



COMMUNICATIONS AND PUBLIC AFFAIRS  
**ANNUAL REPORT 2020**



# WHO WE ARE

The 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 and protocol, and web communications Universitywide.



# OUR TEAM

## **JENNIFER LITCHMAN, MA**

*Senior Vice President for External Relations  
Special Assistant to the President*

### **Digital and Social Media**

#### **KRISTI MCGUIRE**

*Assistant Director, Digital Media  
Marketing Manager*

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*Social Media Specialist*

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*Managing Editor*

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*Senior Graphic Designer*

#### **ANANDA LA VITA**

*Graphic Designer*

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*Executive Director, Media Relations*

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#### **LAURA LEE**

*Senior Media Relations Specialist*

#### **MARY T. PHELAN**

*Senior Media Relations Specialist*

#### **CHARLES SCHELLE**

*Senior Media Relations Specialist*

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*Photographer*

#### **ERIK NEILSEN**

*Videographer*

### **Web Design and Development**

#### **AMIR CHAMSAZ**

*Managing Director, Web  
Development and Interactive Media*

#### **KRISTEN BOWES**

*Web Developer, Interactive Media*

#### **MICAH MURPHY**

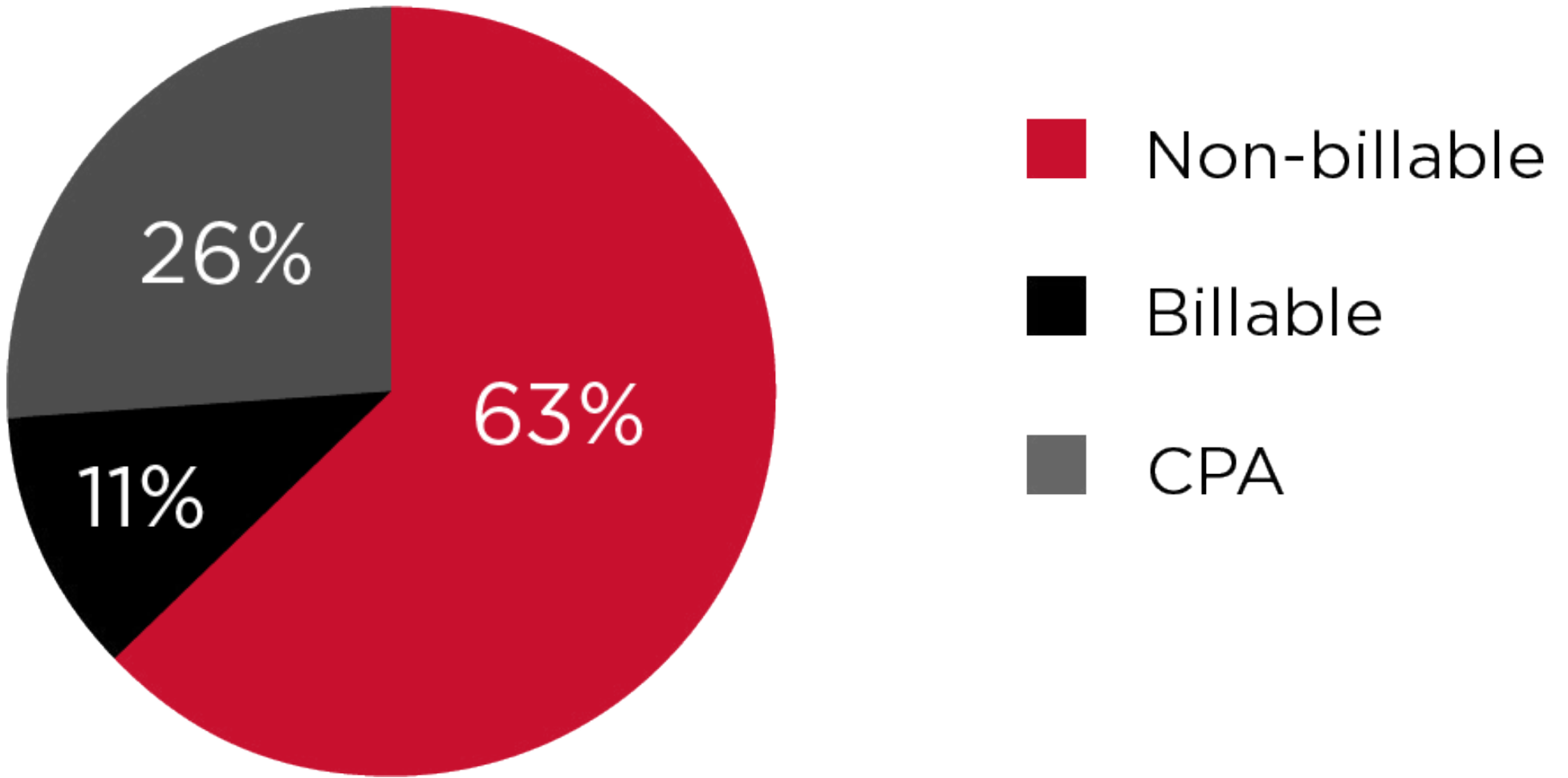
*Web Developer, Interactive Media*

#### **JONAH PENNE**

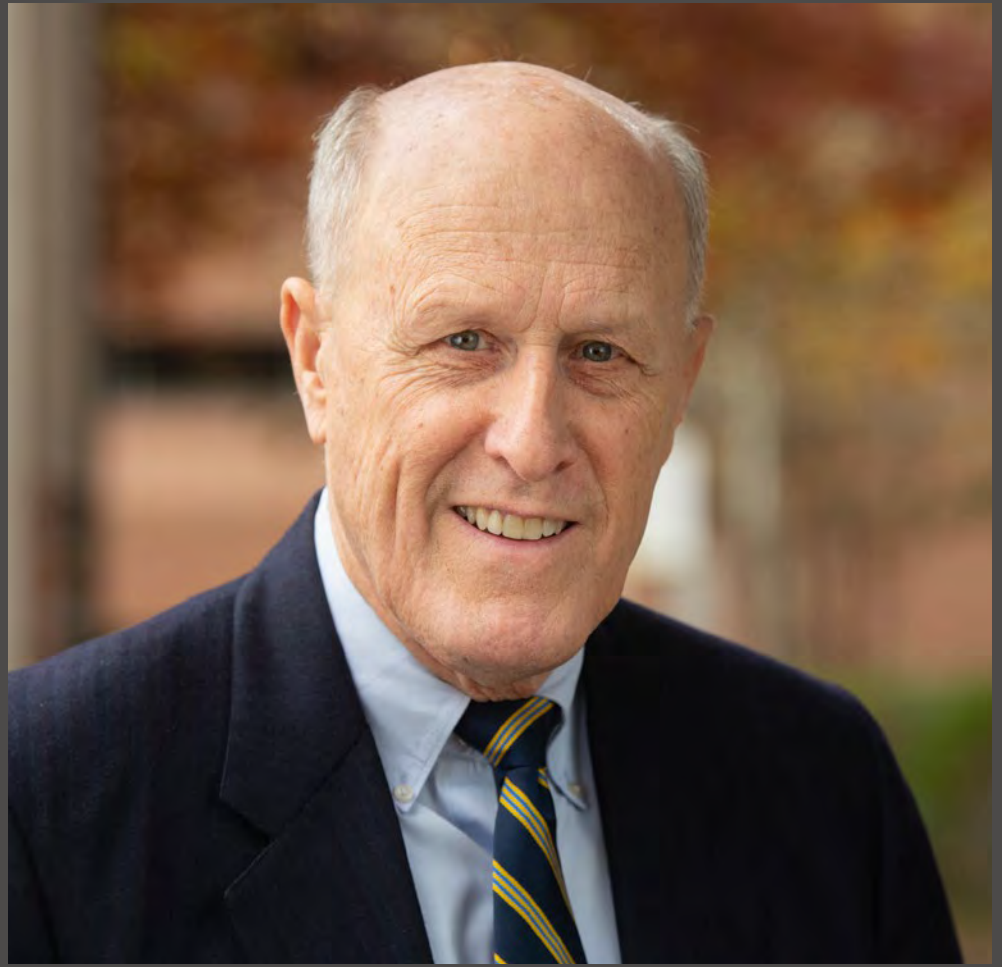
*Web Developer, Interactive Media*

# PROJECT STATISTICS

## TOTAL ESTIMATED HOURS (%) FOR NON-BILLABLE AND BILLABLE CLIENTS, AND CPA BRANDING INITIATIVES



*\* The total estimated percentage of time spent is not inclusive of: the media team, photography, videography, and web support.*



**CHAPTER 1:  
OFFICE OF THE PRESIDENT**

# OFFICE OF THE PRESIDENT

## the PRESIDENT'S MESSAGE

APRIL 2020



### IN TIME OF CRISIS, CORE VALUES SHINE THROUGH

April was supposed to be the University of Maryland, Baltimore's (UMB) inaugural Core Values Celebration Month. We planned an ice cream social (seven flavors of ice cream — one for each core value) and were going to announce the president's first Core Values Awards for faculty, staff, and students. This year's President's Symposium and White Paper Project explored steps to institutionalize UMB's Core Values so they remain durable even as the University evolves, and the President's Fellows planned a celebratory public event to present their findings to the UMB community. Plans were also in the works across the University to recognize that our Core Values are critical to who we are and how we succeed at UMB.

Well, it's clear that the April 2020 we envisioned is not at all what UMB will experience. The novel coronavirus (COVID-19) pandemic has drastically changed the way that UMB — and Baltimore, our country, and the world — will operate over the next month, and likely far beyond that. All didactic classes and exams are being delivered virtually. Most of UMB's research operations have been curtailed. Our responsibilities for patient care may soon be tested by a quickly growing number of COVID-19-related cases, while many other clinical care functions will necessarily be greatly reduced. Our commitment to serve our community remains as strong as ever, even if finding the method to do so may be more challenging.

And yet, despite this upheaval, UMB's Core Values are more important now than ever. Crises like this one test our ability to stay true to our values — and yet provide us with an opportunity to use those Core Values in our new path forward.

Fortunately, at UMB our Core Values offer an incredibly robust framework for responding to this crisis. The core value of **Collaboration** has been critical to our response efforts, as we are working together seamlessly with our medical partners at the University of Maryland Medical System (UMMS), and our education partners at the University System of Maryland (USM). We have been vigilant to ensure that UMB, UMMS, and USM are in alignment on policies and actions. That collective wisdom helps us make better decisions and provides our stakeholders with as much consistency as possible during this ever-changing time.

I appreciate that so many of you have lived the core value of **Accountability** in moving to full-time telework so quickly. I know that such change, especially so suddenly, is unsettling and requires you to adapt quickly to meet your job duties. I thank each of you who has made that transition already and ask that you keep yourself and one another accountable not only in our work together but also in following the essential public health principles, such as social distancing, needed to collectively overcome this crisis.

So many of you have demonstrated the core value of **Leadership** throughout this challenging time. From our emergency management team, which has been preparing for COVID-19's impact for several weeks, to those who have had to make and execute critical decisions about their particular programs on extremely short notice, I am incredibly proud of — though not surprised by — the leaders at all levels of UMB's organization who have stepped up.

The core values of **Civility** and **Diversity** can often be overlooked in a crisis, but I'm glad that that has not been the case here. We have shown, and continue to show, respect for one another even as we have implemented unprecedented decisions faster than ever. Particularly in the early stages of the pandemic, other universities reported an uptick in discriminatory actions based on the origin of COVID-19. I'm pleased that UMB was not one of them. I hope that we remain an example of acting civilly and celebrating diversity — even in the most trying times.



DR. WILBUR CHEN, WHO TOOK PART IN UMB'S COVID-19 VIRTUAL TOWN HALL ON MARCH 12, IS A MEMBER OF MARYLAND GOV. LARRY HOGAN'S CORONAVIRUS RESPONSE TEAM.

Continued on p. 2



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



EXPLORE | EXCITE | INSPIRE

## CURECORNER

SEPTEMBER 2019

### CURE IS HOMECOMING FOR NEW EXECUTIVE DIRECTOR

The UMB CURE Scholars Program has welcomed Gia Grier McGinnis, MS, to its team as the program's new executive director. A proud Baltimore City native and Western High School alumna, Grier McGinnis is thrilled to be overseeing a program that holds such a personal connection to her.

"I was a youth in Baltimore and was exposed to environmental sciences through STEM education programs run by nonprofits and universities in the city," she says. "That's really what got me hooked on what became the early part of my career and so I'm a real believer in programs like CURE."

UMB's pipeline mentoring program is unique in that it begins with students with an interest in science as young as sixth grade. Now as the fifth cohort of UMB CURE Scholars prepares for the school year, the original CURE Scholars are tackling the challenges of high school, many mentoring the latest cohort who share their dreams of health and research careers.

Grier McGinnis comes to the University of Maryland, Baltimore (UMB) after 12 years at Johns Hopkins University (JHU), where she served in leadership roles at the JHU Center for Social Concern. Previously, Grier McGinnis was a public outreach specialist for a global engineering firm, a research assistant for the University of Michigan's Minority Environmental Leadership Development Initiative, and an AmeriCorps VISTA member for a leadership development program serving Washington, D.C., middle school students.

She earned her bachelor's degree in environmental studies from Washington College and her master's in environmental policy from the University of Michigan, with a research focus on environmental justice and health and diversity in the environmental field. She's now a DrPH candidate at Morgan State University's School of Community Health & Policy where she serves on the Community-University Advisory Board (CUAB) for Morgan's ASCEND initiative, which is housed within the university's Prevention Science Research Center. CUAB is the branch of ASCEND that oversees a small grants program for participatory research projects. ASCEND is supported by the

National Institutes of Health's BUILD initiative to promote diversity in the biomedical workforce.

Grier McGinnis also is board president of Baltimore Green Map, a nonprofit connecting students and communities to natural resources and sustainability principles using map-making tools and activities.



GIA GRIER MCGINNIS WAS EXPOSED TO ENVIRONMENTAL SCIENCES THROUGH STEM EDUCATION PROGRAMS AS A BALTIMORE YOUTH.

While growing up in Northwest Baltimore, Grier McGinnis participated in several programs including those at the Chesapeake Bay Foundation, the National Aquarium in Baltimore, and a university-sponsored after-school Environmental Justice Youth Council. She says these programs not only helped shape the direction of her career, but also provided her with mentors who inspired her.

"CURE is very similar to what I did as a child, but instead of environmental science, CURE focuses on health and medicine," she explains. "Before I got involved in these programs, I didn't really know much about the different career pathways that were out there for me, so I know that they can really make a difference in the lives of young people. I want to continue to offer the scholars opportunities to meet scientists who look like them and



UMARYLAND.EDU 22

President's April Newsletter — Cover

President's September Newsletter — Interior Page

## LUNCH with the PRESIDENT



Join the president and a small group of faculty, staff, and students for a brown bag lunch and conversation.

Feb. 20 | Noon to 1 p.m.

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

SPACE IS AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.

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

Digital Displays



Web Graphic

## QUARTERLY Q&A with Dr. Perman

TUESDAY  
Sept. 17, 2019

10 a.m. to 11 a.m. | School of Social Work Auditorium

Please join me as I answer questions from students, staff, and faculty. Everyone is welcome to attend.

This session will include updates on matters of importance to UMB and an open forum.



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

*Save the date*

# 2019 MARYLAND CHARITY CAMPAIGN KICKOFF FAIR

Monday, Nov. 11 | 9 to 11 a.m.

Southern Management Corporation Campus Center  
Elm Ballroom A (208)

Meet campaign chairs, pick up an MCC Giving Guide, and hear from local nonprofits who rely on MCC to continue their work in our community.

Light breakfast will be provided. Prizes given to the first 50 attendees.

## MARYLAND CHARITY CAMPAIGN

The University of Maryland, Baltimore has a long and generous history of participating in the Maryland Charity Campaign, a workplace giving program that encourages state employees to make charitable donations in support of the causes they care about.



Digital Displays



THE 2019 MARYLAND CHARITY CAMPAIGN IS UNDERWAY.

Visit [umaryland.edu/Maryland-charity-campaign](http://umaryland.edu/Maryland-charity-campaign)

Presidential  
**COREVALUES Awards**

**UMB's 2020 Core Values Award Winners**

The University of Maryland, Baltimore (UMB) is pleased to announce the winners of the inaugural Core Values Awards, which recognize faculty, staff, and students who exemplify our Core Values of accountability, civility, collaboration, diversity, excellence, knowledge, and leadership. We congratulate all of the honorees, whose work is vital to the University's mission to improve the human condition and serve the public good.

**ACCOUNTABILITY**  
**PAYROLL TEAM**  
Financial Services, UMB

**CIVILITY**  
**AL ESSIEN**  
Associate director, Corporate and Foundation Relations, UMB

**COLLABORATION**  
**ROSE M. VISCARDI, MD**  
Professor of pediatrics and director, Joint Departmental Faculty Academic Career Development Program, School of Medicine

**DIVERSITY**  
**ELIZABETH ALSTON OTTEY**  
Student, School of Dentistry

**EXCELLENCE**  
**KATHLEEN HOKE, JD**  
Professor and director, Legal Resource Center for Public Health Policy, Francis King Carey School of Law

**KNOWLEDGE**  
**JOE EVANS**  
Assistant vice president, Strategic Sourcing and Acquisition Services, UMB

**LEADERSHIP**  
**KAITLYN HOLZER**  
Student, Francis King Carey School of Law

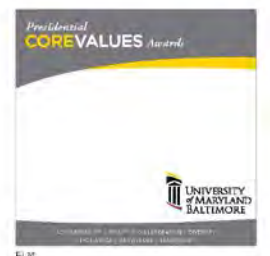


ACCOUNTABILITY | CIVILITY | COLLABORATION | DIVERSITY | EXCELLENCE | KNOWLEDGE | LEADERSHIP

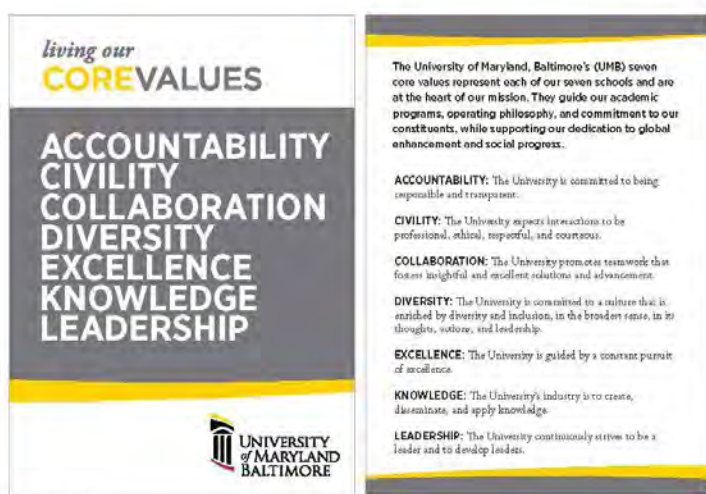
Ad

General Marketing Package

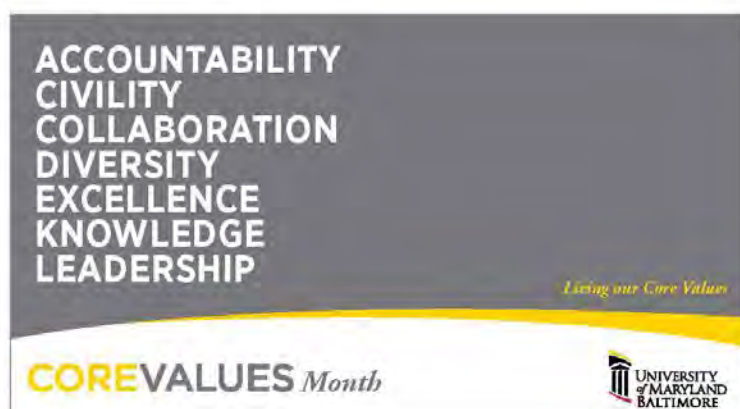
CORE VALUES MONTH 2020  
PRESIDENTIAL CORE VALUES AWARDS



CORE VALUES MONTH 2020  
GENERAL MARKETING



5"x7" CARD



EBOARD



PULL-UP BANNER

**CORE VALUES AWARDS**

The University of Maryland, Baltimore (UMB) Core Values Awards recognize faculty, staff, and students who exemplify UMB's core values of accountability, civility, collaboration, diversity, excellence, knowledge, and 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*

## CORE VALUES SPEAKER SERIES

The series promotes UMB's core values of accountability, civility, collaboration, diversity, excellence, knowledge, and leadership.

CPA provides coverage in the digital and physical spaces. The digital communication channels CPA covers include: The Elm/Elm Weekly, digital displays, social media, and more. Physical promotional materials include posters, programs, posters, etc.



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

Digital Display

## UMB COREVALUES *Speaker Series*

The Core Values Speaker Series promotes UMB's core values of accountability, civility, collaboration, diversity, excellence, knowledge, and leadership. National and international leaders lecture on their expertise and experiences; their lectures are intended to appeal to broad University/community-wide audiences.

The Core Values Speaker Series brings the world's best and brightest to UMB to enhance the manner in which the entire University community approaches its work, contributes to society, and leads as an institution. The speaker series also provides an opportunity for the University to come together as one at stimulating cultural events that enhance the environment in which the University works and learns.

### Invited Speaker

2020

**Ray Lewis**  
2018 PRO FOOTBALL HALL OF FAME, BEST-SELLING AUTHOR, MOTIVATIONAL SPEAKER, CO-FOUNDER POWERS2

Excellence

### Past Speakers

**MARCH 30, 2015**

**Ronald M. Shapiro**  
PRESIDENT, SHAPIRO ROBINSON & ASSOCIATES  
*Civility*

**MAY 11, 2015**

**Norman R. Augustine**  
RETIRED CHAIRMAN AND CEO, LOCKHEED MARTIN MEMBER, USM BOARD OF REGENTS  
*Leadership*

**OCT. 15, 2015**

**Carrie Hessler-Radelet**  
DIRECTOR, PEACE CORPS  
*Collaboration*

**APRIL 1, 2016**

**William E. Kirwan**  
FORMER CHANCELLOR, UNIVERSITY SYSTEM OF MARYLAND  
*Knowledge*

**FEBRUARY 14, 2017**

**Wes Moore**  
BEST-SELLING AUTHOR, SOCIAL ENTREPRENEUR, DECORATED ARMY OFFICER, RHODES SCHOLAR  
*Accountability*

**APRIL 8, 2019**

**Lea Berman**  
CO-AUTHOR OF *TREATING PEOPLE WELL* AND FORMER WHITE HOUSE SOCIAL SECRETARY  
*Civility*

COREVALUES *Speaker Series*



Visit [umaryland.edu/corevaluesspeaker](http://umaryland.edu/corevaluesspeaker) for more information about the Core Values Speaker Series.

Produced by Office of Communications and Public Affairs, 2019

Flyer



## ALUMNI EVENTS

On Nov. 19, 2019, at the American Visionary Art Museum, Monica Lewinsky spoke to UMB President Jay A. Perman, MD, about internet shaming and her efforts to combat cyberbullying and promote compassion.

### *A conversation with* **MONICA LEWINSKY**

*Join UMB President Jay A. Perman, MD, for a conversation with Monica Lewinsky, social activist and speaker on the front lines of digital privacy and cyberbullying.*



© Damon Winters/The New York Times/Redux

**TUESDAY, NOV. 19**  
**6 - 8 P.M.**

**AMERICAN VISIONARY  
ART MUSEUM**

800 Key Highway  
Baltimore, MD

Space is limited. Register Today.  
[umaryland.edu/lewinsky-alumni](http://umaryland.edu/lewinsky-alumni)

Invitation





## **CHAPTER 2: FOUNDERS WEEK**

# Welcome

TO THE FOUNDERS WEEK  
ENTREPRENEUR OF THE YEAR  
PRESENTATION AND RECEPTION



**ROBERT K. ERNST, PHD**  
School of Dentistry  
*"Pathogens, Patents, and Pataigin:  
Delivering Diagnostic Development"*

**WEDNESDAY, OCT. 23 | 4 P.M.**  
School of Dentistry | Room G205

Sponsored by



WEXFORD  
SCIENCE+TECHNOLOGY



#UMBFounders19



Entrepreneur of the Year Flyer

# Welcome

TO THE FOUNDERS WEEK  
RESEARCHER OF THE YEAR  
PRESENTATION AND RECEPTION



**DAVID C. GRAY, JD, PHD, MA**  
Francis King Carey School of Law  
*"The Fourth Amendment  
in an Age of Surveillance"*

**TUESDAY, OCT. 22 | 4 P.M.**  
Francis King Carey School of Law | Moot Courtroom

Sponsored by



WEXFORD  
SCIENCE+TECHNOLOGY



#UMBFounders19



Researcher of the Year Flyer



# Congratulations

2019 FOUNDERS WEEK AWARD WINNERS



**ENTREPRENEUR OF THE YEAR**  
Robert K. Ernst, PhD  
School of Dentistry



**EDUCATOR OF THE YEAR**  
Francis B. Palumbo, PhD, JD, MS  
School of Pharmacy



**PUBLIC SERVANT OF THE YEAR**  
Michelle G. Giglio, PhD  
School of Medicine



**RESEARCHER OF THE YEAR**  
David C. Gray, JD, PhD, MA  
Francis King Carey School of Law

#UMBFounders19 [umaryland.edu/founders](http://umaryland.edu/founders)



Digital Display

UNIVERSITY OF MARYLAND, BALTIMORE

# FOUNDERS WEEK

# Gala



SATURDAY, OCT. 26, 2019 | 6:30 P.M.

HYATT REGENCY BALTIMORE INNER HARBOR

Web Graphic

*Presenting Sponsor*  
**WHITING-TURNER**

UNIVERSITY OF MARYLAND, BALTIMORE  
FOUNDERS WEEK 2019

# Gala



CATALYST FOR COMMUNITY

Invitation Cover

UNIVERSITY OF MARYLAND, BALTIMORE  
FOUNDERS WEEK 2019

# Gala

SATURDAY, OCT. 26, 2019 | 6:30 P.M.

HYATT REGENCY BALTIMORE INNER HARBOR



CATALYST FOR COMMUNITY

Program Cover



# STUDENT COOKOUT

**WEDNESDAY, OCT. 23  
NOON TO 1:30 P.M.**

School of Nursing Courtyard

Free to all UMB students, but tickets are required.

Sponsored by **WT**  
WHITING-TURNER

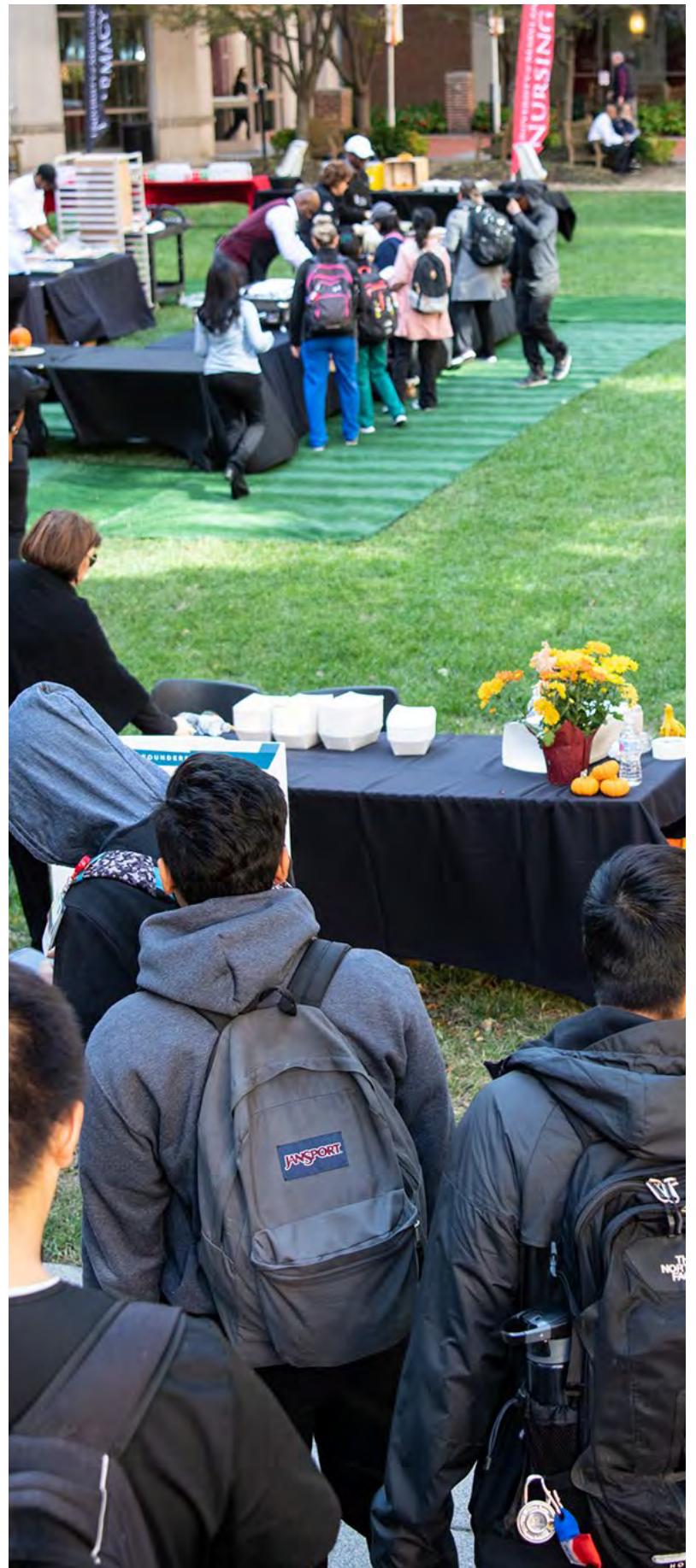


 UNIVERSITY of MARYLAND  
BALTIMORE

#UMBFounders19

**REGISTER BY OCT. 18** [umaryland.edu/founders-cookout](http://umaryland.edu/founders-cookout)

Digital Displays



# STAFF LUNCHEON

**MONDAY, OCT. 21 | 11:30 A.M. TO 1 P.M.**

Westminster Hall

11:30 a.m. to 12:10 p.m. (first seating)

12:20 to 1 p.m. (second seating)

Open to UMB staff only.



Sponsored by **WT**  
WHITING-TURNER



#UMBFounders19

**REGISTER BY OCT. 17** [umaryland.edu/founders-stafflunch](http://umaryland.edu/founders-stafflunch)

 UNIVERSITY of MARYLAND  
BALTIMORE





**CHAPTER 3:  
DIVERSITY  
ADVISORY COUNCIL**





# CULTURAL COMPETENCY

The **University of Maryland, Baltimore** is committed and pledges to embrace cultural competence at all organizational levels and programs to improve outcomes for students, faculty, staff, and the community at large.



To read our full statement, visit:  
[umaryland.edu/diversity/who-we-are](https://umaryland.edu/diversity/who-we-are).

Digital Display

Celebrate

## DR. MARTIN LUTHER KING JR'S LEGACY

The University of Maryland, Baltimore's (UMB) Diversity Advisory Council invites students to submit an essay, spoken word, poem, song, or rap on one of the following questions:

**What does this quote by Dr. Martin Luther King Jr. mean to you?**

*"The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education."*

**What does the city of Baltimore mean to you?**

### CONTEST RULES:

- ▶ Open to middle and high school students who attend a UMB Community School
- ▶ Only one entry per student will be accepted
- ▶ Entries will be divided into two groups: middle school and high school

### FORMAT:

- ▶ Essay, spoken word, poem, song, or rap should not exceed one typed, double-spaced page
- ▶ Recorded versions of song or rap should be submitted with written lyrics

### DEADLINE:

Entries must be received (via email, mail, or hand delivery) by Friday, Jan. 10, 2020, by 5 p.m.

By email: [Diversity@umaryland.edu](mailto:Diversity@umaryland.edu)

By mail: Office of the President  
220 N. Arch St., 14th Floor  
Baltimore, MD 21201  
Attn.: Diversity Advisory Council

### PRIZES:

\$150	1st Place
\$100	2nd Place
\$ 75	3rd Place

Cash prizes will be awarded to the top finalist in each group (middle school and high school)

- ▶ First-prize winners from each group will be invited to read their essay, poem, spoken word, song, or rap at UMB's Dr. Martin Luther King Jr./Black History Month Celebration on Wednesday, Feb. 5, 2020, at noon. The top three finishers in each group will be invited to attend the celebration.
- ▶ Runners-up also will be recognized.
- ▶ Check with your teachers for submission guideline and other requirements



Poster

# DR. MARTIN LUTHER KING JR. AND BLACK HISTORY MONTH CELEBRATION

Each year, UMB commemorates the legacy of Dr. Martin Luther King Jr. by recognizing individual or group achievement of faculty, staff, and students whose work epitomize the ideals, life, and work of Dr. King.

An inspiring keynote message is delivered by a distinguished leader or scholar in the field of diversity, equity, and inclusion. The program also highlights the oratorical and scientific skills of students attending West Baltimore public schools.



## Dr. Martin Luther King Jr. Oratorical Contest

Greetings,

We are inviting your students to help us celebrate the legacy of Dr. Martin Luther King Jr. at our annual Black History Month celebration at the University of Maryland, Baltimore. Each year, our campus honors faculty, staff, and students who demonstrate their commitment to increasing diversity and inclusivity that we witnessed with Dr. King's leadership. This year, we would love for the students at your school to express their vision of Dr. King through their experiences on our campus or in Baltimore City via the 2020 Dr. Martin Luther King Jr. Oratorical Contest. Your students may participate by submitting an essay, spoken word, poem, song, or rap using one of the prompts below.

On Feb. 5, 2020, at UMB's Dr. Martin Luther King Jr. and Black History Month celebration, the first-place winners for each writing prompt will be invited to share their work with the audience. There also will be monetary prizes awarded for first, second, and third place for middle school and high school students.

**Submissions are due by 5 p.m. on Friday, Jan. 10, 2020.**

By email: [Diversity@umaryland.edu](mailto:Diversity@umaryland.edu)

By mail: Office of the President  
220 Arch St., 14th Floor  
Baltimore, MD 21201  
Attn.: Diversity Advisory Council

**Prizes for each prompt are as follows:**

First place: \$150  
Second place: \$100  
Third place: \$75

We look forward to working with you on this exciting activity.

Sincerely,

Jay A. Perman, MD  
President

Elsie Stinas, DNP, CRNP  
Assistant Vice President of Special Projects and Initiatives  
Chair, Diversity Advisory Council

EDUCATION AND AWARENESS COMMITTEE

School Admin Letter



Please check the box identifying the writing prompt you are addressing in your submission.

### Prompt No. 1

At a place of higher learning, all of the scholars on our campus are not only expected to excel academically, but also to be model citizens and individuals of character and integrity. Write an essay, spoken word, poem, song, or rap about what the following quote by Dr. Martin Luther King Jr. means to you. Include your experiences at the University of Maryland, Baltimore campus. Responses should not exceed one typed, double-spaced page. Please submit a recorded version of your song or rap with the written lyrics.

"The function of education is to teach one to think intensively and to think critically. Intelligence plus character — that is the goal of true education." — Dr. Martin Luther King Jr.

### Prompt No. 2

Write an essay, spoken word, poem, song, or rap about what the city of Baltimore means to you. Include your experiences at the University of Maryland, Baltimore campus. Responses should not exceed one typed, double-spaced page. Please submit a recorded version of your song or rap with the written lyrics.

Make sure that your writing sample based on the prompt selected above addresses the required components listed below.

#### Writing Prompt for Song/Rap/Poem/Spoken Word

1. Creativity/originality
2. Follows directions
3. Focus on topic
4. Description of events, places, and people
5. Content/accuracy
6. Copy of lyrics/poem/spoken word

#### Writing Prompt for Essay

1. Opening paragraph
2. Evidence and examples
3. Support for position
4. Sequencing
5. Closing paragraph
6. Sentence structure
7. Word choice
8. CUPS (capitalization, usage, punctuation, and spelling)

EDUCATION AND AWARENESS COMMITTEE

Student Letter — Prompts Page

### MLK DIVERSITY RECOGNITION AWARDS

The Dr. Martin Luther King Jr. Diversity Recognition Awards are presented for individual and/or group achievements in the areas of diversity and inclusiveness. Each year, UMB schools and administrative units are asked to nominate to the Diversity Advisory Council individuals or groups that have played a leadership role or been an integral part of the diversity effort at the University. The recipients serve as models of the ideals epitomized by the life and work of Dr. King.

