

# COMMUNICATIONS AND PUBLIC AFFAIRS

**ANNUAL REPORT FY17**



# COMMUNICATIONS AND PUBLIC AFFAIRS

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

# WHO WE ARE

## **JENNIFER LITCHMAN**

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

## **LAURA KOZAK**

*Associate Vice President,  
Communications and Public Affairs*

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Senior Graphic Designer

### **Laura Lee**

Senior Media Relations Specialist

### **Betsy Stein**

Senior Media Relations Specialist

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### **Alex Likowski**

Director, Media Relations

### **Jackie White**

Marketing Specialist

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### **Kristi McGuire**

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### **Chris Zang**

Director, Editorial Services

### **Amir Chamsaz**

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### **Claire Murphy**

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### **Jonah Penne**

Web Developer, Interactive Media

### **Lou Cortina**

Editor

### **Mary T. Phelan**

Senior Media Relations Specialist

### **Patricia Fanning**

Senior Media Relations Specialist

### **Dana Rampolla**

Marketing Specialist



# OFFICE OF THE PRESIDENT, CONTINUED

The screenshot shows the website's navigation bar with links for MYUMB, DIRECTORY, UMB ALERTS, THE ELM, COMMON CALENDAR, BLACKBOARD, SURFS, UMB SHUTTLE, and a search bar. Below the navigation is a yellow header with links for About UMB, Academics, Admissions, Research, Services, University Life, and Give to UMB. The main content area is titled "President's Office" and features a sidebar with a list of links including President's Biography, Selected Speeches, Commentaries and Interviews, The President's Message, Letters to the UMB Community, President's Q&A, Core Values, State of the University, Alumni Communications, President's Signature Events, University Presidential Events, and Our Team. The main content area includes a large image of the University of Maryland Baltimore building with a "WE ARE UMB" text overlay and a caption below it: "Jay A. Perman, MD, is the sixth president of the University of Maryland."

The image shows the cover and first page of a document titled "EVENT GUIDELINES FOR LEADERSHIP" from the University of Maryland, Baltimore. The cover is dark grey with a red and yellow wave at the bottom and features the university's logo. The first page is white with a photograph of the university building and the text: "Welcome to the University of Maryland, Baltimore (UMB)! The following is a brief overview of some of the protocols for University events and communication with certain external groups. It also includes a separate listing of current University leadership including home addresses and phone numbers."

The graphic features the text "QUARTERLY Q&A with Dr. Perman" in a bold, sans-serif font. Below the text is a portrait of Dr. Jay A. Perman, MD, wearing a dark suit, white shirt, and a red and white striped tie. The graphic has a yellow horizontal bar at the top and bottom.

The graphic announces a "QUARTERLY Q&A with Dr. Perman" event. The text reads: "THURSDAY Oct. 6, 2016 Noon | School of Social Work Auditorium". Below this, it says: "Please join me as I answer questions from students, staff, and faculty. Everyone is welcome to attend." To the right is a portrait of Dr. Jay A. Perman, MD. At the bottom, a yellow bar contains the university's core values: "ACCOUNTABILITY | CIVILITY | COLLABORATION | DIVERSITY | EXCELLENCE | KNOWLEDGE | LEADERSHIP".

# COMMENCEMENT

## UNIVERSITY INITIATIVES

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



# COMMENCEMENT, CONTINUED

UNIVERSITY OF MARYLAND, BALTIMORE

# Party in the PARK

FRIDAY, MAY 19, 2017

11:45 A.M. to 1 P.M. PLAZA PARK

The academic procession to Royal Farms Arena will leave from Plaza Park immediately following the party.

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

For more information, contact University Events at [events@umaryland.edu](mailto:events@umaryland.edu).  
[umaryland.edu/commencement](http://umaryland.edu/commencement)

COMPLIMENTARY LIGHT LUNCH FOR UMB GRADUATES AND GUESTS

SPECIAL APPEARANCES BY THE ORIOLE Bird AND POE

GAMES | DJ

PHOTO BOOTH



UMBM DIRECTORY UMB ALERTS THE ELN COMMON CALENDAR BLACKBOARD SURFS UMB SHUTTLE Search

UNIVERSITY of MARYLAND BALTIMORE

About UMB Academics Admissions Research Services University Life Give to UMB


[UMB Home](#) / [Commencement 2018](#) / [Archived Events](#) / [Commencement 2017](#)

## Commencement 2017

Commencement News  
Speakers and Honorees  
Photo Galleries

RETURN TO THE UMB COMMENCEMENT 2018 WEBSITE

Twitter Feed  
[#2017UMB Tweets](#)



A captioned version of this video is also available.

On Friday, May 19, 2017, students, families, and friends of the University of Maryland, Baltimore (UMB) celebrated with a wide array of formal and informal activities and ceremonies to mark the UMB Commencement of graduates from the schools of medicine, law, dentistry, pharmacy, nursing, and social work, and the Graduate School.



# CORE VALUES SPEAKER SERIES

## UNIVERSITY INITIATIVES

The UMB core values campaign educates and instills University expectations to members of the University community. A strong addition to the campaign is UMB's speaker series, where invited guests speak to our community about their experiences tied to one of our core values.



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

*speaker*  
**WES MOORE, MLitt**  
Best-selling author, Rhodes Scholar, decorated Army combat veteran, youth advocate, and CEO of BridgeEdU  
"Responsible Citizenship & the Real-Life Ramifications"  
**TUESDAY, FEB. 14, 2017**  
8:30 A.M. | WESTMINSTER HALL | BREAKFAST WILL BE SERVED

**COREVALUES Speaker Series**

 UNIVERSITY of MARYLAND BALTIMORE

Visit [umaryland.edu/corevaluesspeaker](http://umaryland.edu/corevaluesspeaker) for more information about the Core Values Speaker Series and to view a list of upcoming speakers.

Watch live on Periscope @UMBNews


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

*speaker*  
**WES MOORE**  
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 UNIVERSITY of MARYLAND BALTIMORE

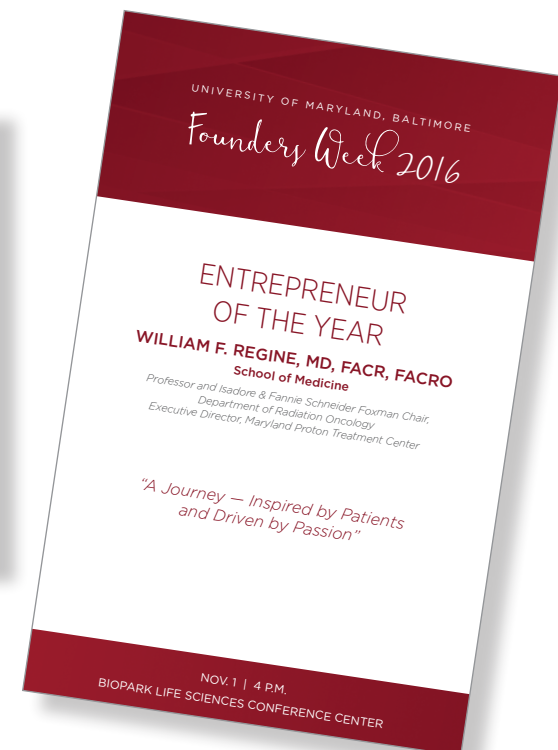


# FOUNDERS WEEK

## UNIVERSITY INITIATIVES

Each year UMB celebrates the achievements and successes of our students, faculty, staff, alumni, and philanthropic supporters and pays tribute to UMB's 200-plus-year history with a series of Founders Week events.

