingly prevalent problem, and clinical biomedical research that will advance the understanding and treatment of chronic pain.

The CACPR is a Universitywide entity managed under the leadership of co-directors Susan C. Doney, PhD, BS, FAHA, University of Maryland School of Nursing; and Jill D. Coombes, PhD, University of Maryland School of Dentistry. Together, experts from UMB's schools of dentistry, law, medicine, nursing, pharmacy, and social work shape a productive research environment that is primed to make important progress in the field of pain research. The faculty, staff, and trainee members of the CACPR offer a unique and comprehensive skill set that emerges from investigating pain at a cellular level to its overall "health" based on the community.

The national Institutes of Health estimates that more adults suffer from chronic pain than heart disease, diabetes, and cancer combined.

According to the 2007 Centers for Disease Control and Prevention report on health, 16.4 percent of adults experienced low back pain during the past three months. 78 percent suffered from neck headaches or migraines, and 22.6 percent lived with neck pain. 100 percent diagnosed with localized or widespread bodily pain of unknown origin.

The most recent data estimate that chronic pain costs the U.S. economy \$100 billion to \$252 billion annually. This encompasses treating costs along with the cost of lost productivity including workers missed (\$14 billion-\$27 billion; hours of work lost: \$50.2 billion; 500,000 dollars; and lost wages: \$30.8 billion-\$24.3 billion).

**My interest in pain research is rooted in my practice as a nurse in the ER where I cared for patients in acute and chronic pain every day. The goal is to explore how quickly we were able to manage pain. Chronic pain is often described as sharp or dull, burning or stabbing, cramping or aching. However, these descriptions of pain aren't what drives me. What drives me is hearing how patients describe their pain.**

**"On good days, I feel like I can run a marathon. On bad days, I can barely walk from my bedroom to the kitchen."**

**What would drive the burst of electric pain shoot through my body?**

An estimated 70 million

It begins with the first visit to FAAM, associate professor, rheumatologic symptoms, source, root of nursing.

**UNIVERSITY OF MARYLAND CENTER TO ADVANCE CHRONIC PAIN RESEARCH (CACPR)**

# Philanthropy

## PUBLICATIONS

UMB Spotlight Magazine



**IN THIS ISSUE**

- p2. Erin Levitas Initiative
- p4. Engaging Patients and Communities
- p6. Placebo Effect and Virtual Reality
- p6. Taking Aim at Chronic Pain
- p8. Innovations and Inventions
- p10. \$30 Million for Promise Heights
- p12. Bastian Memorial Scholarship
- p13. Graduate School Hits 100 Years
- p14. Catalyst Campaign Update: \$453M
- p18. HIV: Agent of Change

*We want to hear from you!*  
If you have questions or feedback on any of the articles featured in this issue of Spotlight, or other events around the University of Maryland, Baltimore, please reach out. You can share your thoughts with us via email at [catalystcampaign@umaryland.edu](mailto:catalystcampaign@umaryland.edu)

UNIVERSITY OF MARYLAND, BALTIMORE

**TEDx COMES TO UMB**

**On Nov. 9, 2018, 100 guests had the opportunity to listen to 10 experts speaking on the theme of "Improving the Human Condition" at the inaugural TEDx University of Maryland, Baltimore (UMB).**

The theme was taken from UMB's mission statement, and talk topics included the placebo effect's role in overcoming the opioid epidemic, mirrors being manipulated and trafficked for sex, innovations in the way we think about gender, augmented and virtual reality in medicine, invisible influences in education, and more.

UMB President Jay A. Perrow, MD, was among the speakers at the daylong event, which was organized by the University through TED (Technology, Entertainment, Design), a nonprofit organization devoted to "ideas worth spreading."

"There are so many talented people doing important work here at UMB," said John Palinski, MD, a philanthropy officer at the University and a member of the TEDx UMB planning committee. "TEDx is a bit of education in just reminding people who we are by projecting to the world all the wonderful things that are happening here."

The event was livestreamed on YouTube to a global audience, allowing its outreach and engagement to go far beyond the Baltimore community. To learn more about these and other innovations happening around UMB, contact us at [catalystcampaign@umaryland.edu](mailto:catalystcampaign@umaryland.edu) or visit [catalyst.umaryland.edu/](http://catalyst.umaryland.edu/) and [umaryland.edu/](http://umaryland.edu/)

**Catalyst Campaign Surpasses \$453 Million**

In recent months a number of significant gifts, including three seven-figure gifts and a number in the six-figure range, have propelled the University of Maryland, Baltimore's (UMB) most ambitious fundraising endeavor. The Catalyst Campaign has surpassed its goal of \$453 million.

**UMB Challenge**

Chronic pain is an increasingly prevalent problem for individuals, families, and society at large, with high costs and potentially devastating effects on quality of life. According to the most recent data from the U.S. Institute of Medicine, an estimated 100 million people in the United States suffer from chronic pain — more than heart disease, cancer, and Alzheimer's combined. Historically, chronic pain has been under-researched and under-addressed, resulting in a gap in the research, assessment, and treatment of pain and leaving millions of patients on a journey toward relief.

Dr. Peter D. Jacobson, Ph.D., RN, FAAN, professor and chair of the Department of Pain and Translational Science at the University of Maryland Baltimore School of Nursing (UMBSN), observed that research and practice during her master's coursework, "I've seen many patients who suffer from intractable pain, and knowing you don't have anything that can make you feel better."

**THE BIG IDEAS**

- CONSIDERING CHRONIC PAIN
- ELIMINATING ADDICTION
- HANDLING CRITICAL DISEASES
- EMBRACING ENTREPRENEURSHIP
- STRENGTHENING COMMUNITIES

# Philanthropy

## PUBLICATIONS

### Campaign Newsletters: Spotlight and Catalyst

These newsletters illustrate the leadership and excellence that distinguishes UMB, and demonstrates how these qualities benefit our 6,500 students and many more thousands of people we serve each year in the state, in the region, and beyond.

# SPOTLIGHT

SUMMER  
2019

A CAMPAIGN NEWSLETTER FROM UMB

### Building a PAL in West Baltimore

*By Kate Tafelski*

Two days a week, 39 boys and girls from West Baltimore gather at the University of Maryland, Baltimore (UMB) Community Engagement Center (CEC) to play sports, complete art projects, embark on field trips, and perform community service, all under the mentorship of University police officers.

The UMB Police Athletic/Activities League (PAL) a branch of the national program and only the second offered at a university, provides the opportunity for elementary and middle school students to improve their self-esteem, academic performance, and social skills, while forming a relationship with local police officers. Building this foundation between West Baltimore children and police is important to repairing a history of mistrust.

Since PAL's inception in February 2018, almost all of the young participants reported feeling more likely to talk to an adult about a problem they cannot solve by themselves, feeling more connected to the community, and having an improved outlook for the future. One student reported that he saw himself being better in school, saying, "Last year I was bad, but this year I improved on what I am supposed to do." Another noted he "felt safe in the Community Engagement Center."

Vernon Reid, a Baltimore-raised executive at T. Rowe Price who was integral to bringing the PAL program to UMB, was thoroughly impressed by the opportunities for the youths' growth and achievement.

"Sports, arts and crafts, exciting trips, and the very important homework sessions serve to elevate hope, self-esteem, and confidence, which in turn raise their level of participation and success in school," he said. "Being privy and exposed to a safe environment, excellent mentors, new

friends, a spirit of teamwork, and unconditional love should lead these young citizens to a greater level of hope, respect, and trust of self and others."

The results have thrilled Theo C. Rodgers, CEO of A&R Development in Baltimore and benefactor of the UMB PAL program.

"When I learned that the children participating in PAL felt safe in the program and are seeing improvements in school, I felt so proud to have played a role in the funding of the PAL program at UMB," he said. "Fostering the relationship between the neighborhood kids and the police officers who work in their community is an investment in the child's future as well as the future of our communities. It is my hope that in the new, permanent CEC building, the PAL program can bring in more children and deepen these relationships for many years to come."



The new home of the CEC will be a 30,000-square-foot historic building that stands on the edge of the Poppleton and Hollins Market neighborhoods, just around the corner from the current center, and is in need of major renovations. Bringing this beautiful, distinctive property back to a useful life will significantly increase the CEC's capacity, making possible the expansion of the PAL program to serve more students as well as additional youth programming, workforce development support, health education, and social work assistance services.



catalyst.umbmaryland.edu  
catalystcampaign@umbmaryland.edu

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# CATALYST

WINTER  
2019

A CAMPAIGN NEWSLETTER FROM UMB

### School of Dentistry Receives \$1 Million Gift

*By Holly Selby*

On any given day, Shashank Joshi, BDS, MBA, MS '18, may design a treatment plan for a patient with multiple failing implants, oversee predoctoral students in a clinic, or work side-by-side with a senior faculty member highly trained in both periodontics and prosthodontics.

"Some days, I am completing straightforward surgeries. Other days, I am teaching our predoctoral students," said Joshi, one of two 2018-2019 recipients of the Nobel Biocare Periodontic/Prosthodontic Fellowship for Implant Dentistry at the University of Maryland School of Dentistry (UMSOD). "I've trained as a specialist in periodontics, and now I can spend a year studying prosthodontics."

The program, made possible by a recent \$1 million grant from Nobel Biocare, enables two rising oral health professionals to extend their three-year postgraduate training in periodontics and prosthodontics with an additional year of interdisciplinary study during which they will work with outstanding faculty mentors, teach, and conduct research.

The grant also provides dental componentry for use in the UMSOD clinics, which allows dental students a chance to hone their skills, lowers costs, and expands access to care for patients in need.