### OUTSTANDING UMB FACULTY AWARD

#### Positive Schools Center

The Positive Schools Center (PSC) is a K-12 school-based services program within the Social Work Community Outreach Service initiative at the School of Social Work. Since 2015, PSC has partnered with school districts to support communities, improve school climate, use less punitive approaches to discipline, and strengthen conversations around racial justice and equity. During the 2018-19 school year, PSC provided nearly 450 hours of coaching and training to almost 600 Baltimore City Public School teachers, leaders, and staff. Through these efforts, school climate has been improved for nearly 6,000 students.

### OUTSTANDING UMB STUDENT AWARD

#### Elodie N. Tendoh

Tendoh is a fourth-year dual-degree student at the School of Pharmacy and former president of the Student National Pharmaceutical Association (SNPhA), which counts among its initiatives efforts to increase minority representation in health-related professions. She has been a UMB CURE Scholars mentor and member of the President's Student Leadership Institute, moving on to join the Baltimore Collegetown LeaderShape program, where she advocated for more access to fresh fruits and vegetables for Southwest Baltimore residents. She also mentors students through SNPhA and the American Pharmacists Association Academy of Student Pharmacists.

### OUTSTANDING UMB STAFF AWARD

#### Bill Joyner, LMSW

Joyner is the senior economic inclusion specialist in UMB's Office of Community Engagement (OCE), supporting OCE's strategic planning and boosting the University's socioeconomic impact in Baltimore and Maryland. He works to invest UMB's institutional resources in Southwest Baltimore, recruiting nearly 30 local businesses from marginalized populations to be part of its supply chain, with the vast majority of the business owners being people of color. He also manages an after-school paid internship program with the volunteer-led community Popl Farm, which provides Baltimore youths with valuable work experience.

The Diversity Advisory Council (DAC), established in 2010, advises UMB Interim President Bruce E. Jarrell, MD, FACS, on issues of diversity and inclusion. The council promotes the University's efforts to build an inclusive and equitable workplace and recommends strategies for enhancing institutional diversity. To learn more about the DAC, visit [www.umaryland.edu/diversity](http://www.umaryland.edu/diversity).

PRODUCED BY THE OFFICE OF COMMUNICATIONS AND PUBLIC AFFAIRS, 2020

### DIVERSITY ADVISORY COUNCIL

UNIVERSITY OF MARYLAND, BALTIMORE COMMEMORATES

## Dr. Martin Luther King Jr. & Black History Month 2020

FEB. 5, 2020

Noon to 1:30 p.m.  
MSTF Leadership Hall



### Program Cover

### PROGRAM

#### Welcoming Remarks

**Bruce E. Jarrell, MD, FACS**

Interim President, University of Maryland, Baltimore (UMB)

#### Keynote Address

**Roni Ellington, PhD, MA**

STEM scholar, mentor, and author; associate professor, Morgan State University; owner, Transforming STEM Network

*"Realizing the Dream Through Access, Opportunity, and Inclusion in STEM: Moving Beyond Strategies to Unprecedented Results"*

#### Dr. Martin Luther King Jr. Diversity Recognition Award Presentations

#### Dr. Martin Luther King Jr. Oratorical Contest Awardees

##### Middle School

1st place — Brooklyn Butler, Harlem Park

2nd place — Stephen McCray Jr., James McHenry

3rd place — Ja'Shawna Taylor, James McHenry

##### High School

1st place — Morgan Hood, Edmondson-Westside

2nd place — Dara Butler, Edmondson-Westside

3rd place — Shamar Burrell, Frederick Douglass

#### Musical Selections

##### Hippocratic Notes

*"Lift Every Voice and Sing"*

*"What a Wonderful World"*

Hippocratic Notes is an a cappella group composed of students from the University of Maryland School of Medicine

#### Closing Remarks

Light refreshments to follow in the atrium

UMB CURE Scholars will present scientific posters during the reception

### KEYNOTE SPEAKER

## RONI ELLINGTON, PhD, MA

*"Realizing the Dream Through Access, Opportunity, and Inclusion in STEM: Moving Beyond Strategies to Unprecedented Results"*



Roni Ellington is committed to championing transformative education models that promote diversity in disciplines related to STEM (science, technology, engineering, and math). She laments, however, that many of the implemented programs show limited results because the issues and structures that produce the lack of inclusion persist.

"We must be willing to do the deep-level work that will uncover the perspectives and biases that underlie how we funnel students into the STEM pipeline, particularly how decisions are made about who can participate in rigorous STEM education and lucrative careers," says Ellington,

an associate professor in the Department of Advanced Studies, Leadership, and Policy at Morgan State University. "We must be willing to shift who we are as STEM educators and leaders, how we think about who can and will do STEM, and our beliefs about what it takes to be a 'STEM person.'"

Ellington says that STEM education has been seen as an elite endeavor reserved for the so-called "best and brightest," and that historically the perceptions of potential STEM ability have been influenced by race, gender, and socioeconomic status. Educators must be willing to rethink their views about which students should be directed toward STEM, she adds.

"Students who don't fit the 'vision' of the best and brightest will continue to be marginalized until we can change the perceptions of who can be in the STEM community," Ellington says. "This gives rise to many of the other challenges that underserved students face: feelings of lack of belonging, marginalization, identity conflicts, and an academic and social disconnect between who they are and what is required to be successful in STEM disciplines and careers."

Ellington says some schools have adopted STEM initiatives that encourage all students to participate, but when you examine the students in the programs, they are primarily white, middle-class males. "When students of color participate [in STEM], they are forced to adapt to the learning styles and communication strategies that reflect white, middle-class values," she says. "Hence, these students feel levels of isolation and exclusion that cause them to leave the pipeline and deem themselves as not 'STEM people.'"

Ellington is doing her part to change this. In addition to her role at Morgan State, she founded the Transforming STEM Network, which works with schools and school districts to promote diversity and inclusion in STEM education. Her research has been featured in leading journals and presented to local and national audiences, and she is co-author of the book *Capitalizing on Culture: Successful Patterns of Parental Participation for African American Students*, which highlights the ways parents can use their human and social capital to advocate for their children and help foster their success in STEM-related disciplines.

### Program Inside

UNIVERSITY OF MARYLAND, BALTIMORE COMMEMORATES

# Dr. Martin Luther King Jr. & Black History Month 2020



## KEYNOTE SPEAKER RONI ELLINGTON, PhD, MA

- ▶ STEM scholar, mentor, and author
- ▶ Associate professor, Department of Advanced Studies, Leadership, and Policy, Morgan State University
- ▶ Sought-after inspirational speaker
- ▶ Owner of the Transforming STEM Network



PowerPoint Slide

# Welcome

UNIVERSITY OF MARYLAND, BALTIMORE COMMEMORATES

## Dr. Martin Luther King Jr. & Black History Month 2020

### KEYNOTE SPEAKER RONI ELLINGTON, PhD, MA



- ▶ STEM scholar, mentor, and author
- ▶ Associate professor, Department of Advanced Studies, Leadership, and Policy, Morgan State University
- ▶ Sought-after inspirational speaker
- ▶ Owner of the Transforming STEM Network



Poster



## UNIVERSITY OF MARYLAND, BALTIMORE DIVERSITY ADVISORY COUNCIL (DAC)

### MISSION AND PURPOSE

The mission of the DAC is to provide recommendations to the president that promote the University's commitment to diversity, equity, and inclusion. The DAC will seek to fulfill its mission through the following goals:

- Identify opportunities within and outside the University that enhance training and professional development in valuing diversity and cultural competency
- Identify and recommend opportunities to improve standards, practices, and procedures to create a campus culture of inclusion and equity
- Recognize exemplary practices, programs, and individuals that embody a commitment to diversity, equity, and inclusion
- Ensure that the achievement of diversity, equity, and inclusion are guiding principles in every aspect of the University's initiatives

### MEMBERSHIP

Members represent the seven constituent schools, central administrative units, and shared governance organizations of UMB. Each member is appointed by the president or is nominated by the University Student Government Association and the Graduate Student Association. Members include faculty, staff, postdoctoral fellows, and students. One faculty or staff member from each school will serve as their school's liaison. Members of the DAC reflect a diverse range of backgrounds and identities.

### SHARED GOVERNANCE IS A PRIORITY AT UMB.

We believe in a shared responsibility among staff, faculty, administration, and students to promote a collaborative process whereby UMB and the faculty, staff, and students have regular dialogue on important issues of concern to the parties. The common shared objective is to enhance the goals of the institution.

## STEVEN K. RAGSDALE, MSL '17

Health care and education consultant

Former hospital administrator, Johns Hopkins, LifeBridge



***“350 Years of Race, Class, and Social Systems: The Baltimore, Md., Story”***

**Nov. 6, 2019**

School of Dentistry, Room G205



Program Cover

## DIVERSITY SPEAKER SERIES

### ***“350 Years of Race, Class, and Social Systems: The Baltimore, Md., Story”***

The institutional framework in Baltimore has taken on a complex personality that is difficult to understand in contemporary times. However, walking back in time often helps to understand the intentionality that went into creating the legacy systems that we live with today. Since the founding of Maryland in the mid-1600s, descendants of Africa, both free and enslaved, have been a part of the state's history. Upon the making of Baltimore, African-Americans became an essential population in developing local, national, and international economies, as America struggled for two centuries to become a world power. As a result of its perceived inferiority to Europeans, Maryland began constructing a series of *de facto* and *de jure* institutions meant to manage the existence of its black population. The footprint left by history and a lack of understanding makes solving complex and interdisciplinary issues difficult at best and elusive in many cases.



### STEVEN K. RAGSDALE, MSL '17

Carey School of Law alumnus Steven K. Ragsdale, MSL '17, is a consultant and former hospital administrator with more than 25 years leading hospital operations and health care innovation. He has directed efforts in developing innovative models that improved clinical patient pathways while mitigating for adverse patient safety and quality of care issues and health care disparities at Johns Hopkins Medicine and LifeBridge Health. His strategic efforts have led to measurable cost-saving improvements for health care practitioners and health systems across the United States.

On a national level, Ragsdale piloted a patient safety program in New York, Alabama, California, and West Virginia to determine the benefit to the federal employee health benefit program, affecting more than a half million government employees. During that time, Ragsdale shifted his interest to investigating how the historic social culture of the medical

community impacts individual and systemic behaviors in education, research, and care.

Ragsdale received Lean Six Sigma for Healthcare training at the Johns Hopkins Armstrong Institute for Patient Safety and Quality, learning to identify defects in health care. In 2008, he received training in systems theory and design at the Ackoff Center for Advancement of Systems Approaches at the University of Pennsylvania School of Organizational Dynamics. Ragsdale combined his understanding of history and systems dynamics to become a recognized leader on understanding how system behaviors formalize over time to disaffect various populations across the medical industry and beyond.

Today, Ragsdale provides expertise on standards of diversity, equity, and inclusion across health care and education. As a lecturer, he provides guidance to professionals seeking to understand the value of socio-ecological modeling in developing culturally competent systems. In graduate education crossing medicine, public health, nursing, education, engineering, social work, and the law, Ragsdale provides guidance on the intersection of social history, social determining factors, U.S. policy, and the professional cultures that inhibit optimal outcomes.

Ragsdale has helped expand research, policy, and community efforts that help broaden health care services to under-represented and vulnerable populations since 1997. In 2011, he served on the Maryland Health Quality and Cost Council's Health Disparities Workgroup that developed legislation helping to expand the focus on health disparities while reducing barriers to equitable care. Currently, he serves on a Maryland legislative workgroup focused on creating a Health in All Policy framework that can preemptively mitigate disparate health outcomes.

Ragsdale has a bachelor's in history with a focus on race and culture in Latin America from Towson University and a Master of Science in Law from the University of Maryland Francis King Carey School of Law.

He has studied and engaged research on the history of medicine and public health at the Johns Hopkins Bloomberg School of Public Health. He is on the board of directors of the Baltimore City Historical Society, serving as chair of the Local Education Subcommittee. He's also on the board of Blue Water Baltimore, where he is a member of the Justice, Equity, Diversity and Inclusion Subcommittee. A Baltimore native, Ragsdale continues to enjoy living in Maryland.

Program Inside



## **CHAPTER 4: COMMUNITY ENGAGEMENT**



Postcard — Front



**UMB CARES**

The Office of Communications and Public Affairs works in collaboration with the Office of Community Engagement to offer ways civic-minded Marylanders can support their neighbors and those in need. Some examples of volunteer openings include:

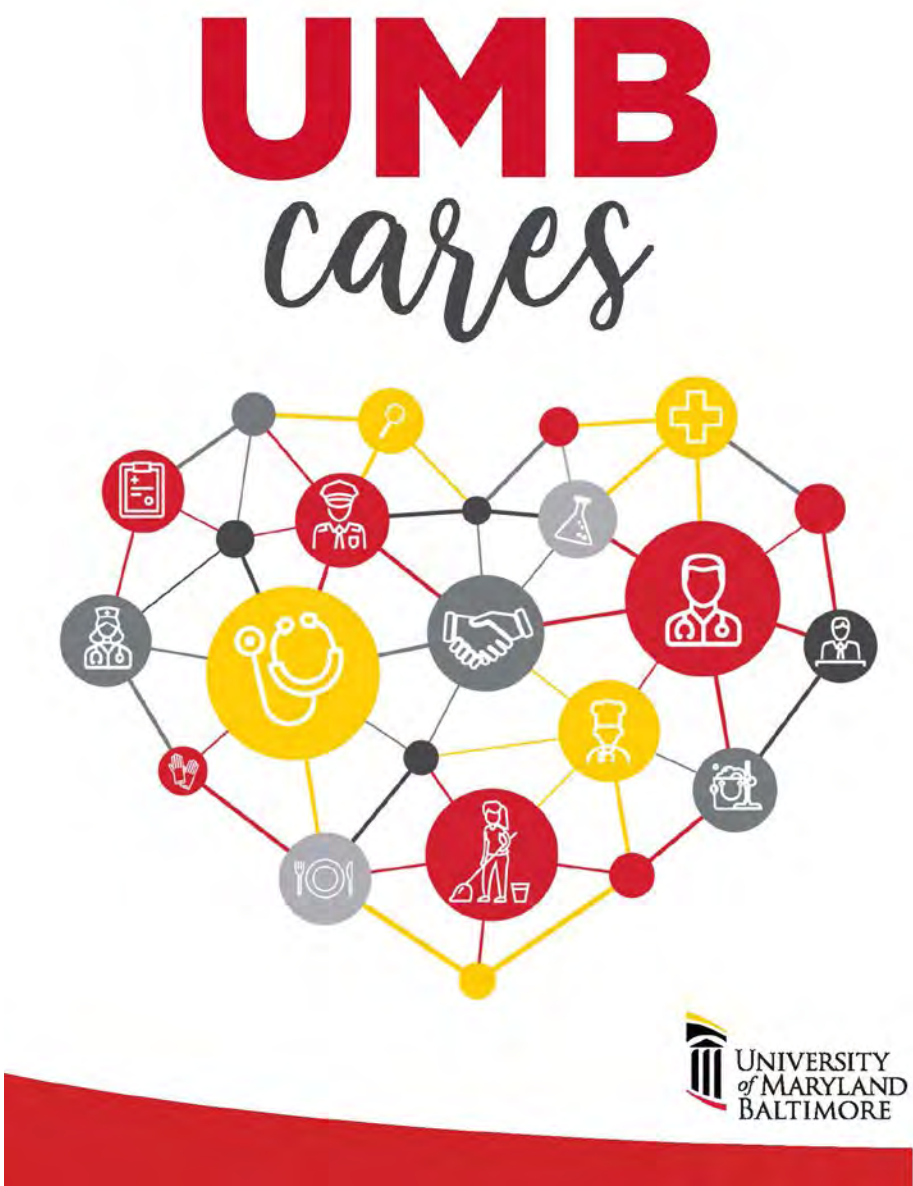
- Delivering meals
- Donating blood
- Providing professional medical support
- Volunteering business services



Postcard — Back



General Sticker



Flyer



Community Engagement Center Sticker





## FOOD FOR OUR FRONT LINES

Invest in the Heroes of UMB while Supporting Our Valued Neighbors!

Your generous support can help more than 200 University of Maryland, Baltimore (UMB) employees working on the front lines of the novel coronavirus (COVID-19) pandemic and help support local businesses hit hard by this crisis in West Baltimore.

Because of this unprecedented hardship, we are collecting donations to purchase an essential meal for essential UMB front-line workers. Meals will be

catered by local businesses that are struggling to remain operational during this difficult time. All gifts will make an impact!

For example, a donation of \$12.50 will provide a meal for one of the 200-plus employees working daily at our University. If you wish to make an even greater impact and feed more individuals, we welcome your generosity!

### WAYS YOU CAN HELP

#### Gift by Credit Card

Visit [www.umaryland.edu/giving/frontline](http://www.umaryland.edu/giving/frontline)

#### Gift by Check

Make payable to UMBF, Inc./Food for Our Front Lines and return to University of Maryland, Baltimore Office of Philanthropy 220 N. Arch Street, 13th floor, Baltimore, MD 21201

Gifts to the University of Maryland, Baltimore are administered by the University of Maryland Baltimore Foundation, Inc. (UMBFI), a 501(c)(3) organization, and are tax deductible to the extent allowed by law. Donor contributions may not be directed to a single individual or business. Lunches will be purchased and distributed by the UMB Office of Community Engagement.



FOR MORE INFORMATION OR TO MAKE A GIFT, visit [www.umaryland.edu/giving/frontline](http://www.umaryland.edu/giving/frontline).



OFL20



## Thank You for All You Are Doing to Keep UMB Going Strong!

At the University of Maryland, Baltimore (UMB), everyday heroes are risking their lives, and the lives of loved ones, to keep our campus safe and operational. In response, the greater UMB community is expressing gratitude for the sacrifice and service of its essential staff members and valued colleagues working tirelessly on the front lines of the novel coronavirus (COVID-19) crisis.

Read what UMB faculty and staff are saying about your extraordinary contributions to our UMB community.

*Thank you for continuing to support our front-line health care workers and those staying at home through this crisis - you are rock stars!*  
- Anonymous

*Thank you for all you do for our UMB family! Stay strong, stay safe!*  
- Anonymous

*Thank you to those employees who are faithfully going in to work every day in the midst of this crisis. You are appreciated.*  
- Anonymous

*Thank you so much for your sacrifice and service! Be safe!*  
- Anonymous

*Dear front-liners - clinical and non-clinical - thank you for your dedication to a healthy Baltimore.*  
- Liesa Berg

*Thanks to all our UMB essential employees for your dedication and hard work. It's great to support our West Baltimore small businesses!*  
- Laura Kozak

*Thank you so much for your sacrifice! Without you, our lives would be so much worse. My family and I pray for the safety of you and your family!*  
- Jean Smith and Percy Smith

*From the bottom of my heart, I appreciate everything you do for our campus and our community! Thank you so much!*  
- Jessica Kump

*A huge thank you to all essential staff at UMB! Your dedication and commitment to the critical missions of the campus are incredible.*  
- Denise Meyer

*Thankful and proud of our community for supporting one another during these difficult times.*  
- Salman Dhanani and Sal Dhanani





*Thank you front line workers!*





**CHAPTER 5:  
DONALDSON BROWN  
RIVERFRONT EVENT CENTER**



**DONALDSON BROWN**  
*Riverfront Event Center*

*Easy to reach, hard to leave behind*

Affiliated with University of Maryland, Baltimore

*Classic charm in a historic setting*

- Breathtaking views from the bluff overlooking the Susquehanna River
- Spacious bridal suite
- Elegant overnight accommodations
- Indoor and outdoor wedding options
- Inviting game room



200 Mount Ararat Farm Road  
 Port Deposit, MD 21904  
 410-378-2555  
[donaldsonbrown.com](http://donaldsonbrown.com)

Ad



Business Card



# DONALDSON BROWN

## Riverfront Event Center

### Costs & Fees

#### WEDDINGS

##### PINEAPPLE WEDDING PACKAGE

Accommodates up to 50 people; rental of first floor of mansion and access to the grounds (tent and outdoor seating not included).

January-March	\$3,000
April-December	\$5,000

##### Includes:

- 1-hour on estate for engagement photos
- 2-hour rehearsal
- 8 hour wedding
- Spacious bridal dressing room for wedding party
- Game room
- Banquet room
- Entertainment room for dancing
- Multiple sitting rooms

Catering available. Please inquire for pricing. Overnight accommodations are available at an extra charge.

##### SUSQUEHANNA WEDDING PACKAGE

Accommodates up to 150\* people; rental of mansion and grounds (tent and outdoor seating included).

\$9,000 – no overnight accommodations  
 \$10,400 – includes seven spacious bedroom suites based on double occupancy for overnight accommodations, plus breakfast

##### Includes:

- All amenities from Pineapple Wedding Package
- Chair arrangement in location of choice for ceremony
- White wedding tent and seating
- Outdoor dance floor
- Romantic tent lighting

\*Larger parties can be accommodated. Additional costs will be calculated based upon the number of guests.

200 Mt. Ararat Farm Rd. | Port Deposit, MD 21904  
 410-378-2555  
 donaldsonbrown.com

### Timeless Experiences

For individuals who value flawless events, the Donaldson Brown Riverfront Event Center provides a unique setting with picturesque riverfront views, abundant lawns, stately architecture, historic detail, and friendly staff.

Whether you're planning a wedding, meeting, conference, retreat, or special event, Donaldson Brown shares the perfect backdrop to elevate your attendees' experience from mundane to extraordinary.

For more than 55 years, Donaldson Brown has been dedicated to providing impeccable and memorable events.

Easy to reach, hard to leave behind



### Frank Donaldson Brown



Born in Baltimore in 1885, Frank Donaldson Brown was one of 11 children. At age 13, Brown entered Virginia Polytechnic Institute and graduated with an electrical engineering degree at age 17.

He worked for the DuPont Co., where he quickly moved up the ranks. In 1914, he developed the Return on Investment (ROI) measure, which forever changed the industry of finance. He later became vice-president of finance and remained on the Board of Directors at General Motors until 1946.

In 1916, he married Greta DuPont Barksdale. Together, they had six children. In 1939, the family moved to Mount Ararat Farm after a fire destroyed their home in New York.

Brown died in 1965 and gifted the estate to the University of Maryland.

200 Mt. Ararat Farm Rd.  
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 410-378-2555

donaldsonbrown.com



# DONALDSON BROWN

## Riverfront Event Center

Easy to reach, hard to leave behind



Brochure – Inserts



# DONALDSON BROWN

## Riverfront Event Center

### Costs & Fees

#### CONFERENCES

DAY MEETING PACKAGE - \$82 per person  
 COMPLETE MEETING PACKAGE - \$209 per person

Please contact us for detailed package information.

#### OTHER EVENTS

##### PARTIES

##### Indoor parties

Examples: indoor bridal shower, birthday, anniversary celebration, etc.  
 \$300 plus catering

##### INDOOR REHEARSAL DINNER

\$300 plus catering

##### 2-HOUR LUNCHEON WITH TOUR

\$300 plus \$25 per-person catering

##### PHOTO SESSION

Engagement, family, senior portrait, etc.  
 Please call for pricing

OVERNIGHT ACCOMMODATIONS added to an event  
 \$75 per person, 10-guest minimum\*

- Must be booked in advance
- Examples: Girls Night, birthday, anniversary, etc.
- Includes continental breakfast

\*Smaller groups can be accommodated. Contact us for pricing.

200 Mt. Ararat Farm Rd. | Port Deposit, MD 21904  
 410-378-2555  
 donaldsonbrown.com

### The Estate

With more than 20 acres atop Mount Ararat and the Susquehanna River, the Donaldson Brown Riverfront Event Center offers a picturesque view for an unforgettable experience. Continuing the history that began in 1939, the estate takes you back in time.

The 28,384-square foot, two-story Georgian-style mansion is located on the Frank Donaldson Brown family's original property. The mansion features four large meeting/conference rooms, a game room, elegant dining and breakfast rooms, two grand staircases, 16 bedrooms, and a spacious kitchen. Many rooms in the house feature period furniture. The exterior space is expansive and has the capacity to support one or more large tents. The property boasts a carriage house with dorm rooms and a conference room, greenhouse, support buildings, recreational areas, and a circular drive with mature trees.

The mansion offers a variety of room layouts for meetings, conferences, retreats, parties, and small and large weddings. Accommodations are available for scheduled overnight visitors.



### Conferences

#### DAY MEETING PACKAGE

- Continental breakfast
- Morning refreshment break
- Lunch
- Afternoon refreshment break
- Main meeting room
- Standard audio/visual equipment
- Standard conference supplies

#### OVERNIGHT MEETING PACKAGE

- Overnight guest room
- Continental breakfast
- Lunch
- Continuous refreshment break
- Dinner
- Main meeting room
- Standard audio/visual equipment
- Standard conference supplies



Please watch our virtual tour at donaldsonbrown.com.

### Weddings

Donaldson Brown can accommodate weddings of almost any size. Your ceremony may take place:

- high upon Mount Ararat overlooking the Susquehanna River.
- on the massive, elevated side veranda featuring enormous columns.
- or in the mansion, which has ample space for an intimate ceremony, dining, and dancing.

The event center features spacious bridal and groom suites, multiple rooms for mingling, and a well-stocked game room with billiards, shuffleboard table, and classic games. Don't forget to plan a keepsake wedding portrait on one of the two massive, spiral staircases.

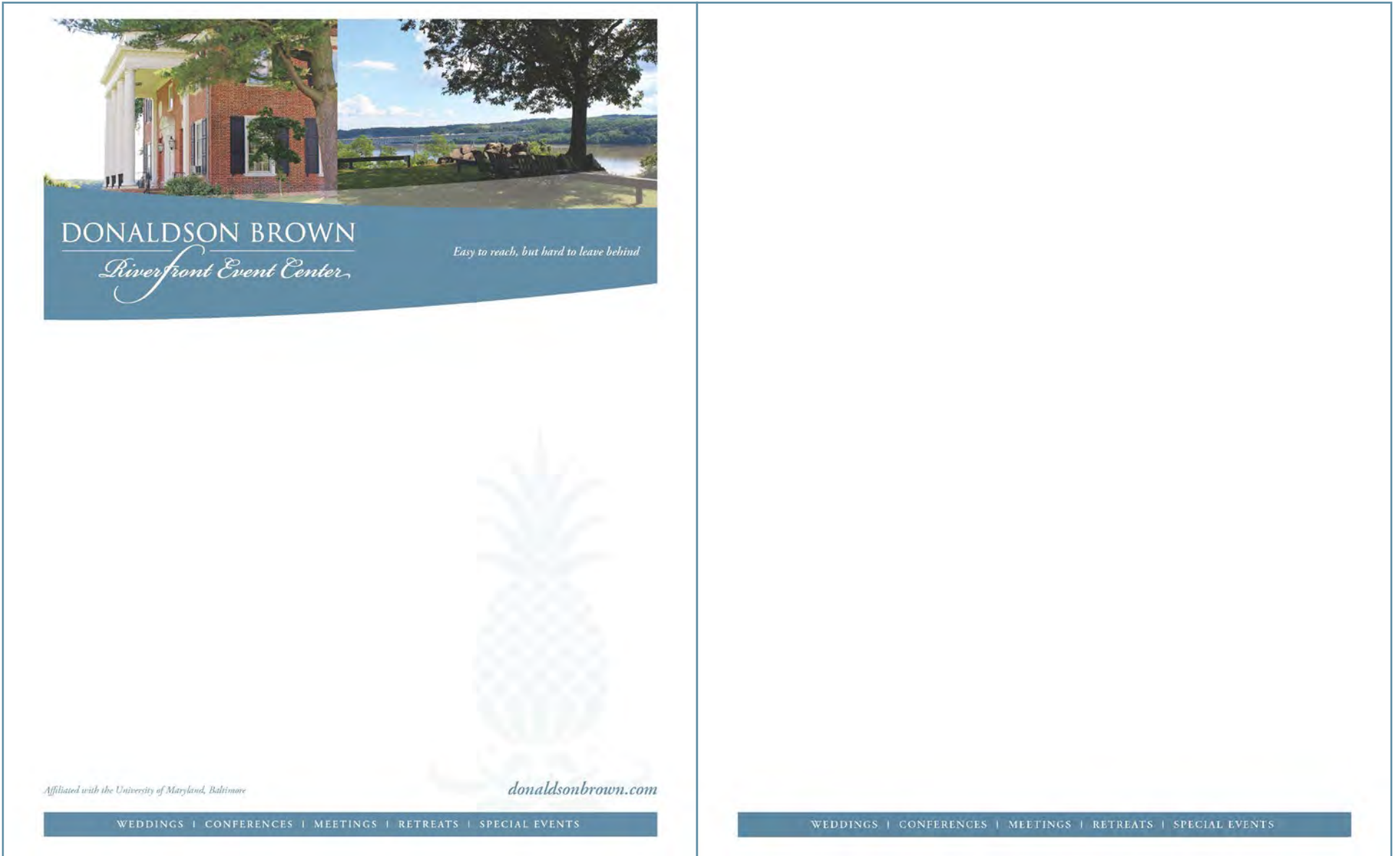
#### SERVICES OFFERED

Experienced staff will:

- assist with planning the details of your big day.
- work hand-in-hand with other wedding professionals such as florists, caterers, and photographers.
- help you incorporate time-honored family traditions and customs.

Your booking includes complimentary use of our space for your rehearsal and engagement photos.

Brochure – Inside



Flyer Template





**CHAPTER 6:  
1807: AN ART &  
LITERARY JOURNAL**



**ZIPPER KINTSUGI**

Clay  
**Jeri Bankoff Munn, DDS**  
 Alumnus  
 School of Dentistry

Jeri's "Zipper Kintsugi" was inspired by the Japanese art of kintsugi, or mending of pottery with gold or other precious metals, thus making the pottery more unique and beautiful, with scars exposed. The work "represents the processes that everyday people struggle with and the beauty that is in that effort and uniqueness."

**A QUIET MEMORY**

Painting, water color

**Yumi Hogan, MFA**  
 Honorary chair, UMB Council for the Arts & Culture  
 Adjunct professor, Maryland Institute College of Art



**LIVING ABOVE THE CLOUD**

iPhone photography  
**Tamara Klot, MD**  
 Resident  
 School of Medicine

Tamara composed this photo at a campsite during a trek up Mount Kilimanjaro in Tanzania.

**CORNUCOPIA**

Jewelry

**Marianne Cloeren, MD, MPH**  
 Associate professor  
 School of Medicine

This handmade asymmetric necklace celebrates the season of autumn — leaves turning, apples to pick, the Great Pumpkin, and family Thanksgiving gatherings. The centerpiece is bead embroidery around a variety of cabochons. The link between the single and three strands of freshwater pearls was harvested from a vintage necklace.



**A WOMAN**

Collage  
 10"x7"

**Jennifer Frederick**  
 First-year student  
 Francis King Carey School of Law

Seeing the amazing ways Muslim women wear their hijabs, Jennifer created a collage revealing the beauty that all of them carry.



**ABSTRACTION**

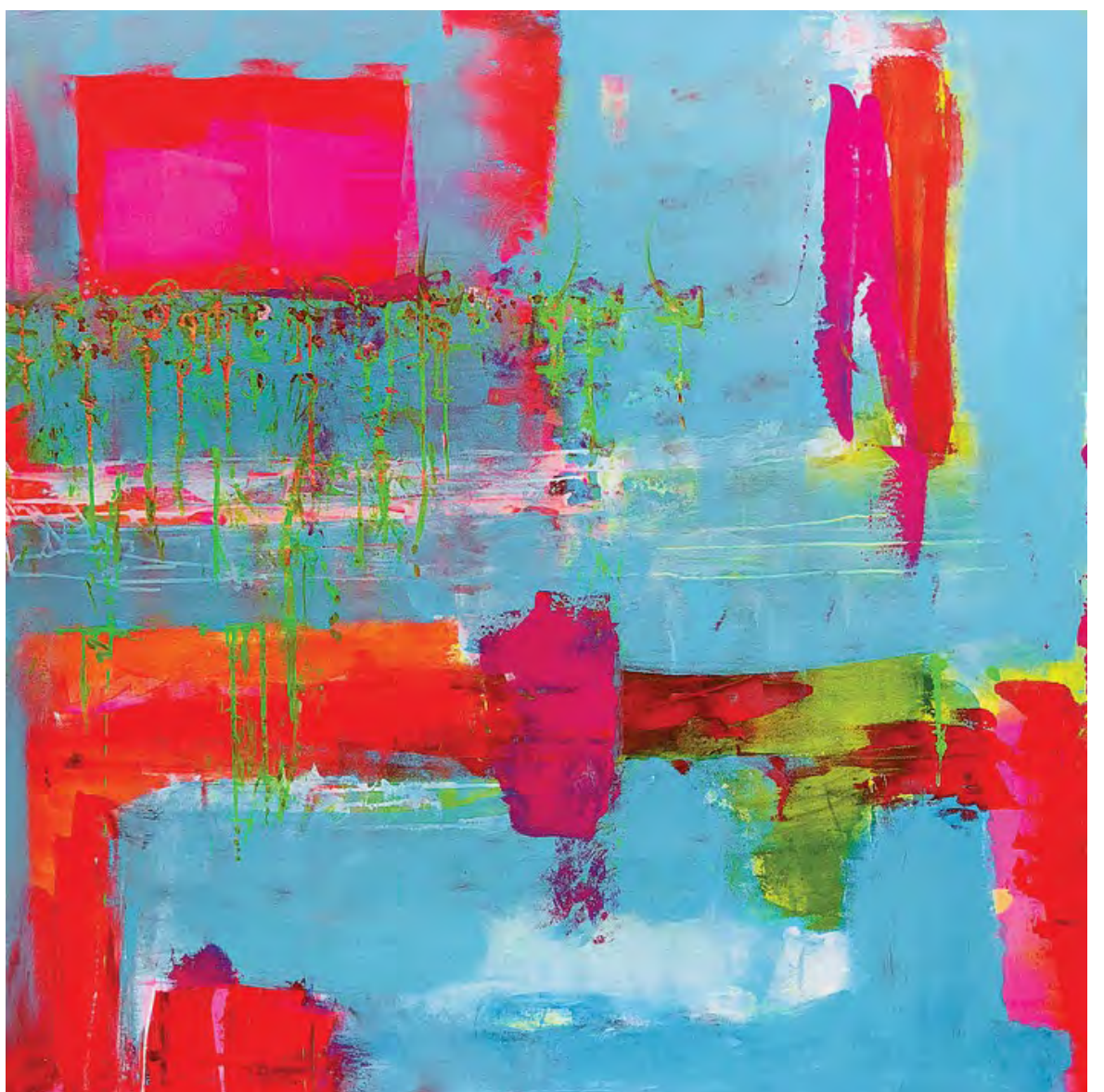
35-mm digital photography  
 of paint on rusted steel

**Collette Edwards**  
 Investigator  
 University of Maryland Medical Center

Collette is a photographer who, in the 1980s, purchased a manual film camera and explored the art of photography through images of people and travel destinations. She took a hiatus from photography, but the advent of digital photography reignited her passion for the medium.









## **CHAPTER 7: *MPOWERING THE STATE***



UNIVERSITY OF MARYLAND  
STRATEGIC PARTNERSHIP  
MPOWERING THE STATE

## SAFE CENTER FOR HUMAN TRAFFICKING SURVIVORS

### Mission

*To provide a combination of direct services, research, advocacy, and training that combats human trafficking and empowers survivors to heal and rebuild their lives.*



UNIVERSITY OF MARYLAND  
STRATEGIC PARTNERSHIP  
MPOWERING THE STATE

## CENTER FOR BRAIN HEALTH AND HUMAN PERFORMANCE

### Mission

*To advance the study of the brain and the nervous system, specifically prevention, response, and recovery from traumatic brain injury.*



## MPOWERING THE STATE

The University System of Maryland Board of Regents has tasked the University of Maryland, Baltimore (UMB) and the University of Maryland, College Park (UMCP) with establishing a special working relationship that is designed to promote innovation and impact through collaboration. This collaborative relationship is called *MPowering the State*.

At the annual MPowering the State Advocacy Day on Jan. 21, 2020, in Annapolis, 16 joint programs were on display. Featured programs included:

- Center for Brain Health and Human Performance
- Support, Advocacy, Freedom, and Empowerment (SAFE) Center for Human Trafficking Survivors
- Opioid Use Disorders Research Collaboration



UNIVERSITY OF MARYLAND  
STRATEGIC PARTNERSHIP  
MPOWERING THE STATE

## JOINT LEADERSHIP: 2020 CONSORTIUM OF UNIVERSITIES FOR GLOBAL HEALTH

### Mission

*To leverage UMB and UMCP's collaborative leadership in global health to share knowledge on critical issues facing the state, the nation, and the world.*





Brochure Cover

UNITED IN PURPOSE TO MOVE MARYLAND FORWARD

**25**  
JOINT PROGRAMS AND CENTERS

The University of Maryland Strategic Partnership: *MPowering the State (MPower)* combines the extraordinary resources of the state's largest public research engines — the University of Maryland, Baltimore (UMB) and the University of Maryland, College Park (UMCP) — to strengthen and serve the state of Maryland and its citizens.