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



# FOUNDERS WEEK, CONTINUED

UNIVERSITY OF MARYLAND, BALTIMORE  
*Foundry Week 2016*



## STAFF LUNCHEON

**WEDNESDAY, NOV. 2**  
 11:30 A.M. TO 12:10 P.M. (1st Seating)  
 OR 12:20 TO 1 P.M. (2nd Seating)  
 WESTMINSTER HALL

Free to all UMB staff, but tickets are required.  
 All tickets must be ordered by Oct. 21.

Sponsored by **WT** Wmado-Turner

[cf.umaryland.edu/events/founders\\_week/staff\\_lunch/](http://cf.umaryland.edu/events/founders_week/staff_lunch/)



## RESEARCHER OF THE YEAR PRESENTATION AND RECEPTION

THURSDAY, NOV. 3 | 4 P.M.  
 SCHOOL OF PHARMACY, ROOM N103

**LINDA SIMONI-WASTILA, BSPHARM, MSPH, PHD**  
 School of Pharmacy  
 Professor and Vice Chair, Department of Pharmaceutical Health Services Research  
*"Balloons, Umbrellas, and Outliers"*

Sponsored by **WT** Wmado-Turner and **EMJAY** EMERSON JAY COMPANY

[umaryland.edu/founders/researcher](http://umaryland.edu/founders/researcher)




# STUDENT COOKOUT

UNIVERSITY OF MARYLAND, BALTIMORE  
*Foundry Week 2016*

**MONDAY, OCT. 31**  
 NOON  
 SCHOOL OF NURSING COURTYARD

Free to all UMB students, but tickets are required.  
 All tickets must be ordered by Oct. 21.

ORDER YOUR TICKETS TODAY!  
[umaryland.edu/founders/cookout](http://umaryland.edu/founders/cookout)

Sponsored by **WT** Wmado-Turner



# DIVERSITY ADVISORY COUNCIL (DAC)

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

The DAC provides recommendations to the president, promoting the University's commitment to diversity, inclusion, and equity. CPA works with the DAC on the promotion of guest speakers as well as communicating DAC programs and events. CPA also developed specific branding to enhance DAC's communications.



**DIVERSITY ADVISORY COUNCIL** **SPEAKER SERIES**

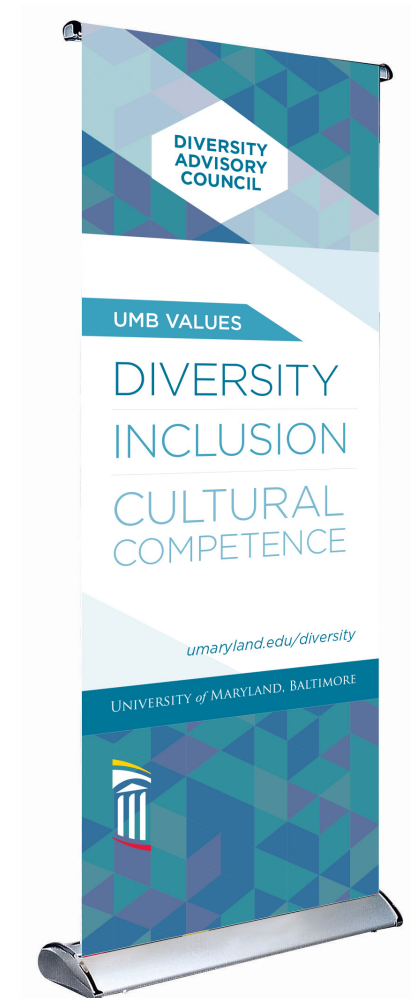
**MARC A. NIVET, EdD, MBA**  
FORMER CHIEF DIVERSITY OFFICER FOR THE ASSOCIATION OF AMERICAN MEDICAL COLLEGES; NEW EXECUTIVE VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT AT THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL CENTER

**SEPT. 28 EVENTS**

**8:30 a.m. (breakfast served)**  
**DIVERSITY 3.0: FROM FAIRNESS TO EXCELLENCE** (open to all)  
SMC Campus Center - Ballrooms A/B

**Noon (lunch served)**  
**DIVERSITY DIALOGUE** (open to students)  
SMC Campus Center - Ballrooms A/B

**RSVP TODAY & READ DR. NIVET'S BIO: [umaryland.edu/diversity](http://umaryland.edu/diversity)**

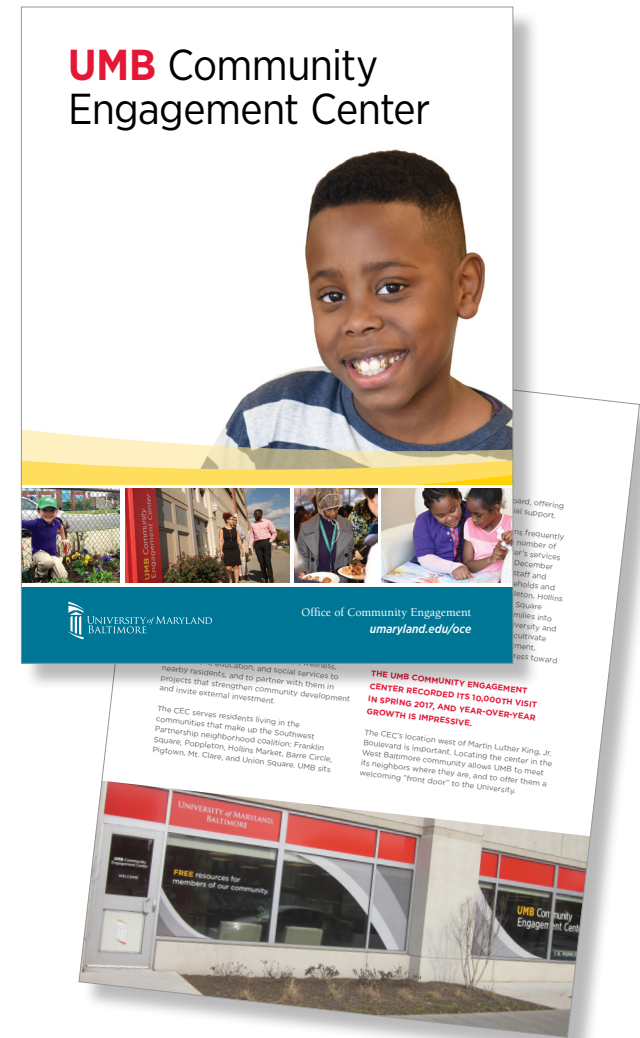
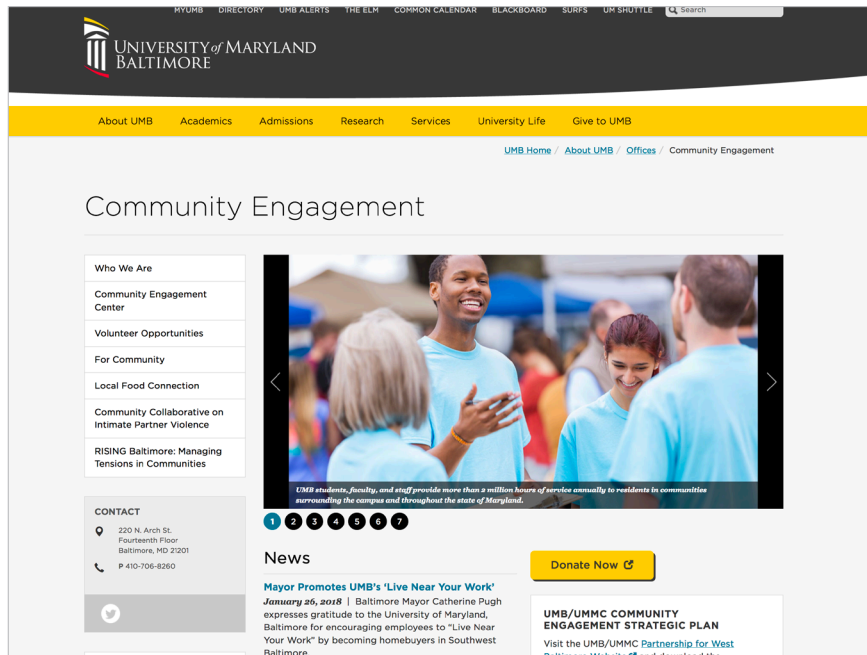


# COMMUNITY ENGAGEMENT

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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





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

*Welcome*

**REGISTRATION**

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



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

Saturday, April 22 | UM BioPark, 800 Block of W. Baltimore St. | 11 a.m. to 2 p.m.