"Nobel Biocare has long been committed to promoting improved patient care and advancing dental treatment through research, education, and training, and we are pleased to be able to provide the School of Dentistry this support," said Dianne Cusati-DeMatto, key account manager, specialty markets, at Nobel Biocare.



Malek Alshehri (left) and Shashank Joshi are Nobel Fellows currently training at the University of Maryland School of Dentistry. PHOTO BY SCOTT HESSE.

"We also are very pleased that the grant will support the study of leading-edge patient solutions involving dental implants and prosthetics by postgraduate specialty students."

Noting that the gift marks 13 consecutive years of support for the School of Dentistry by Nobel Biocare, Mark A. Reynolds, DDS '86, PhD, MA, dean and professor at UMSOD, said, "Nobel Biocare has shown its understanding of the importance of developing new oral health leaders. With this year of cross-training, these fellows will gain invaluable understanding and appreciation of these highly inter-related specialties — and emerge well-prepared to resolve highly complex patient needs."

Malek Alshehri, BDS, who also is a Nobel Fellow, completed a prosthodontics residency at UMSOD and chose to continue his training specifically to explore the periodontics specialty. "Without the support of the Nobel Fellowship, I would not have had the chance to participate in the program," he said.

Alshehri hopes one day to work in health administration in his home country of Saudi Arabia, saying, "The training I get here will prepare me for leading positions in hospitals."



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2019 WINTER Catalyst Newsletter v1.indd 1 11/8/18 12:25 PM

# Philanthropy

## PLANNED GIVING CAMPAIGN

IRA Charitable Distributions Postcard and The Savvy Donor Newsletter



**UNIVERSITY of MARYLAND BALTIMORE**

**IRA CHARITABLE DISTRIBUTIONS:**

### WHAT ARE QUALIFIED CHARITABLE DISTRIBUTIONS?

After a traditional IRA account holder turns 70½, they can give up to \$100,000 directly from their IRA to one or more charities, using a *qualified charitable distribution* form issued by the IRA administrator. This gift strategy may be particularly attractive to those who plan to claim the standard deduction on their tax return.

- ✓ The charitable distributions are **non-taxable** to the owner.
- ✓ They satisfy all or part of the **required minimum distribution (RMD)** of the owner.
- ✓ Qualified charitable distributions are **not deductible**.

### HOW DO I ACT?

**STEP 1** Complete a Qualified Charitable Distribution form through your IRA administrator, providing the following:  
 University of Maryland Baltimore Foundation, Inc.  
 620 West Lexington Street, 2nd floor  
 Baltimore, MD 21201

**STEP 2** Alert the Office of Planned Giving at [plannedgiving@umaryland.edu](mailto:plannedgiving@umaryland.edu) or 877-706-4406 as to where you wish to designate your gift.

### USER REVIEW: The Sewalls on Why a DAF Works for Them

Richard Sewall, DDS '76, and his wife, Gwyn, give annually to the School of Dentistry and multiple other charities. About six years ago they learned about DAFs from their financial advisor, who helped them establish a new DAF with appreciated stock.

"In a year when I converted an IRA to a Roth IRA, the donor advised fund was a good way to get a much-needed tax deduction, and this ensures a pool of money for our charitable gifts regardless of the vagaries of annual retirement income," says Gwyn. "Through the website it's easy to make our annual gifts and we can see our giving history any time. We are in aggressive growth and growth funds and can choose either one or a combination for the grants they make. The growth has

### EVERYONE ASKS: CAN DAFs BE USED TO PAY A PLEDGE?

Yes, if three conditions are met.

Ever since the IRS first wrote comprehensive rules governing DAFs in 2006, confusion (and a lot of unpleasant surprises) has prevailed over the question of DAFs making payments on a pledge recorded in the donor's name. The root of the problem is the severe IRS penalty imposed on donor-advisors and DAFs if a grant is made that results in "more than an incidental benefit" to the donor-advisor. The IRS might consider a DAF payment on a pledge obligated by another party (the donor-advisor) a personal benefit.

Fortunately, in December 2017 the IRS proposed clarifying rules over DAFs and pledge payments. Although not yet law, the notice (2017-73) provides that donor-advisors and DAF sponsors may immediately rely on it for guidance relating to DAF pledges. The IRS will not impose penalties for fulfilling a personal pledge with a DAF if:

- 1 When making the grant, the DAF makes no reference to the existence of the pledge.
- 2 The donor-advisor nor anyone else receives directly or indirectly any other benefit besides the pledge payment.

## THE SAVVY DONOR

Office of PLANNED GIVING

### WHAT'S HOT? DONOR ADVISED FUNDS (AKA DAFs)

Even though they have been in existence since 1931, donor advised funds (DAFs) are a widely popular means of giving today and grow in popularity every year.

**What are DAFs?**

DAFs are accounts hosted by a 501(c)(3) charity, opened by an individual with donated assets above a minimum amount set by the 501(c)(3) host. The donor subsequently recommends (i.e. "advises") that grants be made out of the DAF to other 501(c)(3) charities named by the donor.

The donor receives full tax credit for the gift to the DAF, just like a completed gift to any other 501(c)(3), but later can recommend grants out of the DAF to one or multiple charities. Unlike private foundations, no rules currently exist requiring minimum charitable distribution of DAF funds.

**What is the purpose of a DAF?**

In the pre-DAF era, philanthropists created private foundations (aka family foundations) to attain privacy, control, tax efficiency, consolidate giving, and involve multiple family members or generations in the giving decisions about family wealth. All those desirable outcomes still exist in the present giving environment, but now donors can secure the same benefits via a DAF at much lower cost and complexity.

### Features common to most DAFs:

- Most DAF minimums are \$5,000 or \$10,000 to open.
- DAFs accept cash, stock, and non-cash assets; manage investments; distribute funds and file tax forms.
- Donor-advisors have online access to make grant requests and research charities.
- Donor-advisors can name additional and successor advisors.
- Donor-advisors can remain anonymous to the charities if desired.

**Who gives through DAFs?**

Multiple studies in recent years provide insight about existing DAF donors:

- The overwhelming majority (94 percent) of 15,300 surveyed DAF donors are repeat donors who grant to the same charities more than once, and among that group 47 percent grant the same amount every year.
- DAF donors are involved: 73 percent report being somewhat or very involved in the charities they support, with 6 percent reporting they became more involved after opening a DAF.

**Where can one open a DAF?**

Like a majority of 501(c)(3) charities, the University of Maryland Baltimore Foundation does not have its own DAF, but gifts from DAFs are essential to our annual support and we welcome DAF gifts with open arms.

At last count, there were 979 DAF sponsoring organizations holding 285,000 accounts worth \$90 billion. The three most common places to find a DAF program are:

- 1 Community foundations, such as the Baltimore Community Foundation and The Associated Jewish Federation of Baltimore
- 2 National charities, such as National Philanthropic Trust and the Fidelity Fund for Charitable Giving
- 3 Single-issue charities, such as Feeding America and The Nature Conservancy

Charitable deduction provides a tax receipt

Options: 1) Donor-which most will do if the donor-advisor signs must omit any reference to the DAF. 3) Finally, plan or gift intention fulfill since there is no

Investment, or other such advice. In advance the advice of legal, tax,

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# Philanthropy

## THE UNIVERSITY OF MARYLAND BALTIMORE FOUNDATION, INC. (UMBF)

2019 Endowment Report



# ENDOWMENT FINANCIAL REPORT



UNIVERSITY of MARYLAND  
BALTIMORE

### THE CATALYST CAMPAIGN

[catalyst.umaryland.edu](http://catalyst.umaryland.edu)

## Fast Facts

\$2.8 BILLION

UMB'S ANNUAL ECONOMIC IMPACT ON MARYLAND. Students, faculty, and staff also contribute more than 2 million hours of service annually to citizens throughout Maryland, providing programming that improves health and wellness, advances justice, promotes economic development, and strengthens families and communities.

STUDENT DEMOGRAPHICS	74 DEGREE AND CERTIFICATE PROGRAMS	\$337.66 MILLION
76% IN STATE 24% OUT OF STATE 73% FEMALE 27% MALE 18% AFRICAN-AMERICAN 44% MINORITIES		Market value of UMB's endowment as of Dec. 31, 2018, a 5.8 percent increase over 2017

2,748

UMB FACULTY MEMBERS WHO ARE TEACHING AND WORLD-RENOWNED IN SUCH FIELDS AS:

- global health
- genomics
- oncology
- HIV/AIDS
- vaccine development
- neuroscience
- transplantation
- trauma care
- nursing informatics
- gerontology
- child welfare
- health law
- cyber and privacy law
- pain management
- pharmaceutical sciences
- behavioral health

6,777

Number of UMB students enrolled in fall 2018

\$11.93 MILLION

Total amount of income from the endowment available for schools to spend on July 1, 2019. 58 percent is designated by donors to support students.



972

Number of individual funds that make up the UMB endowment – each established by a dedicated and generous donor or group of donors

\$38.2 MILLION

New gifts and pledges to endowed funds in 2018

1,653 DEGREES

AWARDED IN MAY 2018

Among Maryland's public universities, UMB accounts for nearly 25 percent of full-time graduate enrollment, and each year, the University confers most of the professional practice degrees in the state.

### IN SCHOOLS, ONE MISSION

Foundational schools and interdisciplinary Graduate School lead the way in education and serve the public good of Maryland and society at large through education, research, clinical care, and service.