Since its creation in 2012, *MPower* has fostered hundreds of collaborations that are growing Maryland's innovation economy, advancing interdisciplinary research, increasing educational benefits, and addressing the state's most critical issues.

**8**  
YEARS  
OF PARTNERSHIP

The University of Maryland Strategic Partnership is delivering on a vision of collaboration, innovation, and positive impact across the state.

2  
UM STRATEGIC PARTNERSHIP

Advancing Research and Addressing Real-World Problems

**MARYLAND COCHLEAR IMPLANT CENTER OF EXCELLENCE:**  
*Delivering advanced care to people with hearing loss.*  
Collaborators are combining the research and educational strengths of UMCP in audiology and speech-language pathology with the surgical and clinical expertise of School of Medicine faculty at UMB to deliver cutting-edge care for people with hearing loss. The goal is to make Maryland the premier location for educational training, clinical services, and basic and translational biomedical research on cochlear implants.

**ROBERT E. FISCHHELL INSTITUTE FOR BIOMEDICAL DEVICES:**  
*Bringing together skilled scientists, medical doctors, health practitioners, and bioengineers to research, design, and build life-saving biomedical devices and train the next generation of innovators.*  
The institute catalyzes the transformation of basic research into clinical practice and commercial success. The staff and a network of experts facilitate prototyping and manufacturing as well as venture creation, intellectual property creation, and successful passage of a product through clinical, regulatory, and reimbursement hurdles.

The Institute has an office at UMCP and an innovation space for students, entrepreneurs, faculty, and staff. Planning is underway to create a location at UMB. Several projects are in development, including work on a portable medical device that can measure biochemical information in a patient to diagnose disorders such as schizophrenia.



Brochure interior spreads

Delivering Enhanced Academics and Moving Maryland Forward

**120**  
UMCP AND UMB STUDENTS HAVE CONDUCTED RESEARCH AT THE OPPOSITE CAMPUS THROUGH THE **UM SCHOLARS** PROGRAM.



**115**  
**MASTER OF SCIENCE IN LAW DEGREES** HAVE BEEN CONFERRED IN SPECIALTIES, INCLUDING CYBERSECURITY LAW AND HEALTH CARE LAW.

**2**  
**NEW GRADUATE DEGREE PROGRAMS** HAVE BEEN CREATED: **JOINT PHD PROGRAM IN BIOENGINEERING** LAUNCHED IN FALL 2019 AND **MASTER OF PROFESSIONAL STUDIES IN PUBLIC SAFETY LEADERSHIP AND ADMINISTRATION** TO LAUNCH IN FALL 2020.



**2**  
**NEW UNDERGRADUATE MAJORS IN NEUROSCIENCE AND IMMERSIVE MEDIA DESIGN** WILL LAUNCH AT UMCP IN FALL 2020 AND 2021.

14  
UM STRATEGIC PARTNERSHIP



UNIVERSITY OF MARYLAND  
STRATEGIC PARTNERSHIP  
**MPOWERING THE STATE**

The Presidents of the University of Maryland, Baltimore  
and the University of Maryland, College Park

Invite you to stop by for lunch, visit with faculty and students, and

**SEE THE IMPACT OF COLLABORATION**

UNIVERSITY OF MARYLAND  
STRATEGIC PARTNERSHIP:  
**MPOWER DAY**

Tuesday, Jan. 21, 2020

11 a.m. to 1 p.m.

Miller Senate Office Building, Room West 1

LUNCH WILL BE SERVED

RSVPs are strongly encouraged by Jan. 15

RSVP to Melanie Moore | [melanie.moore@umaryland.edu](mailto:melanie.moore@umaryland.edu) | 410-269-5087



# CHAPTER 8: CURE SCHOLARS PROGRAM

EXPLORE | EXCITE | INSPIRE

## UMB CURE Scholars Program

### 2020-2021 Scholar Application

**GENERAL INFO** Today's Date \_\_\_\_\_

**Student Name** \_\_\_\_\_  
LAST NAME FIRST NAME MIDDLE NAME

Preferred Name \_\_\_\_\_ Birth Date of Student \_\_\_\_\_

Country of Citizenship \_\_\_\_\_ Gender (check one)  Male  Female

School \_\_\_\_\_

Grade Entering in Fall \_\_\_\_\_

Student Home Phone \_\_\_\_\_ Student Cell Phone \_\_\_\_\_

Student Email \_\_\_\_\_

Shirt Size-Polo/Uniform (check one)  S  M  L  XL

Do you have access to the internet at home  Yes  No

**Parent/Guardian 1 Name** \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Home Address \_\_\_\_\_  
STREET CITY ZIP CODE

**Parent/Guardian 2 Name** \_\_\_\_\_

Home Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

Email \_\_\_\_\_

Home Address \_\_\_\_\_  
STREET CITY ZIP CODE

**Who does your scholar live with?**  parent/guardian 1  parent/guardian 2  both?

List all of the people who live in the household with the scholar, and their relation to the scholar (mother, father, siblings, grandparents, etc.) \_\_\_\_\_

\_\_\_\_\_

UNIVERSITY of MARYLAND BALTIMORE

FOLLOW US ON TWITTER @UMB\_CURE  
 FIND US ON FACEBOOK AT UMB\_CUREScholars

2020-2021 CURE Scholars Application

# CURE SCHOLARS

As the first middle school program funded by the National Cancer Institute's Continuing Umbrella of Research Experiences (CURE), the CURE Scholars Program identifies sixth-graders with an interest in science from three West Baltimore middle schools and supports these scholars throughout middle school, high school, and beyond. The UMB CURE Scholars Program is designed to support underrepresented minority students by exposing them to STEM (science, technology, engineering, and math) careers, exciting experiments, and inspiring mentors.

## UMB CURE Scholars Program



### Headline Here

TeSandande vendi odiossi iunt.  
 Ur arum que cuptiumqui nobit laccate iusae et magnatu  
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 eum aspidegium ra ius vellacc

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



EXPLORE | EXCITE | INSPIRE

Digital Display Template

# BREAST CANCER

Congratulations! Third-Place Cancer Disparities Symposium Award Winners!

"After high school, I want to go to college to study and learn a lot in the future."



**DAMIA FINLEY**  
GREEN STREET ACADEMY  
Cohort 2



**TYON GILMORE**  
GREEN STREET ACADEMY  
Cohort 2

"I want to be a robotics or aeronautics engineer for NASA when I grow up because I think that is where I belong."

**Breast Cancer Prevalence Among African Americans**

**Purpose of Study**  
To examine the disparity in the prevalence of breast cancer in African Americans.

**Background Information**

- Breast cancer involves uncontrolled cell growth in breast tissue.
- Second leading cause of cancer death in women.
- Each year, about 29,000 women are diagnosed with cancer.
- Risk of death from breast cancer higher for African American women.

**Prevention and Screening**

- Mammograms
- Healthy eating
- No smoking
- Wearing protective lifestyle
- Not consuming too many alcoholic beverages

**Symptoms**

- Lump in the breast
- Swelling of all or part of the breast
- Skin irritation
- Breast or nipple pain
- Nipple discharge (other than milk)

Figure 1. Location of breast cancer (metastasis/axilla)

**Data**

Figure 2. Incidence rates of breast cancer (2000-2017)

**Addressing the Disparity**

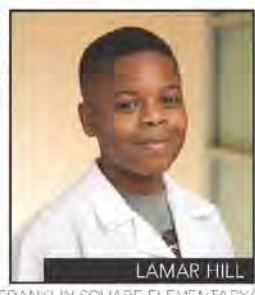
- Educate UMB CURE Scholars
- Educate families
- Educate community
- Become healthcare providers
- Become cancer researchers

**References**

- Centers for Disease Control and Prevention
- National Cancer Institute
- National Institute of Health
- Medlineplus.com

# BILE DUCT CANCER

"I enjoy CURE because I like learning how to do things that are new to me."



**LAMAR HILL**  
FRANKLIN SQUARE ELEMENTARY/  
MIDDLE SCHOOL  
COHORT 1



**TYLER MCKENZIE**  
GREEN STREET ACADEMY  
Cohort 1

"After high school, I want to go to college and medical school to become a surgeon."

**Bile Duct Cancer Prevalence Among African Americans**

**Purpose of Study**  
To examine the disparity in the prevalence of bile duct cancer in African Americans.

**Background Information**

- Bile ducts are the thin tube that carries bile from the liver to the small intestine.
- Major functions of the bile duct include moving a fluid called bile from the liver and gallbladder to the small intestine.

**Prevention and Screening**

- Maintain a healthy weight
- Keep a active lifestyle
- Eat a healthy diet, emphasize fruits and vegetables
- Limit processed meats

**Symptoms**

- Jaundice
- Itching
- Light colored/greasy stools
- Dark Urine
- Abdominal (belly) pain
- Loss of appetite/weight loss
- Fever
- Nausea and vomiting

Figure 1. Location of bile duct cancer

**Data**

Figure 2. Mortality rates of U.S. Liver and Bile Duct Cancers (1990-2017)

**Addressing the Disparity**

- Educate UMB CURE Scholars
- Educate families
- Educate community
- Become healthcare providers
- Become cancer researchers

**References**

- Centers for Disease Control and Prevention
- National Cancer Institute
- National Institute of Health

## Cancer Disparities Program — Symposium Book Update

# BONE CANCER

"I like science because you're being challenged to do something new and exciting."



**NYAH GOINS**  
GREEN STREET ACADEMY  
Cohort 1



**TYREE SMITH**  
GREEN STREET ACADEMY  
Cohort 1

"I enjoy CURE because I want to get a head start on higher grade levels' work."

**Bone Cancer Prevalence Among African Americans**

**Purpose of Study**  
To examine the disparity in the prevalence of bone cancer in African Americans.

**Background Information**

- 3300 people are diagnosed every year
- 1450 people die every year
- Males are more likely to be diagnosed with bone cancer than females.
- Bone cancer can affect any bone in the body.

**Prevention and Screening**

- Maintaining a healthy body weight
- Refrain from smoking
- Cutting back on alcohol
- Eating a healthy balanced diet

**Symptoms**

- Pain or inflamed bone area
- Increasing pain when inflamed bone is being used
- Pain during the night in the inflamed bone

Figure 1. Location of secondary bone cancer

**Data**

Figure 2. INCIDENCE RATES BY SEX

**Addressing the Disparity**

- Educate UMB CURE Scholars
- Educate families
- Educate community
- Become healthcare providers
- Become cancer researchers

**References**

- Centers for Disease Control and Prevention
- National Cancer Institute
- National Institute of Health
- bonecancer.org
- Epinews.com

# CERVICAL CANCER

"I want to go to college and medical school because I like caring for and helping others."



**ANIYAA GREEN**  
GREEN STREET ACADEMY  
Cohort 1



**DAYSON WILSON**  
GREEN STREET ACADEMY  
Cohort 1

"What excites me about learning is all the new things that can prepare me for the world."

**Cervical Cancer Prevalence Among African Americans**

**Purpose of Study**  
To examine the disparity in the prevalence of Cervical Cancer in African Americans.

**Background Information**

- Affects the entrance of the uterus
- 12,000 people are diagnosed every year
- 4,100 people die from cervical cancer every year
- Black females have an incidence rate of 10%
- White females have an incidence rate of 7.1%

**Symptoms**

- Pain in the pelvis
- Abnormal vaginal bleeding or discharge
- Fatigue, nausea, or weight loss

**Prevention and Screening**

- Avoiding alcohol and tobacco products
- HPV vaccine
- Pap screenings

Figure 1. Location of cervical cancer (metastasis/axilla)

**Data**

Figure 2. Incidence rates of cervical cancer (2000-2017)

**Addressing the Disparity**

- Educate UMB CURE Scholars
- Educate families
- Educate community
- Become healthcare providers
- Become cancer researchers

**References**

- Centers for Disease Control and Prevention
- National Cancer Institute
- National Institute of Health
- Medlineplus.com





Produced by MedSchool Maryland Productions

Watch UMB's CURE Scholars in a documentary as they take the next step, now in prestigious high schools, competing with Baltimore's best

## From West Baltimore and 9th Grade: From West Baltimore

**SATURDAY, SEPT. 28**  
**6 AND 7 P.M.**

6 p.m. - *From West Baltimore* (2016 documentary)

7 p.m. - *9th Grade: From West Baltimore* (new documentary)

Maryland Public Television (check your programming guide for channel)

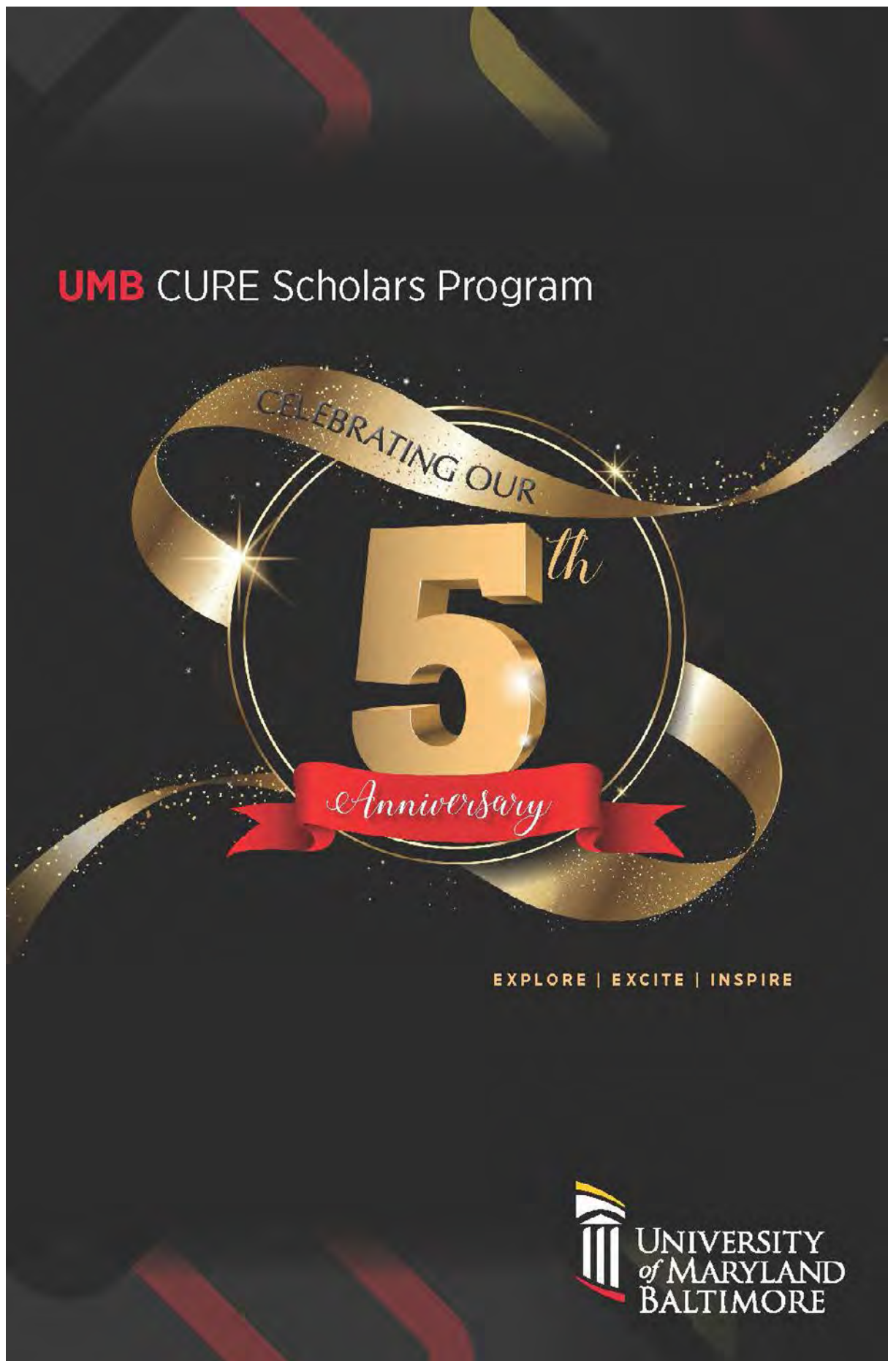


EXPLORE | EXCITE | INSPIRE

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

Digital Display

5th Anniversary Look



EXPLORE | EXCITE | INSPIRE





**CHAPTER 9:  
UMB POLICE DEPARTMENT**



Paw Print Street Stencils

## UMB POLICE DEPARTMENT

The University of Maryland, Baltimore Police Department's (UMBPD) mission is to promote a safe and secure campus environment for students, faculty, staff, and visitors.

UMBPD is dedicated to the principle of community policing and to becoming one of the most progressive, innovative, and professional police departments in the nation. In FY20, UMBPD introduced Lexi, its first resident comfort dog. Considering all the health benefits a comfort dog can bring, such as providing stress relief and affection to people dealing with anxiety, depression, trauma, or mental illness, Lexi has become a foundational addition to the UMBPD team.



*She can't wait to meet you at Fall Fest!*

Come meet our very first, resident, UMBPD comfort dog and her handler Pfc. Blackwell.

**FRIDAY, SEPT. 6**

11 a.m. to 2 p.m.

School of Nursing Lawn

Visit the UMBPD website for more information about Lexi:

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



@PoliceUMB

#UMBPDOutreach



Fall Fest — Digital Display



## CHAPTER 10: PARKING AND TRANSPORTATION



**Alternative Transportation Options for UMB Faculty, Staff, and Students**

**Biking**  
The Pratt Street Garage has a secured bike cage on the first floor that can house up to 44 bikes. There are also bike racks across campus available for use.

**CarPool**  
A dedicated CarPool ZONE in the Lexington Street Garage reserves 10 parking spaces for student carpoolers. Spaces are available on a first-come, first-served basis. ( Each carpool should consist of two or more riders. These spaces are located on the fourth level, identified as the "CarPool Zone." See Attendant when entering the Garage he /she will assist you.)

**Charm City Circulator**  
The Charm City Circulator is a fare-free bus service that travels four routes in Baltimore City. For more information and route maps, visit the [www.charmcitycirculator.com](http://www.charmcitycirculator.com).

**Electric Charging Stations**  
The University hosts 18 electric vehicle charging stations open to University faculty, staff, students, and affiliates.

**Guaranteed Ride Home**  
Do you carpool, vanpool, bike, walk, or take public transportation to work? Sometimes you might need an unexpected ride home. Guaranteed Ride Home has you covered!

**LEFE Parking**  
In support of University sustainability initiatives and the President's climate commitment, the Office of Parking and Transportation Services has reserved spaces in several garages for low-emission, fuel-efficient (LEFE) vehicles.

- Baltimore Grand Garage, second level
- Penn Street Garage, first level
- Saratoga Street Garage, second level
- Pearl Street Garage, third level
- Pratt Street Garage, first level

**Maryland Transit Administration (MTA) All Access College Transit Pass**  
Students at UMB are eligible to purchase a discounted monthly transit pass for \$55 per month. The MTA All Access College Transit Pass is valid on MTA Local Bus, Light Rail, and Metro Subway for unlimited use during an entire month! For more information, visit the MTA website.



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

Fall Fest — Alternative Transportation Flyer

# PARKING AND TRANSPORTATION SERVICES

The Office of Parking and Transportation Services (PTS) is committed to providing the University community with a variety of safe and efficient resources for parking and transportation.

PTS works collaboratively with CPA to market the work UMB does to shift away from single-occupancy vehicles, reduce greenhouse gas emissions, improve air and water quality, reduce dependence on foreign oil, alleviate traffic congestion, and improve public health and equity.



**Reducing our carbon footprint**

Keep an eye out for the new Parking and Transportation work vehicle that runs on 100% electricity.



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

Digital Display



# **CHAPTER 11: EMERGENCY MANAGEMENT**

# STOP THE BLEED

## Save a Life

Uncontrolled bleeding is the No. 1 cause of preventable death from trauma. As a bystander, you, too, can help save a life by knowing the ABCs of bleeding control.



**A ALERT**  
Call 911

**B BLEEDING**  
Find the Injury

**C COMPRESS**  
to stop the bleed.  
Use: Direct Pressure  
Tourniquet  
Pack the Wound

# EMERGENCY MANAGEMENT

CPA works with the Office of Emergency Management to produce print and digital collateral for numerous initiatives. Some of the initiatives include Stop the Bleed, vehicle branding, and delivering messaging in the realm of natural, human-caused, and technological emergencies and disasters.

## TRAINING COURSES ARE HELD REGULARLY

Please check the website at [umaryland.edu/emergency](http://umaryland.edu/emergency) for schedule!

Register for a Stop the Bleed training course today by visiting [umaryland.edu/emergency](http://umaryland.edu/emergency)



Digital Display


	<b>UNIVERSITY OF MARYLAND BALTIMORE EMERGENCY MANAGEMENT</b>	<b>JOB: CHEVY TAHOE DATE: 9-27-19 REVISION: 005b ARTIST: A. BURGER</b>				
<p><b>RENDERING IS REPRESENTATIVE ONLY: EXACT PLACEMENT OF ITEMS MAY CHANGE AS VARIATIONS BETWEEN PRODUCTION VEHICLE AND DRAWING MAY EXIST</b></p>						
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MANAGEMENT REVIEW	DATE					
CUSTOMER AUTHORIZATION SIGNATURE	DATE					

Vehicle Branding


**STUDENTS LIVING AND/OR WORKING ON UMB'S CAMPUS**

**PROTECTING MYSELF AND OTHERS FROM COVID-19**


**CHECK TWICE A DAY FOR:**



**FEVER**



**COUGH**



**SHORTNESS OF BREATH**

*Other COVID-19 symptoms may include: sore throat, fatigue, aches, loss of taste, and loss of smell.*

**UMB COVID-19 HOTLINE: 800-701-9863**

- Call the UMB COVID-19 Hotline with questions or concerns about COVID-19, including if:**
- > You are experiencing symptoms consistent with COVID-19
  - > You have been exposed to COVID-19, including:
    - > exposure to a co-worker with COVID-19
    - > community exposure to COVID-19
    - > exposure to a patient with COVID-19 without appropriate protective equipment
  - > You receive a diagnosis of COVID-19
  - > A doctor recommends that you quarantine
  - > A COVID-19 test is taken
  - > You have concerns about recent travel related to COVID-19

- IF YOU HAVE SYMPTOMS OF COVID-19:**
- > Stay home
  - > Separate yourself from others
  - > Wear a cloth face mask
  - > Clean your hands often
  - > Clean and disinfect surfaces

COVID-19 Hotline Worksheet  
Students

**STUDENTS NOT LIVING OR WORKING ON CAMPUS:**

Students not living or working on campus who are experiencing symptoms of, believe they have been exposed to, or have been diagnosed with COVID-19 should contact their primary care physician or the **UMB Student Health Center at 667-214-1899** for medical advice. Students should also contact their **School's Student Affairs Dean** to receive support.


**For more information, visit:**  
[coronavirus.gov](https://coronavirus.gov)  
[umaryland.edu/coronavirus](https://umaryland.edu/coronavirus)




**EMPLOYEES**

**PROTECTING MYSELF AND OTHERS FROM COVID-19**


**CHECK TWICE A DAY FOR:**



**FEVER**



**COUGH**



**SHORTNESS OF BREATH**

*Other COVID-19 symptoms may include: sore throat, fatigue, aches, loss of taste, and loss of smell.*

**UMB COVID-19 HOTLINE: 800-701-9863**

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  - > A doctor recommends that you quarantine
  - > A COVID-19 test is taken
  - > You have concerns about recent travel related to COVID-19

**IF YOU HAVE SYMPTOMS OF COVID-19:**

Stay home | Separate yourself from others  
Wear a cloth face mask | Clean your hands often  
Clean and disinfect surfaces

For more information, visit: [coronavirus.gov](https://coronavirus.gov)  
[umaryland.edu/coronavirus](https://umaryland.edu/coronavirus)



COVID-19 Hotline Worksheet  
Employees





Tamara Hicks, a clinical assistant professor at the School of Social Work, used UMB's Live Near Your Work grant to help buy a home in Hollins Market.

## **CHAPTER 12: HUMAN RESOURCE SERVICES**



# DO YOU KNOW SOMEONE?

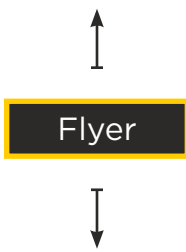
A **Launch Your Life** Mini Retreat

Last year, UMB initiated "Do You Know Someone?" as a commitment to health and well-being in a community of care and support. Let's keep talking. Let's keep fighting the stigma. Let's continue the conversation about well-being and happiness.

Learn how to cope, uplift, and educate yourself, family, and others about available resources and services.

## NOV. 7 | SCHOOL OF SOCIAL WORK AUDITORIUM AND ATRIUM

- 10 a.m. to 10:10 a.m.**      **INTRODUCTION**  
*Christine Barnabic, MS, education program management specialist, Center for Integrative Medicine, School of Medicine*
- 10:10 a.m. to 11:10 a.m.**      **WORKPLACE SELF-CARE**  
*Presented by Maria Ronda, MSW, LCSW-C, CEAP*
- 11:10 a.m. to 11:15 a.m.**      **RELAXING ACTIVITY**
- 11:15 a.m. to 12:15 p.m.**      **NURTURING YOUR MIND IN THE DIGITAL AGE**  
*Presented by Gina Cook, LMSW '12*
- 12:15 p.m. to 12:45 p.m.**      **LUNCH**
- 12:45 p.m. to 1:45 p.m.**      **NAMI — IN OUR OWN VOICE (VIDEO PRESENTATION)**
- 1:45 p.m. to 2 p.m.**      **CONCLUSION AND ANNOUNCEMENTS**



**INTRODUCTION**  
Christine Barnabic, MS, education program management specialist, Center for Integrative Medicine, School of Medicine

**WORKPLACE SELF-CARE**  
The World Health Organization defines self-care as "what people do for themselves to establish and maintain health and to prevent and deal with illness." If you're looking to improve overall well-being, it is vital to bring self-care into the workplace. Attend this workshop and develop understanding of stress response and importance of self-care. Learn ways to build resiliency by practicing self-care at work.

**Presented by Maria Ronda, MSW, LCSW-C, CEAP**  
Ronda, a full-time employee assistance program counselor, has provided employee assistance services to government, nonprofits, and corporate organizations since 2002. She obtained her MSW from Fordham University in New York City and is licensed in Florida and Maryland. In 2005, she completed a training certificate program in Corporate Crisis Response: Critical Incident Stress Management in the Workplace and Advanced Group Crisis Intervention from the University of Maryland, Baltimore through the International Critical Incident Stress Foundation, Inc. She has taught behavioral health courses to undergraduate students, presented on employee wellness and resiliency, and provided consultation to organizations on organizational development.

**NURTURING YOUR MIND IN THE DIGITAL AGE**  
With advancements in technology, research has identified advantages and disadvantages to mental health treatment and support. This workshop will identify benefits to accessing care, community support, and resources while exploring detriments linked to addiction, bullying, and social media.

**Presented by Gina Cook, LMSW '12**  
Cook, a full-time employee assistance program counselor, earned her Master of Social Work from the University of Maryland, Baltimore and is experienced in helping people cope with mood disorders through use of cognitive behavioral therapy and dialectical behavior therapy. She helps clarify goals, identify barriers to wellness, and promotes well-being through skills training, behavioral strategies, and creative problem-solving. Cook is committed to helping people overcome addiction issues and is effective among high-risk populations and health care professionals.

**NAMI — IN OUR OWN VOICE (VIDEO PRESENTATION)**  
Step into the lives of real people with mental health conditions for a chance to allow a deeper understanding of this misconceived health topic, and be impacted by their powerful personal stories. The National Alliance on Mental Illness (NAMI) In Our Own Voice presentations change attitudes, assumptions, and stereotypes by describing the reality of living with mental illness.

**QUESTIONS?**  
Please contact [HRWell@umaryland.edu](mailto:HRWell@umaryland.edu)

**Presented by**  
Employee Assistance Program  
NAMI

**Sponsored by**  
Human Resources and  
Center for Integrative Health

# LAUNCH YOUR LIFE — DO YOU KNOW SOMEONE?

Launch Your Life at the University of Maryland, Baltimore (UMB) is designed to focus on opportunities to enhance the well-being of each employee.

The vision of Launch Your Life is to promote the well-being of UMB employees by increasing awareness, offering supporting activities, and providing resources to help employees achieve a better quality of life at home and at work.





## Quitting Smoking Is Hard

UMB understands it's not easy to quit smoking. So the University offers a variety of smoking cessation resources from the state of Maryland at no cost to our employees.



### PARTICIPATE IN THE GREAT AMERICAN SMOKEOUT!

Are you ready to quit?  
The Great American Smokeout is Nov. 21.

Are you considering quitting but trying to navigate how to commit? Whether you make Nov. 21 your quit date or you're still thinking about quitting, there are strategies and tips to help you through the difficult process.

Your health care provider offers FREE health coaching and smoking cessation resources. Discounted programs for smoking cessation also are offered. And nicotine patches and nicotine gum, to help you on your journey, may be covered through your state of Maryland benefits and prescription vendor. (Some generic brands may be covered with a prescription and do not require a co-pay.)

#### Check with your provider!

CareFirst  
United Healthcare  
Kaiser Permanente

And don't stop there — other smoking cessation resources include but are not limited to:

- American Cancer Society
- American Lung Association
- Maryland Quitline (1-800-QUIT-NOW or [mdquit.org/quitline](http://mdquit.org/quitline)). It is available 24/7
- Employee Assistance Program

Launch Your Life, a work life and wellness program for UMB staff and faculty, includes guided meditation and is available to relieve stress.  
[Click here](#) for more details.



Flyer

## LAUNCH YOUR LIFE — SMOKING CESSATION PROGRAM

Human Resource Services' (HRS) Launch Your Life offers a variety of resources internally and from the state of Maryland to encourage smoking cessation. CPA works with HRS to market this initiative in digital and physical spaces.

LAUNCH YOUR LIFE

## Are you ready? Find your personal reason to quit smoking.

Make the choice and support UMB and the Great American Smokeout on Nov. 21, a day of awareness and setting a quit date. You're worth it and it's worth quitting.



Find resources for your journey and events to relieve stress and anxiety.  
[www.umaryland.edu/launch-your-life/events](http://www.umaryland.edu/launch-your-life/events)



Digital Display



LAUNCH YOUR LIFE



## Ultimate Mileage Battle

Step Challenge for UMB Staff and Faculty

OCT. 14 TO NOV. 27

Walk with Lexi the K-9 comfort dog. First 100 attendees will get a T-shirt.



KICKOFF: MONDAY, OCT. 14, NOON  
School of Nursing Lawn

Step up and join your UMB team!  
Register at [umaryland.edu/launch-your-life/step](http://umaryland.edu/launch-your-life/step) by Oct. 18.



Flyer

## LAUNCH YOUR LIFE — ULTIMATE MILEAGE BATTLE

As part of its mission to promote workplace health and wellness, the Launch Your Life program sponsored an inaugural step challenge.

Teams from each UMB school and a Universitywide group, the Campus All-Stars, tracked their steps from Oct. 14 to Nov. 27, logging more than 233 million steps.

LAUNCH YOUR LIFE



## Ultimate Mileage Battle

Step Challenge for UMB Staff and Faculty

OCT. 14 TO NOV. 27

Walk with Lexi the K-9 comfort dog. First 100 attendees will get a T-shirt.



KICKOFF: MONDAY, OCT. 14, NOON  
School of Nursing Lawn



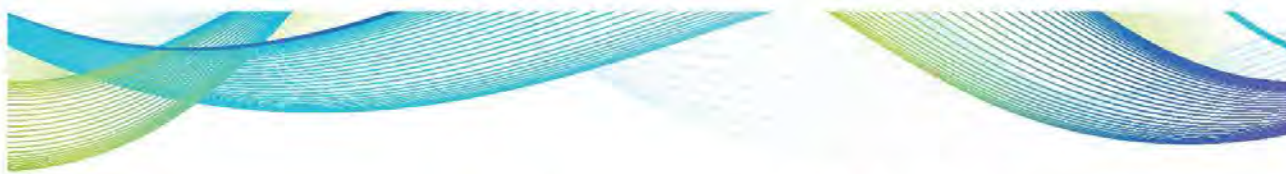
Step up and join your UMB team! Register at [umaryland.edu/launch-your-life/step](http://umaryland.edu/launch-your-life/step) by Oct. 18.

Digital Display



## LAUNCH YOUR LIFE — FINANCIAL FITNESS BOOTCAMP

Another component that falls under the Launch Your Life umbrella is financial wellness. HRS offers resources to inform the University community on tips to help make effective decisions and be financially confident. CPA designed flyer templates for this initiative.



LAUNCH YOUR LIFE

## 2020 Financial Fitness Boot Camp

**Jan. 28 | Feb. 27 | March 31**  
**Noon to 1 p.m.**

School of Social Work | 525 W. Redwood St., 3E04

Flyer

Build YOUR financial strength by joining CCC\$MD for a three-part fitness series designed to strengthen your financial core! Brought to you by UMB's Launch Your Life employee wellness program.

### JAN. 28

Making Cents of Your Money - Budgeting: tracking expenses; making spending adjustments; understanding the difference between needs and wants; and the importance of a sound budget in achieving goals.

### FEB. 27

Credit & Credit Reporting: understanding your credit report and the impacts it has; disputing inaccuracies; learning what appears on your credit report; and building/rebuilding credit.

### MARCH 31

Building Personal Wealth with Checking and Savings: discovering the different types of checking and savings accounts; understanding the importance of building an emergency fund; developing a reverse budget; and taking advantage of matching opportunities.

Open to all UMB employees. Register for an event at [www.umaryland.edu/launch-your-life](http://www.umaryland.edu/launch-your-life). Registration for all three events is required by Jan. 24.





**Congratulations to the University of Maryland, Baltimore for being named a Healthiest Employer!**

UMB earned third-place honors in the *Baltimore Business Journal* Healthiest Employers Awards, the only academic institution to be recognized. Visit *The Elm* for the full story.



BBJ Award Ad



Reach and succeed this year and invest in your health goals. Learn to relax and join us to reconnect with your mind and body.

**You are invited on Jan. 27-31, 2020 for the Launch Your Life employee wellness kickoff.**

- ▶ Aromatherapy
- ▶ Reiki
- ▶ Seated Massage
- ▶ Mindfulness
- ▶ Financial Wellness
- ▶ Paint Day

The 2019 Launch Your Life winner will be announced on Jan 27. Win door prizes, enter a drawing for a 30-minute massage, and more!

Register for events at: [www.umaryland.edu/launch-your-life](http://www.umaryland.edu/launch-your-life)



Hello Health Kickoff Digital Display

**HUMAN RESOURCES**

**YOU'RE INVITED**  
 TO ATTEND BALTIMORE'S BIRTHDAY BASH  
 AND CELEBRATE THE SUCCESS OF THE  
**LIVE NEAR YOUR WORK** PROGRAM

Email Invite

**HUMAN RESOURCES**

**TUESDAY, OCT. 29:  
 IT'S A PACKAGE DEAL! EVENT**  
 CHOOSE FROM CUSTOM PACKAGES  
 THAT CREATE PERSONAL TOUCHES  
 FOR YOUR DREAM HOME



**OCT. 29 | 11:30 A.M. - 1:30 P.M.**  
**GLADHILL BOARDROOM, HS/HSL | 601 W LOMBARD ST.**

Did you know that you could receive at least \$18,500 to build and customize your dream home in West Baltimore? Join us if you're looking for a brand-new house that reflects your taste and style from the ground up.

Free food will be provided while supplies last so you can make the most of your lunch break!

**FOR MORE INFORMATION AND TO RSVP TO ATTEND, VISIT**  
**[umaryland.edu/live-near-your-work/dreamhome](http://umaryland.edu/live-near-your-work/dreamhome)**



**LIVE NEAR YOUR WORK PROGRAM**

Digital Display

**LIVE NEAR YOUR WORK**

The Live Near Your Work (LNYW) Program is an initiative between UMB and key community partners that focuses on community revitalization and stabilization in targeted Southwest Baltimore neighborhoods. LNYW benefits UMB employees by offering homeownership down payment and closing cost assistance on newly purchased homes while also demonstrating commitment to the community.

Human Resource Services works collaboratively with CPA to produce marketing materials to promote this initiative. Some of the marketing materials cover digital and physical spaces.

