

the PRESIDENT'S MESSAGE

OCTOBER 2014



Many of you have heard me say students are the most important people on campus. No disrespect to the faculty, staff, and administration, who I admire and respect, but students are the only ones who pay to be here.

I am also a huge proponent of outreach, where we use UMB's excellence in health, law, and human services to help humankind. And I am an unabashed champion of collaboration, where those in all disciplines work together toward a common goal.

So imagine my pride to tell you today about an entity at the University of Maryland, Baltimore (UMB) that combines all three. The UMB Centers for Global and Local Engagement (Glo-Lo) help students work together to reach out and assist people in need around the block or around the world.

The Glo-Lo centers, comprised of the Center for Global Education Initiatives (CGEI) and the Center for Community-Based Engagement and Learning (CBEL), facilitate faculty and student scholarships and grants, joint forums and workshops, interprofessional programming, and faculty research and scholarship. By enhancing scholarship, service, and learning, these centers translate local and global scholarship into practice and social change.

Jody Olsen, PhD, MSW, visiting professor at the School of Social Work, is executive director of CGEI, supported by Virginia Rowthorn, JD, managing director of the Law and Health Care Program at the Francis King Carey School of Law, Bonnie Bissonette, MA, director of the Student Center for Global Education, and senior program manager Gary Williams.

Thanks to their efforts at CGEI, and CBEL, led by the School of Nursing's Jane Lipscomb, PhD, RN, FAAN, Lisa Rawlings, MBA, and Williams, UMB students and faculty engage in scholarship, practice, and learning to improve communities from West Baltimore to West Africa. CGEI is committed to enhancing teaching and learning interprofessionally and to bringing together common personal and professional threads from these richly diverse experiences.

This past summer UMB students enjoyed a wealth of such foreign experiences. Thirty-three students from all seven schools traveled to Rwanda, the Philippines, Hong Kong, Malawi, Kenya, Zambia, and Gambia. Their projects ranged from researching women's access to cervical cancer screenings to examining integrated emergency health care systems. The projects, which were led by 10 faculty members from the schools of nursing, medicine, and social work, were made possible through a CGEI grant initiative that supports faculty members who agree to supervise a team of at least two students from one or more schools as part of a global health project.

"This is a unique type of grant program because it combines interprofessional AND global health in the same program," says Bissonette. "Not only does CGEI train students to work across professions to address health care and health policy questions, it's also a good way to introduce faculty to interdisciplinary education and to get them comfortable with supervising students from outside their discipline."

In addition to helping faculty, the summer experiences can be transforming for my favorite people — students! For example, between 2010 and 2013, CGEI and its predecessor, the Global Health Interprofessional Council, supported four experiential education projects in Malawi that included students and faculty from all seven of our schools. These programs were the forerunner for our more diversified and expanded success in the 2014 grant programs. Here are some comments from the students who went to Malawi in 2014.

Nikki White, School of Social Work: "The culture of care giving in this community is infinite. I will never forget the warmth I felt in the presence of such a high level of devotion and willpower. I hope I can embody that strength."

Shannon Walters, School of Nursing: "My global health experience in Malawi has made me realize that my moral obligations cannot be defined by individuals to whom I have an obligation and individuals to whom I do not. As a nurse, my obligation will be to provide the best care I can to individuals regardless of race, socioeconomic status, religion, geographic location, or cultural beliefs."

Megan Warres, School of Medicine: "When we went to the village and blew bubbles, it was the first time the children had seen them. This trip has brought so many new ideas into my life — and with each, a mix of curiosity, some confusion, and joy."

The UMB Centers for Global and Local Engagement promise more such transformative experiences in the future.

To read more about our local community engagement, with CBEL housed in the Office of Community Engagement under Ashley Valis, MSW, turn to page 7. My quarterly Q&A in September was on that topic. Whether you're supporting UMB's outreach locally or globally, thank you for your efforts. It means the world to me and to those you are helping.

Jay A. Perman, MD
PRESIDENT

SAFETY MATTERS AT UMB

TOWN HALL



Please join Dr. Perman and Chief Williams for a discussion regarding safety at UMB.

TUESDAY

OCT. 14

10 to 11 A.M.