School of Dentistry <i>Founded 1967</i>	School of Nursing <i>Founded 1969</i>	School of Social Work <i>Founded 1967</i>
School of Pharmacy <i>Founded 1961</i>	Graduate School <i>Founded 1918</i>	

### CORE VALUES

Collaboration	Excellence	Leadership
Diversity	Knowledge	



UNIVERSITY of MARYLAND  
BALTIMORE

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# Philanthropy

## STRATEGIC EVENT MARKETING

UMBF Entrepreneurship and Business Forum



**UMB BUSINESS and ENTREPRENEURSHIP FORUM**

**The Future of Business: Where Will We Be in 2020 and Beyond?**

*Join us* for a presentation and conversation with top-tier Baltimore entrepreneurs and business experts. This first-ever forum is designed to connect professionals with significant business and/or entrepreneurial expertise with students who have similar interests.

Wednesday  
**APRIL 10**  
6 to 8 p.m.  
**The Grid**  
875 Hollins St.  
Baltimore, MD

**Moderator:**

- ✓ **JOHN C. WEISS III, MBA**  
Director and President, BioTechnical Institute of Maryland, Inc.  
Senior Lecturer, Executive-in-Residence  
Merrick School of Business  
University of Baltimore

**Presenters will include:**

- ✓ **STEVE CONLY**  
VP/GM, Microbiology, BD Life Sciences
- ✓ **LUKE COOPER, JD, MBA**  
CEO of startup Fixt
- ✓ **NNEKA RIMMER, JD, MBA**  
Senior VP, McCormick & Co.

A question-and-answer session will follow.  
Refreshments will be included.

**REGISTER TODAY**  
Please RSVP at [umaryland.edu/umbf/forum](http://umaryland.edu/umbf/forum)

*Space is limited*

The UMB Business and Entrepreneurship Forum is sponsored by the UMB Foundation, in cooperation with the UMB Graduate School and the UM BioPark.

UMB's Golf at Caves Outing



SAVE THE DATE

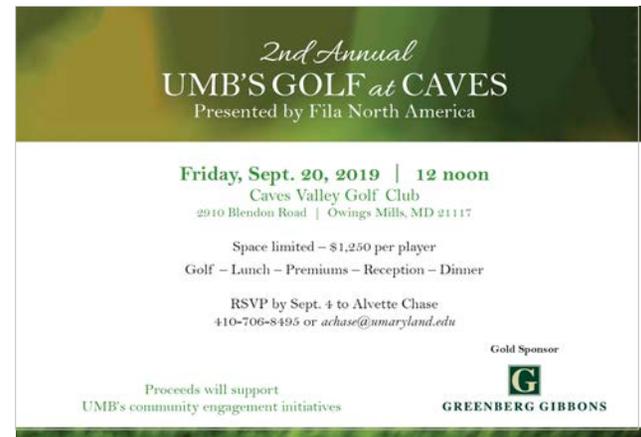
*2nd Annual*

# UMB'S GOLF at CAVES

Presented by  
Fila North America

UNIVERSITY of MARYLAND BALTIMORE

FILA



*2nd Annual*

# UMB'S GOLF at CAVES

Presented by Fila North America

**Friday, Sept. 20, 2019 | 12 noon**  
Caves Valley Golf Club  
2910 Blendon Road | Owings Mills, MD 21117

Space limited – \$1,250 per player  
Golf – Lunch – Premiums – Reception – Dinner

RSVP by Sept. 4 to Alvette Chase  
410-706-8495 or [achase@umaryland.edu](mailto:achase@umaryland.edu)

Gold Sponsor  
**GREENBERG GIBBONS**

Proceeds will support  
UMB's community engagement initiatives

# Philanthropy

## UNDER ARMOUR PROPOSAL

### UMB COMMUNITY ENGAGEMENT CENTER

As a public urban university and one of Baltimore's most powerful anchor institutions, the University of Maryland, Baltimore (UMB) is dedicated to improving health, creating wealth, and advancing social justice in the neighborhoods nearest our campus.

In 2017 alone, the CEC welcomed more than 3,000 residents, and while the level of engagement with the CEC varies by client, most are repeat visitors and most access a range of services. In its first 21 months of operation, the CEC served more than 24,000 neighbors. The number of residents served during the academic year was nearly double the year before.

expanding the number of residents with our services and programs, staff and interns frequently canvass neighboring neighborhoods, knocking on doors and using the telephone, clients to share how the University and city might work together to cultivate learning, grow employment, and accelerate progress toward goals.

In 2 1/2 years, we've tested the CEC and the community has responded enthusiastically. We now need a larger, more permanent space that will allow us to expand the size and scope of our programs to better serve our neighbors.

### STRENGTHENING SOUTHWEST BALTIMORE THROUGH POWERFUL PARTNERSHIPS

The University of Maryland, Baltimore can help transform the Southwest Baltimore neighborhoods near our campus, which are ripe for positive change. To succeed, we'll need the human capital, programs, and facilities that allow us to develop and grow vital services. We'll leverage resources provided by valued partners to advance our progress in creating a holistic Community Campus that meets the many needs of our neighbors, across all ages and incomes.



UMB Community Engagement Center 1

### AN INVITATION TO PARTNERSHIP

Philanthropic investment in the CEC will touch many lives in Southwest Baltimore, strengthening UMB's capacity to provide programs and services to people who urgently need them. The University has a compelling vision for what this Community Campus can achieve and a genuine commitment

to the Abell Foundation, the Goldseker Foundation, and the U.S. Justice Department.

UMB seeks leadership giving that will fund the purchase, equipping, and operation of the Community Engagement Center at 16 S.

to create an endowment in perpetuity. We are seeking a principal donor to provide \$1 million for the new James McHenry Recreation & Childhood Center. We seek at least 10 partners, which will be critical components of

### A NEW HOME FOR THE CEC

We've found our new CEC home — suited to UMB's needs and to the needs of our community. At 16 S. Poppleton St. is a 20,000-square-foot historic building, which is now abandoned and in need of complete renovation. Bringing this beautiful old property back to life will continue the renaissance around Hollins Market and will significantly enlarge the CEC's capacity, allowing us to add a health clinic and social work support services.

The new facility will include the spaces and amenities that our neighbors tell us they want: an exercise/dance studio, a large multipurpose room for community meals and events, and an outdoor play area for children. The facility will have a more robust computer lab, where schoolchildren can do their homework, play games, and take part in after-school programming, and where adults can search, apply, and train for jobs, check email, and take GED prep and other adult education courses.

The center will boast a conference room as well as private consultation spaces, where residents can take advantage of discreet legal, health, and

financial counseling. It will have a "family room," where group counseling sessions for families will be led by our licensed clinical social workers and social work students. A two-way mirror and observation room will help us train the next generation of human services professionals as they develop and refine the skills they need as competent, compassionate, and civically engaged practitioners. The center will have a full kitchen, where residents can learn healthy cooking techniques and where CEC staff, partners, and vendors can make food on-site for school groups and catered events.

The CEC's location west of Martin Luther King Jr. Boulevard is vitally important. Keeping the center in the West Baltimore community — within walking distance of the UMB campus — allows us to meet our neighbors where they are, and to offer them a welcoming "front door" to the University.

to join in this commitment of \$5 million. We will provide Furniture, Fixtures, and Equipment (FF&E) for the new center. The James McHenry Recreation & Childhood Center will provide operating expenses for 5 years. After that, we will submit a



Community partners, like the Baltimore GPT Economy, provide a variety of free programs.

Community Engagement Center 6



Architectural renderings of 16 S. Poppleton St.

UNIVERSITY of MARYLAND, BALTIMORE

UMB Community Engagement Center 5

# GLOBAL HEALTH SUMMIT

## STRATEGIC MARKETING

The Inaugural UMB Global Health Summit highlighted the University's commitment to improving the human condition through collaborative health and human services globally.



# COMMEMORATIVE EVENTS

In January or February, the University celebrates Black History Month and the work of Dr. Martin Luther King Jr. with an annual event that includes noteworthy speakers and MLK Diversity Recognition Awards for faculty, students, and staff.

Each March, the University celebrates Women's History Month with an event that celebrates contributions made by women.

CPA also plans and promotes UMB Night/Day at Camden Yards for an Orioles game.