**HUMAN RESOURCES**

**UMB  
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## **CHAPTER 13: DIGITAL AND PRINT ADS**



*Congratulations*  
**CHANCELLOR JAY A. PERMAN, MD**  
 Thanks for 10 remarkable years as president of UMB

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

Perman Farewell — Billboard Ad

*Congratulations!*

UNIVERSITY of MARYLAND BALTIMORE

Dr. Jay Perman is leaving the University of Maryland, Baltimore (UMB) after 10 remarkable years as president to become the fifth chancellor of the University System of Maryland.

Under his direction, UMB has advanced human health and well-being, ensured equity, opportunity, and justice for Maryland's citizens, educated the next generation of compassionate professionals, cured disease, and strengthened communities both globally and locally with amazing successes like the UMB Community Engagement Center, CURE Scholars mentoring program for West Baltimore youths, and the world-leading Center for Vaccine Development and Global Health.

Interim UMB President Dr. Bruce Jarrell will continue the momentum. As chief academic and research officer and then as executive vice president, provost, and dean of the Graduate School, Dr. Jarrell has been a driving force in expanding UMB's agendas in education, research, clinical care, and public service.

"I know I couldn't leave the University in better hands," Dr. Perman said.

Congratulations to Dr. Perman and Dr. Jarrell on their new positions!

Jay Perman, MD  
 Bruce Jarrell, MD, FACS

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Perman Farewell — Baltimore Times Ad

Jmore Ad

UNIVERSITY of MARYLAND BALTIMORE

*Congratulations*  
**CHANCELLOR JAY A. PERMAN**

The University of Maryland, Baltimore (UMB) congratulates **Chancellor Jay A. Perman, MD**, who after 10 remarkable years as UMB's president has become the fifth chancellor of the University System of Maryland.

Dr. Perman endeared himself to the Baltimore business community not only as president of UMB, one of the city's most important anchor institutions, but by serving an unprecedented six-year tenure chairing the Downtown Partnership of Baltimore's board of directors.

As UMB's leader, Dr. Perman transformed the lives of children and families in West Baltimore with neighborhood advocacy initiatives like the Community Engagement Center and the UMB CURE Scholars Program. He worked tirelessly to promote UMB's mission to improve the human condition by strengthening the University's pursuit of excellence in education, research, clinical care, and public service.

The students, faculty, and staff at UMB congratulate Dr. Perman on his extraordinary achievements as president of UMB, and wish him well as chancellor of the University System of Maryland, where he'll oversee 12 public institutions serving 176,000 students.

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# AN INTERNATIONAL INTERPROFESSIONAL PARTNERSHIP: UMB AND THE UNIVERSITY OF HAIFA

BY MARY T. PHELAN AND KATE TAFELSKI



From left, Abba Poliakoff, Leonard Attman, Jay Perman, and Steve Dubin helped celebrate the UMB-University of Haifa Partnership. PHOTO BY MATTHEW D'AGOSTINO

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**FEATURED IN:**

**JMORE**  
Baltimore Jewish Living

10 **SPOTLIGHT: UMB PHILANTHROPY** WINTER 2020



**W**hat does the University of Maryland, Baltimore (UMB) have in common with a university half a world away? On a trip to Israel in 2013, then-UMB President Jay A. Perman, MD, saw the potential for partnership between UMB and the University of Haifa (UH) based upon a shared passion for academic excellence and social engagement in their communities and around the world.

Since then, 100 students and faculty have participated in the UMB-UH Partnership, which involves community-based, interdisciplinary training that fosters collaboration across professions and cultures, informs civic awareness, and develops cultural competencies that students will incorporate into their professional practice.

The partnership is bidirectional. It allows students from UH and the UMB schools of social work, law, and nursing to go overseas and learn local approaches that promote the participation of diverse populations around shared civic and social concerns. Students of both countries return home more prepared to serve their communities in their professional capacities and to engage in collaborative community projects that enhance social justice and reduce social, economic, and health disparities.

"Traveling to Israel and participating in the interprofessional global health experience reinvigorated my passion for working in the Baltimore community," says Rachael Parran, MS, BSN, RN, a doctoral student in the School of Nursing. "I learned that our world is large and our cultures may be different but we can learn from each other to improve the conditions in our own communities, and that working collaboratively with other disciplines is an effective approach to tackling complex issues."

These experiences would not be possible without the philanthropic support of donors such as Leonard Attman; Alvin Katz, CPA; Abba Poliakoff, JD; and Steve Dubin, JD, who collectively hosted a gathering of friends and supporters celebrating the partnership between the two institutions.



Jahmya Ross, MSW '18, and other students talked about how their experiences in Israel informed their education and practice. PHOTO BY MATTHEW D'AGOSTINO

**“**  
**TRAVELING TO ISRAEL AND PARTICIPATING IN THE INTERPROFESSIONAL GLOBAL HEALTH EXPERIENCE REINVIGORATED MY PASSION FOR WORKING IN THE BALTIMORE COMMUNITY.**  
**”**

—  
**RACHAEL PARRAN, SCHOOL OF NURSING  
DOCTORAL STUDENT**

Katz, a UMB Foundation, Inc. (UMBF) trustee, says, "This opportunity, where our UMB students — who might not otherwise have a chance to visit Israel — can live, learn, and experience life there, will be transformative. It is exactly the type of opportunity that will bring us closer, allow us to share innovative practices, and build the ties that will result in future economic growth for both cities and countries for years to come."

Fellow UMBF trustee Dubin expressed the belief he and his wife Mim have in the positive change the program brings to both communities. "We are passionate about helping to build bridges between our two countries and believe that introducing our future UMB lawyers, social

workers, and nurses to their counterparts in Israel provides exactly the type of person-to-person learning and bonding that will strengthen both countries."

This program needs further support so the partnership can continue to thrive and more students in both countries, regardless of their economic status and ability to pay, can be exposed to this wonderful opportunity for international and interprofessional education.

**To make an investment** in our future leaders of both countries, contact John Palinski, MPA, at [jpalski@umaryland.edu](mailto:jpalski@umaryland.edu) or 410-706-0183 or visit [www.umaryland.edu/giving/UMB-UH](http://www.umaryland.edu/giving/UMB-UH).



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.



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**AD FEATURED IN:**



# ONE VISION, ONE COMMUNITY

## TRANSFORMING THE LIVES OF CHILDREN AND FAMILIES IN WEST BALTIMORE

The **University of Maryland, Baltimore (UMB) Community Campus**, located adjacent to UMB's academic campus, is the centerpiece of UMB's commitment to West Baltimore and to the continuing collaboration with our neighbors to strengthen our community.

In 2020, UMB is expanding this outreach with the opening of a new, larger **Community Engagement Center** that will increase the health, employment, legal, educational, and social services provided to nearby residents.

▼ Ravens Hall of Famer and UMB Foundation board member Ray Lewis holds Blair Pinnacle III, who participates in the youth programs at the UMB Community Engagement Center (CEC), during the CEC groundbreaking ceremony.



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Together, we can build a healthy and prosperous West Baltimore.

[www.umd.edu/communitycampus](http://www.umd.edu/communitycampus)

### AD FEATURED IN:



### Ashley Valis, MSW

Executive Director, Strategic Initiatives  
and Community Engagement  
University of Maryland, Baltimore  
Office of Community Engagement



Ashley Valis, an alumna of the University of Maryland School of Social Work, became the university's first executive director of community initiatives and engagement in 2014, strengthening UMB's commitment to the communities in West Baltimore that border its campus.

Among UMB's many successful efforts has been the establishment of the UMB Community Engagement Center (CEC). At the CEC, University faculty, staff, and students provide neighbors with vital programming, such as job search and placement services, after-school activities, free legal advice, a fresh food market, and health and fitness classes. With the current 3,000-square-foot center at capacity – logging more

than 38,000 neighbor visits in under four years — UMB has purchased a 20,000-square-foot historic building on Poppleton Street to renovate and become the permanent CEC home to meet growing demand.

As an anchor institution in West Baltimore, UMB prides itself on establishing meaningful ways in which to integrate with and strengthen the neighborhoods west of its downtown campus. Valis, a UMB neighbor herself as a resident of Hollins Market, is integral to all of this growth. "Proximity almost always improves partnership," says Valis. "The Community Engagement Center puts us within closer reach of West Baltimore's residents and makes meaningful collaboration easier."

umaryland.edu/occe | 410-706-4513  
220 N. Arch St. 14th Floor, Baltimore, MD

## SPONSORED CONTENT FEATURED IN:

# JMORE

Baltimore Jewish Living

## 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, Oct. 16

5:30 – 7:30 p.m.

Padonia Park Club | Lakeside Rooms 1 & 2  
12006 Jenifer Road, Cockeysville, MD 21030

Reservations required - The session is complimentary and includes heavy hors d'oeuvres and parking.

**Please RSVP online by Oct. 14: [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.



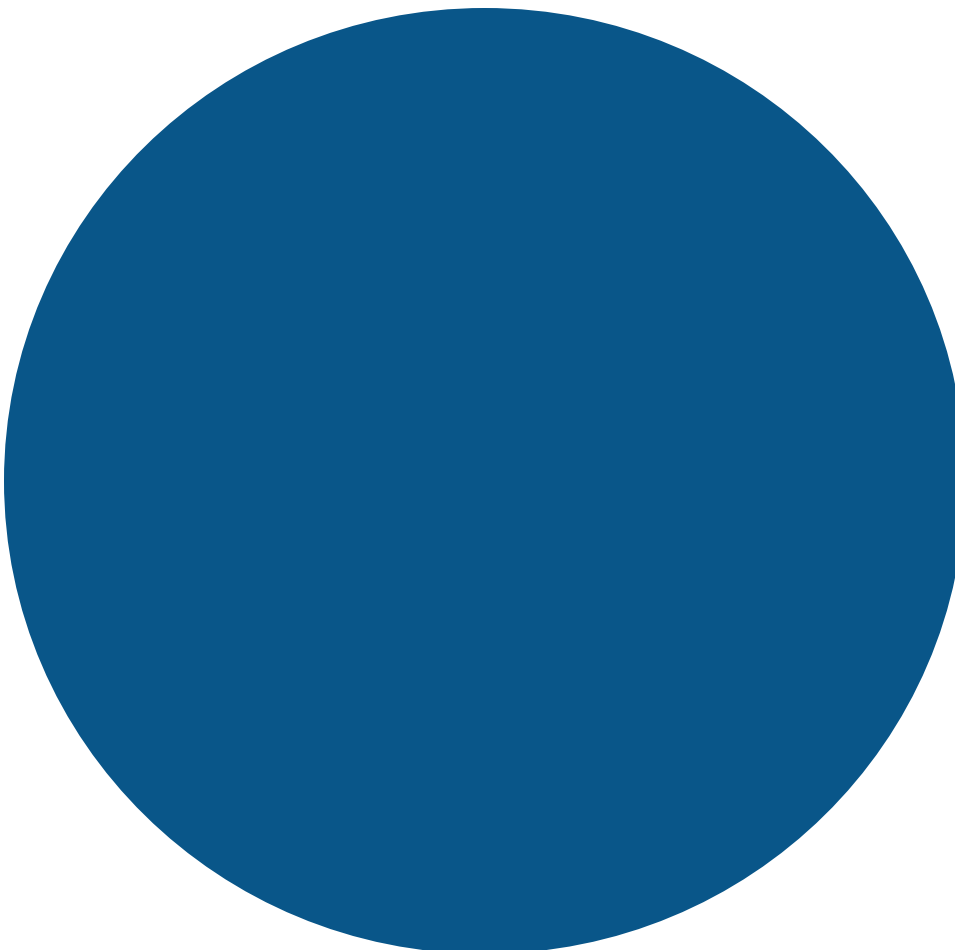
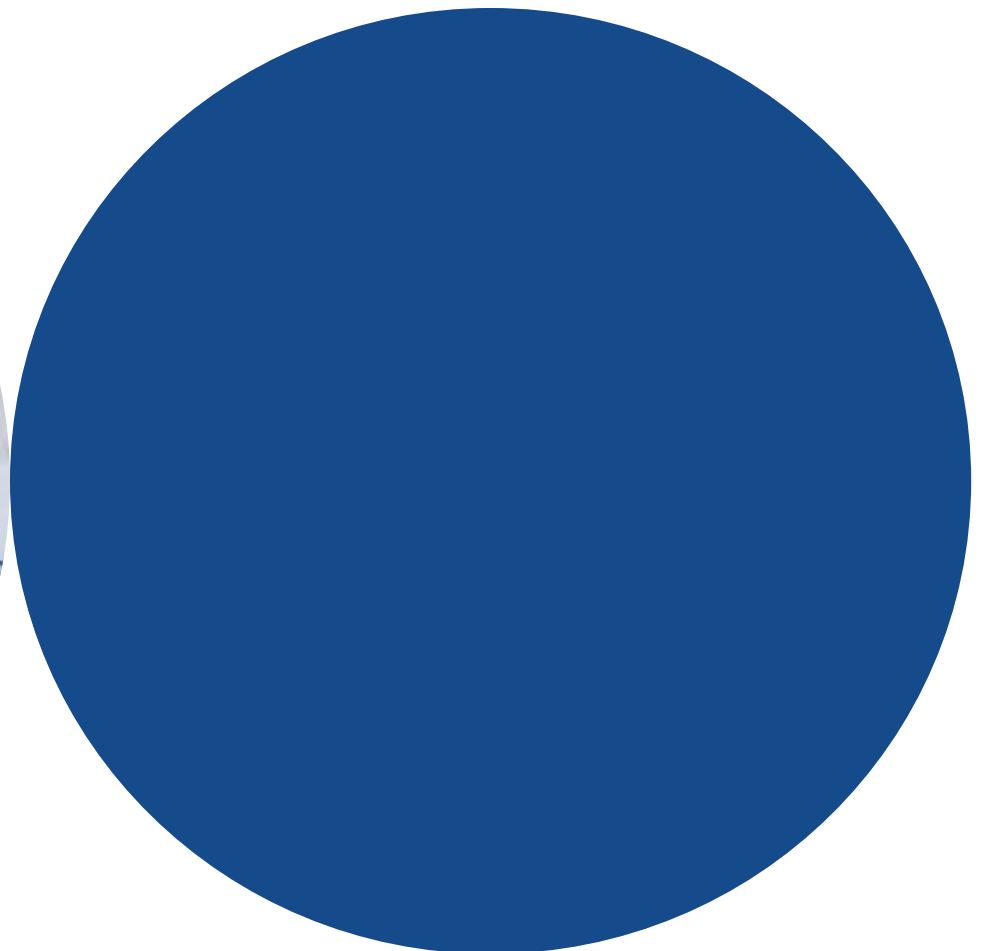
THE CATALYST CAMPAIGN  
[catalyst.umaryland.edu](http://catalyst.umaryland.edu)

## AD FEATURED IN:

# BALTIMORE BUSINESS JOURNAL

# BALTIMORE BUSINESS JOURNAL

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National > Baltimore > News > Partners > Changing the Future Today

# Changing the Future Today

Sponsored by **University of Maryland, Baltimore**  
UMB is Maryland's only public health, law, and human services university.

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- SPONSORED CONTENT** APR 17, 2020, 10:17 AM EDT  
**Hospital workers benefit from a UMSON campaign calling for help sewing masks**
- SPONSORED CONTENT** MAR 27, 2020, 11:57 AM EDT  
**Researchers use climate to predict spread of COVID-19**
- SPONSORED CONTENT** FEB 27, 2020, 11:40 AM EST  
**University addressing the need for diversity in science careers with youth mentoring program**

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# SPONSORED CONTENT – BBJ (JANUARY – FEBRUARY 2020)



Facebook Post



**Baltimore Business Journal** with University of Maryland, Baltimore.

Paid Partnership · 🌐

Lydia Watts describes the aftermath of crime as a “tsunami” of legal, social, medical, and mental health issues that can overwhelm a victim who has nowhere to turn. (Sponsored Content) <https://bit.ly/2OL4sCY>



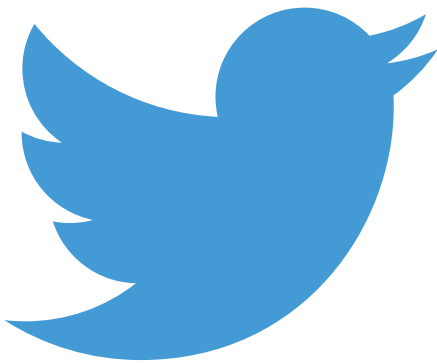
BIZJOURNALS.COM

**Crime victims become survivors with support from UMB center - Baltimore Business Journal**

[Learn More](#)

👍❤️ 13

6 Comments 8 Shares



Twitter Post



**Baltimore Business** @BaltBizOnline · Feb 14

Crime victims become survivors with support from UMB center. [bit.ly/37hIXA1](https://bit.ly/37hIXA1) (Sponsored by @UMBaltimore)



**Crime victims become survivors with support from UMB center**  
The ROAR Center at the University of Maryland, Baltimore is meant to be a haven — a “one-stop shop” where victims of crime can access a...  
[bizjournals.com](https://bizjournals.com)



❤️ 2







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< CHANGING THE FUTURE TODAY

Education - Sponsored Content by University of Maryland, Baltimore

# Crime victims become survivors with support from UMB center

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The Roar Center team discusses their current caseload.

By Laura Lee - University of Maryland, Baltimore  
Feb 3, 2020

A single mother living in West Baltimore loses her oldest son to gun violence. She heard the gunfire that killed him, because it happened less than a block away from her home, and now she suffers from PTSD. It has been hard getting out of bed, and her job is on the line. Her landlord's threatening eviction because she's late paying rent. Plus, her younger children are acting out because their brother was killed.

This is a picture that attorney Lydia Watts, executive director of the new [Rebuild, Overcome, and Rise \(ROAR\) Center](#), paints of a client who could make use of the center's wraparound services for crime survivors.



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## RECOMMENDED

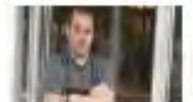
CAREER & WORKPLACE

Exclusive: SFBJ reveals our 40 Under 40 honorees of 2020 (Part 2)



FOOD & LIFESTYLE

Acclaimed chef closes Raleigh restaurant — permanently



COMMERCIAL REAL ESTATE

Breaking: Aldi to open in Windermere



# SPONSORED CONTENT – BBJ (MARCH 2020)



Facebook Post

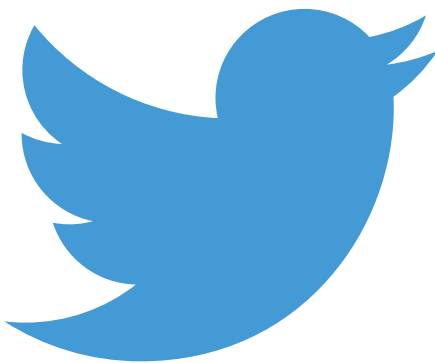
**BBJ** Baltimore Business Journal with University of Maryland, Baltimore.  
Paid Partnership · 🌐

“Based on what we have documented so far, it appears that the virus has a harder time spreading between people in warmer, tropical climates.”  
(Sponsored Content) <https://bit.ly/2UrKgJI>



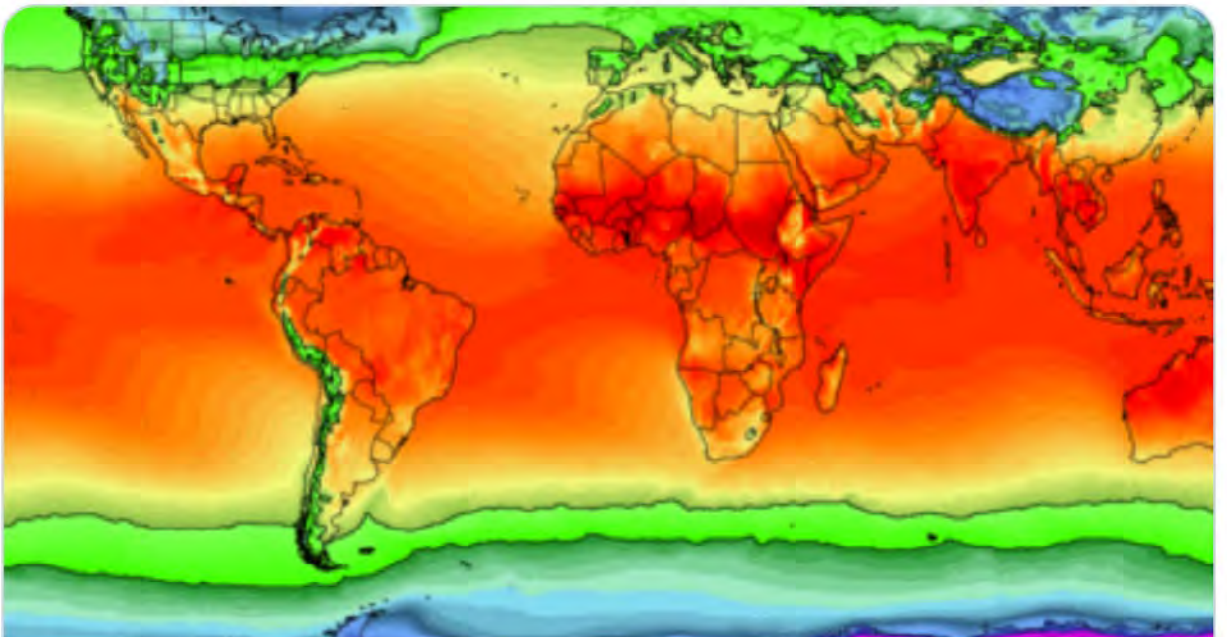
**Researchers use climate to predict spread of COVID-19 - Baltimore Business Journal** Send Message

👍 😮 😂 58 94 Comments 62 Shares



Twitter Post

**BBJ** Baltimore Business ✓ @BaltBizOnline · Mar 30  
Researchers use climate to predict spread of COVID-19. [bit.ly/3dDlaip](https://bit.ly/3dDlaip)  
(Sponsored by @UMBaltimore)



**Researchers use climate to predict spread of COVID-19**  
Researchers at the Institute of Human Virology (IHV) at the University of Maryland School of Medicine (UMSOM) and the Global Virus ...  
[bizjournals.com](https://bizjournals.com)

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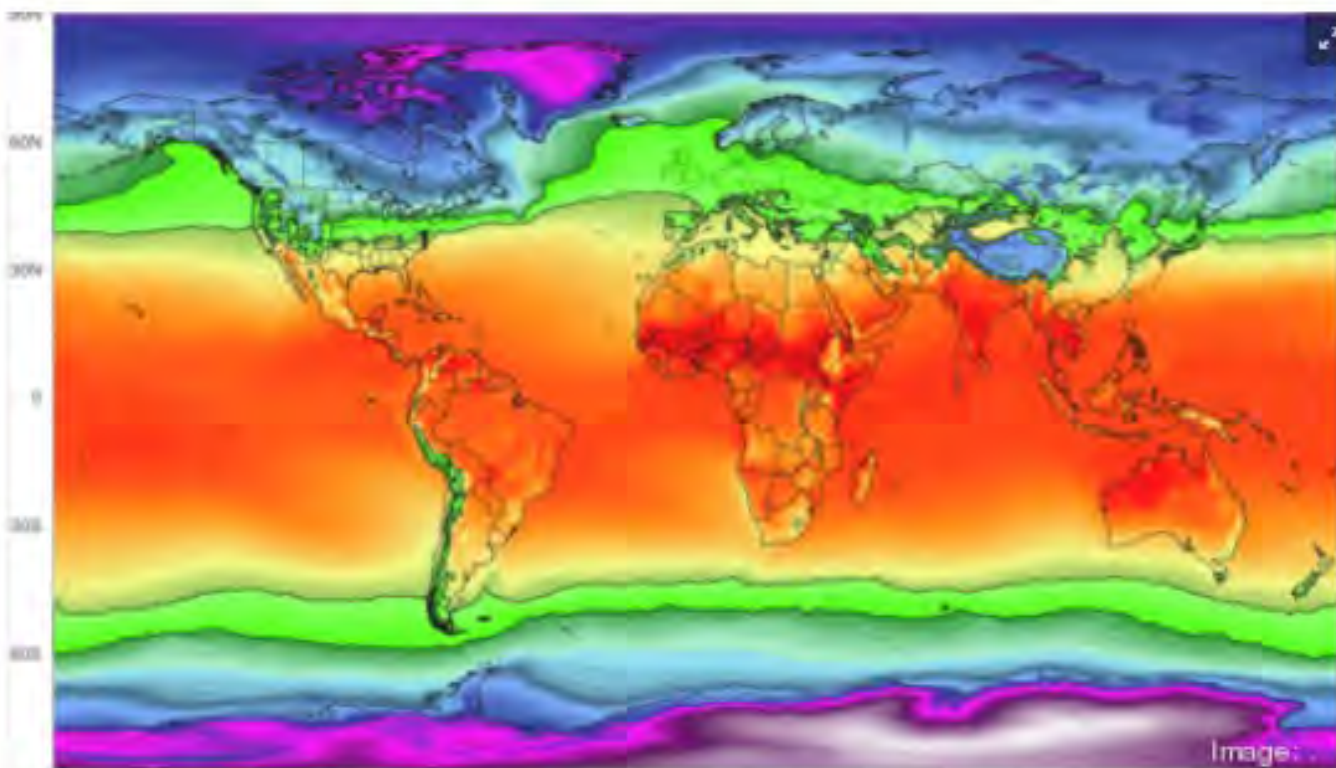
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Health Care - Sponsored Content by University of Maryland, Baltimore

# Researchers use climate to predict spread of COVID-19

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This map reflects average temperature data from March 2019 to April 2019 to predict the at-risk zone for community transmission of COVID-19. This zone in the near term includes areas within the green bands, outlined in dark black, but may change based on actual average temperatures in 2020. IMAGE FROM CLIMATE REANALYZER



By Deborah Kotz - Office of Public Affairs & Communications, University of Maryland School of Medicine  
Mar 27, 2020

Researchers at the [Institute of Human Virology \(IHV\)](#) at the [University of Maryland School of Medicine \(UMSOM\)](#) and the [Global Virus Network \(GVN\)](#) predict that the novel coronavirus (COVID-19) will follow a seasonal pattern similar to other respiratory viruses like seasonal flu. They base this on weather modeling data in countries where the virus has taken hold and spread within the community.

In a new paper published on the open-data site SSRN, the researchers found that all cities experiencing significant outbreaks of COVID-19 have very similar winter climates with an average temperature of 41 to 52 degrees Fahrenheit, an



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## RECOMMENDED

### MEDIA & MARKETING

The Movie Biz This & That: Dragon Con can't be replicated online



### TRAVEL & TOURISM

Rosen Hotels & Resorts to downsize staff 'significantly'



### HEALTH CARE

'Tip of the iceberg': Penn creates team to explore additional benefits of brain stimulation



# SPONSORED CONTENT – BBJ (APRIL 2020)



Facebook Post

**BBJ** Baltimore Business Journal with University of Maryland, Baltimore.  
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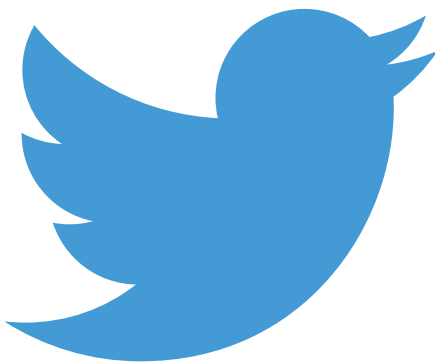
"I wanted to do it, and I wanted to make as many as I could." (Sponsored Content) <https://bit.ly/2y641y3>



BIZJOURNALS.COM

**Hospital workers benefit from a UMSON campaign calling for help sewing masks -** [Learn More](#)

128 4 Comments 9 Shares



Twitter Post

**BBJ** Baltimore Business @BaltBizOnline · Apr 27

Hospital workers benefit from a UMSON campaign calling for help sewing masks. [bit.ly/2VG6ubl](https://bit.ly/2VG6ubl) (Sponsored by @umbaltimore)



Hospital workers benefit from a UMSON campaign  
When student Maria Segovia received an email from the University of Maryland School of Nursing (UMSON), inviting students, alumni, ...  
[bizjournals.com](https://bizjournals.com)

1 2



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Health Care - Sponsored Content by University of Maryland, Baltimore

# Hospital workers benefit from a UMSON campaign calling for help sewing masks

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University of Maryland School of Nursing student Maria Segovia uses her sewing machine to make cloth face masks as part of the school's mask donation drive.

By Mary T. Phelan - Office of Communications & Public Affairs, University of Maryland, Baltimore  
Apr 17, 2020

When student Maria Segovia received an email from the University of Maryland School of Nursing (UMSON), inviting students, alumni, faculty, and staff to sew cloth masks to be donated to University of Maryland Medical Center (UMMC) to assist employees on the front lines of the COVID-19 epidemic, she knew she wanted to get involved.

"I wanted to do it, and I wanted to make as many as I could," said Segovia, who is scheduled to earn her BSN degree in May. "Seeing how the situation is with COVID-19, I knew it was going to be very hard for these hospitals to get the supplies they need. I thought, 'Let's just try to do this.'"



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## RECOMMENDED

### MANUFACTURING

Global company with Triad presence concludes project after donating 120,000 face shields



### HEALTH CARE

Gov. DeWine orders masks in 7 Ohio counties on high alert for Covid-19



### HEALTH CARE

'Webside' manner: Once-reluctant Ohio State Wexner Medical docs want telehealth to stay



# OFFICE OF THE PRESIDENT SPONSORSHIPS

## ONE VISION, ONE COMMUNITY

### TRANSFORMING THE LIVES OF CHILDREN AND FAMILIES IN WEST BALTIMORE

The **University of Maryland, Baltimore (UMB) Community Campus**, located adjacent to UMB's academic campus, is the centerpiece of UMB's commitment to West Baltimore and to the continuing collaboration with our neighbors to strengthen our community.

In 2020, UMB is expanding this outreach with the opening of a new, larger **Community Engagement Center** that will increase the health, employment, legal, educational, and social services provided to nearby residents.

▼ Ravens Hall of Famer and UMB Foundation board member Ray Lewis holds Blair Pinnacle III, who participates in the youth programs at the UMB Community Engagement Center (CEC), during the CEC groundbreaking ceremony.



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

Community Engagement — One Vision, One Community Baltimore Times Ad

## ONE VISION, ONE COMMUNITY

### TRANSFORMING THE LIVES OF CHILDREN AND FAMILIES IN WEST BALTIMORE

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Everyman Theatre Festival Program Ad

*Our Partner, Our Friend*



Representative **Elijah E. Cummings** worked every day to create opportunities for Baltimore's children. He was a powerful advocate for the **UMB CURE Scholars Program** and the guiding force behind the **UMB's Summer Bioscience Internship Program**, both designed to develop the talents of young people and show them a future beyond their city block. Inside and outside his district, Rep. Cummings lived the mission of his alma mater, **University of Maryland Francis King Carey School of Law**. He fought for access and equity. He held the powerful to account. He advanced fairness and justice—for all.

UMB mourns the loss of this dedicated friend, passionate public servant, and extraordinary man.

— Dr. Jay A. Perman  
 President



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Afro Times Cummings Tribute

UNIVERSITY of MARYLAND, BALTIMORE

**UMBrella Group**  
 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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Everyman Salon Series Ad



## **CHAPTER 14: #SOCIAL MEDIA**

# JUNE 2019 – JUNE 2020

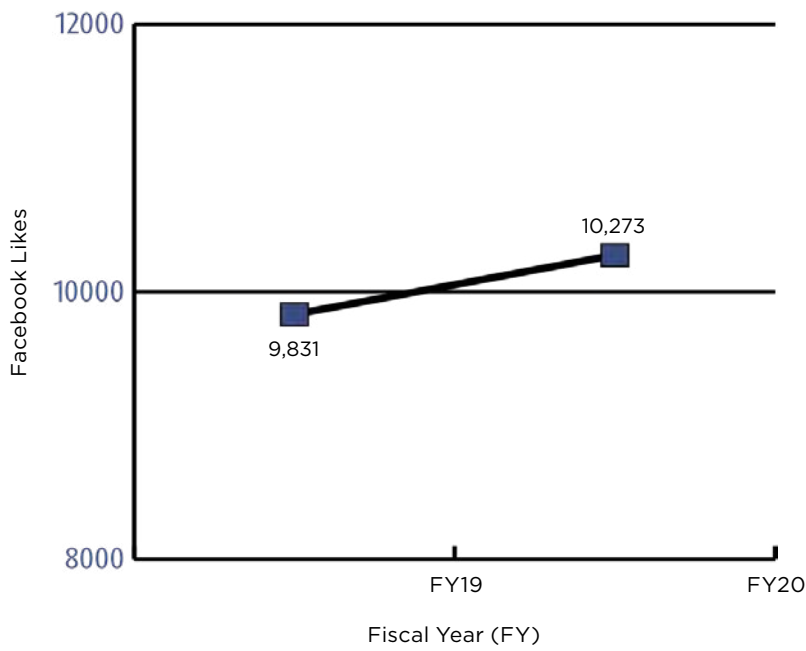
## FOLLOWER GROWTH

CPA's social media specialist, Paulette Wilson, launched new UMB President Bruce Jarrell's Twitter account on Jan. 6. His Twitter following grew from zero followers to 280 followers between January 2020 and May 2020. She created a content calendar, including posts about event announcements, media articles, and weekly updates. She collaborated with the Office of the President and media team to provide event coverage for major events, including MPower Day, Black History Month, Core Values Symposium, IPE Day, the President's Panel on Politics and Policy, Lexington Market media event, COVID-19 alerts, and Welcome Way fundraiser.



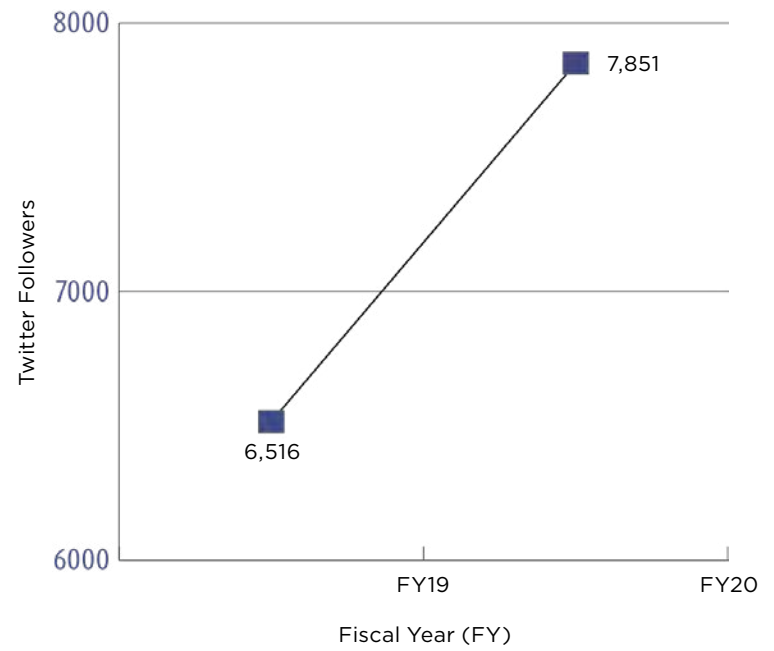
### FACEBOOK LIKES FROM FY19 TO FY20

UMB's Facebook page gained **442 new followers**.



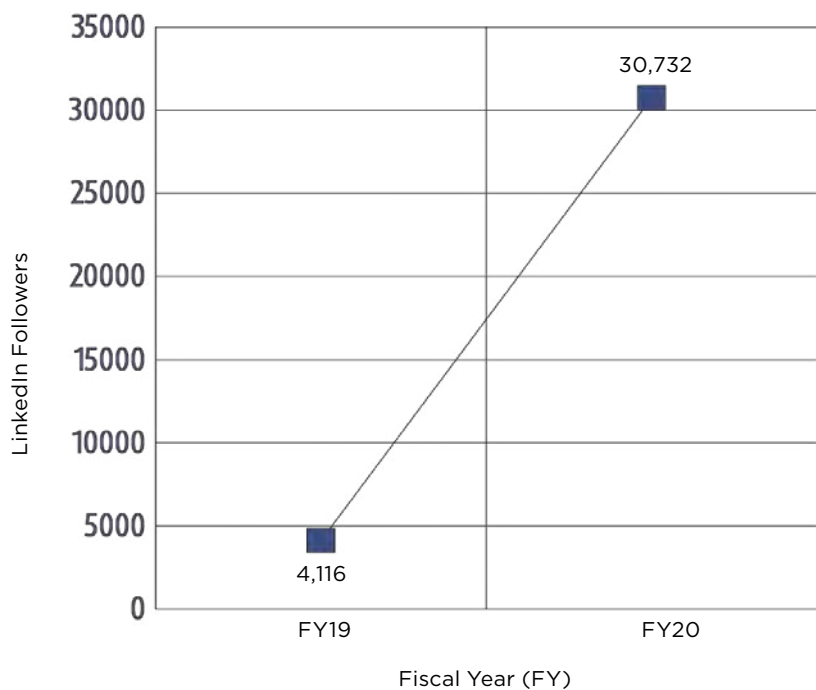
### TWITTER FOLLOWERS FROM FY19 TO FY20

UMB's Twitter account gained **1,335 new followers**.