PHARMACY HALL | N103

Visit umaryland.edu/police for more information including safety tips when navigating the University of Maryland, Baltimore campus.



UNIVERSITY of MARYLAND
THE FOUNDING CAMPUS

LAURELS

OCTOBER 2014

UNIVERSITYWIDE

Everly Brown, MLIS, head, information services, Health Sciences and Human Services Library (HS/HSL); **Na Lin, MLS**, head, resource development and sharing, HS/HSL; and **Megan Wolff, MS**, instructional technology specialist, School of Nursing, contributed the chapter

“Access Services: Circulation, Course Reserves, and Interlibrary Loan” to the book *Health Sciences Librarianship*, which was published this year.



EVERLY BROWN



NA LIN



MEGAN WOLFF

Erik de Leeuw, PhD, assistant professor in the Department of Biochemistry and Molecular Biology at the School of Medicine, and **Alexander MacKerell Jr., PhD**, professor in the Department of Pharmaceutical Sciences at the School of Pharmacy and director of its Computer-Aided Drug Design Center, were granted a U.S. patent for their invention “Defensin-like Molecules as Novel Antimicrobial Agents,” which addresses methods of treating and/or preventing infections in mammals caused by microorganisms.

SCHOOL OF DENTISTRY

“The Semaphorin 4D-Plexin_{B1}-RhoA Signaling Axis Recruits Pericytes and Regulates Vascular Permeability Through Endothelial Production of PDGF-B and ANGPTL4,” co-written by **John Basile, DDS, DMSc**, assistant professor in the Department of Oncology and Diagnostic Sciences, was published in the journal *Angiogenesis*.

Student **Jie Ge** received the honorable mention prize for her entry “Confidentiality for a Pregnant Minor” in the 2014 American Dental Association’s Student Ethics Video Contest.

“Pressure Pain Thresholds Fluctuate With, But Do Not Usefully Predict, the Clinical Course of Painful Temporomandibular Disorder,” co-written by **Joel Greenspan, PhD**, chair of the Department of Neural and Pain Sciences, was published in the journal *Pain*.

The school’s student chapter of the **Hispanic Dental Association (HDA)** won second place in the national HDA Orgullo (Pride) Competition for dental instructional videos produced by students.



FROM LEFT, STUDENTS ANDREW STILES, ALEXANDRA HERNANDEZ, DANIELA LOEBL, HEMALI VIN, LAUREN SIRECI, AND RICHARD DUARTE.

FRANCIS KING CAREY SCHOOL OF LAW

Hate Crimes in Cyberspace, written by **Danielle Citron, JD**, Lois K. Macht Research Professor of Law, was published by Harvard University Press.



DEBORAH THOMPSON EISENBERG

The research project “Restorative Approaches to Conflict Management for School Success,” by **Deborah Thompson Eisenberg, JD**,

associate professor and director of the Center for Dispute Resolution, was chosen for a UMB Center for Community-Based Engagement & Learning grant.

While a summer research assistant for the Center for Health and Homeland Security, student **Andrew Geltman’s** article “New York: Public Health Implications of the ‘Soda Ban’ Ruling” was published in the *Domestic Preparedness Journal*.

Harper, James and Gray on Torts, Cumulative Supplements 2014-2, co-written by **Donald Gifford, JD**, Edward M. Robertson Research Professor of Law, and **Oscar Gray, JD**, Jacob A. France Professor Emeritus of Torts, was published by Wolters Kluwer.



DONALD GIFFORD



OSCAR GRAY

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LAURELS

OCTOBER 2014



LEIGH GOODMARK

Leigh Goodmark, JD, professor, was a keynote speaker during the 2014 Restorative Justice, Responsive Regulation and Complex Problems Conference, hosted by the

University of Vermont.

“The Role of Civil Society in Environmental Governance in the United States and China,” co-written by **Robert Percival, JD, MA**, Robert F. Stanton Professor of Law and director of the Environmental Law Program, was published in the *Duke Environmental Law & Policy Forum*.

SCHOOL OF MEDICINE



GAD ALON

Gad Alon, PhD, associate professor emeritus in the Department of Physical Therapy & Rehabilitation Science, was awarded the John H.P. Maley Lecture Award

for 2015 from the American Physical Therapy Association (APTA). The award recognizes physical therapists who have made distinguished contributions to their profession in any area of clinical practice. Alon also will deliver the John H.P. Maley Lecture during the general session of NEXT (formerly the APTA Annual Conference), which will be held in National Harbor, Md., in June 2015.