JOIN US FOR **UMB'S** ANNUAL NEIGHBORHOOD FESTIVAL.  
 Connect with your neighbors while enjoying **FREE** activities.

UMB COMMUNITY ENGAGEMENT CENTER



**Looking for a job?**

"Incredible! I've been trying to find a job for a year, but working with UMB's Workforce Wednesdays I got connected to the right people. I had a mock interview within 3 weeks and now I've scored a great offer."  
 — SATISFIED \*CUSTOMER\*

**WORKFORCE INITIATIVES**

▶ **WORKFORCE WEDNESDAYS**  
 Every Wednesday from 2-6 p.m.  
 UMB Community Engagement Center

- Get connected to FREE career training programs.
- Learn about jobs at the University of Maryland Baltimore and University of Maryland Medical Center
- Get help with writing your resume and doing online job searches.
- Sign-up for FREE GED classes

**UMB COMMUNITY ENGAGEMENT CENTER**  
 1 N. Poppleton Street  
 (entrance on W. Baltimore Street)  
 workforce@umaryland.edu  
 410-706-8271

▶ **TRAINING TUESDAYS**  
 4th Tuesday of every month from 2-3 p.m.  
 UMB Community Engagement Center

Find out everything you need to know about FREE career training programs. If we do not know an answer, we can connect you directly to program staff:

- starting salaries for training program completers
- application process
- class dates and time
- residency requirements
- education requirements
- age limitations

This program is a collaboration with the Southwest Partnership, Inc.

**OFFICE OF COMMUNITY ENGAGEMENT**  
 umaryland.edu/oce



**Sponsor a family for Thanksgiving**

UMB's Staff Senate and Office of Community Engagement are hosting a Thanksgiving food drive to benefit families in West Baltimore.

Departments or individuals can sponsor a family by collecting items below to fill a Thanksgiving food basket.

**FILL A BASKET, EACH DONATION SHOULD INCLUDE:**

- 10 boxes of stuffing
- 10 cans of cranberries
- 10 boxes of mashed potatoes
- 10 6 fresh sweet potatoes
- 10 cans of gravy
- 10 cans of vegetables (e.g., peas, green beans, etc.)

**COLLECTION DROP OFF**  
 Through Friday, Nov. 17  
 Donations can be placed in collection bins located in the UMB building lobbies. Please contact Staff Senator Lois Warner at lwarn022@umaryland.edu for a list of locations.

**VOLUNTEER FOR BASKET ASSEMBLY**  
**Tuesday, Nov. 21**  
 9 a.m. to noon  
 UMB BioPark  
 801 W. Baltimore St., 1st Floor Conference Room  
 For more information or to volunteer, contact Brian Sturdivant at bsturdivant@umaryland.edu.

**DON'T HAVE TIME TO SHOP?**  
 Donate online through the **STAFF SENATE** giving page  
[umaryland.edu/giving/thanksgiving](http://umaryland.edu/giving/thanksgiving)

UNIVERSITY of MARYLAND BALTIMORE

*This is a partnership between the Staff Senate and the Office of Community Engagement.*

# COUNCIL FOR THE ARTS & CULTURE

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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


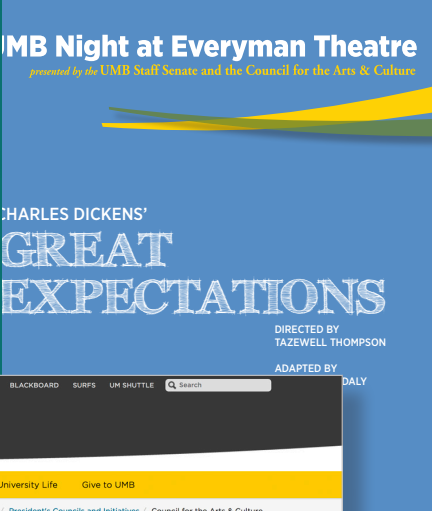
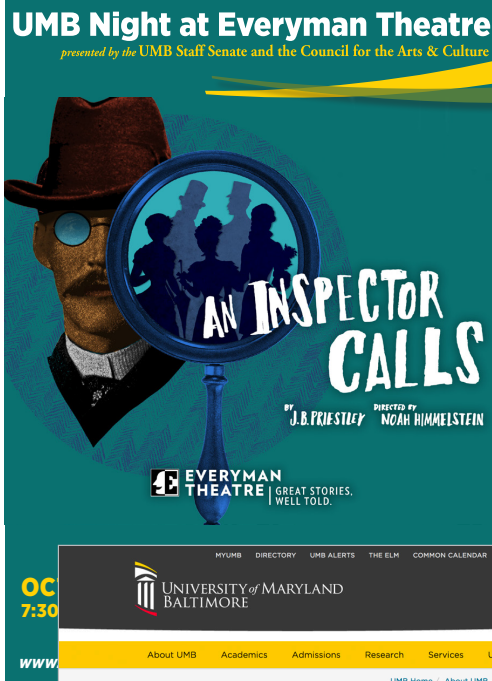


UNIVERSITY of MARYLAND, BALTIMORE  
Council for the Arts & Culture

**Exclusive offers and discounted tickets** are available for UMB students, staff, and faculty.

- › Hippodrome Theatre
- › Everyman Theatre
- › Baltimore Symphony Orchestra and more!

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



UMB Night at Everyman Theatre  
presented by the UMB Staff Senate and the Council for the Arts & Culture

AN INSPECTOR CALLS  
BY J.B. PRIESTLEY DIRECTED BY NOAH HIMMELSTEIN

EVERYMAN THEATRE  
GREAT STORIES. WELL TOLD.

UMB Night at Everyman Theatre  
presented by the UMB Staff Senate and the Council for the Arts & Culture


CHARLES DICKENS' GREAT EXPECTATIONS  
DIRECTED BY TAZEWELL THOMPSON  
ADAPTED BY [Name]

UNIVERSITY of MARYLAND, BALTIMORE

Council for the Arts & Culture

Hippodrome Theatre Broadway Series  
Everyman Theatre  
Broadway 101: Brown Bag Lunch Series  
Committee Members

Publicize a Cultural Event  
Want to promote your cultural event? Submit it to UMB!  
Submit Your Event



UMB's Council for the Arts & Culture enhances the quality of life on campus and in our community by promoting the arts in Baltimore.

We raise awareness of the connections between the arts and sciences and bring exhibits and performances to campus.

In partnership with the Office of Communications and Public Affairs, we publicize our events to our community and partner with other institutions to introduce the arts to local schoolchildren.