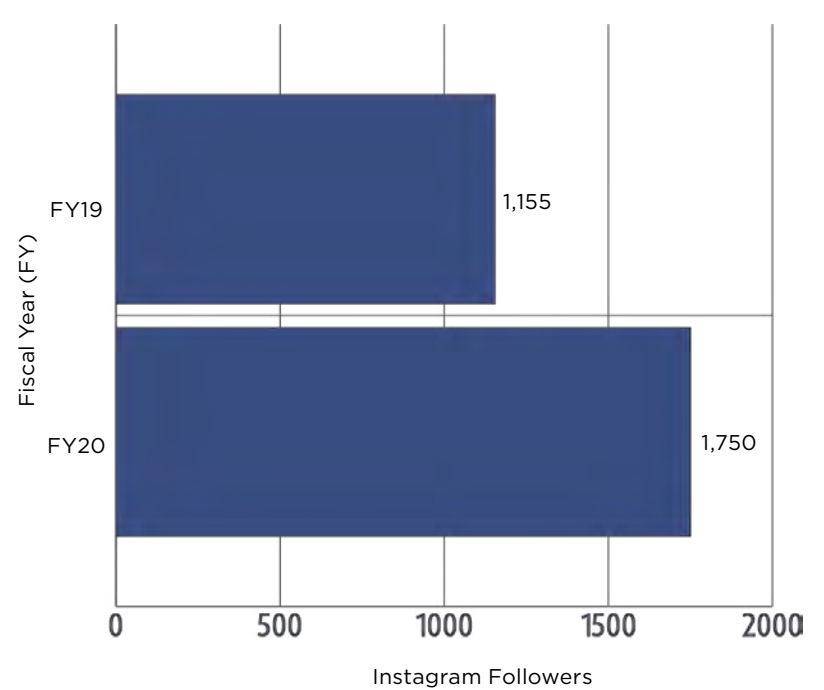
### LINKEDIN FOLLOWERS FROM FY19 TO FY20

UMB's LinkedIn page gained **26,616 new followers**.



### INSTAGRAM FOLLOWERS FROM FY19 TO FY20

UMB's Instagram account gained **595 new followers**.





# TOP POSTS

**Total Video Performance** Showing All

- Peak Live Viewers: 628
- Minutes Viewed: 36,635
- 1-Minute Video Views: 1,290
- 10-Second Video Views: 2,255
- 3-Second Video Views: 4,695
- Average Video Watch Time: 3:20
- Audience Retention
- Audience and Engagement

**This video is used in 1 post**

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
University of Maryland, Baltim... UMB Coronavirus Virtual Town H...	03/13/2020 9:32 AM	12K	4.6K 100%	2.2K 100%	4K	229	3:20 / 01:03:00

**Total 3-second video views on Facebook: 4.6K**

Facebook

Posted by Paulette Wilson • 4/14/2020 • Sponsor now

**University of Maryland, Baltimore (UMB)**  
30,022 followers  
2w •

UMB buildings are awash in red light, while UMMC Downtown and Midtown campuses are bathed in blue. The initiative, called "Lights of Hope for our Front Line Heroes," was inspired by a nationwide call to recognize the tirel...see more

**UMB Shines Light on Front Line Heroes**  
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#Didyouknow the SMC Campus Center received a shipment of 13,000 masks to be distributed throughout @UMMC. The masks were donated by @FILAUSA through the Office of Philanthropy and the President's Office. #Covid19 #CovidKindness

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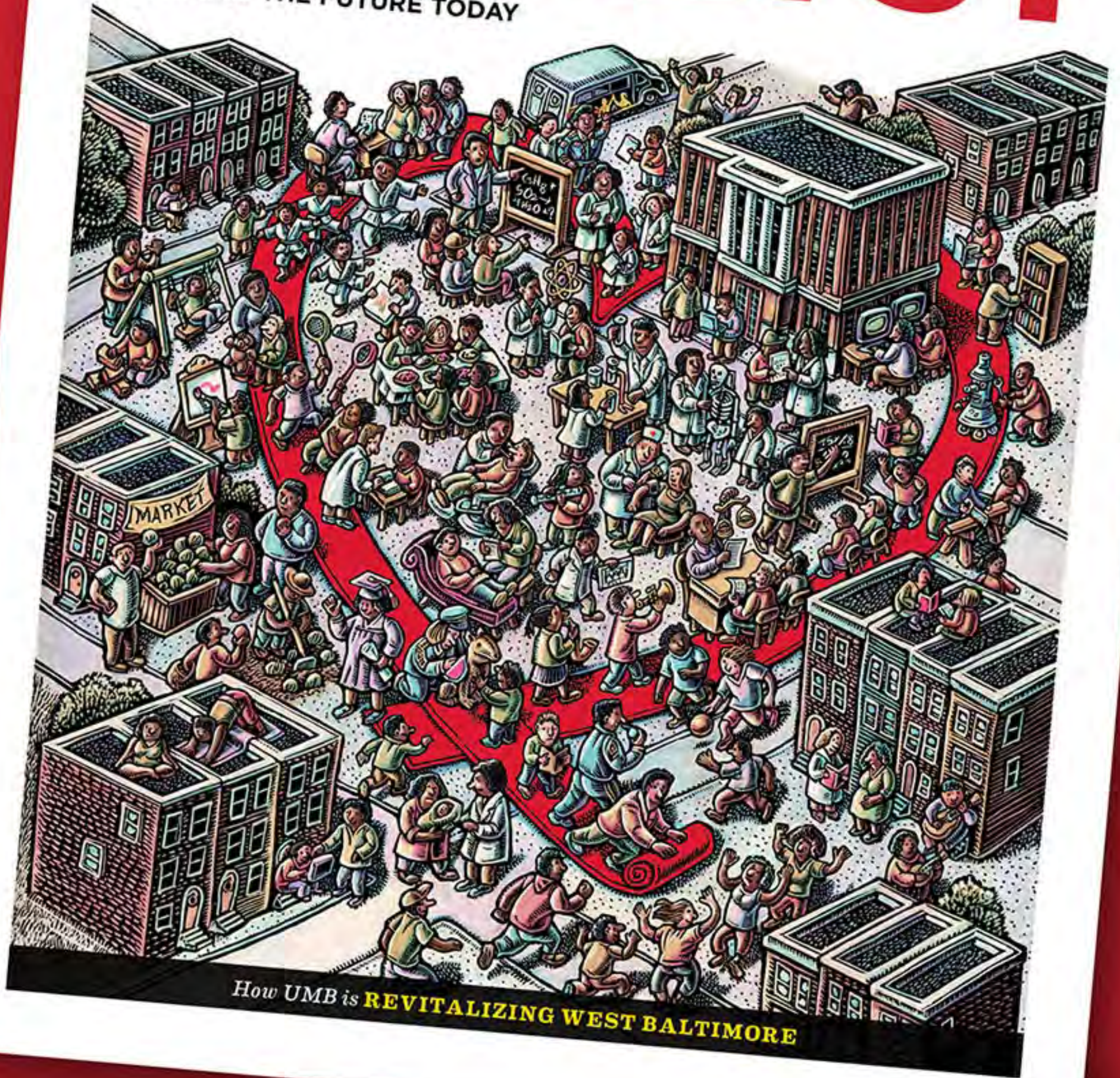
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UNIVERSITY of MARYLAND, BALTIMORE

FALL 2019

# CATALYST

CHANGING THE FUTURE TODAY



How UMB is **REVITALIZING WEST BALTIMORE**

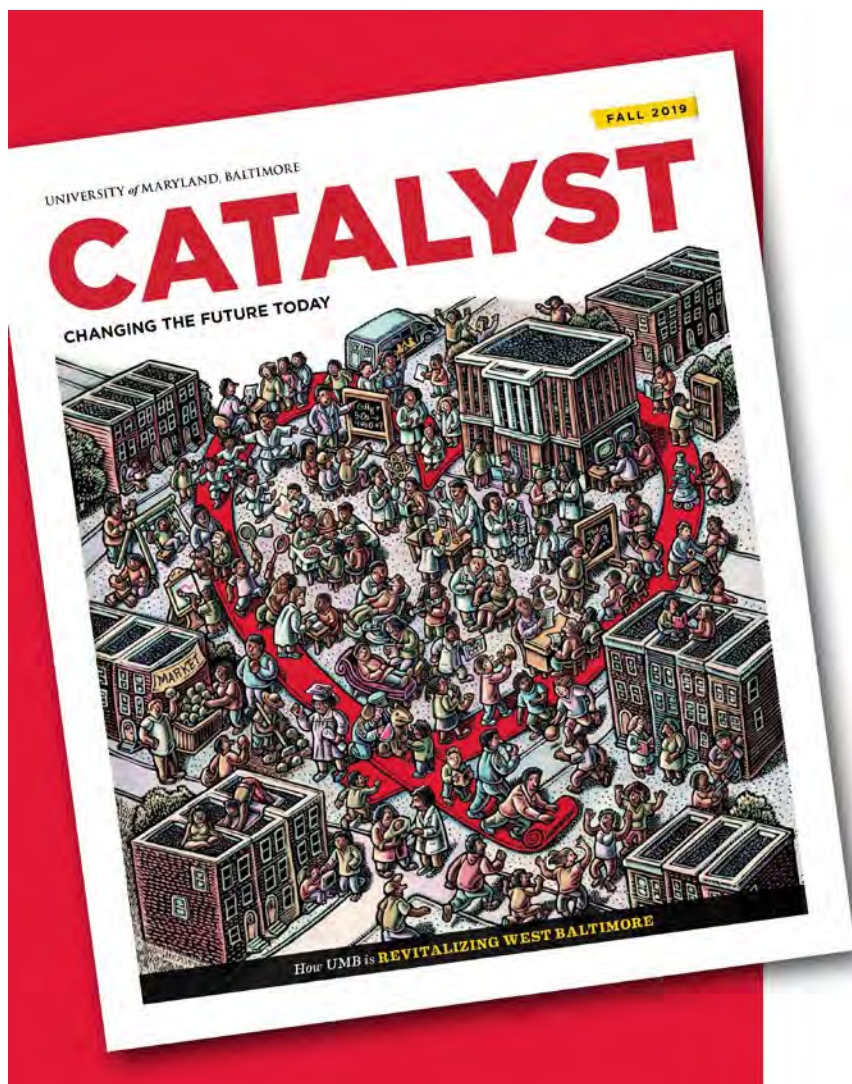
## CHAPTER 15: CATALYST MAGAZINE

FALL 2019 ISSUE

# CATALYST MAGAZINE

The University of Maryland, Baltimore (UMB), the founding campus of the University System of Maryland, brings a 210-year history of achievement to its mission. A thriving academic center and leader in health care, UMB serves as a catalyst, advancing scholarship, research, clinical care, social justice, and law.

*CATALYST* magazine showcases inspiring stories that highlight UMB's achievements as well as interdisciplinary expertise and groundbreaking local and global initiatives.



UNIVERSITY of MARYLAND, BALTIMORE

# CATALYST

CHANGING THE FUTURE TODAY

JOIN US IN CELEBRATING THE INAUGURAL ISSUE OF

**UMB's *CATALYST* magazine!**

*CATALYST* is dedicated to championing the University's unique interdisciplinary expertise, our achievements, advances, and aspirations, as well as groundbreaking local and global initiatives. Discover inspiring stories online at [catalystmag.umaryland.edu](http://catalystmag.umaryland.edu).

**Find out how UMB is changing the future today!**

Limited print copies available at select campus locations or by request at [catalystmagazine@umaryland.edu](mailto:catalystmagazine@umaryland.edu).



Visit [catalystmag.umaryland.edu](http://catalystmag.umaryland.edu).

# Connecting

## NEIGHBORS TO JOBS

**A**yisha Harris starts her day at 4 a.m. She wakes up and heads to her first full-time job as a cashier at a hospital. After an eight-hour shift, Harris has a half hour to get to her second full-time job as a housekeeper in the Bressler Research Building at the University of Maryland, Baltimore (UMB). By 11:45 p.m., Harris is finally on her way home where she'll go straight to bed for her alarm to ring again at 4 a.m. the next day. Then, Saturdays are dedicated to helping her two kids with their academics and extracurriculars.

"Basically, Sundays are my only days to recharge, rest, and get geared up for the next week to do it all over again," she says.

The workdays are long and exhausting, but Harris says she's grateful for the long hours, especially when she looks back at how far she has come. Five years ago, Harris was between jobs, going through a divorce, and facing homelessness.



Ayisha Harris with her daughter, Kori.  
PHOTO BY MATTHEW D'AGOSTINO

"That was a really low time," says Harris, dabbing her eyes. "Losing my marriage and my home and having to send my kids to relatives to stay. It was really difficult, but it taught me a very valuable lesson. I learned that I'm as strong as I am. I didn't know that until I had to face those adversities."

Harris confided in Robin Saunders, EdD, MS, about her struggles. At the time, Saunders was executive director of the UMB CURE Scholars Program, a STEM pipeline program aimed at reducing racial disparities in the science and health care industries. Harris' daughter, Kori, is a CURE Scholar and has dreams of becoming a pediatrician.

Harris told Saunders she needed to find a steady job so she could continue supporting Kori's dream. Saunders pointed Harris to the UMB Community Engagement Center (CEC) and its Workforce Wednesday program, which is designed to help community members achieve their career goals.

"We're in a community where we have adults who, for whatever reason, may not be working up to their potential," explains Lisa Rawlings, MBA, director of job readiness and workforce initiatives in UMB's Office of Community Engagement. "Maybe they have some barriers to employment, or don't have a high school diploma. Maybe they have a criminal background, or don't have the social connection that it takes to find great jobs. At Workforce Wednesday we help make those connections and provide that support."

Workforce Wednesday provides a number of resources to help connect neighbors to job opportunities including one-on-one resume/cover letter development, mock job interviews, and job training workshops. Computers are available for residents who

A "walking advocate" for the CEC jobs program, Ayisha Harris poses with the machines she uses as a floor technician.

PHOTO BY MATTHEW D'AGOSTINO

need to fill out online applications, but don't have internet access.

"The staff there are very knowledgeable, they're helpful, and they want to see you succeed," says Harris. "It's a win-win situation."

Harris ended up visiting the CEC every single day and became friendly with all of the staff. Thanks to her persistence and collaboration with the CEC, they were able to secure her an interview at UMB. Shortly after, Harris landed the floor technician job.

"It's very empowering," says Harris. "I was homeless and now I'm purchasing a home. I was bouncing from job to job and now I have a promising one where I could see advancement and growth. It's just very empowering."

Harris describes herself as a "walking advocate" for the CEC. She shares her success story with everyone she meets and hopes to eventually work for the CEC, so she can help others who may be facing the struggles she had faced.

"I'm very excited about the CEC expansion," says Harris. "I see big things for it and hopefully, you'll see me there, too!"



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Interior Page

# CURE Scholar:

## "I WANT TO HELP OTHER PEOPLE GET THROUGH WHAT I'VE BEEN THROUGH"



**I**n the balcony at the Maryland General Assembly, 13-year-old Lynijah Russell sat alongside several dozen other middle and high school students from West Baltimore. She peered down as the House of Delegates offered a round of applause congratulating Lynijah and her classmates on their accomplishments in the University of Maryland, Baltimore (UMB) CURE Scholars Program.

"I feel like a VIP right now!" exclaimed Lynijah, an eighth-grader at Franklin Square Elementary/Middle School. "I'm just sitting here thinking, 'Wow, I can't believe I'm actually here.'"

Lynijah was one of 36 CURE Scholars who traveled to Annapolis on Jan. 28, 2019, for Advocacy Day, which allowed them to present their cancer research posters to prominent Maryland lawmakers.

This unique opportunity was arranged by the UMB CURE Scholars Program, a pilot mentoring program funded by the National Cancer Institute that's aimed at reducing racial disparities in public health by introducing a pipeline toward careers in STEM (science,

technology, engineering, and math) to students in West Baltimore. The program begins in sixth grade and continues through high school, college, and beyond.

"I think the sky's the limit for Lynijah and all of the scholars because they are so sharp," says Robin Saunders, EdD, MS, then executive director of the CURE Scholars Program. "Talent is not the problem in West Baltimore, it's opportunity."

Lynijah entered the CURE Scholars Program in the fall of 2017. She says the scholars have become her second family and the program is helping her to fulfill her dream of receiving her MD/JD. It's an ambitious dual degree for a 13-year-old to dream about, but Lynijah is determined to practice both medicine and law.

"There have been times my family needed an awesome doctor or times when we were in need of an awesome lawyer," she explains. "My mom had cancer and because of the doctor she had, she survived it. My cousin was murdered and because of his lawyer we think that justice wasn't served in his name. I want to get older and help other people get through what I've been through. I want to make sure they don't feel helpless."



Lynijah has been diligent in staying on top of her academics to make sure she reaches her goal. At the 2019 CURE End of Year Ceremony, Lynijah received several awards including Academic Excellence for maintaining a GPA between 3.0 and 3.5. She also has taken advantage of several STEM programs outside of CURE including the How Girls Code summer enrichment program at the University of Maryland, Baltimore County and the Saturday Science Academy (SSA) at the National Institutes of Health (NIH). The SSA program is how Lynijah met one of her mentors, Bret Hassel, PhD, an associate professor at the University of Maryland School of Medicine.

"When I first met Lynijah, it was clear from our first interactions that she was an exceptionally talented sixth-grader," he says. "I got to know her well over the course of the NIH program. It is a pleasure to work with such an enthusiastic student who engenders optimism about Baltimore's youth and the future of our city."

Thanks to Hassel and the rest of her mentoring team (the program strives to have a 5:1 mentor-to-scholar ratio), Lynijah has been able to flourish in her academics and in her interests. She jokes that before entering the CURE Scholars Program she watched only the Disney Channel, but now she makes it a point to stay up to date with current events.

"CURE has really changed my life," she says. "For me, it's not just an after-school activity, it's a life program."

Lynijah Russell shares her poster with one of many visitors in Annapolis.  
PHOTO BY JENA FRICK

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# SPOTLIGHT

A CAMPAIGN NEWSLETTER FROM UMB

WINTER 2020



**UMB  
LEADERSHIP  
CHANGES,**  
*But Goals  
Remain the Same*

## CHAPTER 16: *SPOTLIGHT*

## SPOTLIGHT

*SPOTLIGHT* illustrates the leadership and excellence that distinguish UMB and demonstrates how these qualities benefit our 7,000 students and the many more thousands of people we serve each year in the state, in the region, and beyond.

CPA works in collaboration with the Office of Philanthropy to write compelling stories, photograph events, and design the layout of the publication.



### 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 20,000-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.



INFO

STRATEGY = ←

**CHAPTER 17:  
STRATEGIC MARKETING**

**1,008** NUMBER OF INDIVIDUAL **FUNDS THAT MAKE UP THE UMB ENDOWMENT PORTFOLIO** — EACH ESTABLISHED BY A DEDICATED AND GENEROUS DONOR OR GROUP OF DONORS

<p><b>STUDENT DEMOGRAPHICS</b></p> <ul style="list-style-type: none"> <li>76% IN STATE</li> <li>24% OUT OF STATE</li> <li>73% FEMALE</li> <li>27% MALE</li> <li>17% AFRICAN AMERICAN</li> <li>44% MINORITIES</li> </ul>	<p><b>6,827</b> NUMBER OF STUDENTS ENROLLED IN FALL 2019</p>	<p><b>1,740</b> NUMBER OF DEGREES AWARDED IN MAY 2019</p>	<p><b>\$387.69 MILLION</b> Market value of UMB's endowment as of Dec. 31, 2019, a 14.8 percent increase over 2018</p>
<p><b>14.1 PERCENT</b> Total endowment return for calendar year 2019</p>			

In academic year 2018-2019, UMB awarded 56.4 percent of the professional practice doctoral degrees in all fields conferred by any Maryland public and private higher education institution. Within professional practice doctoral programs found at UMB, the University conferred 62.6 percent of degrees across all Maryland institutions in academic year 2018-2019.

UMB has a total of **76** degree and certificate programs. The fall 2019 term included the first enrollments for several of these programs:

**NEW CERTIFICATES**

- Adult Gerontology Primary Care Nurse Practitioner
- Global Health Systems and Innovation
- Intercultural Leadership
- Leadership and Administration in Hospice and Palliative Care

**NEW PROGRAMS**

- Medical Cannabis Science and Therapeutics (MS) at Shady Grove
- Health and Social Innovation (MS)
- Master of Science in Nursing (MSN)
- Pharmaceutical Sciences (MS) at Shady Grove

**\$14.02 MILLION**  
Total income from the endowment available for schools to spend on July 1, 2020, with 58 percent designated by donors to support students.

**\$21.6 MILLION**  
Amount of new gifts and pledges to endowed funds in 2019

**2,375** TOTAL NUMBER OF DEGREES AWARDED IN FISCAL YEAR 2019 (JULY 1, 2018-JUNE 30, 2019)

**AVERAGE DEBT OF UMB STUDENTS / MAY 2019 GRADUATES**

SCHOOL	AMOUNT	PERCENTAGE OF GRADUATES WITH DEBT
DENTISTRY (DDS)	\$245,633	75%
LAW (JD)	\$111,417	75%
MEDICINE (MD)	\$186,838	65%
NURSING (DNP)	\$105,729	53%
PHARMACY (PHARMD)	\$159,183	79%
SOCIAL WORK (MSW)	\$65,749	80%

Source: UMB Student Financial Assistance and Education

Endowment Report  
Fast Facts — Insert



# THE UMB FOUNDATION

The University of Maryland, Baltimore Foundation, Inc. (UMBF) Board of Trustees advises the president of the University of Maryland, Baltimore (UMB) on matters affecting University programs, students, faculty, employees, and the community we serve.

UMBF promotes UMB through advocacy and the enlisting of financial support and manages and invests gift and property for the benefit of UMB.

CPA works in collaboration with the Office of Philanthropy to design, write and proofread, and work with print vendors to produce physical collateral – such as the endowment folder – for UMBF initiatives.

## Endowment Folder

**Composed of six nationally ranked professional schools and its interdisciplinary Graduate School, the University of Maryland, Baltimore (UMB) is the state's premier public health, law, and human services institution. UMB advances the human condition by forming new and deepening existing coalitions across its schools and with like-minded partners across the globe. UMB prepares the next generation of physicians, lawyers, dentists, pharmacists, social workers, biomedical scientists, and allied health professionals to be engaged citizens, solving real-world challenges through exploration and outreach, and learning from the people we serve.**

**Investment Policy and Performance**  
The primary investment objective is to generate returns sufficient to meet spending requirements while preserving the purchasing power of the endowment over time. To this end, the UMBF Investment Committee manages endowment assets in accordance with the following principles that – regardless of capital and flows in capital markets – ensure the long-term health and viability of the fund.

**Time Horizon:** On the one hand, the endowment's investment time horizon should be infinite, because the institution is expected to exist in perpetuity. On the other hand, the purpose of the endowment is to provide a steady and sustainable distribution of funds, which means that large fluctuations in endowment market value over short time periods are highly undesirable. In setting asset-allocation policy, the committee carefully considers both of these conflicting time horizons.

**Spending:** The endowment's spending policy considers intergenerational equity, whether the current needs of the institution are not sacrificed in the interests of the future, nor future needs sacrificed to those of the present.

**Disinflation Spending:** Several factors determine the spending rate set for each endowment portfolio (UMBF, Common Trust, and UMBF). Based factors such as actual market returns, projected future returns, and inflation are considered, along with more fund-specific factors like the variance between market value and historic gift value and the length of time the individual funds have been in existence. Spendable income calculations are based on the prior Dec. 31 market value of each fund. The results allow for fair spending from funds that are above water and limited spending from funds classified as at risk or under water. This factor sets the total amount of spendable income at \$34.2 million.

Year	2016	2017	2018	2019
UMBF	\$21.1	\$21.4	\$21.8	\$22.1
Common Trust	\$11.1	\$11.4	\$11.7	\$12.0
UMBF	\$1.0	\$1.1	\$1.2	\$1.3
Total	\$33.2	\$33.9	\$34.7	\$35.4

Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
2010	\$11.0									
2011		\$11.0								
2012			\$11.0							
2013				\$11.0						
2014					\$11.0					
2015						\$11.0				
2016							\$11.0			
2017								\$11.0		
2018									\$11.0	
2019										\$11.0

**PORTFOLIO ASSET ALLOCATION (Dec. 31, 2019)**

- Endowment Assets: 65%
- Common Trust: 25%
- Public Risk Assets: 10%

# COMMUNITY CAMPUS

The University of Maryland, Baltimore (UMB) Community Campus is the centerpiece of UMB's deep commitment to West Baltimore and to the collaboration with community partners and neighbors that will strengthen it.



## 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.

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



### Postcard

#### The UMB Community Campus

Located immediately west of UMB's academic campus, the UMB Community Campus provides direct health, employment, legal, educational, and social services to nearby residents and works on neighborhood-strengthening advocacy projects. The cornerstone of the Community Campus is the UMB Community Engagement Center, which opened in 2015 to deepen relationships with our closest neighbors.

#### A Community in Bloom

In 2020, UMB will expand its outreach to the surrounding West Baltimore community with the launch of a brand new Community Engagement Center. The renovated 20,000-square-foot historic building on Poppleton Street will be the cornerstone of UMB's Community Campus, where services and activities can be expanded to meet growing community demand.

As an anchor institution in West Baltimore, UMB prides itself on establishing meaningful ways in which to integrate with and strengthen neighborhoods that are west of our downtown campus and home to our many community engagement initiatives.

**ENGAGEMENT IS A CORE TENET OF OUR MISSION AND CULTURE.**



**WE INVITE YOU TO LEARN MORE**



Find out more about our compelling vision for a vibrant and prosperous West Baltimore. Visit [www.umaryland.edu/communitycampus](http://www.umaryland.edu/communitycampus).

# BUILDING A 'FRONT DOOR' IN WEST BALTIMORE

The Story of the UMB Community Campus



Ravens legend, Pro Football Hall of Famer, and UMB Foundation board member Ray Lewis holds Blair Pinnacle III, who participates in the youth programs at the original UMB Community Engagement Center (CEC), during the groundbreaking ceremony for the expanded CEC, which will offer seven times the space.

Community Campus — Insert (#1)

## A NEW VISION

University of Maryland, Baltimore (UMB) engagement efforts took a giant step forward in 2014 when UMB President Jay A. Perman, MD, followed his vision and established the **Office of Community Engagement (OCE)**. The office is a tangible example of the University's deep commitment to strengthening West Baltimore in collaboration with the neighbors who live there.

This relationship grew even stronger in fall 2015 when the University opened the **UMB Community Engagement Center (CEC)** in West Baltimore's Poppleton neighborhood. The CEC reflected Perman's desire to house many community engagement programs in one central place, bringing UMB's assets and expertise within easier reach of our West Baltimore neighbors, and putting us nearer to the people our programs were intended to help. It was a unique approach that effectively built a "front door" for our neighbors to access University resources in their own community.

The CEC is a place where UMB staff, students, and faculty can leverage the University's economic resources and human capital to help our neighbors in West Baltimore create a healthy, vibrant, and prosperous community. It opened up the University to the larger community, and it built and strengthened transformative relationships with new and existing neighbors.



# UMB CURE SCHOLARS PROGRAM

Transforming the Lives of Young People in West Baltimore



Community Campus — Insert (#2)

*"The scholars are so engrossed in science and they're so excited about it. You don't really get that opportunity and excitement in science in the type of communities that we live in. You don't get people pushing for your kids to create an awesome career path. The UMB CURE Scholars Program really cares about our children."*

— UMB CURE SCHOLAR PARENT

## UMB CURE SCHOLARS PROGRAM

Launched in fall 2015, the University of Maryland, Baltimore's (UMB) CURE Scholars Program is a **groundbreaking year-round pipeline program** that prepares sixth- to 12th-grade students in West Baltimore for competitive and rewarding careers in health care, cancer research, and STEM (science, technology, engineering, and mathematics).

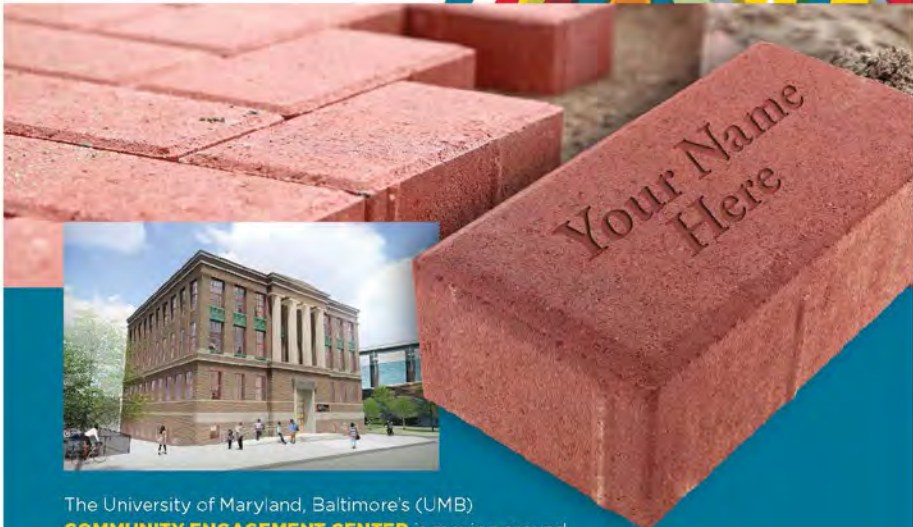
As the first middle school program funded by the **National Cancer Institute's Continuing Umbrella of Research Experiences (CURE)**, the UMB CURE Scholars Program identifies sixth-graders with an interest in science from three middle schools in the underserved neighborhoods of West Baltimore, and supports these scholars throughout middle school, high school, and college to create a truly comprehensive pipeline experience. This transformative program is designed to support under-represented minority students by exposing them to STEM careers, exciting experiments, and inspiring mentors.

With 200 total mentors from across UMB's six professional schools and interdisciplinary Graduate School, scholars participate in after-school hands-on experiments that foster curiosity and enhance science skills while building strong relationships with UMB faculty, staff, and students. Scholars meet three times a week in the new Community Engagement Center, where they have two lab-based after-school sessions and full-day Saturday tutoring and life skill development workshops. The curriculum also includes a comprehensive summer academic enrichment component.

The UMB CURE Scholars are selected based on their commitment to a long-term program and not on academic performance measures. Through rich scientific opportunities, students gain presentation experience, academic growth, self-confidence, and the motivation necessary to succeed. In fall 2019, the UMB CURE Scholars pipeline included **115 scholars in grades 6 through 10** and boasted an average annual student retention rate of **over 88 percent**.



**Wexford Science & Technology**  
**HELPING UMB**  
**PAVE THE**  
**WELCOME WAY!**



The University of Maryland, Baltimore's (UMB) **COMMUNITY ENGAGEMENT CENTER** is moving around the corner to a 20,000-square-foot historic building on Poppleton Street. The renovated facility is bringing a beautiful, distinctive structure back to useful life, while greatly expanding UMB's capacity to serve people in the surrounding neighborhoods.

Tenants and employees within the BioPark have a unique opportunity to help pave the **WELCOME WAY** entrance to the renovated building by sponsoring inscribed bricks to be laid in front of the facility.



**WEXFORD**  
 SCIENCE+TECHNOLOGY

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

Flyer

**HELP US**  
**PAVE THE**  
**WELCOME WAY!**



**Join the Wexford Challenge**



The University of Maryland, Baltimore's (UMB) **COMMUNITY ENGAGEMENT CENTER** is moving around the corner to a 20,000-square-foot historic building on Poppleton Street. The renovated facility is bringing a beautiful, distinctive structure back to useful life, while greatly expanding UMB's capacity to serve people in the surrounding neighborhoods.

Friends of UMB have a unique opportunity to pave the **WELCOME WAY** entrance to the renovated building by sponsoring inscribed bricks to be laid in front of the facility.



**FOR MORE INFORMATION OR TO MAKE A GIFT VISIT**  
[www.umaryland.edu/giving/WelcomeWay](http://www.umaryland.edu/giving/WelcomeWay)

Poster

**WELCOME WAY**  
**CAMPAIGN**

Renovations on the new Community Engagement Center began in 2019 after the 35,000-plus visitors who have engaged with its services reflected the need for a larger space.

The Welcome Way campaign was a unique opportunity for the UMB community to sponsor inscribed bricks laid in front of the new facility on South Poppleton Street.

**HELP US**  
**PAVE THE**  
**WELCOME WAY!**



**PAY IT FORWARD**

Donate a brick to be engraved with the name of a West Baltimore child, family, or community member.  
 \_\_\_\_\_ brick(s) @ \$50 each = \_\_\_\_\_

**NAME ONE, GIVE ONE**

Your name, or the name you choose, will be inscribed on an 8x4-inch brick to be placed in the WELCOME WAY. You also will make it possible for the name of a West Baltimore child, family, or community member to be inscribed on a similar brick.  
 \_\_\_\_\_ set(s) @ \$100 each = \_\_\_\_\_

**PAVE THE WAY**

Your name or the name you choose will be inscribed on an 8x8-inch paver brick.  
 \_\_\_\_\_ paver(s) @ \$250 each = \_\_\_\_\_

**Total Contribution:** \_\_\_\_\_  
 \*You will be contacted to provide your inscription(s).

Full Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

**WAYS TO GIVE**

**Gift by Credit Card**  
 Visit [www.umaryland.edu/giving/WelcomeWay](http://www.umaryland.edu/giving/WelcomeWay)

**Gift by Check**  
 Make payable to UMBF/CEC and return to University of Maryland, Baltimore Office of Philanthropy 220 N. Arch Street, 14th Floor, Baltimore, MD 21201

Construction will be completed in the summer of 2020. Gifts to the University of Maryland, Baltimore are administered by the University of Maryland Baltimore Foundation, Inc. (UMBF), a 501(c)(3) organization, and are tax-deductible to the extent allowed by law.

**FOR MORE INFORMATION OR TO MAKE A GIFT VISIT**  
[www.umaryland.edu/giving/WelcomeWay](http://www.umaryland.edu/giving/WelcomeWay)



OWW20

Mailer

# CURE SCHOLARS CASE STATEMENT



## UMB CURE Scholars Program



EXPLORE | EXCITE | INSPIRE



### SHAKEER'S STORY

Shakeer "Shak" Franklin, a member of the first cohort of scholars from Franklin Square Middle School, admittedly was being "a very bad me" before joining the UMB CURE Scholars Program.

Once disruptive and inattentive, he now embraces science and strives for straight A's. Shakeer was named the 2017 CURE Scholar of the Year. Raised amid gunshots in West Baltimore, Shak now sees a brighter future. The UMB CURE Scholars Program has given him a sense of purpose, making him "proud to be one of the people that is doing something positive in Baltimore by doing well in school and being part of the special UMB CURE Scholars Program." Thanks to the motivation and inspiration his time as a CURE Scholar has given him, Shak now aspires to a career as a civil rights attorney while keeping an open mind about opportunities in the biomedical and cancer research fields.

"I will be one of the people who makes life in West Baltimore better."

### JOSIAH'S STORY

Josiah Bryant, a member of the first cohort of scholars from Green Street Academy, has always been an inquisitive young man with an interest in science. Now he is thriving under the leadership and guidance of his UMB CURE Scholars mentors. Thanks to them, he knows he always has someone in his corner.



"Six months ago, our group of mentors were complete strangers. We came from totally different backgrounds and schools. Now we are a team, supporting and championing Josiah's success. It has definitely been meaningful for both sides, for the mentors and the scholars."

— HEATHER EZZELLE, PhD  
Specialist, Academic Services, lead mentor for Josiah



### SHEREEN'S STORY

Shereen Farquharson, a member of Cohort 2 from Green Street Academy, has seen a change in her fellow scholars over the course of their four years in the program.

"Before CURE, many of my classmates wanted to become NFL players, NBA players, or hairstylists, but now some of us want to become doctors, engineers, anesthesiologists, or plastic surgeons. CURE has helped us improve our math scores, our study habits, and has shown us what it means to be a health care professional. CURE has helped me to get closer to my goal of becoming a cardiologist."