CLAIRE FRASER

Claire Fraser, PhD, professor in the Department of Medicine and the Department of Microbiology & Immunology, and director of the Institute for Genome Sciences,

was interviewed for the article “How Gut Bacteria Help Make Us Fat and Thin,” which was published in the magazine *Scientific American*.

Julie Kaplan, MD, assistant professor in the Department of Pediatrics, traveled to Cebu, Philippines, as the pediatrician and geneticist for an Operation Smile team that evaluated and treated patients with cleft lip and cleft palates. The team operated on 181 people, primarily children.



JULIE KAPLAN AND ONE OF THE CHILDREN HELPED BY HER AND OPERATION SMILE.



E. ALBERT REECE

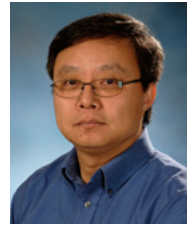
“Methods of Treating a Diabetic Embryopathy,” invented by **E. Albert Reece, MD, PhD, MBA**, University vice president for medical affairs

and the school’s John Z. and Akiko K. Bowers Distinguished Professor and dean, **Peixin Yang, PhD**, and

Zhiyong Zhao, PhD, associate professor and assistant professor, respectively, in the Department of Obstetrics, Gynecology and Reproductive Services, was issued a U.S. patent.



PEIXIN YANG



ZHIYONG ZHAO

J. Marc Simard, MD, PhD, professor in the Department of Neurosurgery, is the sole inventor of “Therapeutic Agents Targeting the NC ca-ATP Channel and Methods of Use Thereof,” which was issued a European patent.

J. Kathleen Tracy, PhD, associate professor in the Department of Epidemiology & Public Health, received a three-year, \$4,972,000 contract with the



J. KATHLEEN TRACY

state Department of Health and Mental Hygiene for “Research and Evaluation for the Maryland Center of Excellence for Problem Gambling.”

Cedric Yu, DSc, FAAPM, clinical professor in the Department of Radiation Oncology, and **William Regine, MD**, professor and chair of the department, are among the inventors of “Method and Equipment for Image-Guided Stereotactic Radiosurgery of Breast Cancer,” which was issued a U.S. patent.

LAURELS

OCTOBER 2014

SCHOOL OF NURSING



CHARON BURDA

Charon Burda, MS, PMHNP-BC, assistant professor, was named among the top 15 psychiatric professors by *nursepractitioner.com*.

Students **Alice Cho**, **Tushana Fowlin**, and **Victoria Ladele** were awarded scholarships from the American Association of Nurse Anesthetists Foundation.

Student **Valerie Dernetz, MA, RN**, represented the school at the Rally for Medical Research Capitol Hill Day on Sept. 18. The event aimed to raise awareness about the need for greater investment in the National Institutes of Health.

Robin Newhouse, PhD, RN, NEA-BC, FAAN, professor and chair, Department of Organizational Systems and Adult Health, spoke at the Institute of Medicine event “Future Directions of Credentialing Research in Nursing: A Workshop.” Newhouse also co-wrote the paper “Nurse Credentialing Research Frameworks and Perspectives for Assessing a Research Agenda,” which prepared participants for the workshop.

SCHOOL OF PHARMACY

Nicole Brandt, PharmD, professor in the Department of Pharmacy Practice and Science, was named the 2014-2015 president-elect of the American Society of Consultant Pharmacists.



STEVEN FLETCHER

Steven Fletcher, PhD, assistant professor in the Department of Pharmaceutical Sciences, received a one-year, \$100,000 grant from Maryland Industrial

Partnerships for “Lead Optimization of a Bromodomain Inhibitor.”



AHMED IBRAHIM

Ahmed Ibrahim, PhD, postdoctoral fellow in the Department of Pharmaceutical Sciences, won second place in the Software Shootout competition during the 17th

International Diffuse Reflectance Conference, which was held in Chambersburg, Pa.