# UMBRELLA

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

UMBrella helps women achieve their potential, find their voices, and feel empowered by engaging with a community that supports the success of women, advancing women into leadership roles at UMB, and championing women at all levels of the organization.

**THE UMBRELLA GROUP**  
*UMB Reuniteable on Empowerment in Leadership and Leveraging Aspirations*  
Empowering Women to Succeed

### CAREGIVERS OF OLDER ADULTS

Please join us for the kick-off meeting of a new affinity group for women and men who are involved with caregiving of older adults.

The program is sponsored by UMBrella and will be facilitated by **REBA CORNMAN, MSW**  
*Director, Geriatrics & Gerontology Education and Research Program, Graduate School*

**JAN. 23, 2017**  
12 TO 1 P.M.  
SMC Campus Center, Room 203

For more information and to register visit:  
[www.umaryland.edu/umbrella/](http://www.umaryland.edu/umbrella/)

UMBrella events are open to all UMB faculty, staff, and students.

**SAVE THE DATE!**

**WOMEN'S FORUM**

ANNUAL CONFERENCE 2016  
**GPS Your Career  
Coordinates for Success**

**Friday, October 21, 2016**  
University of Maryland, Baltimore  
SMC Campus Center  
621 W. Lombard St.  
Baltimore, MD 21201

For more information visit [www.usmf.usmd.edu](http://www.usmf.usmd.edu)

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

### UMBRELLA MoMS

Join us for the kick-off meeting of the UMBrella MoMS (Mothers of Middle Schoolers) – a new affinity group offered by UMBrella for moms (and dads!) of kids in middle school. This group will meet the first Friday of every month at 9 a.m.

**FRIDAY, OCT. 7**  
9 TO 10 A.M.

BioPark | Café Gourmet | 801 W. Baltimore St.

For more information and to register visit:  
[www.umaryland.edu/umbrella/](http://www.umaryland.edu/umbrella/)

UNIVERSITY of MARYLAND, BALTIMORE

## THE UMBRELLA GROUP

at the University of Maryland, Baltimore helps women to achieve their potential, find their voices, and feel empowered in the workplace. We work to engage a community who supports the advancement of women into leadership roles and who champions women at all levels.

Learn more about UMBrella and partner with us!  
[umaryland.edu/umbrella](http://umaryland.edu/umbrella)

# STATE OF THE UNIVERSITY ADDRESS

## UNIVERSITY INITIATIVES

Future hopes of UMB are laid out in the State of the University Address. CPA provides support and communications.

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

**WEDNESDAY | MAY 10, 2017 | 3 P.M.**

SCHOOL OF NURSING AUDITORIUM  
*Reception to follow*

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

UNIVERSITY of MARYLAND BALTIMORE

IMPROVE THE HUMAN CONDITION. SERVE THE PUBLIC GOOD.

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

**WEDNESDAY | MAY 10, 2017 | 3 P.M.**

SCHOOL OF NURSING AUDITORIUM  
*Reception to follow*

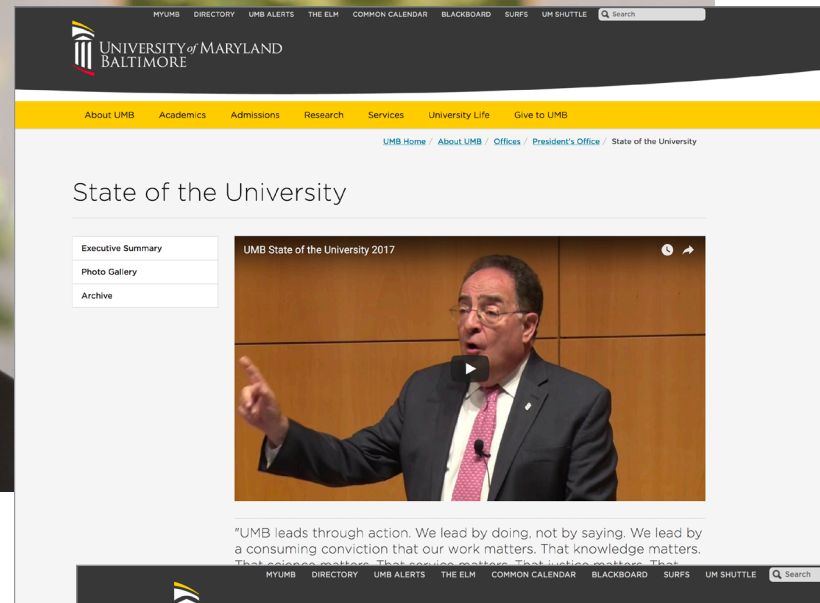
REGISTER ONLINE AT [umaryland.edu/sotu](http://umaryland.edu/sotu)

UNIVERSITY of MARYLAND BALTIMORE





# STATE OF THE UNIVERSITY ADDRESS, CONTINUED

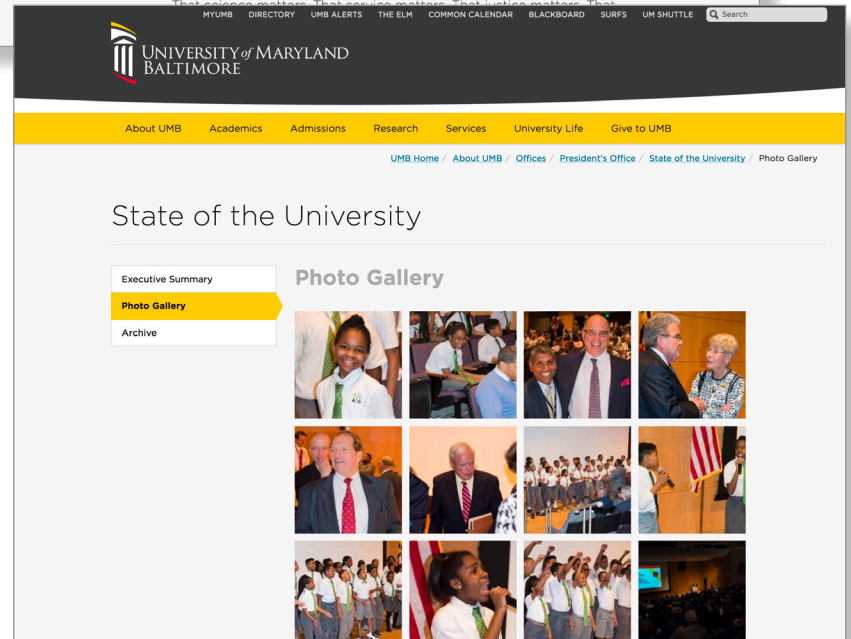


## State of the University

- Executive Summary
- Photo Gallery
- Archive



"UMB leads through action. We lead by doing, not by saying. We lead by a consuming conviction that our work matters. That knowledge matters. That science matters. That education matters. That justice matters. That..."



## State of the University

- Executive Summary
- Photo Gallery
- Archive



## STATE of the UNIVERSITY ADDRESS by JAY A. PERMAN, MD

PRESIDENT, UNIVERSITY OF MARYLAND, BALTIMORE

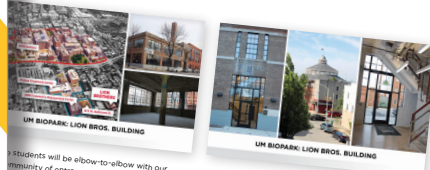
*How We Lead*

WEDNESDAY | MAY 10, 2017  
SCHOOL OF NURSING AUDITORIUM



UNIVERSITY of MARYLAND BALTIMORE

2017 STATE of the UNIVERSITY ADDRESS

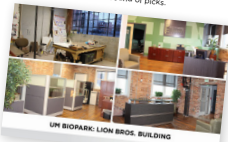


...students will be elbow-to-elbow with our community of entrepreneurs and artists in our new building. This is our growing hub for advanced ventures, established last year on that formalized our alliance with our sister College Park.