### UMB AND WEST BALTIMORE

As one of Baltimore's vital anchor institutions, the University of Maryland, Baltimore (UMB) works with neighborhood partners to improve community health, encourage economic vitality, and support education and youth development in West Baltimore. The UMB CURE Scholars Program is the first in the nation to engage middle schoolers in the National Cancer Institute's Continuing Umbrella of Research Experiences (CURE) Program. Well aware of the serious educational and health disparities facing our West Baltimore neighbors, UMB has chosen to provide a unique investment in the future of our West Baltimore community. The 2019-2020 school year marks the fifth cohort of incoming sixth-grade UMB CURE Scholars.

#### HIGH SCHOOL GRADUATION RATE



The high school graduation rate in West Baltimore is 75.2 percent, compared to 77.3 percent for the city as a whole and 88 percent for the state of Maryland. At the same time, the average life expectancy for residents of West Baltimore is 11 years shorter than the average statewide. Additionally, median household income lags both city and state, and the rates of cancer mortality are higher for African-American residents than white residents, according to the Maryland Department of Health and Mental Hygiene.

#### MEDIAN HOUSEHOLD INCOME



#### LIFE EXPECTANCY



"Communities of color suffer disproportionately from cancer. An important part of correcting that is to engage the community and find the answers and make the future better. And that's what this program is about."

— KEVIN J. CULLEN, MD  
Director, University of Maryland Marlene and Stewart Greenebaum Comprehensive Cancer Center

### UMB CURE SCHOLARS PROGRAM

Launched in fall 2015, the UMB CURE Scholars Program is a comprehensive science pipeline initiative that excites students about science and exposes them to careers in health care, cancer research, and STEM (science, technology, engineering, and mathematics).

Modeled and originally funded by a National Cancer Institute initiative designed to increase workforce diversity in the health sciences, the UMB CURE Scholars Program is different from the national CURE program in one important way: UMB CURE Scholars engages students **early** in their academic careers — beginning in sixth grade — and remains with them through middle, high school, and college to create a truly comprehensive pipeline experience. Through this unique model, UMB aims to help support our West Baltimore neighbors as they grow and become the next generation of cancer researchers, doctors, and health scientists.

Scholars come to the CURE program from three middle schools in the underserved neighborhoods of West Baltimore: Franklin Square Middle School, Green Street Academy, and Southwest Baltimore Charter School. West Baltimore is historically home to some of Baltimore's poorest communities, including the Poppleton and Hollins Market neighborhoods, whose median household income in 2017 was nearly the lowest in the city at \$20,500 a year, with 57.4 percent of children living below the poverty line.

The UMB CURE Scholars Program is year-round, rigorous, and intense. Scholars participate in hands-on, after-school sessions on Tuesdays and Thursdays, an all-day Saturday session throughout the school year, and a comprehensive summer enrichment program. These sessions are designed to stimulate curiosity, build life skills and scientific knowledge, and help develop

comfort working in laboratory and medical settings while navigating a graduate campus. **The CURE Scholars enjoy over 200 mentors**, allowing for significant one-on-one time to conduct experiments that foster curiosity and enhance science skills while building strong relationships with UMB faculty, staff, and students.

The UMB CURE Scholars Program does not select only the highest performers in participating schools; scholars are selected into the program based on their commitment to a long-term engagement. This method helps to broaden the pool of college-ready students pursuing health care careers. Scholars choose among three curricular tracks: chemistry, anatomy and food science, and coding and robotics. The program also has an engineering partnership with the Johns Hopkins Applied Physics Laboratory.

Through multiple scientific opportunities, UMB CURE Scholars gain knowledge, presentation experience, self-confidence, and the motivation necessary to succeed, as well as expanding their social networks to include multiple positive adult mentors including health science professionals.

Our first two cohorts of UMB CURE Scholars are now in high school. In the fall of 2019, 65 percent attended high school at one of three UMB CURE partner schools, which were selected for their outstanding STEM programs: P-TECH at Dunbar High School, Western High School, and Green Street Academy. The remaining scholars are attending other accomplished institutions across the city. All high school scholars will receive mentoring sessions, SAT/ACT prep courses, paid summer internship opportunities, educational field trips, and college and career readiness programs.

## Partner with the University of Maryland, Baltimore's (UMB) leadership in surmounting the COVID-19 crisis

### Your gift will help to:

- ▶ Support research to better understand and overcome the novel coronavirus (COVID-19)
- ▶ Facilitate expanded testing throughout Maryland to prevent the spread of the disease
- ▶ Acquire personal protective equipment to safeguard health care professionals
- ▶ Ensure access to care and treatment for our underserved populations
- ▶ Fund unmet and emergency needs that arise



The compelling urgency created by the COVID-19 pandemic, both here in Maryland and around the world, demands a timely and forceful response. The need to improve the understanding of the virus and its behavior is crucial. It's essential to protect health care workers with appropriate equipment, expand testing capabilities, and improve access to medical intervention for the most vulnerable populations. Finally, having the flexibility to address new and unforeseen challenges will be invaluable as we establish and navigate a new normal.

Your membership in UMB's COVID Cohort will be instrumental in accomplishing these initiatives, protecting our most vulnerable citizens, and forging a path forward.

# UMB STUDENT PANTRY FLYER



Food Security at the University of Maryland, Baltimore (UMB)

## UMB STUDENT PANTRY AND EMERGENCY FUND

### The Need

In 2018, **41 percent** of students at U.S. four-year institutions experienced a form of food insecurity. Of those, **44 percent** said they were worried about running out of food, and about **half** said they could not afford to eat balanced meals.

UMB is not immune to this nationwide issue. A 2018 campus climate survey found that **26 percent** of respondents reported that there had been a time when they did not have enough food for themselves or their household, and **23 percent** said they knew of UMB student(s) who skipped meals due to finances.

Studies show the detrimental effects of food insecurity on students include decreased academic performance, missed opportunities for professional development, symptoms of depression and anxiety, and other negative physical and mental health indicators. UMB students experiencing food insecurity found that it affected their ability to:

Food insecurity, at its root, is a symptom of economic insecurity. As the number of low-income students seeking higher education grows nationwide, UMB is working to support the success of students experiencing food insecurity by instituting the **UMB Student Pantry**.

### The UMB Student Pantry

This pantry will offer a consistent, centralized place for students to obtain food during times of need. Located on the third floor of the UMB Southern Management Corporation Campus Center, the **UMB Student Pantry** will offer dry goods, non-perishables, and personal hygiene items. The pantry aims to be open and operational during **fall 2020**.

### The Emergency Fund

A student food insecurity and emergency fund is also available to financially assist UMB students experiencing unexpected financial challenges that can impede student success. Requests will be reviewed by a committee that will make decisions based on established criteria.



PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**

WHEN UMB EMPLOYEES  
WORK TOGETHER –  
**EVERYONE BENEFITS!**

**MEDICAL SCHOOL TEACHING FACILITY FUND**



“The Leadership Hall, in MSTF, the largest auditorium on campus [over 700 seats], was renovated through generous philanthropic investments of over \$3 million from the School of Medicine’s leadership, faculty, and staff, transforming it into a brilliant meeting center to showcase our academic prowess, student and community activities, and attract high-profile events important to our academic enterprise.”

**E. ALBERT REECE, MD, PHD, MBA**

Executive Vice President for Medical Affairs, UM Baltimore  
John Z. and Akiko K. Bowers Distinguished Professor and  
Dean, University of Maryland School of Medicine

**MORE INFORMATION AT**

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

THE **CATALYST** CAMPAIGN

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

**PROUD TO  
WORK HERE.  
PROUD TO  
GIVE HERE.**

This is UMB’s internal campaign to encourage employees to support the vital work and service performed throughout the University’s six professional schools and interdisciplinary Graduate School. CPA created digital displays for this initiative.

PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**

WHEN UMB  
EMPLOYEES  
WORK  
TOGETHER –  
**EVERYONE  
BENEFITS!**

**SCHOOL OF NURSING  
GENERAL  
SCHOLARSHIP FUND**



“Gifts to support student scholarships also provide the gift of time, allowing me to truly put all my energy into focusing on my studies. Your generosity does not end in the here and now - all that I have gained from being alleviated of financial stress will remain with me as I continue on my path to become a nurse.”

**NECHAMA BIBERFELD**

current BSN student  
Recipient of the School of Nursing Faculty Staff Scholarship

**MORE INFORMATION AT**

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

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PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**

WHEN UMB  
EMPLOYEES  
WORK  
TOGETHER –  
**EVERYONE  
BENEFITS!**

**SCHOOL OF PHARMACY –  
GREATEST NEED FUND**



“With the extraordinary support this year from faculty and staff, the school was able to address the greatest needs here to the benefit of our students, faculty, and researchers. Participation such as this clearly illustrates to both internal and external supporters the enthusiasm and pride faculty and staff have in the School of Pharmacy and UMB.”

**KEN BOYDEN, JD, EDD**

associate dean for development and alumni affairs, School of Pharmacy

**MORE INFORMATION AT**

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

THE **CATALYST** CAMPAIGN

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



PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**



## WHEN UMB EMPLOYEES WORK TOGETHER – **EVERYONE BENEFITS!**

### MARYLAND CAREY LAW FUND

“When employees support the Maryland Carey Law Fund, we increase scholarship support and enhance the student experience. As an employee AND alumna, I can attest to this firsthand.”

**KATRIN HUSSMANN SCHROLL, JD '09**  
assistant dean for admissions, Carey School of Law



**MORE INFORMATION AT** [www.umaryland.edu/philanthropy/proud](http://www.umaryland.edu/philanthropy/proud).

THE **CATALYST** CAMPAIGN

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

PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**



## WHEN UMB EMPLOYEES WORK TOGETHER – **EVERYONE BENEFITS!**

### SCHOOL OF DENTISTRY - DEAN'S INNOVATION FUND

“Employees’ donations to the Dean’s Innovation Fund support terrific programs like the Summer Research Training Program. Stipends provide dental students with opportunities to gain direct, hands-on, dental and biomedical research experience under the mentorship of faculty who are actively engaged in research.”

**PEI FENG, MD, PHD**  
Director, Office of Research  
Department of Oncology and Diagnostic Sciences



**MORE INFORMATION AT** [www.umaryland.edu/philanthropy/proud](http://www.umaryland.edu/philanthropy/proud).

THE **CATALYST** CAMPAIGN

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

PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**

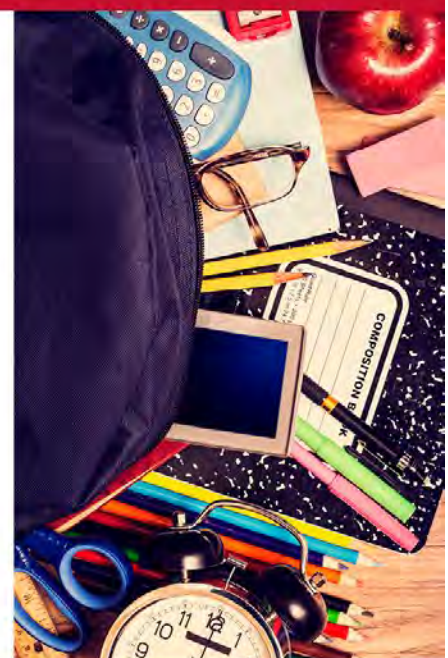


## WHEN UMB EMPLOYEES WORK TOGETHER – **EVERYONE BENEFITS!**

### STAFF SENATE FUND

“I believe the key word in shared governance is ‘shared.’ By supporting the Staff Senate, our collective contributions provide resources based upon what our community partners say they need, from back-to-school supplies to food baskets to toilet paper.”

**HILLARY EDWARDS, MPH '14**  
associate director of program management and evaluation, The PATIENTS Program,  
School of Pharmacy, past Staff Senate president



**MORE INFORMATION AT** [www.umaryland.edu/philanthropy/proud](http://www.umaryland.edu/philanthropy/proud).

THE **CATALYST** CAMPAIGN

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

PROUD TO **WORK HERE.**  
PROUD TO **GIVE HERE.**



## CAMPAIGN FACTS

The **PROUD TO WORK HERE. PROUD TO GIVE HERE.** campaign is a Universitywide awareness and fundraising effort that invites faculty and staff to show their pride with a gift to the UMB school, scholarship, program, fund, or cause that matters most to them. Our second year has been record-breaking in several categories.

**Thank you to all who participated — you have a lot to be PROUD of.**

**\$2.9 million**

*received*

in gifts and  
pledge payments

**15%**

*employee participation*

a 50% increase from  
previous fiscal year

**187**

*funds*

supported

**FISCAL YEAR 2020** (July 1, 2019, to June 30, 2020)



**1,020**  
**DONORS**

**\$1,033**

average fiscal year  
gift amount

**\$25**

most frequent  
gift amount

**361 FIRST-TIME DONORS**

**57**

donors through  
payroll deduction



**90 DONORS GAVE \$1,000+**

### AREAS SUPPORTED:

*Student Scholarships  
and Endowments*

*Professorships*

*Research Activities*

*Public Service Projects*

*Institutional Programs*

*Areas of Greatest Need*

### TOP THREE FUNDS FOR NEW DONORS

*Food for Our Front Lines*

*Student Emergency Funds*

*Community Engagement  
Center Sustaining Fund*

THE **CATALYST** CAMPAIGN

*catalyst.umaryland.edu*

# PLANNED GIVING

The Office of Planned Giving, within the UMB Office of Philanthropy, exists to facilitate giving for both donors and our development colleagues, and the UMB community-at-large, through advantageous giving options.

CPA works collaboratively with the Office of Philanthropy to produce website updates, postcards, e-brochures, and a newsletter for this initiative.

## GIFT ANNUITY RATES WILL DECREASE ON JULY 1, 2020

The American Council on Gift Annuities is recommending new, lower income rates for new gift annuities started on or after July 1, 2020. The University of Maryland Baltimore Foundation, which receives gifts to the University or any of its seven schools, is honoring the current higher rate for gifts completed on or before June 30, 2020.

### ACT NOW TO LOCK IN HIGHER INCOME

Charitable gift annuities (CGAs) provide one or two individuals with lifetime income in exchange for a gift of cash or appreciated securities. The income is fixed and the rate determined by the age(s) of the annuitant(s) and the start date of the income. In addition to producing lifetime income, some of which is tax-free, the gift annuity donor receives a charitable deduction, and can choose to **support any fund, program, or designation within the University or the schools of Medicine, Dentistry, Nursing, Law, Pharmacy, Social Work, and the Graduate School.** CGAs are available to residents of all states except Washington and Hawaii, and can be funded in any amount of \$10,000 or greater. The chart below compares the current and new income starting rates.

Current and new income starting rates			
Single annuitant, immediate income	Rate through June 30	Rate after June 30	
Age 65	4.7%	4.2%	(-0.5%)
70	5.1%	4.7%	(-0.4%)
75	5.8%	5.4%	(-0.4%)
80	6.9%	6.5%	(-0.4%)
85	8.0%	7.6%	(-0.4%)
90+	9.0%	8.6%	(-0.4%)

For more information visit [www.umaryland.edu/giving/cga](http://www.umaryland.edu/giving/cga). To receive a no-obligation illustration showing the benefits of a CGA, please contact us as soon as possible at: **UMB Office of Planned Giving** | [plannedgiving@umaryland.edu](mailto:plannedgiving@umaryland.edu) | 877-706-4406 | [umbfplannedgiving.org](http://umbfplannedgiving.org)



Postcard

## THE SAVVY DONOR

Office of PLANNED GIVING

### THE SECURE ACT UPENDS ESTATE PLANNING. HOW DOES IT IMPACT GIVING?

The December 2019 SECURE ACT<sup>1</sup> eliminates the lifetime stretch option for many inherited IRAs and other retirement plans<sup>2</sup>. Prior to the SECURE Act, the beneficiary of retirement funds could withdraw the funds over a lifetime. Eliminating this option creates two potential problems, but retirement plan owners who are charitable have four possible solutions:

**Problem** Most non-spousal inheritors of retirement funds must completely empty and pay tax on the account within 10 years, regardless of whether the funds are needed. Income tax on withdrawals likely will consume 25 percent to 45 percent of the account value.

**ONE SOLUTION:** Use traditional IRAs for giving after age 70.5, to put funds to work at 100 percent invested value and preserve appreciated assets and cash. The IRS allows up to \$100,000 annually of tax-free distributions if donated directly to charity. This strategy works best for those who have completely finished contributing to their IRAs<sup>3</sup> and who do not need the income. To make a qualified charitable distribution to the University of Maryland, Baltimore or any of its seven schools, please provide your IRA administrator the organization information located at the bottom of the reverse side.

**ANOTHER SOLUTION:** Use retirement accounts to fulfill charitable bequests, leaving other assets to family and heirs. 501(c)(3) organizations like the University of Maryland Baltimore Foundation (UMBF) pay no tax on the withdrawal, putting 100 percent of the invested value to charitable use. Donors using this strategy should be certain to use the correct name and tax ID number of the organization; ours is located at the bottom of the reverse side. Donors also should consider informing the organization to designate how the future gift will be used.

**Problem** The 10-year withdrawal window might force funds onto young heirs before they can handle it responsibly.

**ONE SOLUTION:** Include in your will or living trust a testamentary charitable remainder unitrust (CRUT) to pay heirs income for life or 20 years.<sup>4</sup> CRUTs produce similar benefits to those of stretch IRAs, like tax-free sale assets, tax-free investment growth, tax deferral on income, and income later in life when it is most needed.<sup>5</sup> After all income is paid, the CRUT remainder goes to one or more charitable organizations named by the donor. To pursue this strategy, donors should consult an attorney to create the



"Just as you know, I'm taking all this with me into the afterlife."

provision and should subset the retirement plan beneficiary name the future CRUT.

**ANOTHER SOLUTION:** Designate a retirement plan to a charitable organization that agrees to issue an immediate charitable gift annuity (CGA) to pay heirs income in return, either immediately or starting on a future date. In addition to the income, the donor receives a charitable deduction and the organization receives the remainder value.

<sup>1</sup> Setting Every Community Up for Retirement Act of 2019

<sup>2</sup> Exceptions are individuals with less than 10 years age difference from the decedent, disabled or ill heirs, and minor children (not grandchildren) of the account owner. Inheritor(s) withdraw all IRA funds before their 20th birthday.

<sup>3</sup> SECURE removes the age limit for tax-deductible contributions to IRAs, but any IRA contribution after age 70.5 reduces the amount that can be distributed tax-free in charity. Although all or part of a charitable distribution (QCD) might be taxable, unlike a normal QCD gift the donor receives a tax for any part of the gift transfer deemed taxable.

<sup>4</sup> The income structure depends on the payout rate and age(s) of the beneficiaries, with 10 percent minimum remainder value to qualify as a charitable remainder trust under Section 664.

<sup>5</sup> Unlike an inherited IRA, a CRUT represents a stream of income, not an asset.

<sup>6</sup> CGAs are regulated by state insurance laws, and charities set their own minimum payout rate. For UMBF, we can issue CGAs to residents of all 50 states except Washington and Hawaii, and the minimum to receive payments is 50. Deferral of payments increases the rate of income starting at age 60.



Savvy Donor Newsletters

## THE SAVVY DONOR

Office of PLANNED GIVING

### FIXED INCOME NEVER GETS OLD: THE CHARITABLE GIFT ANNUITY (CGA)

If you are 60 or older, you've probably heard about charitable gift annuities (CGAs). The concept is pretty simple: A donor makes a gift and receives lifetime income in return, either immediately or starting on a future date. In addition to the income, the donor receives a charitable deduction and the organization receives the remainder value.

#### Here's what you might not know about gift annuities:

- 1 In 1831 when he was 75, American painter John Trumbull created the first charitable gift annuity in the United States with Yale College. Trumbull was rich in non-liquid assets (paintings) but income-poor, and he came to donate his paintings to Yale in exchange for a "competent annuity for the remainder of my life."
- 2 In 1843, the American Bible Society started the first formal gift annuity program, a model for all charitable gift annuity programs that followed.
- 3 In 1946, Pomona College in California pioneered gift annuity marketing by promoting CGAs to the general public through *The Wall Street Journal*, attracting many non-alumni donors to Pomona with concepts like

"free money management in exchange for a philanthropic contribution" and "sizeable tax deductions while feeling good about giving toward the future of young people."

Today, CGAs are as attractive to donors as they were in the 19th century, and for the same reasons: They provide income that can't be outlived while supporting a cause important to you.

The payout rate for CGAs is determined by the number and age of the annuitant and the start date of the payments. The higher the age and the longer the income is deferred, the higher the rate. For example, two annuitants age 65 starting income immediately would receive 4.5 percent income for life, while a single annuitant age 70 deferring payments for five years to age 75 would enjoy a payout rate of 7.4 percent. *We can easily calculate any payout rate if we know the age of the annuitant and when the income starts (immediately or later),* but the general range of payout rates is 4 percent to 10 percent.

One of the strongest appeals of CGAs is their simplicity of execution, being a one-page agreement signed with the foundation issuing the CGA. Donors who particularly benefit from CGAs include those who are in high tax brackets, those with



"We have half your money in hand and annuities, the other half under an oak tree in the Caymans."

good health, and those who hold assets in a taxable account and/or assets that are too risky or not yielding much income.

The University of Maryland, Baltimore (UMB) and its schools of dentistry, law, medicine, nursing, pharmacy, social work, and the Graduate School accept CGAs through the **University of Maryland Baltimore Foundation, Inc.** CGAs can be issued to residents of all states except Washington and Hawaii, with cash or appreciated investments (but not IRA distributions or donor-advised funds), in any amount \$10,000 or greater. To receive rate information or to initiate a new CGA, please contact the Office of Planned Giving.

"People always live forever when there is an annuity to be paid them."

— FROM JANE AUSTEN'S *SENSE AND SENSIBILITY*



CHARITABLE GIFT ANNUITIES



Fixed income that can't be outlived

In 1831 when he was 75, American painter John Trumbull created the first charitable gift annuity in the United States with Yale College. Trumbull graduated from Harvard and served as an aide to Gen. George Washington, and later gained fame for his Revolutionary War paintings that hang in the U.S. Capitol Rotunda.

In spite of his prominence and fame, Trumbull was rich in paintings but poor in his pocketbook — widowed and without an income to support himself. Trumbull's niece was married to Yale's first science professor Benjamin Silliman, and through that connection Trumbull came to donate his paintings to Yale in exchange for a "competent annuity for the remainder of my life."

This gift represents the first of what would become the second-most popular planned gift besides bequests, the **charitable gift annuity**.

The same conditions faced by John Trumbull are what drive interest in charitable gift annuities today: the desire for stable income that can't be outlived, and to do something useful and philanthropic with accumulated assets.



General George Washington at Trenton by artist John Trumbull (1756-1843), Yale University Art Gallery. This 1792 painting was among a collection of 100 works that Trumbull donated to Yale in 1831 in exchange for a \$1,000 annuity.

E-brochure  
Charitable Gift Annuities

CHARITABLE REMAINDER TRUST



Charitable Remainder Trust (CRT) — A Custom Income Gift Solution

An issue many generous people face is how to make gifts while providing for oneself or the needs of one's family. Gifts that return income present one possible solution, as they simultaneously generate income for the donor and family while supporting a cause important to the donor. The **charitable remainder trust** is the most flexible and versatile type of these gifts (the other type being charitable gift annuities), allowing donors to customize income to their needs and convert illiquid assets into a new stream of income.

Setting Up a New CRT

CRTs are standalone legal entities, and are usually established with the help of an attorney who advises on the endless trust and payout options available and who can customize the trust to the donor's goals and needs. The IRS publishes sample trust language for qualified charitable trusts in several variations. In establishing the trust, the donor must decide:

1. The trustee and charitable beneficiary that will receive the remainder funds. The trustee is usually a bank or financial institution, but is also sometimes a charitable organization or even the donor themselves. The donor can name more than

one charitable beneficiary, and reserves the right to change charitable beneficiaries.

2. The people to receive income, deciding if they should receive income for a term of years or for life, and deciding if income shares are concurrent or sequential.
3. The type of income: whether the CRT pays out a fixed percentage (minimum 5 percent) of its value annually, called a **annuity trust (CRAT)**, or pays out a fixed dollar amount annually, called a **unitrust (CRUT)**. Alternatively, the trust can pay out the lesser of net income or a fixed percentage, called a **net income unitrust**, which can have the ability to make up payments for prior years in which only net income was paid. Unitrusts can take multiple donations and are suitable for illiquid assets like real estate. Annuity trusts can only be funded once and should only be funded with readily sellable assets.
4. The timing of the income: either the income starts immediately, called a **standard trust**, or the trust pays only net income until the sale of the illiquid asset or other future triggering event, called a **flip unitrust**, where it converts from a net income unitrust to a standard unitrust.

While there are no state-of-residency requirements, donors incur modest legal expenses to establish the trust along with annual maintenance expenses paid by the trust.

E-brochure  
Charitable Remainder Trust

BEQUESTS AND CHARITABLE DESIGNATIONS



How you arrange your estate plans involves some of the most consequential, personal, and emotional decisions you will make in your lifetime. A will or living trust is among the most private and sensitive of documents. For most people, family comes first, but many alumni and friends also choose to include a bequest or beneficiary gift to the University of Maryland School of Law via the University of Maryland Baltimore Foundation (UMB). Your beneficiaries, both human and charitable, carry on your legacy through your written and executed estate plans.

People who choose to include one or more charities in their estate plans usually either make a **bequest**, which is a provision in a will or living trust describing the gift, or name the charities as **beneficiaries** of IRA accounts, other retirement plans, or insurance policies. Which method donors choose depends on a long list of factors, including one's family situation, one's tax situation, the size of the gift in question, where someone is in the estate planning process, the type of assets owned, the recommendations of professional advisors, etc.

Why estate gifts?

Bequests and beneficiary designations are by far the most commonplace and significant planned gifts received by UMB and most other charitable organizations, for understandable reasons:

- Bequests and beneficiary gifts happen only after all lifetime needs, and often loved ones' lifetime needs, are met, ensuring the assets are available to the donor and the family. Bequests often are made out of residuary funds after specific amounts and assets are first given to individual family members.

- Bequests and beneficiary gifts are revocable, so the donor can change their mind or alter the gift if their circumstances change.

- Although there is no minimum amount to a bequest, they are among the largest gifts ever made and are frequently used to establish permanent endowments such as scholarships, professorships, and research funds.

For some, bequests are symbolically important, creating an eternal legacy — sometimes token, sometimes large — to institutions and causes that changed their life. To others, it is simply the most practical way to make the largest gifts they wish to make, at the moment in time when one can most afford to give away one's wealth, without risking lifetime needs and desires. Either way, naming a charitable organization among your "heirs" is indeed a significant decision, but fortunately donors today have many ways in which to execute legacy gifts.

E-brochure  
Bequests and Charitable Designations

IRA QUALIFIED CHARITABLE DISTRIBUTIONS



The Opportunity of IRA Giving

Individual retirement accounts (IRAs) represent many things, but primarily they represent a lifetime of earnings, investment, and savings that have not yet been taxed or spent. To spend IRA assets, the account holder must first pay income tax on the distribution, so each withdrawal nets a smaller amount than the value of investments sold and withdrawn. These facts apply whether the IRA is earned or inherited, whether distributions are made during life or at death. *Account holders who are 72 and older are required to take taxable distributions from their IRA every year, whether or not the income is needed or desired.* IRA owners age 70½ and older who are charitably inclined, however, have a powerful new option thanks to recent tax law changes: They can realize 100 percent of the value of hard-earned savings by making non-taxable **qualified charitable distributions**, and fulfill their withdrawal requirements at the

same time. Fortunately both for IRA donors and charitable organizations, many account holders find their income needs are met without having to rely on income from the IRA, allowing them to consider all or part of the annual distribution as a tax-efficient way to fulfill charitable giving goals. It can be a win-win for both you and the University of Maryland Francis King Carey School of Law.

Why do people typically save for retirement? To ensure lifetime needs are met after the income-earning phase of life, and to provide comfort and security against unexpected illnesses, long-term care, or other potential high-expense needs. Beyond these basics, retirement savings allow the owner to spend money on family, travel, hobbies, or whatever else they want to enjoy. For some, giving charitably is a priority among those things that bring enjoyment, personal mission fulfillment, and satisfaction to the owner.

E-brochure  
IRA Qualified Charitable Distributions

GIVING STOCK INSTEAD OF CASH



**The Benefits Add Up Quickly**

Over the long term, stocks are supposed to appreciate in value. For example, if in January 1998 you put \$1,000 in an S&P 500 index fund, 10 years later in December 2007 it would be worth \$1,535. For the 50-year period January 1969 through December 2018, the S&P 500 had an annualized average return of 6.7 percent, and almost 10 percent if all dividends were reinvested.

The problem comes in realizing the full value when the stockholder sells the shares. That \$1,535 value might net only \$1,384 after the long-term capital gains tax is paid. If the stockholder wishes to buy another investment, pay a tuition bill, medical bill, or taxes; purchase travel or property, etc.; they will have to sell more stock than they need to account for the taxes owed. Indeed, there are virtually no uses for those shares that deliver 100 percent of their value to the donor — except one: charitable gifts.

This sheet describes four reasons to consider your next gift using appreciated investments, and includes instructions to facilitate a gift of stock to the University of Maryland, Baltimore (UMB) or one of its seven schools.

**You can give a greater amount, or less expensively**

Giving appreciated stocks and mutual funds (owned for more than one year) immediately adds a tax advantage over making the same gift in cash.

The income-tax benefit is identical to that of cash: the donor can deduct the fair market value of the gift. Giving stocks and mutual funds, however, provides that the long-term capital gain (LTCG) is not recognized on their tax return, so the donor avoids any LTCG tax due on the appreciation.

This second tax benefit lowers the cost of the gift for the donor, or allows them to give more than they were intending to, at the same cost as the cash amount they were prepared to give.

E-brochure  
Giving Stock Instead of Cash

FOUR GIFT OPTIONS WITH REAL ESTATE



Donors who own real estate available to them for gifting purposes have several options. Giving real property can simultaneously make a significant investment in the University of Maryland, Baltimore (UMB) and its seven schools while granting yourself significant benefits.

To identify the options, first ask yourself: Do you wish to continue living in, using, or collecting rents on the property? If the answer is yes, a **retained life estate** (option one) is a gift you might consider.

If the answer is no, here's a second question: Do you wish to receive income or partial payment for your property? If you answer yes, consider a **charitable remainder trust** (option two) or a **bargain sale** (option three).

If you answered no to both questions in that you neither want to live in the property nor receive income or payment as a result of the gift, you can consider an **outright gift** (option four), which itself confers benefits above giving other types of assets.

**Option one: Donate the property but continue using it as if it were yours — aka the retained life estate**

Donors can give a property while retaining life tenancy rights, or the ability to use and enjoy the property for the rest of their lives. While they remain responsible for normal maintenance, taxes, insurance, and other annual costs, they also remove a large asset from their estate, receive a significant charitable deduction, and make a generous irrevocable gift to the school of their choice without affecting living circumstances.

Example: Lee, age 78, decides to donate a vacation property worth \$200,000 to endow a new fund in the school but retains lifetime rights to use and enjoy the unit. Lee continues to pay annual costs as before but receives a charitable deduction of \$141,389, and the unit is removed from Lee's ownership and estate. If Lee later decides to stop using the property, Lee can enter into a joint sale agreement with the UMB Foundation (UMBF) to sell and divide the proceeds.

**Option two: Convert the property into a new tax-efficient stream of income and give the remainder — aka the flip charitable remainder unitrust (Flip CRUT)**

If the donor no longer wishes to live in or use the property, but wishes to receive income or provide income to others, they can consider a special kind of charitable trust called a flip charitable remainder unitrust. The donor creates the trust with the services of an attorney, and donates the property to the trust for the trustee to sell and invest the proceeds. Before the sale, the trust pays only net income to protect the trust from payment obligations it can't meet. After the sale, the proceeds are reinvested, the trust flips to a normal unitrust paying a fixed percentage (e.g., 5 percent, 6 percent) of its value every year to the named income recipients.

E-brochure  
Four Gift Options with Real Estate

GIFTS THAT RETURN INCOME



**Gifts That Give Back**

When people think of a charitable donation, what usually comes to mind is giving something away — money or other property — and receiving no tangible benefits in return.

Some gifts provide the donor something tangible in return. For nearly 180 years, Americans have been supporting charities through a gift arrangement that grants lifetime income to the donor in exchange for the gift, called a **charitable gift annuity**. A similar type of gift is the **charitable remainder trust (CRT)**. This brochure explains the basics and differences between the two income-producing options.

At the heart of these types of gifts is a balance between current lifetime needs and future charitable needs, with the donor enjoying the near-term benefits succeeded by the charity later, putting the proceeds to the donor's designated use.

**Charitable Gift Annuity (CGA)**

CGAs are simple contracts where one charity agrees to pay a fixed lifetime income to one to two people, in exchange for a gift of assets. CGA contracts are governed by state insurance laws, and CGAs in support of our institution are available to residents in every state except Washington and Hawaii. The donor receives an immediate charitable deduction equal to the projected future remainder value of the CGA. The minimum age to establish a CGA is 60.

**Immediate CGA Income Rates**

Age of Annuitant	Rate	Ages of Annuitants	Rate
65	4.2%	65 & 65	3.8%
70	4.7%	70 & 70	4.2%
75	5.4%	75 & 75	4.6%
80	6.5%	80 & 80	5.4%
85	7.6%	85 & 85	6.5%
90+	8.6%	90 & 90	8.2%

E-brochure  
Gifts That Return Income

DONOR ADVISED FUNDS



**Congress Creates a Powerful Tool for Philanthropy**

There is no doubt giving through donor advised funds (DAFs) is a growing phenomenon in the United States. In the pre-DAF era, philanthropists had reasons for creating private foundations (aka family foundations) to attain privacy, control, and tax efficiency; consolidate giving; and involve multiple family members or generations in the giving decisions about family wealth.

All those reasons still exist (and so do private foundations), but today one can achieve all the same benefits at significantly lower cost and complexity, with even greater tax benefits, by opening a DAF. Given their rising popularity among donors at every level in every part of the country, it's worth examining how DAFs work and how to maximize giving through them.

**What Are DAFs?**

When the IRS first defined DAFs through the 2006 Pension Protection Act, they already had been in existence for 75 years. The New York Community Trust started the first one in 1931, followed by multiple community foundations and Jewish federations, and in 1987 the National Foundation was the first stand-alone DAF to receive a 501(c)(3) designation (followed by Fidelity Charitable in 1991 and Vanguard Charitable in 1997). Despite this long history, today DAFs are the fastest growing type of charitable gift vehicle in the U.S.

DAFs are accounts hosted by a 501(c)(3) charity, opened by an individual with donated assets above a minimum amount. 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 to one or multiple charities. Unlike with private foundations, no rules currently exist requiring minimum charitable distribution of DAF funds.

**Why Do Donors Open DAFs?**

DAFs mimic many of the benefits of a private foundation, but with much lower startup and operating costs, lower requirements for recordkeeping and grant reporting, no minimum distribution requirements, AND higher and more favorable deductibility of donated assets.

**Features common to most DAFs:**

- Most DAF minimums are \$5,000 or \$10,000 to open.
- DAFs accept cash, stock, and non-cash assets.
- Donor-advisors have online access to make grant requests and research charities.
- Donor-advisors can name additional and successive donor-advisors.
- Donor-advisors can remain anonymous to the charities they support if desired.
- DAFs are professionally managed and the investments grow free of taxes.

E-brochure  
Donor Advised Funds



**CHAPTER 18:  
STRATEGIC PLAN  
3-YEAR PROGRESS REPORT**

### 3-YEAR PROGRESS REPORT



Dear Colleagues:

I'm pleased to present the 2017-2021 Strategic Plan progress report for the period ending June 30, 2019. This report details how well we're fulfilling UMB's core mission: to improve the human condition and serve the public good. This is the mission that guides our daily work and our strategic priorities. It's the mission that shapes our agendas in education, research, clinical care, and public service.

As you read this summary, I ask you to consider how your effort has made possible our progress so far. I applaud every one of you for contributing to our collective success.

To see the full progress report for this assessment period, visit the strategic plan website at [umaryland.edu/about-umb/strategic-plan](http://umaryland.edu/about-umb/strategic-plan).