FRANCOISE PRADEL

Francoise Pradel, PhD, professor in the Department of Pharmaceutical Health Services Research, received a one-year, \$380,000 contract from the state

Department of Health and Mental Hygiene for “Maryland Strategic Prevention Framework Process & Outcome Evaluation.”

Magaly Rodriguez de Bittner, PharmD, professor and chair of the Department of Pharmacy Practice and Science, was named a 2014 Innovator of the Year by the *Daily Record* newspaper.



ALECIA THOMAS

Student **Alecia Thomas** received a Meyerhoff Graduate Fellowship from the University of Maryland, Baltimore County.

SCHOOL OF SOCIAL WORK

Richard P. Barth, PhD, MSW, delivered a keynote address about the school’s National Center for Evidence-Based Practice in Child Welfare during the 13th European Scientific Association on Residential and Family Care for Children and Adolescents Conference, held in Denmark.

“Identifying the Common Elements of Treatment Engagement Interventions in Children’s Mental Health Services,” an article written by Barth and **Bethany Lee, PhD**, associate dean for research, was published in the *Clinical Child and Family Psychology Review*.

“The Influence of Community Violence and Protective Factors on Asthma Morbidity and Healthcare Utilization in High-risk Children,” written by associate professors **Mel Bellin, PhD**, and **Kathryn Collins, PhD**, was published in the *Journal of Urban Health*.



MEL BELLIN



KATHRYN COLLINS

LAURELS

OCTOBER 2014



LLEWELLYN
CORNELIUS

Llewellyn Cornelius, PhD, LCSW, professor, was elected vice president of the Maryland chapter of the National Association of Social Workers.



DIANE DEPANFILIS

Diane DePanfilis, PhD, professor and director of the Ruth H. Young Center for Families and Children, opened the Association of Children's Welfare 2014 Conference in Sydney with

a plenary session. She also presented a master class. Her keynote address was titled "Preventing Child Maltreatment: Using Successful Implementation Strategies and Tracking Outcomes for Children and Families."



JODI FREY

Jodi Frey, PhD, associate professor, and student **Jungyai Ko, MSSW**, are among the writers of the article "Reflections on Expert Recommendations for U.S. Research

Priorities in Suicide Prevention," which was published in the *American Journal of Preventive Medicine*. Ko also received a travel award from the American Association of Suicidology

and presented the paper "Factor Structure and the Utility of the Kessler 6 Scale Among Adults With Suicidal Ideation" during the association's annual conference, which was held in Los Angeles.

The Atlantic Philanthropies named **Amanda Lehning, PhD**, assistant professor, a 2014-15 Health & Aging Policy Fellow. Participants in the yearlong fellowship program remain at their home institution while working on a policy project that involves placement at relevant sites.



PAUL SACCO

Paul Sacco, PhD, assistant professor, will be the principal investigator for a project to train students, faculty, and field instructors in evidence-based

screening, brief intervention, and referral for treatment. The Substance Abuse and Mental Health Services Administration awarded the school a \$940,000 grant for the project.

PRESIDENT'S Q&A

OCTOBER 2014

Dr. Perman held a group Q&A on Sept. 22 at the School of Social Work auditorium. The session included a community engagement progress report from Ashley Valis, MSW, who is UMB's first executive director of community initiatives and engagement. Excerpts of that and questions and answers that followed appear below.

Dr. Perman: When I came back to UMB in 2010, I found the people here had an amazing grasp of the responsibility we hold as an institution. UMB is literally a public good. And as a public good, in addition to educating future professionals, and doing science and public policy scholarship, and taking care of people, we have to use our resources to make our surrounding communities better.

Those are our communities and we have a responsibility, given the fact that we are supported by the public dollar, to share what we know and what we can do. Sometimes I'm asked, 'Jay, why do you spend so much of your time and in turn, the university's time and effort, focused on community?' I say it's because I'm a selfish person. If we don't make the community better, this institution will suffer.

We will not attract the caliber of people in this room, and your colleagues; we will not attract the kind of students we have. If we make the community better, we win, too. That's why for the past three years, I've been co-chairing a task force with the mayor that has been dubbed the UniverCity Partnership. She and I meet every month with a group of civic and government leaders, business people, developers. We haven't transformed the west side of downtown, I readily acknowledge that. But among other things we are focused on making Lexington Market a bit better. Our University Police Force has made a difference working with the city on safety issues at the market. A lot of University folks were engaged in being surveyed to see what improvements can be made at the market as part of a consultant's report that is almost completed.