**THE UMBRELLA GROUP**  
UMB Roundtable on Empowerment in Leadership and Leadership Aspirations  
Empowering Women to Succeed

UNIVERSITY OF MARYLAND, BALTIMORE CELEBRATES  
**WOMEN'S HISTORY MONTH**

**MORNING KEYNOTE**  
**Mel Xu, MA**  
CEO, Founder  
Chesapeake Bay Candle

**UMBrella Symposium and Workshops:**  
*Be a Catalyst for Change in Your Life and Your Career*

*This year's event features a daylong symposium and workshops designed to give participants tools and strategies to be a catalyst for change in their lives and careers. The day will include two keynote addresses, breakout sessions, and an experiential workshop to integrate the day's learnings into simple mind-body practices.*

**AFTERNOON KEYNOTE**  
**Dulcia de Mello, PhD, MS**  
Vice Provost, Dean of Assessment, and Professor of Physics  
Catholic University of America

**BREAKOUT SESSIONS**

- How to Negotiate**  
Stacy Smith, JD  
Director, Special Projects,  
Center for Graduate  
Institution  
Carry School of Law
- How to Recognize  
Implicit Bias**  
Kristin Reavis, MD '09,  
MS  
Assistant Professor  
School of Medicine
- How to Craft Your  
Narrative**  
Laura Weiler  
Co-founder  
The Shop  
Storytelling Series
- How to be Authentic**  
Dr. Doreen Sam, DDS  
Associate Professor  
Baltimore University  
College of Dentistry
- How to Recognize  
and Respond to  
Gender-Based  
Violence**  
Leigh Goodmark, JD  
Professor  
Carry School of Law

**WORKSHOP**  
**Taking Care of  
YOUR Self-Care  
Strategies for  
Mind-Body & Heart**  
Kathy Flaminio, LGSW,  
HSW  
Founder and President  
1000 Petals

**WEDNESDAY, MARCH 13**  
SMC Campus Center  
8 a.m. - 3 p.m.

UNIVERSITY OF MARYLAND BALTIMORE

DIVERSITY ADVISORY COUNCIL

UNIVERSITY OF MARYLAND, BALTIMORE COMMEMORATES  
**Dr. Martin Luther King Jr. & Black History Month 2019**

**KEYNOTE SPEAKER**  
**ANGELA ALSOBROOKS, JD**

- First woman elected as Prince George's County (Md.) Executive
- 1996 graduate of University of Maryland Francis King Carey School of Law
- Served two terms as state's attorney for Prince George's County, the first woman and youngest ever elected to the post

**FEB. 6, 2019 | Noon to 1:30 p.m.**  
MSTF Leadership Hall  
Followed by light refreshments in the atrium

Event is free to UMB staff, faculty, and students, but registration is required by Jan. 30. REGISTER TODAY AT [umaryland.edu/mlk](http://umaryland.edu/mlk)

**UMB NIGHT**  
*at the* **Ballpark**

Orioles vs. Chicago White Sox  
Friday, Sept. 14 | 7:05 p.m.

**UMB NIGHT**  
*at the* **Ballpark**

Orioles vs. Chicago White Sox  
Friday, Sept. 14  
7:05 p.m.

**Lower Box**  
Sections 6-14 & 60-64  
\$34\*

**Upper Box**  
Sections 316-356  
\$22\*

**Upper Reserve**  
Sections 316-356  
\$14\*

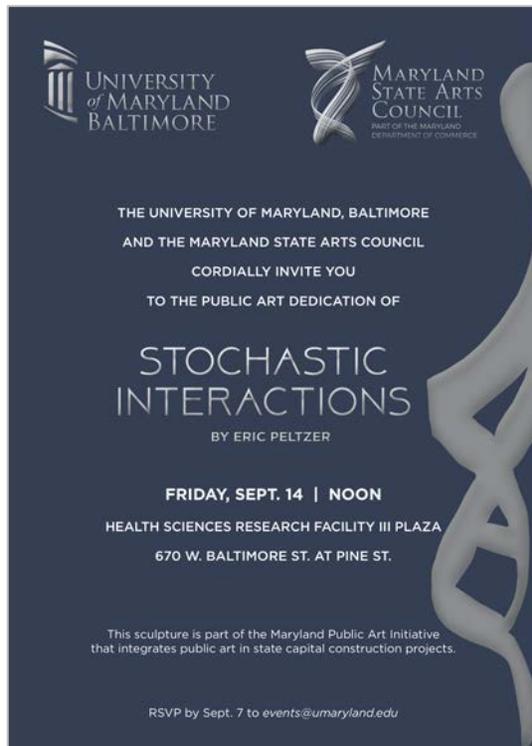
**Left Field Upper Reserve**  
Sections 368-388  
\$9\*

\*There is an additional 20% service charge per ticket.

orioles.com/tix/umbuniversityevents

UNIVERSITY OF MARYLAND BALTIMORE

# COMMEMORATIVE EVENTS, CONTINUED



UNIVERSITY of MARYLAND BALTIMORE

MARYLAND STATE ARTS COUNCIL  
PART OF THE MARYLAND DEPARTMENT OF COMMERCE

THE UNIVERSITY OF MARYLAND, BALTIMORE  
AND THE MARYLAND STATE ARTS COUNCIL  
CORDIALLY INVITE YOU  
TO THE PUBLIC ART DEDICATION OF

## STOCHASTIC INTERACTIONS

BY ERIC PELTZER

**FRIDAY, SEPT. 14 | NOON**  
HEALTH SCIENCES RESEARCH FACILITY III PLAZA  
670 W. BALTIMORE ST. AT PINE ST.

This sculpture is part of the Maryland Public Art Initiative that integrates public art in state capital construction projects.

RSVP by Sept. 7 to [events@umaryland.edu](mailto:events@umaryland.edu)



11<sup>TH</sup> ANNUAL  
**HOLIDAY Craft Fair**  
Friday, Nov. 30, 2018  
11 am to 2:30 pm.  
SMC Campus Center, 621 W. Lombard St.

Save the Date!

For more information contact  
University Events at 410-706-8035.

UNIVERSITY of MARYLAND BALTIMORE



11<sup>TH</sup> ANNUAL  
**HOLIDAY Craft Fair**

↑  
**SECOND FLOOR**

UNIVERSITY of MARYLAND BALTIMORE



11<sup>TH</sup> ANNUAL  
**HOLIDAY Craft Fair**  
Friday, November 30, 2018 | 11 am. - 2 pm.  
SMC Campus Center, 621 W. Lombard St.

# MEDIA RELATIONS

The media relations team successfully brought the expertise and accomplishments of University leaders into the public spotlight by generating earned media coverage, creating and promoting UMB News coverage, providing coverage of Presidential Initiatives, and supporting major UMB events.

## Earned Media Coverage

The UMB Media Relations team works closely with local and national media, bringing University programs and accomplishments to the attention of reporters, and helping them locate faculty experts to include in their stories. Here are a few highlights from 2018-2019:



How A Free Public Library Is Becoming A Beacon Of Hope In Baltimore | ABC News Good Morning America, Oct. 9, 2018

This expanded look at the Enoch Pratt Free Library included the School of Social Work's Social Worker in the Library Program, which helps residents facing personal and family challenges.



Mission Of Mercy Brings Free Dental Care To Baltimore | WBAL-TV, March 1, 2019

WBAL-TV provided morning and evening news coverage of the School of Dentistry's Mission of Mercy clinic in Pigtown, where hundreds received free care.

## MEDIA RELATIONS, CONT



### UMB Professor Working On Non-Addictive Painkiller | WMAR-TV, Dec. 20, 2018

In this series of reports, School of Pharmacy Professor Andy Coop explains the development of experimental drug UMB 425, a powerful painkiller that may be less likely to lead to addiction.



### CareFirst To Fund \$2.1 Million Grant Program For Addiction Services In Maryland | The Baltimore Sun, Oct. 24, 2018

Health insurer CareFirst provided grant support for the School of Medicine's telemedicine addiction treatment program on the Eastern Shore.



### Professor Argues 'Originalism,' 'Common Sense' Can Butt Heads In Court Of Law | WBAL Radio, July 10, 2018

In one of many interviews, Carey Law professor Mark Graber helped audiences understand the legal issues surrounding the confirmation hearings of Supreme Court Justice Brett Kavanaugh.



### Baltimore Students To Put On Puppet Show With UMB Police, Nursing Students | WJZ-TV, May 1, 2019

UMB's community engagement efforts were showcased in this coverage of UMB's PAL Program and its partnership with a local theater group.

## MEDIA RELATIONS, CONT

### UMB Media Team News Coverage

The UMB Media Relations team seeks stories from across the University to share with internal and external audiences, including policymakers, alumni, and journalists who may wish to cover the stories themselves. During the 2018-2019 period, the media team produced 156 individual web stories with accompanying photos and often, video segments. A few examples include:



#### Social Work's Promise Heights Receives \$30M Grant

This five-year grant enables the program to continue to improve the lives of children and families in the West Baltimore neighborhood of Upton/Druid Heights.



#### UM Scholars Make Research A Team Sport

University of Maryland Scholars prove that collaboration is key to the future of health science, after a summer of research comes to a culminating end with the annual Student Research Forum.



#### New Support In Fight Against Human Trafficking

Maryland Governor Larry Hogan is joined by SAFE Center Director Susan Esserman to announce new efforts to fight human trafficking in the state.

## MEDIA RELATIONS, CONT



### Seed Grant Kick-Starts Innovative Research

The University of Maryland, Baltimore (UMB) and the University of Maryland, College Park (UMCP) showcase each other's strengths at the 11th annual UMB-UMCP Seed Grant Symposium.



### UM Scholars Make Research A Team Sport

University of Maryland Scholars prove that collaboration is key to the future of health science, after a summer of research comes to a culminating end with the annual Student Research Forum.



### New Support In Fight Against Human Trafficking

Maryland Gov. Larry Hogan is joined by SAFE Center Director Susan Esserman to announce new efforts to fight human trafficking in the state.

## MEDIA RELATIONS, CONT



### Students To Paint Their Own Futures

With the stroke of a dozen paintbrushes, students from Renaissance Academy High School along with First Lady Yumi Hogan put the finishing touches on a brand new mural.



### Grid Pitch '19 Celebrates Student Entrepreneurs

Aspiring student entrepreneurs pitched their ideas to peers and industry leaders at Grid Pitch '19 at the Graduate Research Innovation District at the UM BioPark.

## Support and Coverage of Presidential Initiatives

The media team supports the priorities and initiatives of the President's Office in many ways:

- Creating web stories and videos promoting presidential initiatives, such as the President's Symposium and White Paper Project, the President's Panel on Politics and Policy, UMBrella, and the Core Values Speaker series
- Highlighting leadership in economic development, as chair of the Downtown Partnership of Baltimore, as a biotech industry thought leader, and as a global relationship builder
- Showcasing efforts to improve the quality of life of West Baltimore residents
- Sharing the fruits of the University of Maryland Strategic Partnership: MPowering the State

Here are some salient examples:

## MEDIA RELATIONS, CONT



### UMB Launches Community Campus Initiative

The University's community engagement efforts leap forward with the establishment of a Community Campus. The Media Relations team created a 13-minute video to support fundraising.