...we'll offer services for startups across the state. Our new student innovation center alongside our faculty. They'll work with the School of Law and Business Law Clinic.

...with the iCORPS Program at College Park's School of Engineering and with the Clark School's Center for Biomedical Devices. They'll work together in the BioPark. You see what we're doing here they see what our amazing people here and start their own companies, or...

...We've already got three startups in the Lion Bros. building. SurgiGyn, co-founded by Dr. Yalim Morozov in our School of Medicine, is developing a wireless electrostimulation device that solves the most challenging...



# MPOWERING THE STATE

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

The University of Maryland: *MPowering the State* initiative is a structured collaborative endeavor between UMB and UMCP to maximize the resources at each University and develop ideas together rather than apart. CPA provides editorial, marketing, web, and branding services.

**UNIVERSITY OF MARYLAND**  
MPOWERING THE STATE

**HIGHLIGHTS 2016**

**UNIVERSITY OF MARYLAND**  
MPOWERING THE STATE

**Educational Programs**

MPower is creating important new opportunities for students. New courses, degree programs, and service learning opportunities have been developed in law, public health, and the sciences.

**The University of Maryland: MPowering the State**

MPowering the State is a special working relationship between the University of Maryland, Baltimore (UMB) and the University of Maryland, College Park (UMCP) that promotes **INNOVATION** and **IMPACT** through **COLLABORATION**. Launched in 2012, it leverages the sizable strengths of both universities to advance interdisciplinary research, create new opportunities for students, and solve important problems for the people of Maryland and the nation.

In fewer than four years, MPowering the State has transformed the way UMB and UMCP approach research, education, and service in the state. It is the vehicle that joins the complementary resources of two great universities – their leadership, faculty, researchers, and students – to boost joint research, inspire education programs that enrich, challenge, and attract the best and brightest, spur technology transfer, and drive economic development. MPower is a model of what committed collaboration can achieve. With its shared vision, MPowering the State is advancing Maryland's competitiveness and reputation.

We are proud of our progress, yet we know that in 2013, our progress will continue.

**THE UNIVERSITY OF MARYLAND**

**MPowering the State** is a special working relationship between the University of Maryland, Baltimore (UMB) and the University of Maryland, College Park (UMCP) that promotes **INNOVATION** and **IMPACT** through **COLLABORATION**. Launched in 2012, it leverages the sizable strengths of both universities to advance interdisciplinary research, create new opportunities for students, and solve important problems for the people of Maryland and the nation.

**RESEARCH**

**UM VENTURES: COMMERCIALIZATION OF UNIVERSITY INVENTIONS**

UM Ventures, the joint technology transfer operation of UMB and UMCP, is building and nurturing startup companies and commercializing new technology. In FY15, UM Ventures signed 56 technology licenses, representing 100 percent growth in the last four years.

	2011	2012	2013	2014	2015
Invention Disclosures	206	265	264	366	306
Startups	5	7	11	8	10
Licenses	28	34	41	51	56

*In the last 18 months, UM Ventures has created numerous collaborations with Maryland technology companies, including:*

- **FlexEI:** A custom battery solutions company co-founded by UMCP faculty, FlexEI announced that it is leasing 10,000 square feet of design and manufacturing space in College Park. FlexEI is on track to add 50 jobs within five years.
- **Harpoon Medical:** Co-founded by UMB faculty, Harpoon Medical is commercializing a surgical device for a beating heart mitral valve repair. Harpoon raised \$6 million in a Series A round of funding in late 2014, which funded clinical trials in Europe. Based on the success of these trials, Harpoon raised a second round of funding in December 2015 that is "magnitudes larger." The most recent financing was led by Edwards Lifesciences Corp., which has an option to acquire Harpoon. Harpoon has created 12 jobs and expects to grow to 20 jobs in 2016.
- **MedImmune:** Eight teams from UMB, UMCP, and University of Maryland, Baltimore County (UMBC) are working on highly focused translational research funded by MedImmune. Total funding is approximately \$2 million per year.

# UMB CURE SCHOLARS

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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



## UMB CURE Scholars Program FACT SHEET

### THE UMB CURE SCHOLARS PROGRAM'S MISSION IS TO:

**Identify promising students** in West Baltimore at the middle school level and beyond to prepare them for health care and research career opportunities.

**Create a pipeline of STEM** (science, technology, engineering, mathematics)/health care experiences utilizing new and existing resources.

### OUR GOALS ARE:

**Explore** the endless possibilities of STEM careers and benefit from a pipeline of career development and training programs that will pave the way for long-term success.

**Excite** a new generation to work as health care providers and biomedical researchers.

**Inspire** UMB CURE scholars and their families to set high expectations for success in the program, their futures, and within their communities.

### 41 SIXTH-GRADE SCHOLARS WERE RECRUITED FROM THREE SCHOOLS:

- Franklin Square Elementary/Middle School (FSEMS)
- Green Street Academy (GSA)
- Southwest Baltimore Charter School (SBCS)

### UMB CURE MENTORS

UMB Affiliation	Mentors
Medicine	36
Dentistry	14
Graduate School	13
Pharmacy	6
Social Work	5
Faculty/Staff	16

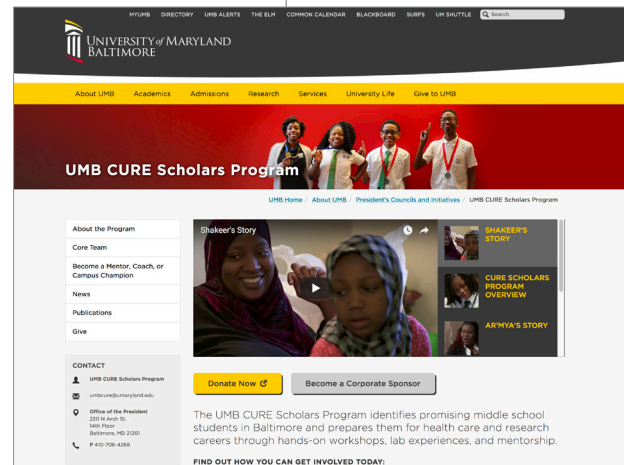
Law students support the program through family assistance. Nursing students participate in community health outreach.



## UMB CURE Scholars Program

# Become a Mentor!

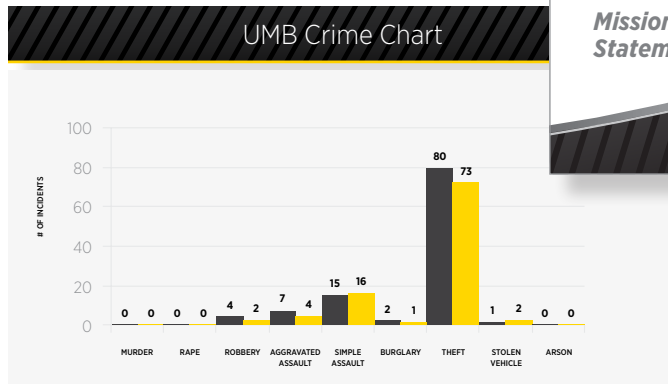
The UMB CURE Scholars Program prepares promising middle school students in West Baltimore for rewarding careers in health care and research. The scholars participate in hands-on workshops and lab experiences and receive focused mentoring.