*Bruce E. Jarrell, MD, FACS, Interim President, University of Maryland, Baltimore*

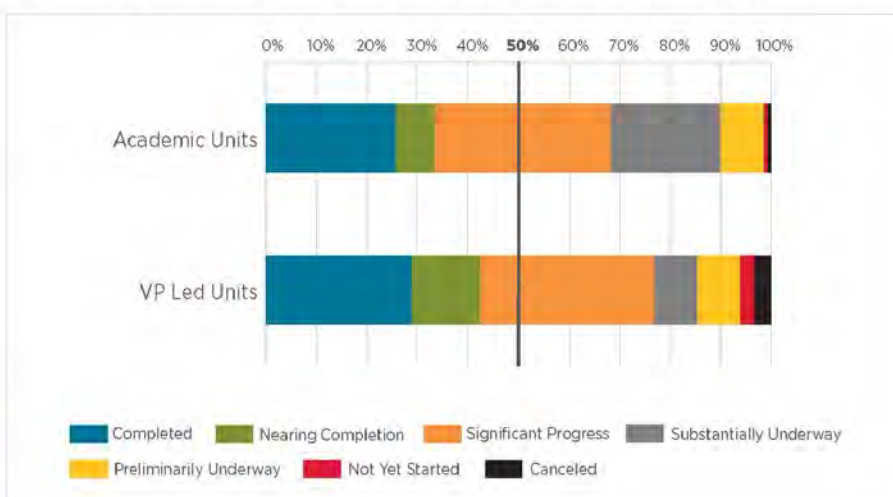
## STRATEGIC PLAN

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.

While the report does not describe all that has been undertaken to advance the University's priorities, progress updates are intended to keep the community informed of the collective achievements, goals-in-progress, and challenges that may limit or delay the University's progress.

#### THREE YEARS INTO THE PLAN

More than 68 percent of the academic units and greater than 77 percent of the Vice President (VP)-led units' goals are completed, nearing completion, or showing significant progress.



*3-Year Progress Report: July 1, 2018 - June 30, 2019*





# CHAPTER 19: WEB DEVELOPMENT



## THE ELM/ELM WEEKLY

# CONSTANT CONTACT NEWSLETTERS

The Elm Weekly, along with other newsletters from the numerous inter-departmental groups within the University of Maryland, Baltimore (UMB), are designed and organized in Constant Contact. The web team oversees updates to templates, content, and incorporates best email marketing practices.



## Publications

*Highlights of recent grant awards, authorships, and other CACPR member news.*

### Vinita Agarwal, PhD

**Agarwal, V.** (April 21, 2020). Patient assessment and chronic pain self-management in ethnomedicine: Seasonal and ecosystemic embodiment in Ayurvedic patient-centered care. *International Journal of Environmental Research and Public Health*, 17 (8), 2842. <https://doi.org/10.3390/ijerph17082842> . Published in the special issue: Beyond Conventional Medicine: Ethnomedical Approaches for Health Promotion and Disease Prevention

This qualitative case study of Ayurvedic physicians from India explicates how Ayurveda describes the integration of the individual and the ecological in chronic pain management. It provides recommendations for tailoring patient-centered care in integrative chronic pain management through employing a *dosha* -based communication framework that relates the individual and the ecological in the patient's life-context and supports the co-creation of a collaborative plan of care using an ethnomedical framework

### David A. Seminowicz, PhD

Psilocybin Acutely Alters the Functional Connectivity of the Claustrum With Brain Networks That Support Perception, Memory, and Attention  
Frederick S Barrett<sup>1</sup>, Samuel R Krimmel<sup>2</sup>, Roland Griffiths<sup>3</sup>, David A Seminowicz<sup>2</sup>, Brian N Mathur<sup>4</sup>  
PMID: 32454209  
DOI: [10.1016/j.neuroimage.2020.116980](https://doi.org/10.1016/j.neuroimage.2020.116980)  
<https://pubmed.ncbi.nlm.nih.gov/32454209/>

# THE ELM/ELM WEEKLY

## SCHOOL EDITIONS

Templates of The Elm Weekly newsletter were customized and developed for the use of any of the schools that requested them.



UNIVERSITY OF MARYLAND, BALTIMORE

# The Elm

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W E E K L Y

SCHOOL OF NURSING

*July 14, 2020*  
**Student Edition**

### ELM STORIES



### *UMSON Faculty Members Awarded More Than \$5.4 Million in Funding from National Institutes of Health*

The University of Maryland School of Nursing's (UMSON) Dorsey, Renn, and Resnick awarded more than \$5.4 million by the National Institutes of Health (NIH) to fund their research projects.

### ANNOUNCEMENTS



### *UMB's COVID-19 Recovery Website Is Live*

On this site, you will find information for faculty, staff, students, and community members, with each section including FAQs, announcements, and resources across a variety of topics.

BALTIMORE, SAFETY

# THE ELM — ON THE BRIGHT SIDE

The Elm’s “On the Bright Side” campaign underwent some technical updates to enhance functionality. Some of the updates included the identity — or “brand” — creation, which includes typography design, decision of a color scheme, and icon designs. Custom HTML/CSS banners were built to display this look in the most accessible and responsive way possible.

The Elm is a publication of the University of Maryland, Baltimore

SUBM

# The Elm

ELM STORIES

Search

TOPICS ^

SCHOOLS v

CALENDAR

UMB SOC

Announcements    Voices & Opinions    Accolades    News Hub

## On the Bright Side: Submitting Stories

Submit at [elm.umaryland.edu/submit/brightside](http://elm.umaryland.edu/submit/brightside)



STORIES

BUSINESS    GRADUATE    LAW    MEDICINE    NURSING    PHARMACY    SOCIAL WORK

FACULTY    STAFF    ALUMNI

HAPPENINGS    HEALTH    INCLUSION    **ON THE BRIGHT SIDE**    RESEARCH    SAFETY    TECHNOLOGY    VOLUNTEER

### On the Bright Side: HS/HSL's Hour of Service

Human Services and Human Services participates in a virtual hour of kindness in a difficult



June 23, 2020

### On the Bright Side: Volunteering for a COVID-19 Clinical Trial

School of Nursing director of alumni relations Cynthia Sikorski is participating in a trial through the Center for Vaccine Development and Global Health.



### Hands: COVID-19 Determinants of



June 18, 2020

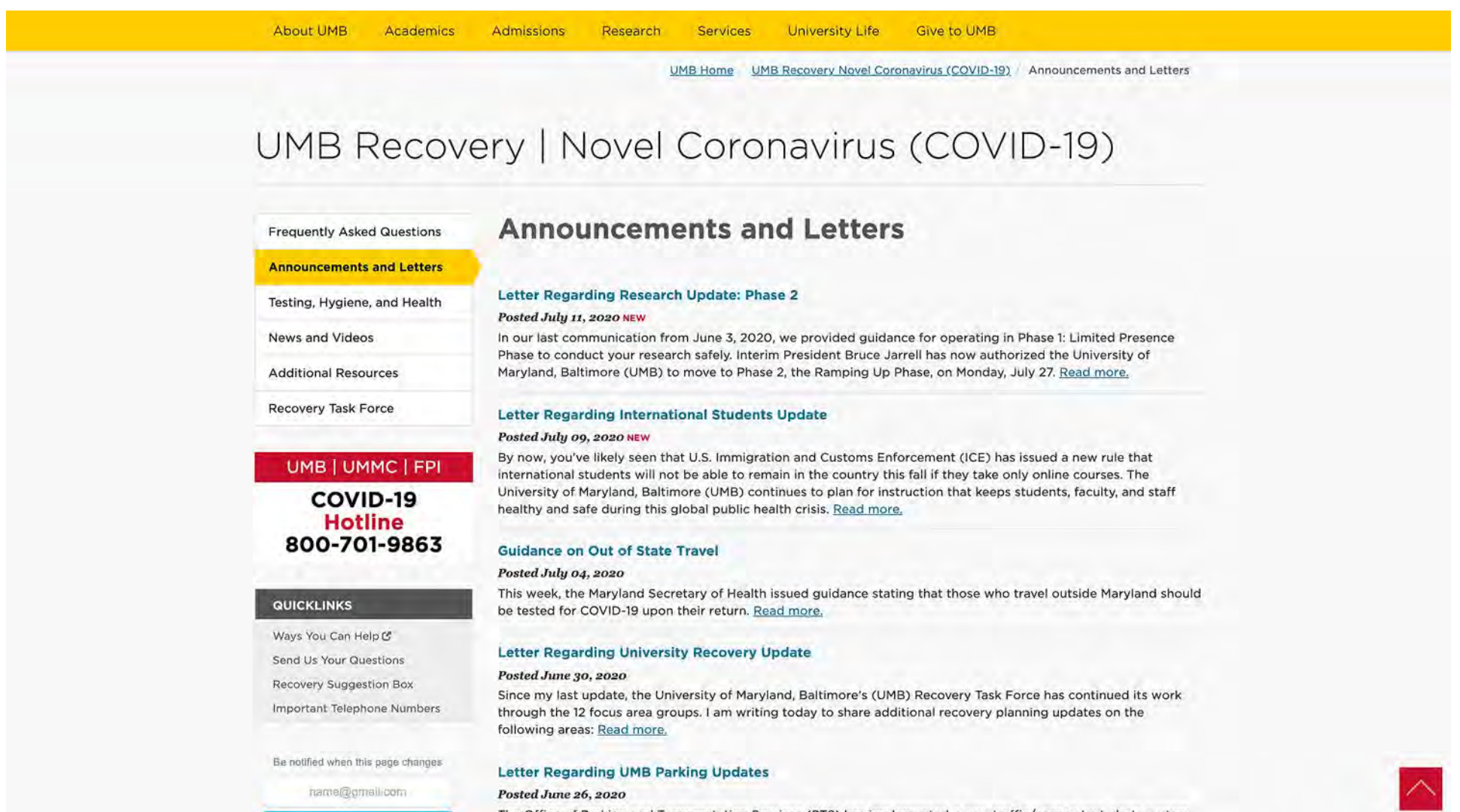
### Helping Hands: PharmD



# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## COVID-19 WEBSITES

An initial COVID-19 website was built in a short time frame, to publicize urgent information rapidly. It was later replaced by a recovery-focused website that is built around a bespoke audience and topic-based tagging system.



# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## ZOOM BACKGROUNDS

With working from home during the COVID-19 pandemic, Zoom and Webex are the top two platforms the University uses to conduct meetings. The web team worked collaboratively with marketing and design to create UMB-branded backgrounds that faculty, staff, and students can use. Numerous background variations were designed to reflect the seven schools, UMB departments, and University events.

[UMB Home](#) / [About UMB](#) / [Offices](#) / [Communications and Public Affairs](#) / [Branding](#) / Zoom Backgrounds

### Zoom Backgrounds

Zoom is a cloud-based service that provides online meeting, content sharing, and video conferencing capability. The service includes a virtual background feature that allows users to display an image as the background during such teleconferences.

The University of Maryland, Baltimore's (UMB) Office of Communications and Public Affairs has created a variety of branded Zoom background templates to bring a UMB look to your teleconferences.

To learn how to add and use these backgrounds, visit Zoom's [virtual background webpage](#).

To learn more about Zoom, visit UMB's [Zoom webpage](#).

**Please Note:**

You may have to deselect "Mirror my video" in the video settings tab. This setting will cause the logo/image to appear backward to you, but the users you are talking to will see it displayed correctly.

**UMB SUPPORT**

If you have questions or issues using Zoom, please contact the IT Help Desk at 410-706-4357 (HELP) or send an email to [help@umaryland.edu](mailto:help@umaryland.edu).

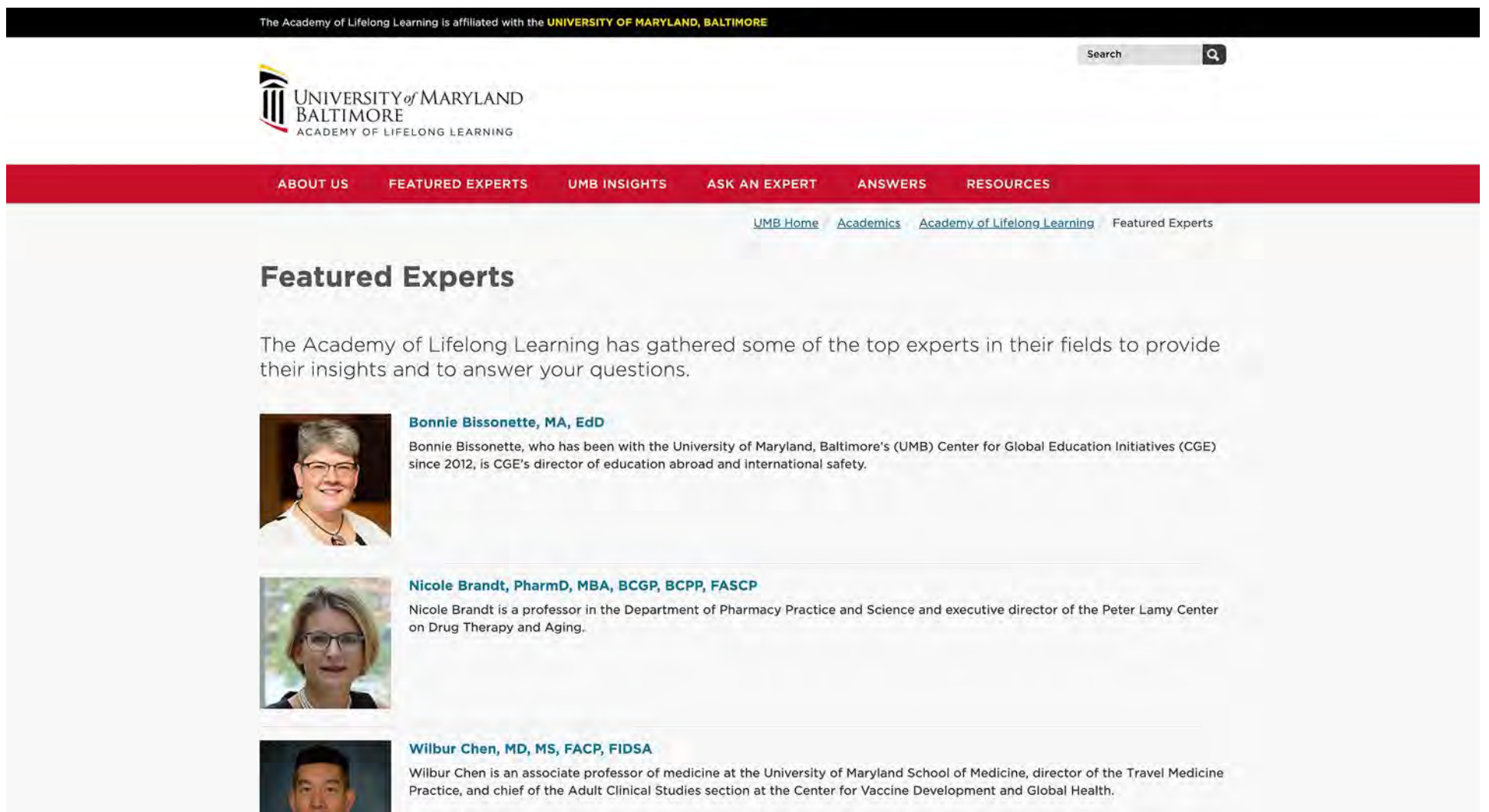
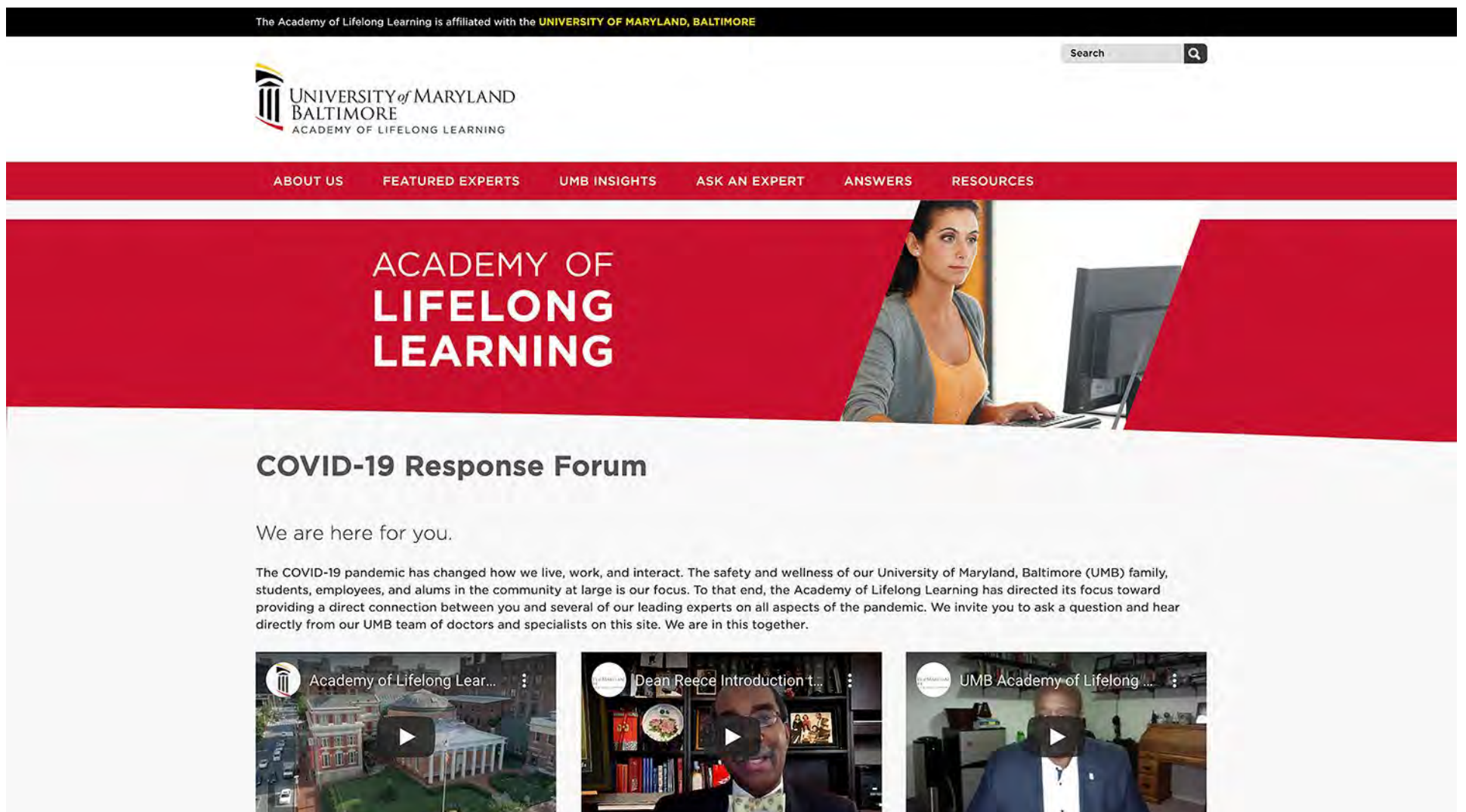
[Universitywide](#) | [Graduate School](#) | [School of Dentistry](#) | [Francis King Carey School of Law](#) | [School of Medicine](#) | [School of Nursing](#) | [School of Pharmacy](#) | [School of Social Work](#)

**UNIVERSITYWIDE**

# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## LIFELONG LEARNING WEB TEMPLATE

The Academy of Lifelong Learning launched its web presence with a focus on COVID-19. New templates were developed that, while still visually tied to the *umaryland.edu* suite of standard templates, also feature a distinct color scheme and unique splash page to help it stand out. The web team worked with the Center for Information Technology Services to integrate an application through which visitors can submit questions and have them answered by the academy's panel of experts.



# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## EHS REDESIGN AUGUST 2018 – JUNE 2020

The Environmental Health and Safety (EHS) redesign project was one of the largest projects overseen by the web team. Part of the redesign included compacting the content and organizing it into a structure that would make sense for the user. A standard look was created. Along with the look creation, a document was established, so when the new website is finally handed off, the look can still be consistent.

# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## IPACE

The Interprofessional Program for Academic Community Engagement (IPACE) did not have a web presence and, upon submitting a request, the web team went through the process to assist the client. A look was developed, which includes choosing a color scheme, typography, and implementing information architecture.

The screenshot shows the homepage of the Interprofessional Program for Academic Community Engagement (IPACE) at the University of Maryland, Baltimore (UMB). The page features a navigation bar with links to UMB Home, About UMB, President's Councils and Initiatives, and the IPACE program itself. The main heading is "Interprofessional Program for Academic Community Engagement". Below this, there is a sidebar with navigation links for the Fellows Program, the IPACE Team and Executive Committee, and a Resources section containing links to a toolkit PDF, community-campus partnerships, service-learning, reflection methods, and institutional participation. The main content area includes a header image of four people in conversation, a sub-heading "A Coordinated Community Engagement Program for Faculty, Staff, and Students", a paragraph describing the program's support and location, a list of program focus areas, and a paragraph about the program's inclusive nature. At the bottom, there is a contact section for Cailin (Berker) Yasunaga, the IPACE Program Coordinator, and a section titled "Best Practices in Community Engagement" which is a sub-header for a symposium on community-focused scholarship practice education.

[UMB Home](#) / [About UMB](#) / [President's Councils and Initiatives](#) / Interprofessional Program for Academic Community Engagement

## Interprofessional Program for Academic Community Engagement

Fellows Program in Community Engagement

IPACE Team and Executive Committee

### RESOURCES

[IPACE Community Engagement/Service Learning Toolkit PDF](#)

[Community-Campus Partnerships for Health](#)

[Service-Learning: Community-Campus Partnerships for Health Professions Education](#)

[Methods of Reflection about Service-Learning](#)

[Impacts of Sustained Institutional Participation in Service-Learning](#)

**CONTACT**

Cailin (Berker) Yasunaga, M.S.Ed. (she/her)  
IPACE Program Coordinator

[cbarker@umaryland.edu](mailto:cbarker@umaryland.edu)

Interprofessional Program for

A Coordinated Community Engagement Program for Faculty, Staff, and Students

IPACE is supported by University of Maryland, Baltimore (UMB) transformational funding and is housed in the [Department of Family and Community Health](#) at the University of Maryland School of Nursing. The program facilitates community engagement at UMB in collaboration with [UMB's Office of Community Engagement](#).

The focus of the program is to:

- Develop, support, and expand educational curriculum and experiential learning
- Build community-focused faculty scholarship and research
- Support professional development related to community engagement for faculty, staff, and students.

This interprofessional initiative is inclusive of faculty, staff, students, and community partners who collaborate and envision community partnerships as a means to effect positive change and build the capacity of community-based organizations in order to improve the health and well-being of neighbors in Baltimore and beyond.

### Best Practices in Community Engagement

A SYMPOSIUM ON COMMUNITY-FOCUSED SCHOLARSHIP PRACTICE EDUCATION



# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## UMB SOLIDARITY


The Diversity Advisory Council spearheaded UMB Solidarity, a call to action prompted by a nationwide conversation on systemic racism and police brutality. The social media campaign, using #UMBSOLIDARITY, launched on Instagram. The web team developed a page, managed the content, and established information architecture.

### Diversity Advisory Council

---

- Who We Are
- Resources
- DAC Affinity Groups
- DAC Spotlight
- Dr. Martin Luther King Jr. and Black History Month Celebration
- MLK Diversity Recognition Award
- Diversity Speaker Series
- News

## UMB Solidarity




### A Message from the Diversity Advisory Council


The University of Maryland, Baltimore (UMB) stands in solidarity with Black people against police brutality and systemic racism. The killing of George Floyd by Minneapolis police has prompted a nationwide conversation and call to action. We are answering that call through an ongoing initiative titled #UMBSOLIDARITY.

#### WHAT YOU CAN DO

- Step 1:** Take a picture of yourself taking a knee.
- Step 2:** Select a Black-led organization and donate to it. If you aren't sure which one to select, see the list below for our suggestions.
- Step 3:** Add your image to Facebook, Instagram, or Twitter and use #UMBSOLIDARITY.
- Step 4:** Don't forget to tag the Black-led organization that you donated to and/or add the organization name and contact information in the comments.
- Step 5:** Spread the word and challenge friends and colleagues to join this call to action.

Want to take part in the UMB Solidarity campaign? [Submit your photo today!](#) 

#### CONTACT

 [Diversity@umaryland.edu](mailto:Diversity@umaryland.edu)

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

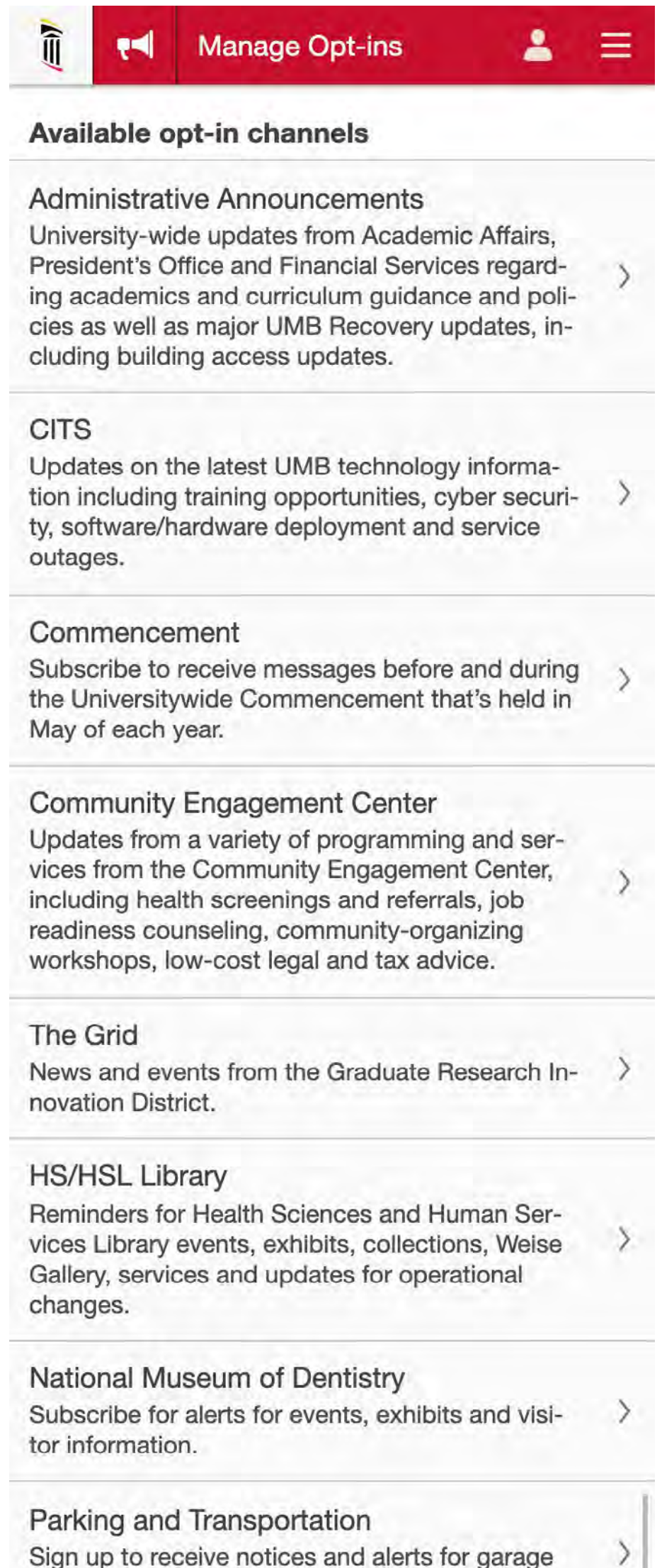
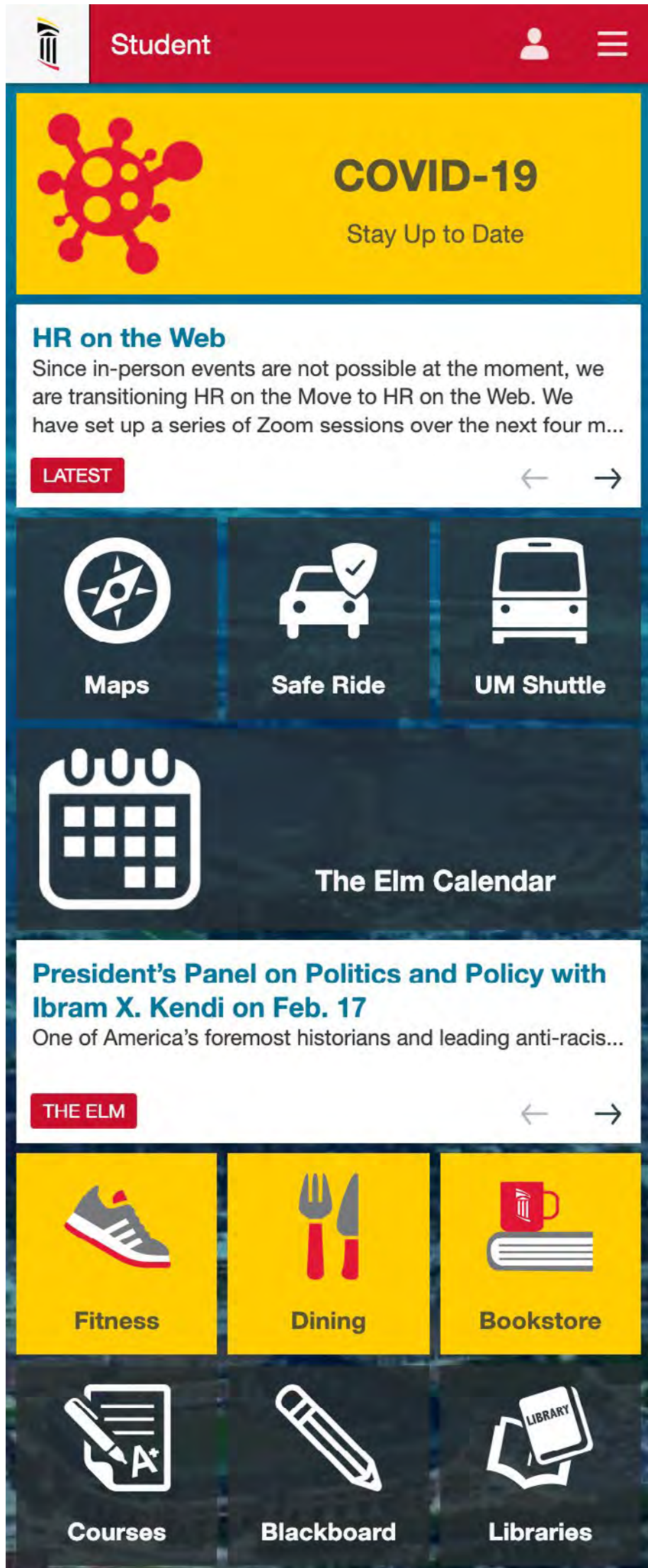
#### QUICK LINKS

- Annual Reports
- Cultural Wellness
- Heed Awards
- HR Diversity Initiatives
- ISLSI Diversity Initiatives
- National Center for Faculty Development and Diversity (Free Training and Resources)
- Office of Accountability and

# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## MOBILE UMB APP PERSONAS AND PUSH NOTIFICATIONS

Since the launch of the mobile UMB app in 2014, this technology has undergone an evolution in communication and power to the user. In the fiscal year, CPA has widened the communication capability to deliver the most relevant information to audiences using personas and opt-in push notification channels.



# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## UMBRELLA COACHING 2020

The web team restructured the UMBrella coaching site and created three new subpages for archives of the previous years.

### UMBrella

- About UMBrella
- Women's History Month
- UMBPACE
- UMBrella Coaching Program**
- Past Cohorts
- UMBrella Speaker Series
- Scholarships
- Additional Resources

#### QUICK LINKS

- President's Council for Women
- Employee Assistance Program [↗](#)

#### CONTACT

✉ [UMBrella@umaryland.edu](mailto:UMBrella@umaryland.edu)

We welcome your questions, comments, and suggestions

#### UPCOMING EVENTS

**12 AUG** **UMBPACE Mindful Minutes**  
3:30 p.m. | Zoom  
UMBPACE invites you to participate in "Mindful Minutes" Workshops. These meaningful workshops will reduce your stress and increase your sense of

### UMBrella Coaching Program



The UMBrella Group, in collaboration with Human Resource Services, offers the UMBrella Coaching Program which aims to engage women in a rich program complete with supportive coaches, networking opportunities, and exclusive activities designed to enhance the coaching experience. Since launching in 2017, over 150 women have participated in the program.

Cohort 3 launches in September. Each participant is assigned to a coaching group. Groups will meet each month from October 2020 through April 2021 to explore topics including goal-setting, communication, personal branding, and leadership. This year's program features relevant learning activities, useful self-assessment tools, an UMBrella Mixer event, and Closing Ceremony.

#### PROGRAM BENEFITS

- Develop a coaching relationship with a trusted coach
- Discuss professional challenges and opportunities with a confidential, supportive cohort of peers
- Engage in a development program that focuses on the skills necessary for personal and professional success
- Expand your professional network through UMBrella Coaching Program connections

**Eligibility:** Current UMB Employees (Faculty and Staff)

**Program Timeline:** September 2020 - April 2021

**Application:** [Apply here](#)

**Application Deadline:** August 1, 2020 (limited space available)

**Program Format:** In the event COVID-19 distancing restrictions extend into the fall, the program will transition to a virtual format where participants can still engage with their coaching groups and participate in monthly online activities.

[Coaching Program Photo Gallery](#)

# WEBSITE/WEBPAGE REWORKS AND CREATIONS

## HOLIDAY CARD ANIMATION

Every year, the University of Maryland, Baltimore sends out a holiday card for the University community. In the fiscal year, the web team generated motion graphics to complement the live-video component of the holiday card video.



UNIVERSITY of MARYLAND, BALTIMORE

*President & Mrs. Jay A. Perman*

WISH YOU AND YOURS A

HAPPY HOLIDAY SEASON

*and*

*Happy New Year*





## **CHAPTER 20: MEDIA RELATIONS**

# WHO WE ARE

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.

The 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 2019-2020:



## Scientists Are Unraveling the Mysteries of Pain

*National Geographic Magazine*, September 2019

School of Nursing and School of Medicine researcher Luana Colloca was featured prominently in this examination of the biology of pain and the quest to unlock new ways to treat it.

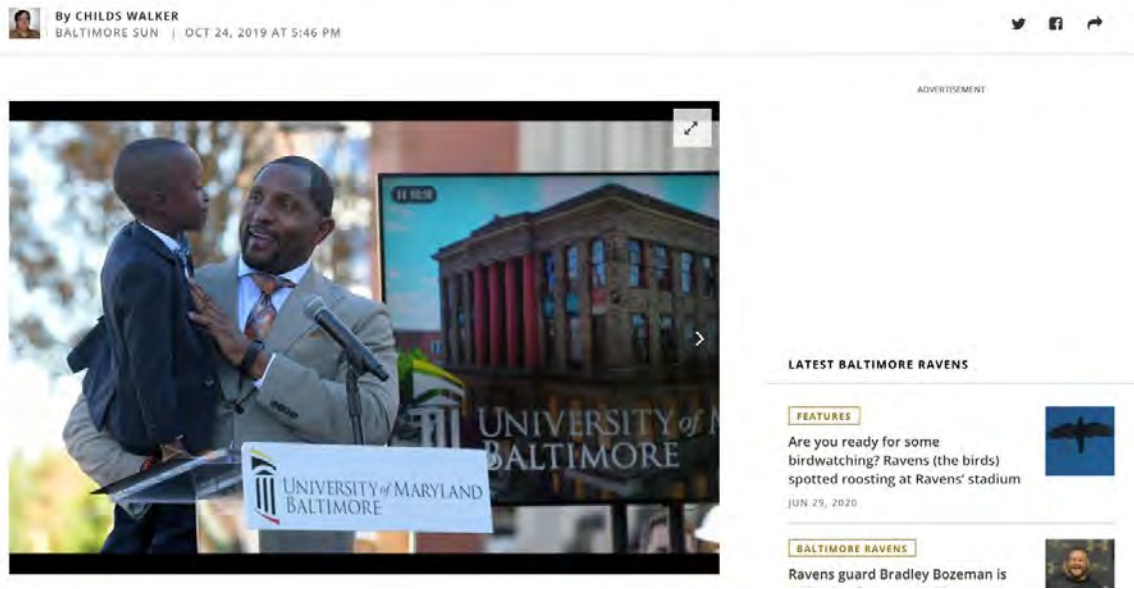
## University of Maryland Starts Nation's First Medical Marijuana Masters Degree Program

*U.S. News and World Report*, Sept. 5, 2019

The School of Pharmacy enrolled 150 students from around the nation in a program to advance understanding of the science and policy surrounding the administration of medical cannabis.



**‘How can we affect people?’ Ravens great Ray Lewis spreads message of grass-roots engagement at UMB groundbreaking**



**“How Can We Affect People?” Ravens Great Ray Lewis Spreads Message of Grassroots Engagement at UMB Groundbreaking**

*The Baltimore Sun, Oct. 24, 2019*

UMB Foundation Board member Ray Lewis is joined by University and community leaders to celebrate the construction of a new UMB Community Engagement Center.