### Promoting the Promise Heights Initiative

The media team also supported efforts to broaden awareness of the Promise Heights Initiative and to raise funds for continuing work to improve the lives of Upton/Druid Heights residents.



### Perman Touts UMB Innovation At Biotech Conference

UMB's leadership in research and innovation is the subject of Dr. Perman's presentation at the Bio+Tech 18 Conference.



### UMB Leaders' Asia Tour Yields New Opportunities

A UMB team led by President Perman traveled to China, South Korea, and Japan to establish new educational, research, and economic development opportunities and strengthen existing ties.

## MEDIA RELATIONS, CONT



### Midday On Higher Education With Dr. Jay Perman

Host Tom Hall led an hour-long live discussion with Dr. Perman in which they talked about the president's goals for the University and efforts to work in partnership with the West Baltimore community.



**A White Coat Welcome For New UMB CURE Scholars** The UMB CURE Scholars Program welcomed its fourth cohort of sixth-graders with the traditional White Coat Ceremony. CURE's unique education and mentoring program provides a pathway to STEM careers for West Baltimore youth.



### Haberman Talks Trump, Tweets, Fake News

The 2018-2019 series of the President's Panel On Politics And Policy kicked off with New York Times White House correspondent Maggie Haberman. Topics included her coverage of the presidential campaign, and the insights she gained in one-on-one interviews.



### Downtown Success Proves Baltimore's Potential

In his role as chair of the Downtown Partnership of Baltimore, President Perman asks Baltimore business and civic leaders to apply the same effort used to transform Baltimore's downtown to improving its Westside community.

## MEDIA RELATIONS, CONTINUED



### President's Symposium Takes On Gun Violence

An interprofessional group of students aims to tackle the pervasive and controversial issue of gun violence through a yearlong conversation and the ultimate completion of a white paper.



### 'Jmore' Profiles Perman, Peers In Issue On Leaders

President Perman was featured on the cover of this issue of Jmore magazine, and was among five Jewish university and college presidents who share lessons and life stories with its readers.

### University Event Coverage

The Media Relations team provided support for numerous UMB events and initiatives, including:



### Town Hall Discussions On The Opioid Crisis

The Media Relations team provided multi-camera video production of a three-part series of town hall discussions featuring UMB academic and clinical leaders, as well as local stakeholders in Montgomery, Howard, and Baltimore counties.

## MEDIA RELATIONS, CONTINUED



### TEDx Amplifies UMB's Cutting-Edge Innovations

UMB's inaugural TEDx event was spearheaded by CPA and the Media Relations team. Speakers from the UMB community shared innovative ideas across a wide scope of subjects surrounding the theme of Improving the Human Condition.



### UMB Holds Inaugural Global Health Summit

The University of Maryland, Baltimore welcomes researchers, practitioners and educators from nine nations to a summit sponsored by UMB's Center for Global Education Initiatives.



### Collaboration Comes To Life At MPower Day In Annapolis

The Media Relations team promoted this celebration of the achievements of the seven-year partnership, and provided web, social media, photographic, and video support.



### 4th Annual Ag Law Conference Offers Service To Farmers

Farmers, landowners, environmentalists, and other agricultural stakeholders benefited from the daylong Agricultural and Environmental Law Conference on Nov. 8, 2018. The Media Relations team promoted and publicized the event with web stories and daylong photographic and video production support.

## MEDIA RELATIONS, CONTINUED



### IPE Day Imparts Teamwork Across Disciplines

The Center for Interprofessional Education held the seventh annual IPE Day at the University of Maryland, Baltimore, which provided training for students of all UMB schools on how to effectively work with professionals from other disciplines.



### At Commencement, UMB's Mission Takes Center Stage

University of Maryland, Baltimore showcases its mission statement during the Universitywide commencement ceremony, during which Barbara Pierce Bush gave the keynote speech.



### UMB, Neighbors Unite During Annual Spring Festival

The University of Maryland, Baltimore holds its fourth annual neighborhood health and arts festival for West Baltimore residents.



### Alsobrooks Urges MLK Event Crowd: 'Redeem the Dream'

Prince George's County Executive Angela Alsobrooks returned to her alma mater to provide an inspirational keynote address at the University's annual event celebrating the legacy of Dr. Martin Luther King Jr.

# CRISIS COMMUNICATIONS / UMB ALERTS

The Media Relations team supported Public Safety, Environmental Health and Safety, and Facilities and Operations by drafting and distributing emergency messages, participating in training exercises, and improving the communications infrastructure.

Messaging: The Media Relations team provided critical messages creation and distribution support during:

- Inclement weather - 5 messages
- Responses to criminal activity - 10 messages
- Responses to severe traffic situations - 5 messages
- In support of other critical situations - 10 messages

Training Exercises: The Media Relations team participated in emergency management exercises involving:

- Response to an active shooter situation
- Issues surrounding storm water management and flooding
- Managing safety and communications following the release of a select agent

Infrastructure Improvements: The Media Relations team also helped improve communications capabilities by playing a leading role in the transition from the Omnilert (E2Campus) emergency messaging system to Everbridge, a newer system with upgraded messaging and monitoring capabilities.

# WEB COMMUNICATIONS

## OVERVIEW AND WEB ACCESSIBILITY

CPA builds and engages community through a variety of UMB web communications services.

Our services include Web Design and Development, User Experience Design, Web Content Strategy, Web Content Management, and Website Maintenance.

In addition, our web communications group manages *umaryland.edu*, The Elm, Elm Weekly, and the University's mobile app. Use these community-building tools to discover all the news, events, resources UMB has to offer, and Website accessibility.

Website accessibility means that users with disabilities have equal access and equal opportunity to browse the UMB website. The University web policy requires web pages and websites to be accessible. CPA worked with CITS to establish a web accessibility policy for the University and trained and assisted administrative units to address their website accessibility issues.

**Accessibility Manual for Umaryland.edu**



Website accessibility means that users with disabilities have equal access and equal opportunity to browse all of the UMB websites. University web policy requires web pages and websites to be accessible.

When creating or editing your website, keep the following in mind:

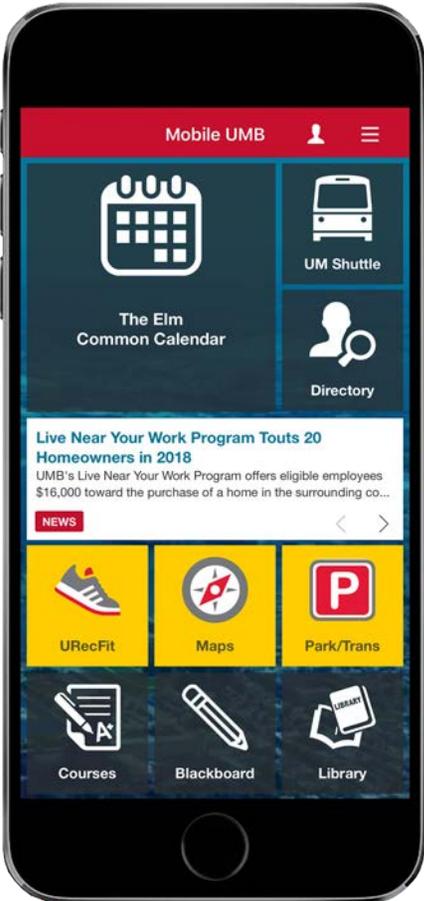
**Provide equivalent alternatives for any multimedia presentation.**

- Provide synchronized full-text captions for publicly available video.
- For moving-picture video content, a synchronized verbatim caption is required.
- For voice-over narrated automated slideshows and similar content, a static transcript, cued to update upon slide change, is required.
- Captions should include speaker identifications and "sound effects"/audio cues, where appropriate.
- Provide full-text transcripts for publicly available audio-only presentations. Transcripts should include speaker identifications and "sound effects"/audio cues, where appropriate.
- Video or audio should not begin playing on page load. Video should have secondary audio description, when appropriate to content.
- A descriptive transcript — one that provides all necessary text equivalents of crucial auditory content (sounds, speaker changes, etc.) and video content (scene and character descriptions, etc.) — is an acceptable alternative to synchronized audio-only audio description.
- For nonpublic video (or audio) with a known and controlled audience, captions (or transcripts) are not required but must be provided within a reasonable time if a need for accommodation arises.

# WEB COMMUNICATIONS

## MOBILE APP UPDATES

Incorporated new features such as a redesigned home screen, updated emergency module, integration with Everbridge app, URecFit is changed to Fitness and directly integrates with fitness group exercises schedule, Dining module incorporates CulinArt Cafe, Nook Cafe, and Crema Coffee Co. menus and a map of campus dining locations, New volunteer module.



# WEB COMMUNICATIONS

## UMBRELLA AND FOUNDERS WEEK 2019

The UMBrella website was redesigned to improve user experience and give it a more aesthetic appeal. The Founders Week 2019 website was redesigned to improve user experience and give it a more aesthetic appeal.