# UMB POLICE FORCE

## UNIVERSITY INITIATIVES

Baltimore is a dynamic and vibrant city with a patchwork of neighborhoods that are as varied as anywhere in the country. The safety of areas also can vary widely and change within a block or two. The CPA team works with the UMB Police Force on all of its communications to the UMB community including crisis communication planning, Don't Walk and Text marketing, website content and writing, brochure writing, signage, and Town Hall Q&As.



UNIVERSITY of MARYLAND, BALTIMORE  
**POLICE FORCE**  
*Mission And Value Statement*

UNIVERSITY of MARYLAND BALTIMORE

UNIVERSITY of MARYLAND, BALTIMORE  
**POLICE FORCE**

**ANNUAL CLERY  
 CAMPUS  
 SECURITY AND  
 FIRE REPORT  
 2016**

SAFETY MATTERS AT UMB

**PARKING SAFETY**

- ▶ Park in well-lit areas.
- ▶ Make a note of where you parked upon leaving your vehicle.
- ▶ Leave nothing visible, lock doors, and don't crack the windows.
- ▶ Have your keys ready when approaching your vehicle.

Visit [umaryland.edu/publicsafety](http://umaryland.edu/publicsafety) for more safety tips.

EMERGENCY  
 711 (campus phone)  
 or 410-706-3333

POLICE ESCORTS  
 & NON-EMERGENCY  
 410-706-6882

UNIVERSITY of MARYLAND BALTIMORE

UNIVERSITY OF MARYLAND, BALTIMORE | POLICE FORCE

# PARKING & TRANSPORTATION

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE



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



# HUMAN RESOURCE SERVICES

## UNIVERSITY INITIATIVES

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



UNIVERSITY of MARYLAND BALTIMORE

## LAUNCH YOUR LIFE

Kick off 2017 with a healthier you! All UMB employees are invited to participate in health and well-being activities tailored to fit your needs for a more balanced work life. UMB is excited to help you reduce your stress, be financially fit, and focus on your mind, body, and spirit by relaxing into the new year.

FOR THE SCHEDULE OF EVENTS, VISIT [www.umaryland.edu/launch-your-life](http://www.umaryland.edu/launch-your-life)

<b>WHAT TO EXPECT IN 2017</b>	<b>NEW IN 2017</b>
Seated Massages	Workplace Yoga
Tai Chi	Nutritional Food Demos
Guided Meditation	More Massage Sessions
Creative Sessions	Healthy Quarterly Themes to Help You Stay Motivated!
Financial Wellness Seminars	Wellness Challenges
Lunch and Learns	



IN RECOGNITION OF YOUR DEDICATED SERVICE TO THE UNIVERSITY OF MARYLAND, BALTIMORE, YOU AND A GUEST ARE CORDIALLY INVITED TO ATTEND THE

### Employee Service Awards Luncheon

**Wednesday, March 29, 2017**  
1:30 a.m.

Please confirm your attendance, and provide the name of your guest, no later than March 17, 2017, by email or phone to:

Southern Management Corporation Campus Center Elm Ballroom 621 W. Lombard Street Baltimore, MD 21201	Protocol and Special Events <a href="mailto:events@umaryland.edu">events@umaryland.edu</a> 410-706-8035
---	---

Please inform us of any allergies or dietary restrictions (vegetarian, kosher, gluten free)

UNIVERSITY of MARYLAND BALTIMORE



PLEASE PLAN TO ATTEND THE UPCOMING

## UMB EMPLOYEE BENEFITS FAIR

**Tuesday, Oct. 4**  
**10 a.m. to 2 p.m.**

SMC Campus Center, 621 W. Lombard St., 2nd Floor

Come and visit your benefit vendors and get your questions answered.

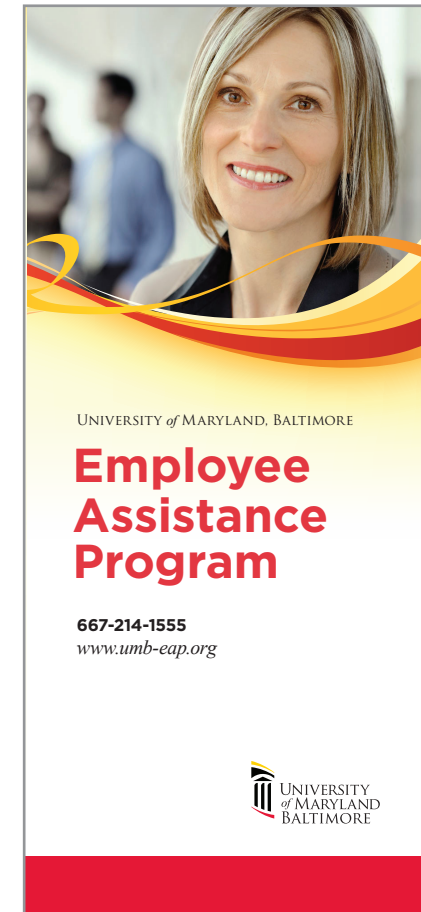
**SOME OF THE VENDORS INCLUDE:**

CareFirst BlueCross BlueShield	United HealthCare
Kaiser Permanente	United Concordia
Delta Dental	P&A Group - New Flexible Spending Account Vendor
Securian (Minnesota Life)	

**HIGHLIGHTS OF 2017 BENEFITS:**

P&A Group is the new Flexible Spending Account Vendor  
IVR phone system used to make changes

[WWW.UMARYLAND.EDU/HRS/BENEFITS](http://WWW.UMARYLAND.EDU/HRS/BENEFITS)



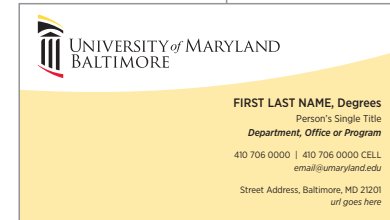
UNIVERSITY of MARYLAND, BALTIMORE

## Employee Assistance Program

667-214-1555  
[www.umb-eap.org](http://www.umb-eap.org)

UNIVERSITY of MARYLAND BALTIMORE

# BRAND STANDARDS



# ADVERTISING



UNIVERSITY of MARYLAND, BALTIMORE  
**UMB CURE Scholars Program**  
 Transforming lives in West Baltimore

Another West Baltimore student  
 on a path to a career in science.

**Watch Shakeer's story**  
[www.umaryland.edu/support-CURE](http://www.umaryland.edu/support-CURE)

BILLBOARD



UNIVERSITY of MARYLAND, BALTIMORE  
**UMB Community Engagement Center**  
 Investing In Our West Baltimore Community

[umaryland.edu/support-CEC](http://umaryland.edu/support-CEC)

DIGITAL AD

UNIVERSITY OF MARYLAND, BALTIMORE

*Congratulations*  
 on being honored for your significant contribution to the  
 business community and to the lives of Baltimoreans.