The other thing I agreed to do over the past year is to chair the board of the Downtown Partnership, a member organization of about 700 businesses that are invested in making downtown better. Again I took on that responsibility because the University needs to show leadership in making the city a better place to live and work.

There are hundreds of activities UMB is doing in our West Baltimore community, in its schools, and with regard to health services and social services. Much of that leadership, of course, has come from this very school we're sitting in today. Our School of Social Work, and particularly the work in Promise Heights that

Bronwyn Mayden so ably leads. But I felt it very important that we could be a little more deliberate about understanding these UMB initiatives and how they fit together.

To that end, I decided to recruit and hire an executive director for community engagement, Ashley Valis, who's going to share a few thoughts with you.

Ashley Valis: First, let me introduce the team that makes up Dr. Perman's new Office of Community Engagement.

In addition to me, we have Brian Sturdivant, who's been doing great work on the campus in this arena for years. Dr. Jane Lipscomb, who is the director of the Center for Community-Based Engagement and Learning [CBEL], and her colleagues, Lisa Rawlings, associate director; Gary Williams and Rachael Parran, program managers.

Brian and I are both graduates of the School of Social Work so I feel right at home here today. As Dr. Perman mentioned, it's pretty apparent to all of us on campus that as we embark on a more strategic community

engagement program, we as a campus will gain more than we give. We truly believe that here, and it's just so exciting to see everything that the University has been doing for the last 10 years since I was here, Now we're looking at how can we have a bigger impact than what we're doing? This is a general overview of efforts to develop a stronger infrastructure here as a campus.

What we've started to do this summer is look at institutions that are publicly funded, research-based, such as ourselves, our sister institutions around the country. One of the examples we really like is the University of California, San Francisco (UCSF). They have two things we're going to try to emulate. They formed a university community partnerships office and really try to have a one-stop shop on their campus for all the community initiatives. They also formed a community advisory group as a conduit for this dialogue with the external community. They didn't just include neighborhood leaders, they also have labor union



ASHLEY VALIS



COMMUNITY ENGAGEMENT TEAM: FROM LEFT, BRIAN STURDIVANT, GARY WILLIAMS, LISA RAWLINGS, JANE LIPSCOMB, ASHLEY VALIS, RACHAEL PARRAN.

PRESIDENT'S Q&A

OCTOBER 2014

leaders, business reps — a little more broad than what you would traditionally think of. It seems to work really well for them and we're hoping to form something similar in the coming months.

Another institution, the University of Illinois at Chicago, has OCEAN, the Office of Community Engagement and Neighborhood, to help partnerships. As Dr. Perman said, they too look at themselves as not simply located in an urban community, but they truly are a part of one larger Chicago community. On their website, they have a map of 42 programs they have around their campus. You can click on the dots and see what those programs are. We're hoping to get there sooner rather than later.

One of the things we want to do in year one is strengthen our service mission that we already have as a University, and do that by revamping our website and having an interactive map where people can come and really see what Promise Heights is all about, and what the JACQUES Initiative is all about. And hear, from community members' perspectives, what their engagement with the University has meant to them and what the program is, and really just share our story a little bit more effectively.

To help us do this, we're forming one Office of Community Engagement so that folks can better understand how to access our services — OK, if I am a neighborhood leader and I am thinking about an afterschool program around childhood obesity, where would I go on campus? Well, hopefully, once we've built this infrastructure, this would be the office and we can help them navigate through the schools. Maybe they want a nutrition program, which might draw you to the med school, but the nursing school is also running a similar community program, and by the way, the physical therapy program might be able to add something. So we hope to direct more resources in a strategic way. Then ultimately, in year 2 or 3, we hope to have a place in the community as the state's first urban extension center.

We are making a conscious effort to focus more in West Baltimore, meaning really a mile radius around campus in all directions. Creating healthier, safer neighborhoods would be a goal of this urban extension center. It also will bring together a lot of the interdisciplinary programming modeled after the President's Clinic, where Dr. Perman has someone from each school helping assess the patient from all angles, not only from a medical perspective, but nursing, social work, etc. Drexel University this year is opening the Dornsife Center, which we'll visit, and branding it as the nation's first urban extension center. So we can say we'll be the state's first, at least.