**UMBrella**

About UMBrella  
Women's History Month  
UMSPACE  
UMBrella Coaching Program  
UMBrella Speaker Series  
Scholarships  
Additional Resources

**CONTACT**  
UMBrella@umaryland.edu  
We welcome your questions, comments, and suggestions.

**UMBrella**

**LAUREN LEVY, HEALTH OFFICER FOR CECIL COUNTY HEALTH DEPARTMENT**

*"Through my participation in the various UMBrella events and programs, I have been able to broaden my vision of what is possible and build the confidence necessary to take on this new challenge."*

[Read Her Bio](#)

**UPCOMING EVENTS**

The UMBrella Group: UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations.

There are currently no events for this period.

**MISSION STATEMENT**

We work to support the success of women at UMB, advancing them into leadership roles and championing women at all levels of the organization. Find your voice. Become empowered. Achieve your potential.

**GOALS**

- Advocate for a culture that embraces flexibility and family-friendly work policies
- Coach women at all levels of the University
- Provide opportunities to women at UMB to connect and engage with a community that supports the success of women

**Women's History Month**

**THE UMBRELLA GROUP**

UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations

The University of Maryland, Baltimore and UMBrella celebrate Women's History Month to commemorate the pioneering, courageous women of our past, and honor the equally heroic women of today who propel this University, our state, nation and world toward true equality, inclusion, and opportunity.

**Past WHM Events**

**WHM 2019** **WHM 2018** **WHM 2017**

**Founders Week**

UMB Home / About UMB / Offices / President's Office / University/Presidential Events / Founders Week

**FOUNDERS WEEK**  
OCT. 21-26, 2019  
UNIVERSITY OF MARYLAND, BALTIMORE

University of Maryland, Baltimore | Founders Week | October 21st - 26th, 2019

**Schedule of Events**

- Founders Week Gala
- Founders Week Award Criteria
- Past Founders Week Award Winners
- 2018 Founders Gala Photo Gallery

**Catalyst: You & UMB**  
[GIVE NOW](#)

**More Information**

For more information, please contact [University Events](#).

Each year, the University of Maryland, Baltimore (UMB) celebrates the achievements and successes of our students, faculty, staff, alumni, and philanthropic supporters and pays tribute to UMB's 212-plus-year history with a series of Founders Week events.

Founders Week is a wonderful opportunity to recognize our historic achievements, our future possibilities, and the invaluable role of our community, government, and business partners like you.

Your support as a Founders Week sponsor has made it possible for us to recognize and honor the achievements and teamwork of our world-class faculty, students, and staff. Thank you for being one of our indispensable partners.

# WEB COMMUNICATIONS

## COUNCIL ARTS AND CULTURE

The Council for the Arts and Culture website was redesigned to make more of an artsy statement. The user experience was updated as well as vendors and making the website incorporate the look of 1807 as well as what the community has created through UMB.

### Council Initiatives

The UMB Council for the Arts & Culture sponsors programs, events, and groups that promote the history of our University; celebrate the creative talents of our students, faculty, and staff; and allow the UMB community to experience arts and culture through a variety of avenues.

#### MURAL PROJECTS



The council facilitates neighborhood beautification projects, commissioning the painting of murals on K-12 partner school buildings. Come view our gallery [here](#).

#### COMMUNITY FESTIVAL



The council boosts UMB's community engagement efforts with an annual Neighborhood Spring Festival in West Baltimore. Come view our gallery [here](#).

### Featured Theater Events



UMB faculty, staff, and students have the opportunity to see local and Broadway productions at theaters close to campus. Special discounted pricing is available at the following theaters for 2019.

#### BALTIMORE CENTER STAGE



#### BROMO DISTRICT



#### EVERYMAN THEATRE



#### HIPPODROME THEATRE BROADWAY SERIES





## UMB Council for the Arts & Culture

[UMB Home](#) / [About UMB](#) / [President's Councils and Initiatives](#) / [UMB Council for the Arts & Culture](#)

- 1807: An Art and Literary Journal
- Featured Theater Events
- Council Initiatives
- Arts and Culture News
- Arts Council Committee



## UMB Council for the Arts & Culture

### Publicize a Cultural Event

Want to promote your cultural event? Submit it to UMB!

[Submit Your Event](#)

#### QUICK LINKS

- [Baltimore Center Stage](#)
- [Bromo District](#)
- [Everyman Theatre](#)
- [Hippodrome Theatre](#)

### Mission Statement:

The University of Maryland, Baltimore's Council for the Arts and Culture is a group of faculty, staff, students, and community members appointed by the president whose mission is to promote the rich history of our institution and surrounding neighborhoods and to celebrate the creative talents of the university community, thereby raising awareness of the links between the arts and sciences.



### Upcoming Events

**Stay Tuned For Upcoming Events!**

# WEB COMMUNICATIONS

## COMMENCEMENT 2019

The Commencement website was redesigned for user experience and to improve the aesthetic to celebrate students graduating. It needed to be more enticing and easy to navigate for upcoming graduating students, parents of those students, and others joining in the celebration. It also needed to highlight the speaker that year, who was Barbara Pierce Bush.

Commencement 2019

UMB Home / Commencement 2019

President Perman's Welcome

Keynote Speaker

Commencement Stories

Honorees and Student Remarker

Photo and Video Galleries

Party in the Park

QUICK LINKS

Archived Events

Our UMB Hashtags

Twitter

#2019UMB

Instagram

#2019UMB

2019 Universitywide Commencement Ceremony #2019UMB

Commencement 2019

Thursday, May 16, 2019 | 9 a.m. Royal Farms Arena

A captioned version of this video is also available.

Did you use our commencement hashtag #2019UMB? Then come check out our [Commencement 2019 Social Media Wall](#)!

### Keynote Speaker

#### Barbara Pierce Bush

Co-Founder and Board Chair of Global Health Corps

Barbara Pierce Bush believes in the power of partnership and that health is a human right. Ten years ago, she combined those beliefs into action as co-founder of [Global Health Corps](#) (GHC), a nonprofit committed to mobilizing young professionals in an effort to boost health equity around the world.

And as the keynote speaker at the University of Maryland, Baltimore's (UMB) commencement on May 16, she's eager and excited to tell the Class of 2019 about GHC, its fellows, and their inspirational work.

"Our fellows work every day to make a difference in the world," says Bush, chair of the nonprofit's board of directors and its former CEO. "Their stories are not dissimilar to those of the UMB graduates – young leaders who have the skills, drive, and passion to make a positive impact on the world and serve others."

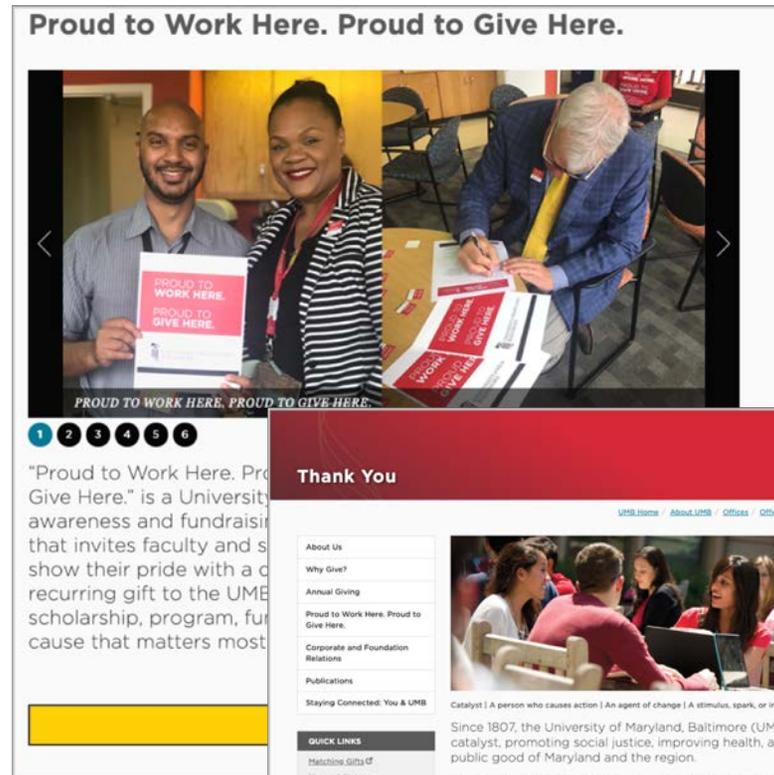
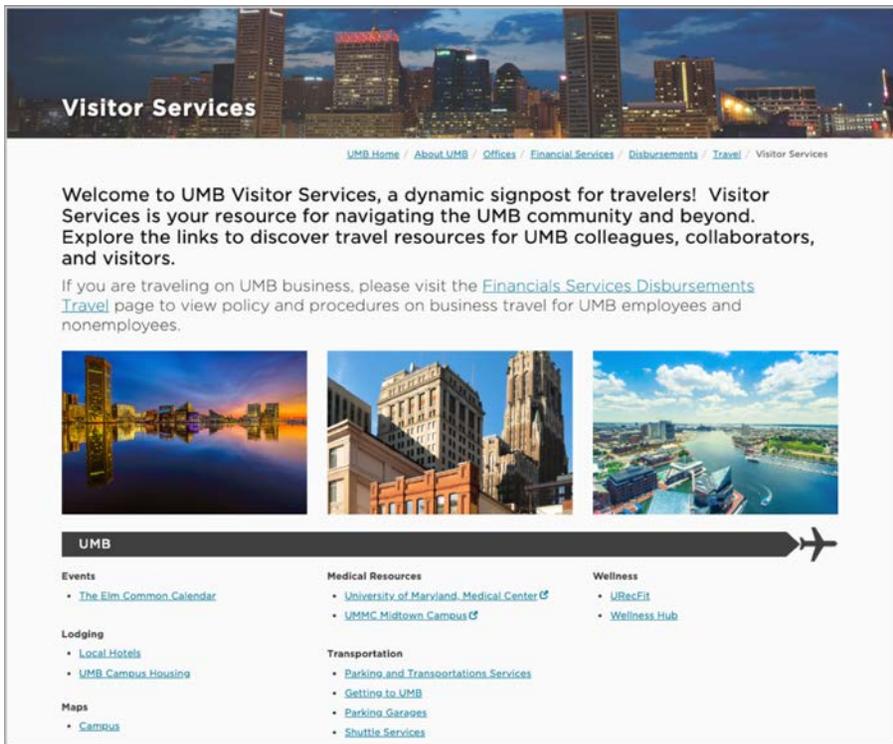
Bush, the daughter of former President George W. Bush and First Lady Laura Bush, was first moved to action in the area of global health equity in the summer of 2003, when as a Yale student she accompanied her father on a trip across eastern Africa as he launched the President's Emergency Plan for AIDS Relief. Once thinking of a career as an architect, she switched gears, graduated with a degree in humanities, and began to focus on global health.