**HALL OF FAME 2017 INDUCTEES**

**Former University of Maryland System Chancellor**  
 William "Brit" Kirwan

**UMB Alumni**  
 Doreen Bolger, David Cordish, Barbara Mikulski, and George L. Russell Jr.

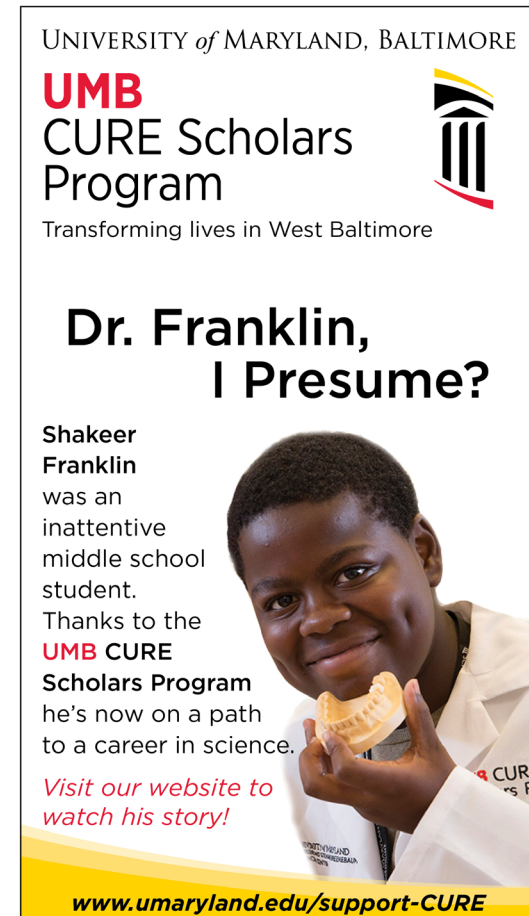
**School of Medicine Board of Visitors**  
 Michael Cryor

**Community Leaders**  
 Lainy LeBow-Sachs, Henry Rosenberg, Betsy & George Sherman

UNIVERSITY of MARYLAND BALTIMORE

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

PRINT AD



UNIVERSITY of MARYLAND, BALTIMORE  
**UMB CURE Scholars Program**  
 Transforming lives in West Baltimore

**Dr. Franklin,  
 I Presume?**

Shakeer Franklin was an inattentive middle school student. Thanks to the **UMB CURE Scholars Program** he's now on a path to a career in science.

*Visit our website to watch his story!*

[www.umaryland.edu/support-CURE](http://www.umaryland.edu/support-CURE)

PRINT AD



# SPRING 2017 DIGITAL ADVERTISING STATS

## ADVERTISING, CONTINUED

### **Baltimore Sun**

#### **BaltimoreSun.com**

- Views - 1,685,261
- Clicks - 11,684
- Click Through Rate - 0.69%

#### **Baltimore Sun Mobile - State of Maryland**

- Views - 417,734
- Clicks - 2,357
- Click Through Rate - 0.56%
- 

#### **Baltimore Sun Mobile - D.C.**

- Views - 140,642
- Clicks - 7,145
- Click Through Rate - 5.08%

#### **Extended Digital Reach - State of Maryland**

- Impressions Won - 1,001,244
- Clicks - 1,155
- Click Through Rate - 0.10%

#### **Extended Digital Reach - D.C.**

- Views - 256,117
- Clicks - 219
- Click Through Rate - 0.09%

### **Baltimore Business Journal**

#### **BizJournals.com/Baltimore**

- Impressions - 1,806,531
- Clicks - 1,949
- Click Through Rate - 0.11%

#### **Afternoon Edition Newsletter**

- Impressions - 460,501
- Clicks - 310
- Click Through Rate - 0.07%

#### **Morning Edition Newsletter**

- Impressions - 340,808
- Clicks - 267
- Click Through Rate - 0.08%

### **Clear Channel**

#### **Contracted Spots**

- Spots Delivered - 842,713
- Spots Guaranteed - 746,480
- Variance - 14.25% (96,233 spots, valued at \$14,435)

#### **Bonus Donated Spots - Valued at \$28,758**

- Spots Delivered - 191,720
- Spots Guaranteed - 177,310
- Variance - 9.15% (14,390 spots)

## SPRING 2017 DIGITAL ADVERTISING STATS, CONTINUED

### **The Daily Record**

#### **Facebook Campaign**

- Posts - 1,274
- New Likes - 411
- Total Likes - 6,923
- Comments - 327
- Shares - 5666

#### **Digital Campaign**

- Impressions - 729,395
- Clicks - 661
- Click Through Rate - 0.09%

#### **TheDailyRecord.com - Main Page Leaderboard**

- Impressions - 223,632
- Clicks - 858
- Click Through Rate - 0.38%

#### **Leadership in Law Event Page Leaderboard**

- Impressions - 3,805
- Clicks - 19
- Click Through Rate - 0.50%

### **Jewish Times**

#### **Digital Campaign**

- Impressions - 90,059
- Clicks - 255
- Click Through Rate - 0.28%

#### **Email Campaign - Jewish Times e-Newsletter**

- Contacts - 53,801
- Opens - 6,614
- Clicks - 25
- Click Through Rate - 0.38%

#### **Email Campaign - UMB Specific Emails**

- Contacts - 20,123
- Opens - 2,083
- Clicks - 22
- Click Through Rate - 1.06%

### **JMORE**

#### **JMORELiving.com**

- Impressions - 1,478,014
- Clicks - 693
- Click Through Rate - 0.05%

# CAMPUS SIGNAGE

MEMBERS OF CPA SERVE ON THIS INITIATIVE

Signage, banners, and flags throughout the University proudly display the UMB brand.



# STRATEGIC MARKETING

Achieve your goals with our comprehensive portfolio of marketing and communication services.

Your needs are unique. We focus on creating strategic, well-coordinated marketing plans and materials tailored to you.

With your input, we'll help you:

**Identify your vision | Assess your needs & cut through the clutter**

**Create a plan | Leverage your assets | Maximize your efforts**

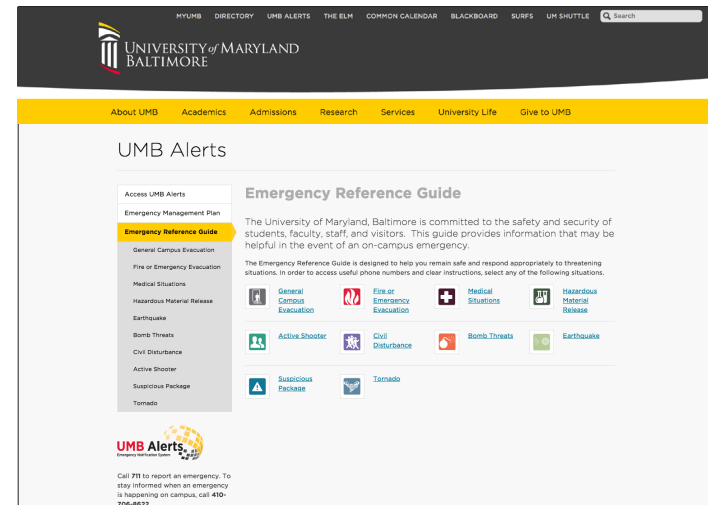
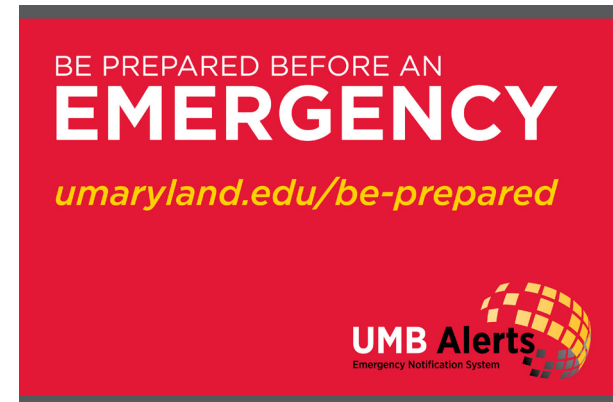
Our integrated marketing team has a wide range of expertise, including brand development, design, editorial, event services, marketing, media relations, web development, and writing for print and digital applications.