**Arabbers, Businesses, UMB Bring Food to Those Most in Need**

*WBAL-TV, April 29, 2020*

UMB’s Community Engagement Center partners with Baltimore’s iconic arabbers to bring much-needed food and supplies to our West Baltimore neighbors.



**Messages of Hope: How You Can Express Your Gratitude to Maryland First Responders During the Coronavirus Pandemic**

*WJZ-TV, April 2, 2020*

UMB is helping children across Baltimore express their thanks by making homemade thank you cards and sending them to doctors, security officers, nurses, and other essential UMB employees.

## UMB MEDIA TEAM NEWS COVERAGE

The 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 2019-2020 period, the media team produced 187 individual web stories with accompanying photos and often video segments. A few examples include:



### UMB-UMBC Partnership to Boost Medical Research

The University of Maryland, Baltimore County brings cybersecurity and artificial intelligence/machine learning expertise to improve and protect UMB medical research.

### Rural Residency Program Will Aid Eastern Shore

New rural residency program made possible through a grant from the Health Resources and Services Administration will address a growing shortage of primary care providers on Maryland's Eastern Shore.



### DNA Sequencing Giant Illumina Moves into BioPark

Global genome sequencing powerhouse Illumina, Inc. recently celebrated the grand opening of a new training facility in gleaming, light-filled offices at the University of Maryland BioPark in downtown Baltimore.



### CURE Scholars Inspired to Pursue Dentistry

Free preventive dental care, a lesson in oral health, and a rap battle! That's what students in the University of Maryland, Baltimore's CURE Scholars Program got to experience on Feb. 15 at the University of Maryland School of Dentistry (UMSOD). Students, faculty, staff, and alumni from UMSOD were there to welcome the middle and high school students to Oral Health Promotion Day, also known as Sealant Saturday.



### UMB Expands Offerings at Universities at Shady Grove

Gov. Larry Hogan, higher education leaders, students, and local elected officials were among those celebrating expanded opportunity for Marylanders as the University of Maryland, Baltimore and other institutions unveiled new programs and services on Nov. 7 in Montgomery County, Md., at the grand opening of the Biomedical Sciences and Engineering Education Facility at the Universities at Shady Grove in Rockville.

### MPower Day Showcases the Power of Collaboration

The University of Maryland Strategic Partnership: *M*Powering the State showcased eight years of partnership between the University of Maryland, Baltimore and the University of Maryland, College Park at the annual MPowering the State Advocacy Day on Jan. 21 in Annapolis.



### Social Work, Law Deans Address Student Concerns

The University of Maryland, Baltimore is committed to keeping students informed during this unprecedented period of rapid change due to the novel coronavirus (COVID-19) pandemic. On Monday, March 23, the University of Maryland School of Social Work and the University of Maryland Francis King Carey School of Law held virtual town halls to address students' questions.



### UMB and UMMC Blood Drive Sees Positive Turnout

On March 25, Diana MacFarlane waited patiently in the lobby of the SMC Campus Center at the University of Maryland, Baltimore. She was waiting to be called to donate blood for the University of Maryland Medical Center's March blood drive.

### UMB Provides Food for the Front Lines

Essential employees from across the University of Maryland, Baltimore (UMB) received free lunches from local businesses as part of UMB's Food for Our Front Lines program. "These essential employees are the backbone of the University," said Denise Meyer, the associate director of Environmental Services at UMB. "They're the main support for critical missions and functions keeping UMB operational during this time."



# PRESIDENTIAL INITIATIVES

The media relations 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

Here are some salient examples:

## City Business Leaders Hail Perman's Leadership

Downtown Partnership of Baltimore President Kirby Fowler described UMB President Jay A. Perman's six-year tenure as board chair as providing "unparalleled guidance and direction" to the group's membership of business and civic leaders. Fowler added that Perman "was called upon to lead us through some difficult years for the city, and his compassion for others was always top of mind."



## Virtual Town Hall Addresses COVID-19 Questions, Concerns

From test kits to telework, these are just a handful of dozens of inquiries fielded by a panel of experts March 13 during the University of Maryland, Baltimore's (UMB) first Virtual Town Hall to address questions and concerns about the novel coronavirus (COVID-19) and UMB's response to the pandemic.



**Town Hall Mulls Restarting Research at UMB**

Two months after the cessation of nonessential research at the University of Maryland, Baltimore, Interim President Bruce E. Jarrell, MD, FACS, announced a phased plan for the “gradual and deliberate reopening of on-campus research activities with a proposed start date sometime in June.”

**Exploring How UMB Can Embody Its Core Values**

How to bring the University of Maryland, Baltimore’s core values — accountability, civility, collaboration, diversity, excellence, knowledge, and leadership — into the forefront of day-to-day life at the University was the topic of the latest installment of this year’s President’s Symposium and White Paper Project, exploring actionable strategies for institutionalizing core values.



**DAC Talk Tackles City’s History of Health Disparities**

Discussing health disparities tied to racial and economic lines in Baltimore, Steven K. Ragsdale, MSL '17, pointed to a death that hit home at the University of Maryland, Baltimore — the recent passing of U.S. Rep. Elijah E. Cummings, JD '76, a fellow alumnus of the Francis King Carey School of Law.



**President’s Symposium/Presidential Scholar**

It doesn’t take a rocket scientist to help a university address an issue. But if one happens to be available, and is willing to help, the institution would be wise to utilize his/her services. That in a nutshell describes the role of Norman Augustine, MSE, retired chair and CEO of the nation’s largest defense contractor, Lockheed Martin, who has agreed to be the University of Maryland, Baltimore’s inaugural President’s Distinguished Scholar.

## EVENT COVERAGE

### Fall Fest Is Treat for Newcomers, Veterans

Students played games for University of Maryland, Baltimore swag at Fall Fest 2019. The celebration of music, games, food, prizes, and giveaways began in front of the Health Sciences and Human Services Library, where a long line formed. Why? “They have food!” said Alisa Pravdo, PT, DPT, assistant professor at the School of Medicine, nodding toward the Nando’s Peri-Peri Chicken workers. “Those of us working the Physical Therapy table have been rotating between our table and here.”



### Community Engagement Center Groundbreaking





**In MLK Speech, Ellington Calls for STEM Transformation**

Morgan State professor Roni Ellington, PhD, MA, gave an inspiring speech and three Diversity Recognition Awards were handed out at the University of Maryland, Baltimore's 2020 Dr. Martin Luther King Jr. and Black History Month celebration Feb. 5.



## **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 and creating and managing online and video programming addressing emergency situations.

During the last half of the fiscal year, the media relations team also provided support for the University's effort to manage the COVID-19 pandemic, writing and delivering official letters, producing town halls and other virtual programming, creating and curating the UMB coronavirus website , and working with leadership and emergency management staff to keep the community informed.

## **EMERGENCY MESSAGING**

The media relations team provided critical messages creation and distribution support for Public Safety during:

- Responses to criminal activity — 8 messages
- Responses to severe traffic situations — 2 messages
- In support of other critical situations — 5 messages

## **CORONAVIRUS WEBSITE**

The media relations team designed and created content for the COVID-19 website in February. The team has since managed and added content to the site, including information relevant to the health, education, and work of UMB students, faculty, and staff, including:

- All letters and guidance documents regarding changes in travel, education, research, and personnel policies.
- Frequently asked questions
- Health and resource Information
- News and videos regarding COVID-19

## **COVID-19 MESSAGING**

The media relations team created and/or distributed 29 letters from the president and other members of leadership to the UMB community regarding policy changes, travel restrictions, education policies, health updates, and more regarding COVID-19.



# **CHAPTER 21: VIDEOGRAPHY**



## VIDEOGRAPHER

CPA's videographer creates compelling videos that showcase the University of Maryland, Baltimore's (UMB) community outreach, medical breakthroughs, University events, and technological advancements.

Our videographer works in collaboration with the media relations team to cover real stories of real people in and around the UMB community.

Notable Projects Include:

- UMB Global Health
- Promise Heights
- CURE Summer Bottle Rocket Experiments
- SINI 2019
- HRSA Grant Announcement
- Kaboom Playground Build
- UMSOP Cannabis Program Launch
- Fall Fest
- Green Video
- Founders Week Student Cookout
- Kids Farmers Market
- Holiday Card
- DAC Event
- ALEI Event
- Police Onboarding
- MPower Day
- Simulation Space
- Lexington Market Groundbreaking
- IPE Day
- UMB Blood Drive
- Webcam Tutorial
- Food for Our Front Lines
- Masks Donated to Nurses
- CEC Donates to PAL Kids
- Admin Day
- CEC Donates Food
- Academy of Lifelong Learning
- Commencement
- EVS Cleaning
- Wi-Fi on CEC

OVER  
90

videos produced  
in the fiscal year



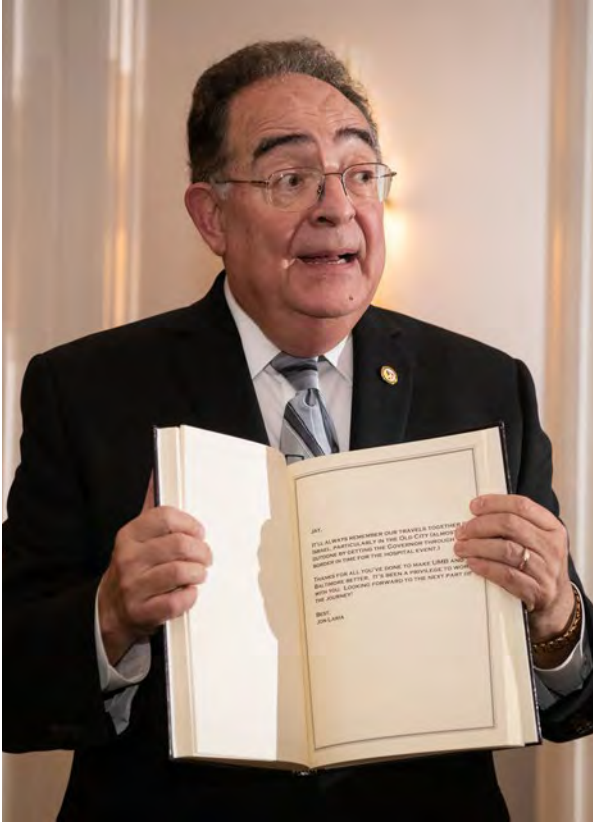


## CHAPTER 22: PHOTOGRAPHY

# PHOTOGRAPHER

CPA's photographer captures images of the many people, programs, and events that make the University of Maryland, Baltimore unique.

Our photographer works collaboratively with each team in CPA, from taking portraits for the Diversity Advisory Council monthly spotlight to photographing the University's actions during the COVID-19 pandemic.







**CHAPTER 23:  
SCHOOL OF DENTISTRY**

# SCHOOL OF DENTISTRY

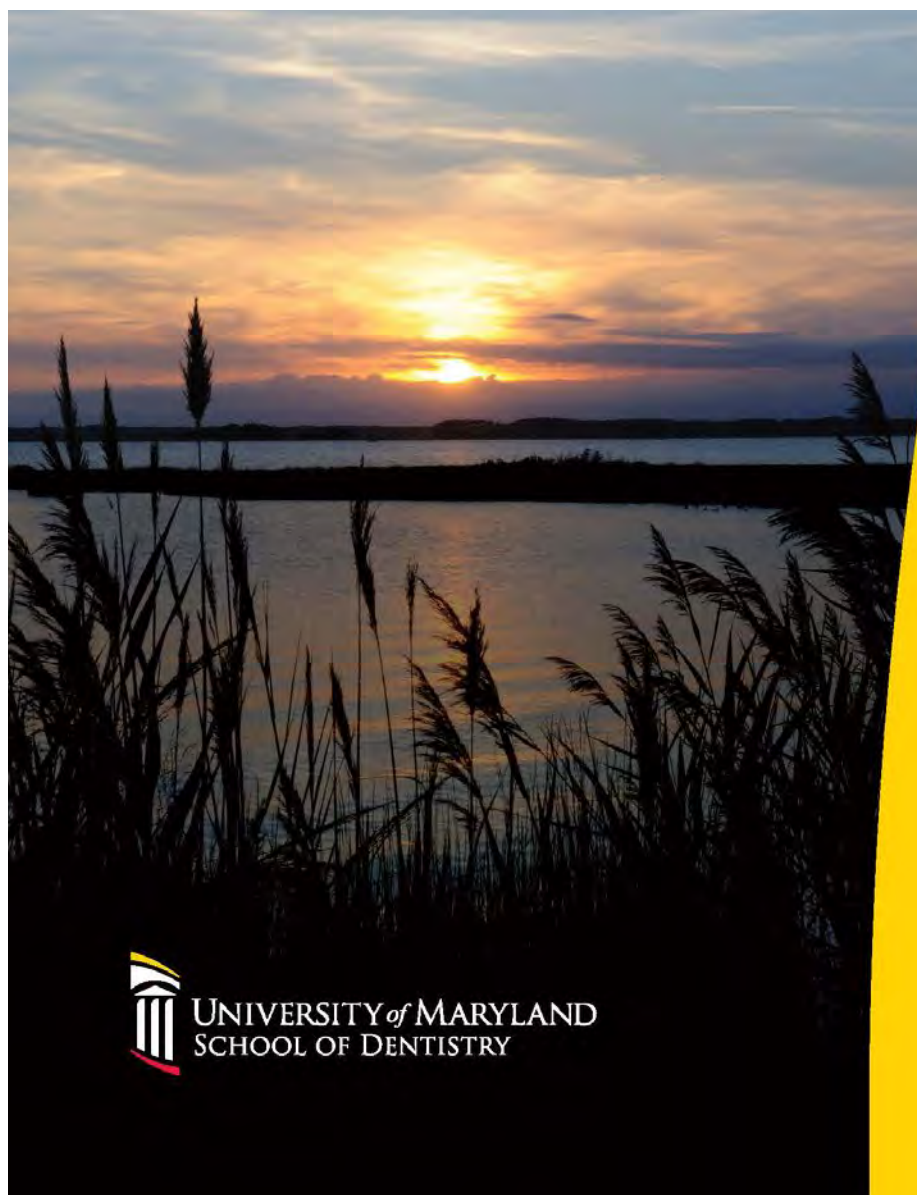
CPA works with the School of Dentistry on numerous projects throughout the year, such as designs for alumni events, brochures, email graphics, postcards, and more.



 UNIVERSITY of MARYLAND  
SCHOOL OF DENTISTRY

*save the date*  
**REUNION  
WEEKEND**

Friday, April 17 -  
Saturday, April 18, 2020




*2019*  
**CHESAPEAKE  
DENTAL  
CONFERENCE**

Friday, Sept. 20

**DEAN MARK REYNOLDS**  
*cordially* INVITES YOU

to an Alumni Reception  
and Complimentary  
Continuing Education Course

 UNIVERSITY of MARYLAND  
SCHOOL OF DENTISTRY

The University of Maryland School of Dentistry (UMSOD) is proud to announce an **innovative new program for nurses, physician assistants, and other healthcare providers** seeking advanced training in oral health and dental medicine. The program is designed to prepare clinicians to recognize and manage infections, diseases, and systemic conditions affecting the oral cavity, helping promote better health outcomes for their patients.

“

From a primary care standpoint, it is vital that physicians and dentists increase collaboration and share information that can impact the patient's health. Most patients with these chronic conditions probably do not think that a problem in their mouth can affect their heart or bones. Modifying any coexisting condition may be enough to prevent a significant, possibly life-threatening medical outcome.”

— SHAWN F. KANE, MD, FAAFP, FACSM,  
in General Dentistry Journal, Nov/Dec 2017

### ARE YOU INTERESTED IN UMSOD'S NEW CERTIFICATE IN ORAL HEALTH SCIENCE?

#### Contact Us:

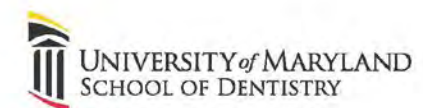
UMSOD Program Director:  
**Mary Elizabeth Aichelmann-Reidy, DDS**  
University of Maryland School of Dentistry  
Division Chief, Periodontics  
Dept of Advanced Oral Sciences and Therapeutics  
650 West Baltimore Street, Room 6410  
Baltimore, Maryland 21201

Office of Admissions  
410-706-7472 | [postgradadmissions@umaryland.edu](mailto:postgradadmissions@umaryland.edu)



Produced by the Office of Communications and Public Affairs, 2020

## NEW Certificate in ORAL HEALTH SCIENCE PROGRAM



### NEW Certificate Program

UMSOD's new Certificate in Oral Health Science Program is a post-baccalaureate program geared toward healthcare professionals seeking advanced training in oral health and dental medicine. There is increasing recognition that chronic oral infection contributes substantially to poorer systemic health and to inferior patient health care outcomes. Professionals with expertise in oral and dental medicine will play an increasingly greater role on healthcare teams in advancing improved patient care and health outcomes.

**Throughout this five-course, 13-credit curriculum, health practitioners will gain competencies central to management of the prevalent infections, diseases, and systemic conditions affecting the oral cavity.**

This graduate program will promote knowledge and expertise, as well as provide participants with the communication and management tools needed within the integrative scope of interprofessional health care.

This certificate program will help prepare practitioners to be leaders in emerging healthcare delivery models building on multi-disciplinary treatment paradigms.

### Developing the Healthcare Teams of the Future

- There is a growing need for new workforce models to improve oral health care within the spectrum of comprehensive care across institutions and out-patient health facilities.
- Poor survival was seen in patients with high oral health assessment scores even following adjustment for confounders. In-hospital mortality in geriatric patients is independently predicted by poor oral health.  
Maeda K, Mori N. BMC Geriatr. 2020;20(1):26. Published 2020 Jan

### Program Instruction

UMSOD's new Certificate in Oral Health Science program blends online instruction with face-to-face clinical experiences at the Universities of Shady Grove, in Rockville, MD.

The program is designed for the working professional and can be completed in less than two years. Courses will be taught by experienced graduate faculty academician-clinicians who excel at teaching in traditional, continuing education and online formats. For this Certificate program, faculty represent the University of Maryland School of Dentistry's departments of Advanced Oral Sciences and Therapeutics, Dental Public Health, and Oncology and Diagnostic Sciences.

### Highlights of UMSOD's Innovative Certificate in Oral Health Science:

- Designed for the working health care professional, the program can be completed within a two-year timeline.
- The student will learn how to incorporate oral health services into care coordination.
- Participants will learn how to evaluate and recognize acute and chronic oral conditions and diseases.
- Enrollees will gain an understanding of the impact of oral disease on health care delivery and the overall well-being and health of patients.
- Protocols for oral health care delivery will be presented for assimilation within healthcare settings.
- Students will be trained in oral dental radiology and will be prepared for dental radiology certification.
- This graduate certificate program will provide trained healthcare professionals with the tools necessary for better communication and collaboration within integrated health teams and improve patient care outcomes through coordination of oral health care.

### THE PROGRAM INCLUDES FIVE COURSES:

- Oral Infection and Disease: Foundations for Recognition
- Contemporary Oral Therapeutics in Oral Medicine and Dentistry
- Complex Interplay: The Relationship between Oral Health and Systemic Disease
- Prevention and Oral Health Promotion
- Clinical Practicum in Oral Health Care Delivery and Oral Dental Radiology

For curriculum tuition and fees, visit  
[www.umaryland.edu/media/umb/af/sa/  
Summer-2020-SG.pdf](http://www.umaryland.edu/media/umb/af/sa/Summer-2020-SG.pdf)



## **CHAPTER 24: SCHOOL OF NURSING**



# SCHOOL OF NURSING

CPA works with the School of Nursing on numerous projects throughout the year, including designs for banners, mousepads, print and digital ads, holiday cards, and more.



# 2020



*Happy 200th birthday,  
Florence Nightingale!*

**INTERNATIONAL YEAR OF THE NURSE**

Banner



**INTERNATIONAL  
YEAR OF  
THE NURSE**

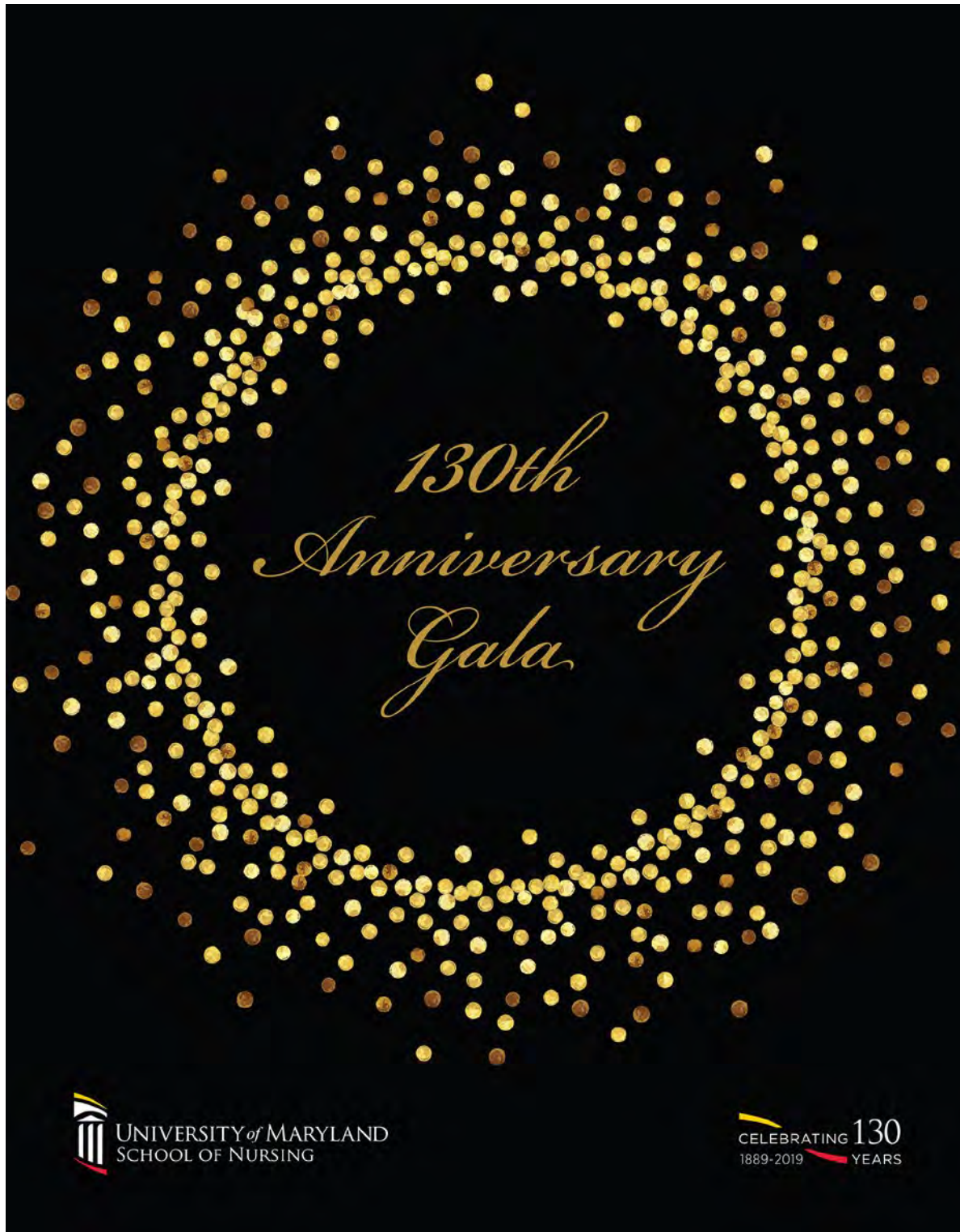
Mousepad



Invitation



Poster



Program

for our 130-year legacy of excellence and leadership ...

*Grateful*



CELEBRATING 130 YEARS 1889-2019

UNIVERSITY of MARYLAND SCHOOL OF NURSING



UNIVERSITY of MARYLAND SCHOOL OF NURSING

CELEBRATING 130 YEARS 1889-2019

Thanksgiving Card



## **CHAPTER 25: SCHOOL OF PHARMACY**

# SCHOOL OF PHARMACY

CPA works with the School of Pharmacy on numerous projects throughout the year, including designs for program identities, tabletop banners, digital displays, posters, and more.




## KEY FACTS 2020

**ABOUT THE SCHOOL**  
The University of Maryland School of Pharmacy is a thriving center for professional and graduate education, pharmaceutical care, research, and community service. Our mission is to lead pharmacy education, scientific discovery, patient care, and community engagement in the state of Maryland and beyond.

- Fourth oldest school of pharmacy founded in 1841
- 14th ranked school of pharmacy by *U.S. News & World Report* out of more than 130 accredited schools in the country.
- 87 Full-time faculty
- 3 Adjunct faculty
- 12 Affiliate faculty
- 796 Preceptor faculty
- 84 Administrative, business, development and alumni affairs, experiential learning, communications and marketing, student affairs, and faculty support
- 254 Technical, research staff, postdoctoral fellows and teaching assistants

**DEGREES OFFERED**

- Doctor of Pharmacy (PharmD)
- Doctor of Philosophy (PhD) in Pharmaceutical Health Services Research
- Doctor of Philosophy (PhD) in Pharmaceutical Sciences
- Master of Science in Medical Cannabis Science and Therapeutics
- Master of Science and Graduate Certificates in Palliative Care
- Master of Science in Pharmaceutical Health Services Research
- Master of Science in Pharmaceutical Sciences
- Master of Science in Pharmacometrics
- Master of Science and Graduate Certificate in Regulatory Science

**DUAL DEGREE PROGRAMS**

- PharmD/JD - University of Maryland School of Law
- PharmD/MBA - University of Maryland Robert H. Smith School of Business
- PharmD/MBA - University of Baltimore Merrick School of Business
- PharmD/MPH - University of Maryland School of Medicine
- PharmD/MS - University of Maryland School of Pharmacy
- PharmD/PhD - University of Maryland Graduate School
- PhD/MS - University of Maryland School of Medicine
- PharmD/MS in Palliative Care - University of Maryland Graduate School
- PharmD/MS in Pharmacometrics - University of Maryland School of Pharmacy
- PharmD/MS in Regulatory Science - University of Maryland School of Pharmacy
- PharmD/PhD in Pharmaceutical Health Services Research - University of Maryland School of Pharmacy
- PharmD/PhD in Pharmaceutical Sciences - University of Maryland School of Pharmacy

**ACADEMIC PROGRAMS**

**PharmD Program**

- 552 Applications received for 2019 admission
- 78% Students admitted in 2019 with undergraduate degree or higher
- 3.40 Average GPA of students admitted in 2019
- 77% Average PCAT composite percentile rank of students admitted in 2019

**PharmD student body race/ethnicity:**

- 40% Asian
- 34% White
- 20% Black
- 7% Hispanic
- 8% Other (multiple races, international, no response)

\*Numbers may not total 100% due to rounding

**PhD Programs**

- 90 Total enrollment
- Pharmaceutical Health Services Research** - 28 Students
- Pharmaceutical Sciences** - 62 Students

**Master's Programs**

- 462 Total enrollment
- Medical Cannabis** - 152 Students
- Palliative Care** - 178 Students
- Pharmaceutical Health Services Research** - 2 Students
- Pharmaceutical Sciences** - 6 Students
- Pharmacometrics** - 60 Students
- Regulatory Science** - 64 Students

**ACADEMIC TRAINING**

- 47 Postdoctoral fellows
- 27 Residents

	2015	2016	2017	2018	2019
Total Number of Graduates	160	152	158	152	156
Additional Training (PGY1, Fellowship, Graduate School)	52	42	50	49	65
Community Pharmacy, Chain or Independent	48	57	49	42	35
Hospital Pharmacy or Outpatient Health System	1	3	8	3	3
Other (Pharmacy LTC, USPHS, Industry, Federal, etc.)	14	7	10	4	6
Still Seeking Employment or Did Not Respond to Survey	45	43	41	54	47



**EXPERIENTIAL LEARNING PROGRAM**  
FALL 2019 UPDATE

▶ Approximately 310 sites    ▶ Approximately 864\* preceptors  
▶ More than 100 sites visited between June 2018 - June 2019

\*number fluctuates through the year

### SITE VISITS June 2018 - June 2019

SITE VISITS PER TYPE PER MONTH



**2019-2020 COMMUNITY & CLINICAL TRACK ROTATION SITES:**

- ▶ Anne Arundel Medical Center
- ▶ Baltimore Washington Medical Center
- ▶ Carroll Hospital Center
- ▶ Children's National Medical Center
- ▶ Frederick Memorial Hospital
- ▶ Halethorpe Community Pharmacy
- ▶ Holy Cross Hospital - Germantown
- ▶ Johns Hopkins Bayview Medical Center
- ▶ Kaiser Permanente
- ▶ MedStar Georgetown University Hospital
- ▶ MedStar Montgomery Medical Center
- ▶ MedStar Union Memorial Hospital
- ▶ Meritus Medical Center
- ▶ National Institute of Health (NIH)
- ▶ Shady Grove Medical Center
- ▶ Shoppers Pharmacy
- ▶ Sinai Hospital
- ▶ Johns Hopkins Hospital
- ▶ University of Maryland Medical Center
- ▶ University of Maryland St. Joseph Medical Center
- ▶ Walgreens
- ▶ Western Maryland Health System

### STUDENT ROTATION PLACEMENTS | 2019-2020

The numbers represent the students that were placed on rotations in Maryland counties and Washington, D.C. for May 2019 - April 2020.

Out-of-State: 35  
Out-of-Country: 12



**INTERNATIONAL ROTATIONS & EXCHANGES**

- ▶ Australia - Royal Melbourne Hospital
- ▶ Canada - University of Toronto Hospital
- ▶ India - Sri Ramachandra University
- ▶ Italy - University of Camerino
- ▶ Korea - Ewha Woman's University College of Pharmacy
- ▶ Peru - Global Awareness Institute
- ▶ Puerto Rico - University of Puerto Rico
- ▶ Thailand - Siam University

[www.pharmacy.umaryland.edu/centers/cips/](http://www.pharmacy.umaryland.edu/centers/cips/)    [cips@rx.umaryland.edu](mailto:cips@rx.umaryland.edu) | 410-706-1257



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CIPS Fact Sheet

ELP Fact Sheet

## ACADEMIC PROGRAMS



### PHARMACEUTICAL SCIENCES PHD PROGRAM



The Pharmaceutical Sciences PhD program offers students outstanding opportunities to be a part of cutting-edge biomedical and pharmaceutical research.

Our students benefit from collaborative research that covers the spectrum of molecular biology, biochemistry,

structural biology, drug design, drug synthesis, pharmacology, drug delivery, nanomedicine, formulation, pharmacokinetics, and clinical trials. Students are able to pursue one of three areas:

#### Chemical and Biological Discovery Program

Research at the interface of biology, chemistry, and computational sciences to explore biological mechanisms in the development of novel new technologies and therapeutics.

#### Translational Therapeutics Program

Research in optimizing drug metabolism and pharmacokinetics and therapeutic efficacy of drugs through a combined strategy that integrates experimental and translational therapeutic approaches.

#### Pharmacometrics

Planning, performing, and interpreting pharmacometric analyses with the goal of influencing key drug development, regulatory, and therapeutic decision.

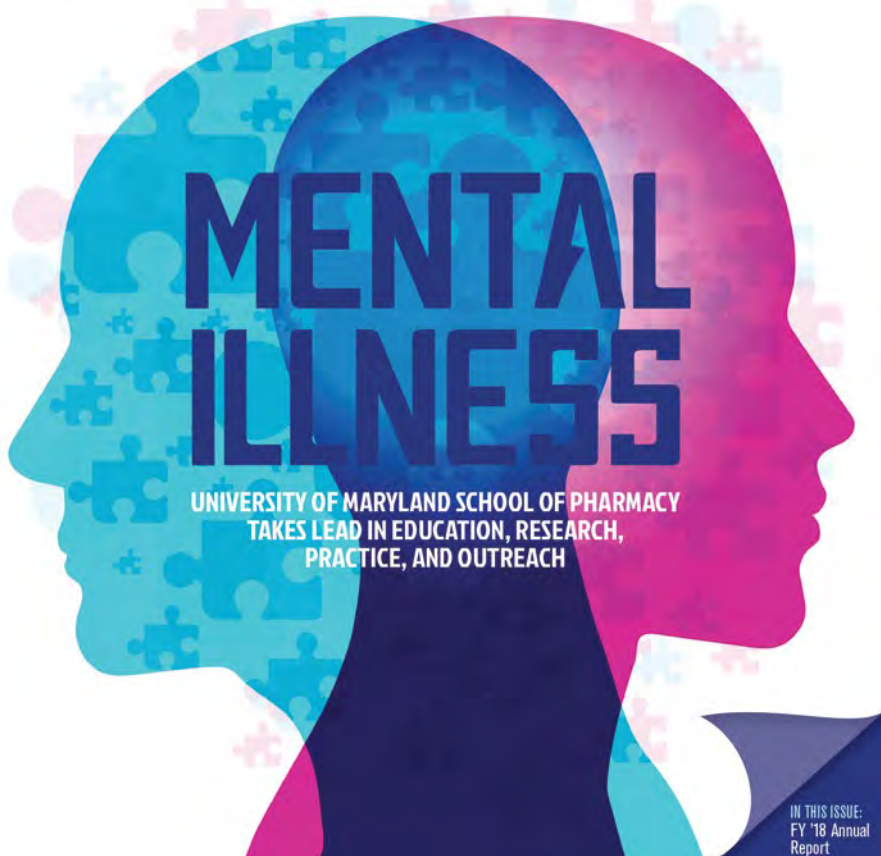
The School of Pharmacy houses one of the most advanced industrial and pharmaceutical technology research and manufacturing facilities in the country. In addition, we maintain a cutting-edge analytical laboratory for basic and applied pharmacokinetic research in hospitalized patients. Our labs are equipped to investigate all phases of basic science research, drug development, drug absorption, and disposition.

Academic Programs Booklet  
Cover and Interior Page

# Capsule

Spring 2020

University of Maryland School of Pharmacy  
Magazine for Alumni and Friends



IN THIS ISSUE:  
FY '18 Annual  
Report

## COMMITTED TO WELL-BEING

### The School of Pharmacy takes innovative approaches to mental health

By Christianna McCausland

Mental illnesses are common in the United States. According to the National Institute of Mental Health (NIMH), in 2017 there were an estimated 46.6 million adults aged 18 or older with any mental illness (AMI), and 11.2 million with serious mental illness (SMI) wherein the mental, behavioral, or emotional disorder results in serious functional impairment.

While these numbers are high, treatment still lags. NIMH reports that 42.6 percent of those with AMI and 66.7 percent of those with SMI received mental health services within the last year of the reporting. Alarming, the Centers for Disease Control and Prevention's (CDC) National Center for Health Statistics indicates that rates of suicide in the United States have steadily risen in recent years, up 33 percent from 1999 to 2017.

"The University of Maryland School of Pharmacy has world-renowned experts in the area of mental health, which puts us in a leadership role nationally in terms of education in the areas of mental health," says Natalie D. Eddington, PhD '89, FAAPS, FCP, dean and professor. "Our School has always seen mental health as a primary focus of the overall health of patients."

Capsule Spring 2020  
Cover and Interior

Turn in your unused or expired prescriptions and over the counter medications for safe disposal

## DEA DRUG TAKE BACK DAY

**WEDNESDAY, APRIL 22**

**SATURDAY, APRIL 25**

**10 a.m. - 2 p.m.**

**SMC CAMPUS CENTER**

**621 W. Lombard St. | Baltimore, MD 21201**

If you have questions, please contact  
Suchi Shah at [suchi.shah@umaryland.edu](mailto:suchi.shah@umaryland.edu)



Drug Take Back Day  
Digital Display

## MS in Medical Cannabis Science and Therapeutics



**NOW ACCEPTING APPLICATIONS  
FOR FALL 2020**



MS in Cannabis  
Digital Display



# DOCTOR OF PHARMACY PROGRAM



EXPERTISE. INFLUENCE. IMPACT.

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

Doctor of Pharmacy Program  
Tabletop Banner



## PAUL A. PUMPIAN MEMORIAL LECTURE

*“Economic, Clinical, and Humanistic Outcomes:  
The Pharmacist’s Pivotal Role in  
Personalized Pharmacotherapy”*



**CALVIN H. KNOWLTON,**  
PhD '93, MDiv, BScPharm

Co-Founder, Chairperson, and CEO  
Tabula Rasa HealthCare

Pumpian Memorial Lecture  
Poster

WEDNESDAY, OCT. 30, 2019 | 1 P.M.

University of Maryland School of Pharmacy  
Pharmacy Hall, Room N103

Universities at Shady Grove  
Building III, Room 2202

Reception to follow