# WEB COMMUNICATIONS

## VISITOR SERVICES AND PHILANTHROPY

Visitor Services website was created as a central hub of resources for visitors coming outside of Baltimore through UMB and serves as a resource for navigating the UMB community and beyond.

The Philanthropy website was updated to highlight the UMB Business and Entrepreneurship forum, revamp The Proud To Work Here. Proud To Give Here. campaign, and create a Thank You Donors Page to thank all the donors and campaign co-chairs.





# ELM AND ELM WEEKLY, CONTINUED

The Elm is a publication of the University of Maryland, Baltimore

## The Elm CALENDAR

SEARCH

TOPICS SCHOOLS CALENDAR UMB SOCIAL

June 28: Stonewall 50th Anniversary

July 2019

30 JUL PharmD Online Information Session

30 JUL Pilates

30 JUL Managing Citations Using Mendeley

30 JUL Orthopaedic Research Seminar

30 JUL NIH F series ORA Deadline

31 JUL IBD Ground Rounds

1 Reminder: ICTR Voucher Application Deadline

The Elm is a publication of the University of Maryland, Baltimore

## The Elm DENTISTRY

SEARCH

TOPICS SCHOOLS CALENDAR UMB SOCIAL

Dentistry Graduate Law Medicine Nursing Pharmacy Social Work

ORTHODONTICS RESIDENT TESTIFIES BEFORE CONGRESS ON STUDENT DEBT

GRADUATING STUDENT LINDA POWERS WINS 'DO GOOD' AWARD

SCHOOL OF DENTISTRY NEWS

ELM STORIES

June 18, 2019

Orthodontics Resident Testifies Before Congress on Student Debt

June 04, 2019

Pediatrics Professor Recognized for Leadership in Volunteer Service

April 29, 2019

UMB Commencement 2019: Honorary University Marshal Robert Beardsley, PhD, MS

## The Elm

STUDENTS, FACULTY, AND STAFF, LET YOUR VOICE BE HEARD!

If you're interested in seeing your writing on *The Elm*, please submit your story using the link below.

SUBMIT YOUR CONTENT

SUBSCRIBE TO ELM WEEKLY

### Keep Reading

TOPICS

- Elm Stories
- Announcements
- Voices & Opinions
- Accolades
- News Hub
- Calendar
- UMB Social

SCHOOLS

- Dentistry
- Graduate
- Law
- Medicine
- Nursing
- Pharmacy
- Social Work

LOOKING FOR OLD ELM ARTICLES?

*The Elm* was overhauled and relaunched in February 2019. Articles from before that time can still be accessed at [The Elm Archive](#).

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# ELM AND ELM WEEKLY, CONTINUED

TWITTER INSTAGRAM FACEBOOK

UMBALTIMORE @UMBALTIMORE UNIVERSITY OF MARYLAND, BALTIMORE UMSOP @UMSOP UNIVERSITY OF MARYLAND SCHOOL OF PHARMACY

UNIVERSITY OF MARYLAND SCHOOL OF NURSING @MARYLANDNURSING MARYLANDNURSING TIMELINE

UNIVERSITY OF MARYLAND, BALTIMORE - GRADUATE SCHOOL UMBGRADSCHOOL UMDLAW TWEETS @MARYLANDCAREYLAW @MDSOCIALWORK



**National NIGHT OUT**  
**TUESDAY, AUG. 6 | 6 TO 8 P.M.**  
 UMB Community Engagement Center, B10 W. Baltimore St.  
 Join the UMB Police Department and Community Engagement Center as we build a stronger, safer community together. Enjoy an evening of fun food, live entertainment, and more fun with the Ravens mascot Poe.

University of Maryland, Baltimore  
 Preventing crime is a community effort. Join @PoliceUmb and the @UMBCommunity Engagement Center on Tuesday, August 6 for #UMBNightOut! Enjoy free food, fun activities, & a visit from @Ravens mascot Poe as we build a stronger, safer community together! #NationalNightOut <https://t.co/HkFICPmxG>

3 HOURS AGO



University of Maryland School of ...  
 Congrats to our own Libby Zay, MFA, who was named University of Maryland, Baltimore's Employee of the Month!

@UMSON 4 DAYS AGO

University of Maryland, Baltimore  
 RT @UMDLaw We love our #Baltimore community and are proud to be preparing the next generation of lawyers who will provide leadership for our city, state, and nation. Also proud of our current alumni who are already doing this important work. #WeAreBaltimore

3 HOURS AGO

University of Maryland, Baltimore  
 RT @anniemilij It was an honor to share these special moments with a true Baltimore hero, Dr. @JayPerman. Through his leadership on Live Near Your Work, 29 @UMBaltimore employees have become West and Southwest Baltimore homeowners in the past 18 months. Amazing! <https://t.co/dJ6KaMQBQn>

3 HOURS AGO



University of Maryland, Baltimore  
 RT @JayPerman I choose 2 celebrate everything that makes Baltimore special. Proud to chair @LiveBaltimore Bday Bash last night. Joined by old friends you know & love: @Orioles Bird, Mr. Boh, @OLDBAYSeasoning, Baltimore hons & our @BLSYWgirls. Thanks @anniemilij 4 a great party! #heartcitylife <https://t.co/TGFVnizClg>

2 DAYS AGO



University of Maryland, Baltimore  
 RT @UMB\_Parking Breakfast Talks @UMB\_Parking @PoliceUmb Great meeting Lexi K-9 Comfort Dog and Officer Kelli Blackwell. Find out more about UMB's new Comfort K-9 and schedule a visit at: <https://t.co/hf8HkzgyK7> <https://t.co/gpEEt6xt9>

4 DAYS AGO

# ELM AND ELM WEEKLY, CONTINUED



**The Elm**  
WEEKLY  
UNIVERSITY OF MARYLAND, BALTIMORE

*Week of July 8, 2019*

Twice a month starting in July, Human Resources will be traveling to campus buildings to share information about programs available to UMB employees with its new initiative, HR on the Move.

**ON THE *move***

[LEARN MORE](#)

**UNIVERSITYWIDE**

**AT WORK**



**Maryland Higher Education Commission - Student Loan Debt Relief Tax Credit Application**

Secretary James D. Fielder, PhD, announced the application for the Student Loan Debt Relief Tax Credit is now available. ...

DEADLINES



**The Grid Is Hiring Innovation Fellows**

We are seeking federal work study students who can work 10-20 hours a week for the Grid and Graduate School ...

PROPOSALS / APPLICATIONS



**Accellion Provides Secure File Transfer**

Need a secure way to send large files to recipients inside and outside UMB? Don't use your email account — use Accellion, which makes it easy to upload your files and send a link to the files.

**Topics**

- Elm Stories
- Voices & Opinions
- Announcements
- Accolades
- News Hub
- Calendar
- UMB Social

**Schools**

- Dentistry
- Graduate
- Law
- Medicine
- Nursing
- Pharmacy
- Social Work

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# WEB COMMUNICATIONS

## MISCELLANEOUS

### CMS trainings

Our trainings empower website owners from other schools and departments to make updates to their own web content in the CMS.

### ICTR newsletter

Developed a newsletter for the Institute for Clinical & Translational Research (ICTR).

### CURE quarterly newsletter

Developed a quarterly newsletter for UMB CURE.

### CACPR website and newsletter

Redesigned the UM Center to Advance Chronic Pain Research (CACPR) website and created a newsletter.

### Implementation of new UMB Alerts web system with Everbridge

When Emergency Management switched to a different alert management system, we worked to seamlessly integrate it with our existing web templates.

**What's an ICTR Core?**  
ICTR has multiple cores that provide free services — for example, Biostatistics, Informatics, and Community Engagement, as well as Studio Consultations.

**What Are ICTR Studios?**  
Studios are a series of integrated, dynamic, and interactive roundtable discussions that bring relevant research experts from diverse academic disciplines together to focus on a specific research project at a specific stage.

**Funding Opportunities**  
**ATIP Grant Program**  
Annual awards of up to \$50,000 per project  
**ICTR Vouchers**  
Micro-grants awarded every two months

**Eight Pre-doctoral Researchers Selected as 2018-2019 Scholars**  
The Pre-doctoral Clinical Research Training Program (PCRTIP) is a year-long career development opportunity that provides joint UMB and JHU programming to expose and train scholars in clinical research.

**UPDATES from CACPR**

**CACPR Featured in UMB Spotlight**  
The Winter 2019 issue of UMB Spotlight includes a cover story about CACPR and the challenge of confronting chronic pain. The article features quotes from several members of the CACPR Executive Committee, and emphasizes the necessity of collaboration as we aim to understand the complex nature of chronic pain.