In order to move forward, obviously, funding is important, so we started doing some grants through CBEL that partner with community organizations. Topics of the research have come from the

community organizations. Then students from various UMB schools are partnering with those organizations to help with that research. Community support is obviously key. And dean support is always important when you're trying to coordinate across the schools. Dean Barth, our host today, has been part of our local initiatives meetings since I've been here, and for months before that.

Thanks to you and others for being so engaged. Any and all ideas and suggestions are welcome, and I'll leave it there.

Dr. Perman: Thank you, Ashley. Now we'll open the floor to questions on this or anything else.

QUESTION:

I'm engaged in a community just across MLK, and I have encountered a number of questions when they'd seen signs about the University expanding its footprint, or the University of Maryland planted this garden or something like that. Would this Office of Community Engagement be the go-to entity when neighbors have questions?



MARIK MOEN

ANSWER:

Ashley Valis: I think that's what we like about UCSF's model in terms of who they had on their advisory board. Because they do look at issues of land use, and zoning, and what that means for the community, And so yes, if we don't know the immediate answer, as we develop the infrastructure we'll hopefully know in one or two phone calls how to address their question.

Brian Sturdivant: As a quick follow-up, the Office of Government and Community Affairs has fielded those questions and I, as a part of that office, have done so. So I'm sure I'll continue to field some of those questions with the Office of Community Engagement.

QUESTION:

Just to follow up, Ashley, on your mention of a community advisory structure. What are your thoughts about how that would connect with this campus planning group that you and President Perman mentioned, the community engagement leadership group that's been meeting, the Promise Heights community advisory board — have you given any more thought as to how all those pieces would fit together?

ANSWER:

Ashley Valis: I would love to have someone from each of the other bodies represented on this larger group, because while our internal group is useful, there aren't external stakeholders on it and so we need to broaden that.

PRESIDENT'S Q&A

OCTOBER 2014

QUESTION:

We have a lot of interschool research that's going on, and a lot of us try to focus on community-based participatory research here in the School of Social Work, patient-centered work in the School of Medicine and the School of Pharmacy. We would like to be able to engage the community more in terms of helping us with data collection and things of that nature. But the issue is always the IRB [Institutional Review Board]. I have been looking at how some other institutions do it, and there are other institutions that have maybe once a semester or once per year a time where community members that you're willing to work with for data collection can come in and basically learn all of the things that you need to learn for the ethics class that most of us take online, that they may not be able to do, so that they are then available



NADINE FINIGAN-CARR

ANSWER:

Dr. Perman: Great idea. Your suggestion is terrific and we will take it forward with Dr. Bruce Jarrell, the institutional official responsible for IRB matters. Thank you.

QUESTION:

My question concerns the rights of tenure on this campus, and does tenure protect faculty from being dismissed from responsibilities of leadership, teaching, or research in cases of scientific misconduct that results in the retraction of one or more papers?

ANSWER:

Dr. Perman: That's a very complex question. I think if there is scientific misconduct, or allegation of scientific misconduct, we have a very well-defined process, starting with the Faculty Senate, to examine the issue and to advise. I think it's an appropriate process comparable to what I've seen in my entire academic career, and in my previous life as the dean of a medical school, and a process that results in what I think is a fair outcome. With regard to the specifics that you're asking about, one or more instances of scientific misconduct or retraction and what that does to one's tenure status, that's an individual decision based on the particular matter.



LISA LEBOVITZ

QUESTION:

When is the campus safety report going to be released, and why does it take so long to release it?

ANSWER:

Col. Milland Reed: That report has to come out by Oct. 1, and we're working with the Office of Communications and Public Affairs now to put it out. While it's an annual report, we have to work with other entities, such as the city police, to get their stats and pull them in. So we're just pulling all the information together, making sure it's accurate, and we'll put it out by the deadline. We also can look into it coming out sooner.

QUESTION:

There's been a lot in the news about sexual assaults on campus and requirements for a reporting process, and an investigation process. How is that impacting the University? Are we being required to do additional planning, take different steps if there are sexual assaults occurring here?