**Joel D. Greenspan Addresses the Topic of Pain at the Maryland Science Center**  
On January 11, 2019, Dr. Greenspan gave a "Lunch & Learn" presentation at the Maryland Science Center. The "Lunch & Learn" seminar series is a new monthly initiative of the Maryland Science Center, which began in October 2018. Dr. Greenspan's presentation, "What Everyone Should Know about Pain", was live streamed with approximately 400 viewers.

**CACPR-Sponsored Seminars**  
Feb. 11: Giandomenico Iannetti, MD, PhD, Professor of Neuroscience, University College London, and Neuroscience and Behavior Laboratory, Italian Institute of Technology, Rome. "From Pain to Defensive Actions: Saliency Detection as a Reactive Process."

# WEB COMMUNICATIONS

SSW Institute

**PRESENT**  
your expertise & ideas

**2020 TRAINING INSTITUTES**

PRESENT  
Call for Proposals Now Open!

[Find out more](#)

OUR WORK

National Center

About Us

RESOURCES

Maryland Center

IDEAS@THE INSTITUTE

Texas Center

Twitter, Facebook, YouTube, Instagram, LinkedIn icons

### UPCOMING EVENTS

- 30 JUL** **Tennessee Advanced Wraparound Training**  
9:00am  
Advancing Wraparound Practice: Supervision and Managing to Quality (2-day for supervisors and Local Coaches only) Provided for sup...
- 31 JUL** **Indiana Intermediate Wraparound Training**  
9:00am  
Intermediate Wraparound: Improving Wraparound Practice (2-day) Third training in the series for frontline wraparound practitioners...
- 13 AUG** **Choices Indiana Intermediate Wraparound Training**  
9:00am  
Intermediate Wraparound: Improving Wraparound Practice (2-day) Third training in the series for frontline wraparound practitioners...

[All Events](#)

Tweets by @InstituteUMSSW

**The Institute for Innovation & Implementation**  
@InstituteUMSSW

**TOMORROW:** Learn how care integration needs of children & youth with #mentalhealth challenges differ from adult populations. This live webinar is the first of a three-part series of panel experts sharing best practices in the field. Register today:  
[ow.ly/UFWn50v3fw9](https://ow.ly/UFWn50v3fw9)

[Embed](#) [View on Twitter](#)

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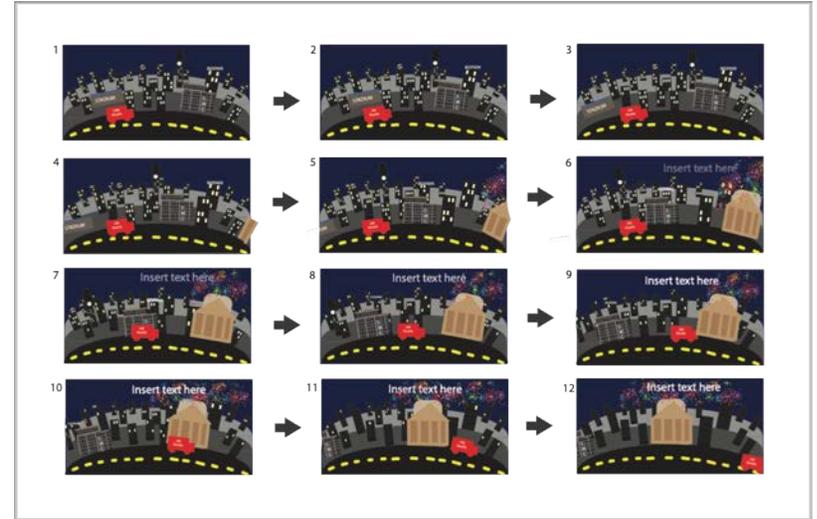
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MARYLAND CENTER

# WEB COMMUNICATIONS

## UMB HOLIDAY CARD 2018

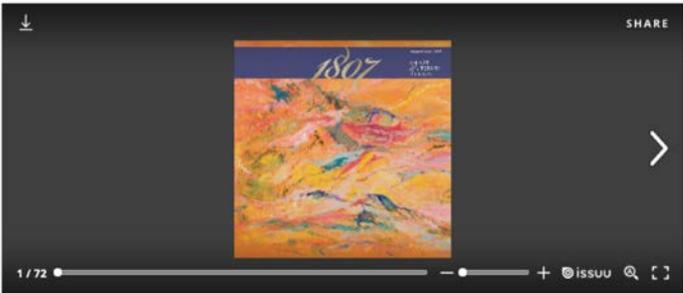
We developed an animated video card with a friendly paper-cut-out style



# WEB COMMUNICATIONS

## 1807 WEBSITE AND ONLINE SUBMISSIONS

The web team managed the online submissions to the new arts journal as well as the review process, and also built and maintained its website.



**1807: An Art and Literary Journal**

The University of Maryland, Baltimore's (UMB's) Council for the Arts & Culture (the "Council") is pleased to announce that the inaugural edition of *1807, An Art and Literary Journal*, launched in May 2019. (Read about the journal's launch [here](#).)

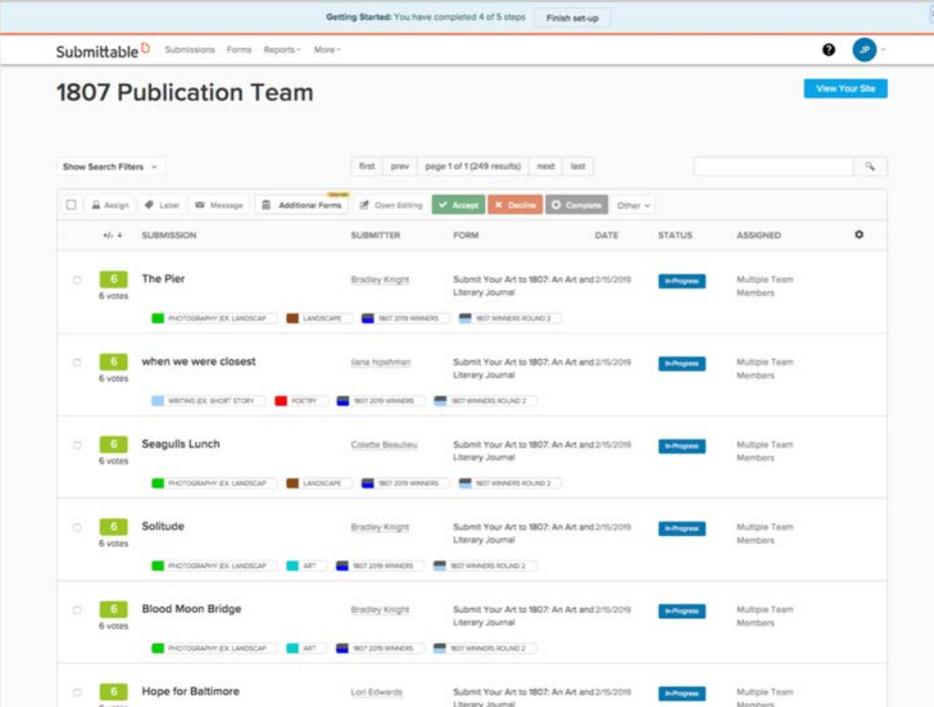
A subset of the art published in this inaugural issue is on display in the [Weise Gallery](#) at the [HS/HSL](#) between July 15 and October 15, 2019.

[Download PDF](#)

Print copies of 1807 may be purchased for \$18.07 each. Please make checks payable to UMBF, Inc. and note 1807 in the memo line. Checks should be sent to:

*Paulette Harris-Gross*  
Office of the President  
220 N. Arch Street, 14th Floor  
Baltimore, MD 21201

Please indicate if you would like to pick up the journal from her at that address, or request that Paulette mail you your copy/copies.



Getting Started: You have completed 4 of 5 steps [Finish set-up](#)

Submittable Submissions Forms Reports More

### 1807 Publication Team

[View Your Site](#)

Show Search Filters

first prev page 1 of 1 (249 results) next last

	Assign	Label	Message	Additional Forms	Open Editing	Accept	Decline	Complete	Other	
<input type="checkbox"/>										
+	4	SUBMISSION								
		SUBMITTER	FORM	DATE	STATUS	ASSIGNED				
<input type="checkbox"/>	6	The Pier	Bradley Knight	Submit Your Art to 1807: An Art and Literary Journal	2/15/2019	In Progress	Multiple Team Members			
	6 votes									
<input type="checkbox"/>	6	when we were closest	Rana Hoshman	Submit Your Art to 1807: An Art and Literary Journal	2/15/2019	In Progress	Multiple Team Members			
	6 votes									
<input type="checkbox"/>	6	Seagulls Lunch	Colette Beaulieu	Submit Your Art to 1807: An Art and Literary Journal	2/15/2019	In Progress	Multiple Team Members			
	6 votes									
<input type="checkbox"/>	6	Solitude	Bradley Knight	Submit Your Art to 1807: An Art and Literary Journal	2/15/2019	In Progress	Multiple Team Members			
	6 votes									
<input type="checkbox"/>	6	Blood Moon Bridge	Bradley Knight	Submit Your Art to 1807: An Art and Literary Journal	2/15/2019	In Progress	Multiple Team Members			
	6 votes									
<input type="checkbox"/>	6	Hope for Baltimore	Lori Edwards	Submit Your Art to 1807: An Art and Literary Journal	2/15/2019	In Progress	Multiple Team Members			
	6 votes									