ANSWER:

Dr. Perman: As a sibling member of the University System of Maryland, I believe that we're ahead of the curve because in response to a complaint that was made by a student several years ago, we worked out an



BECKY CERAUL

understanding, and agreement, with the Office of Civil Rights under whose aegis this whole dialogue that you're seeing in the media nationally has been supervised. We put into place group processes several years ago under this agreement. So I would say that in terms of UMB, I believe we are ahead of the curve.

QUESTION:

When you threw out the first pitch at UMB Night at the Ballpark was that a fastball or a knuckleball?

ANSWER:

Dr. Perman: No false modesty here, I really did throw a good pitch. When it was time to walk off the field, I was basking in the glow and some wisecracker says to me, 'Man, that was a great slider.' I said, 'No, it was a two-seamer.'

STRATEGIC PLANS SUCCESS

OCTOBER 2014

UMB WEB GETS 'MAJOR UPGRADE'

Success stories abound from the University's 2011-2016 strategic plan. Occasionally in The President's Message, we bring them to you.

Words like better, easier, compatible, and flexible and phrases such as saves time and money, and accessibility compliant are being used to describe the University of Maryland, Baltimore's new content management system (CMS), which is being launched in the next few weeks.

Enhanced two-way communication is a fundamental element in the University strategic plan. The new CMS (TERMINALFOUR) joins the launch of *The Elm* in September 2013, the *University's mobile app* the month before, and the *University's common calendar* in May 2014 as huge steps by the Office of Communications and Public Affairs (CPA) to achieve its strategic plan goals. The CMS falls under the strategic plan goal to improve visibility and reputation of the UMB brand.

Amir Chamsaz, MS, heads the CPA team that for several months has led a Universitywide effort to enhance, streamline, and migrate UMB's 17,610 web pages to the new system.

Previously UMB schools and administrative units all used different content management systems that supported various programming languages. Now, the whole University will use the same CMS, which, like a computer United Nations, can understand different programming languages and applications, resulting in cost savings and increased efficiency.

"The new system has many advantages," says Chamsaz, CPA's managing director of web development and interactive media. "Ease of use, flexibility, integrated marketing, workflow processes, standardization of guidelines, and content consistency, for starters. In addition, it will provide advanced features such as a tool that tells us how compliant we are in following accessibility standards outlined in the Americans with Disabilities Act, for instance. It is a major upgrade."

One of the advanced features automatically contacts a manager for one-click sign-off when new web content is ready to be approved. Previously, this procedure required a string of emails between manager and web person.



UNIVERSITY of MARYLAND

STRATEGIC
2011-2016 PLAN

REDEFINING COLLABORATION

The University's Center for Information Technology Services (CITS) team worked with TERMINALFOUR (T4) on the cloud hosting component that offers advantages, such as:

- lower University IT costs for hardware and software
- fast upgrades as needed without new infrastructure or additional IT staff
- protection against computer hacking and viruses. Companies that provide cloud hosting have invested a significant amount of time and resources toward security and infrastructure.
- data backup and recovery are handled by the vendor

This is the largest content migration in the University's 207-year history. In addition to changing the CMS, Chamsaz's team redesigned and reorganized the information architecture of the websites.

Chamsaz is proud of the new CMS' "ease of use and the capability to create custom modules called content types that allow end users to add things such as image galleries and embedded videos to their websites without much technical knowledge."

STRATEGIC PLANS SUCCESS

OCTOBER 2014

Chamsaz lauds “the invaluable assistance” he has received from CPA web colleagues Clare Banks, MFA, Steve Bossom, Jonah Penne, and Libby Sanders, MS, as well as CITS’ Kathryn Heilman, who worked extensively with CPA. The Office of Communications and Public Affairs is also grateful to those who provided cross-campus support for this project, especially the CMS web leadership team that represents all the schools.

Jennifer B. Litchman, MA, chief communications officer, vice president, and special assistant to the president, sees the CMS as a major step forward for the University.

“The research, design, and implementation of the T4 content management system was a Herculean task,” she says. “I’m very proud of how Amir and his team have collaborated with colleagues across the University to make this transition as efficient as possible.”

If you see a problem once the new CMS goes live, please contact the communications web team at CommunicationsWeb@umaryland.edu.