# EMERGENCY PREPAREDNESS

## STRATEGIC MARKETING

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

Partnering with the UMB Emergency Management team, CPA continued to market a series of messages to help prepare the University community for potential emergency situations.



# THE ELM WEEKLY

## STRATEGIC MARKETING

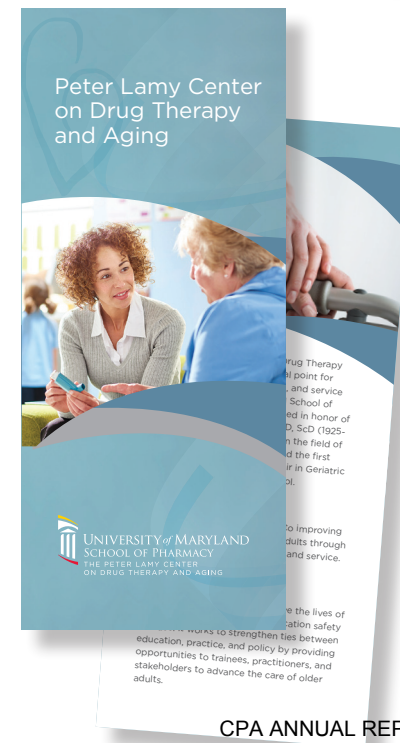
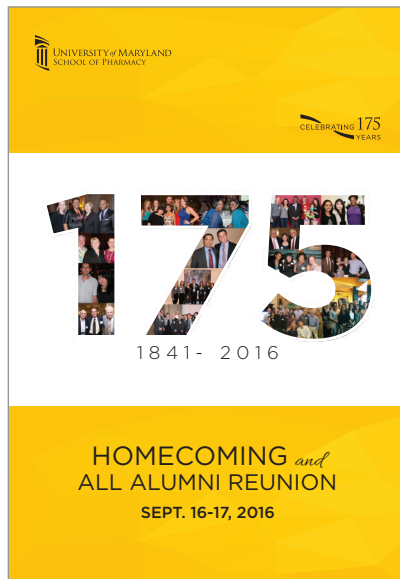
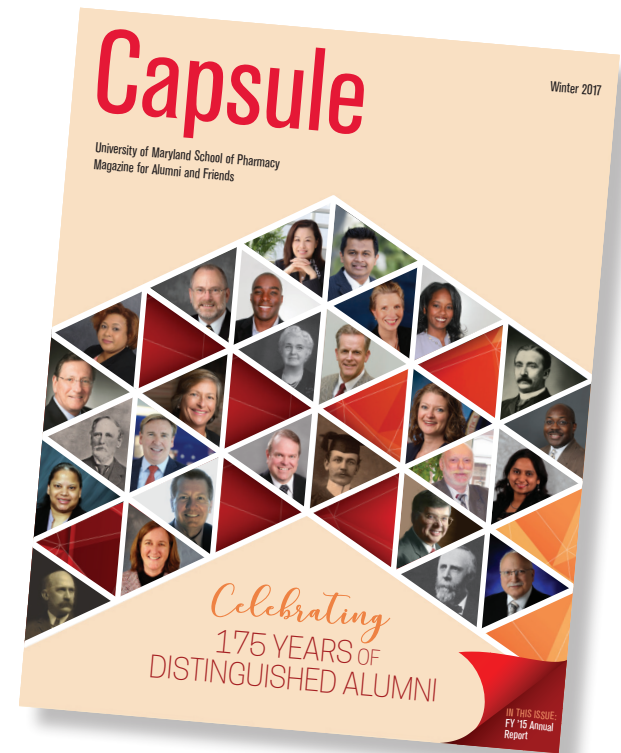
*The Elm Weekly* is a Universitywide email that shares user-submitted news, events, and announcements from across UMB every week. This new format was developed to compile all information into one source for better delivery to the UMB community.



# SCHOOL OF PHARMACY

## STRATEGIC MARKETING

CPA has had a long-standing relationship with the School of Pharmacy (SOP) and works closely with its communications team on branding. One of the largest projects that CPA designs and edits is SOP's award-winning *Capsule* magazine.



# SCHOOL OF NURSING

## STRATEGIC MARKETING

CPA's collaboration with the School of Nursing (SON) includes projects for its nursing museum, strategic plan, speaker series, and alumni communications.

*Celebrating*  
**NATIONAL NURSES WEEK**  
MAY 6-12, 2017

EVERYDAY INTERACTIONS  
=  
LIFELONG IMPACT

UNIVERSITY of MARYLAND SCHOOL OF NURSING

**THE IMPACT OF UMSON** UNIVERSITY of MARYLAND SCHOOL OF NURSING

**23,199** ALUMNI IN 50 STATES AND 19 COUNTRIES

**24** CLINICAL SIMULATION LABORATORIES

**40%** OF ENTRY-LEVEL\* GRADUATES are employed at the University of Maryland Medical Center \*Bachelor of Science in Nursing and Clinical Nurse Leader

**6,000+** GOVERNOR'S WELLMOBILE VISITS ANNUALLY

**RANKINGS** per U.S. News & World Report  
1st UMSON's Clinical Nurse Leader and Nursing Informatics master's programs  
5th UMSON's Doctor of Nursing Practice program  
8th UMSON's overall master's program ranking

Our Wellmobiles provide primary health care to uninsured and underserved residents across Central Maryland while serving as interprofessional clinical education sites.

**WE'VE BEEN DOING THIS A LONG TIME...**

1889 | UMSON established

10 Years of Doctor of Nursing Practice (DNP) program

50 Years of Community/Public Health Nursing master's specialty

2016

UNIVERSITY of MARYLAND SCHOOL OF NURSING

**A CONWAY SCHOLARS TO OPEN DOORS TO YOUR CAREER.**

Complete your degree. **Tuition free.**

The University of Maryland School of Nursing's Conway Scholars program covers your in-state tuition and fees.

Once you complete 12 credits and as long as you have at least half of your credit hours remaining, you're eligible to apply.

**ALL YOU HAVE TO DO IS:**

- be a U.S. citizen or permanent resident
- express a commitment to serve as a clinical preceptor, teach as a clinical instructor, or secure a full-time faculty position within three years of graduation
- submit an essay of 300 words or less
- remain in good academic standing and maintain a course load of at least 6 credit hours per semester
- attend required Conway Scholars events and activities.

Learn more and apply: [nursing.umaryland.edu/conway](http://nursing.umaryland.edu/conway)  
nrsscholarships@umaryland.edu | 410-706-6935

**APRN PRECEPTOR DEVELOPMENT** at the UNIVERSITY of MARYLAND SCHOOL OF NURSING

UNIVERSITY of MARYLAND SCHOOL OF NURSING

**OUR ALUMNI AND STUDENTS ARE MAKING BALTIMORE BETTER.**

But don't take our word for it.

**CONGRATULATIONS TO THE WOMEN WHOM BALTIMORE MAGAZINE HAS HONORED WITH ITS 2017 EXCELLENCE IN NURSING AWARDS:**

Michelle Cootabco, MS '95  
Jasmine Lee, BSN '00  
Theresa Victoria Proctor, DNP student

Sandra Toon, MS '03, BSN '97  
Regina Volt, BSN '89

**Want to join their ranks?**  
Earn your BSN, MS, DNP, and PhD degrees at the University of Maryland School of Nursing—designed specifically for nurses who want to make Baltimore better.

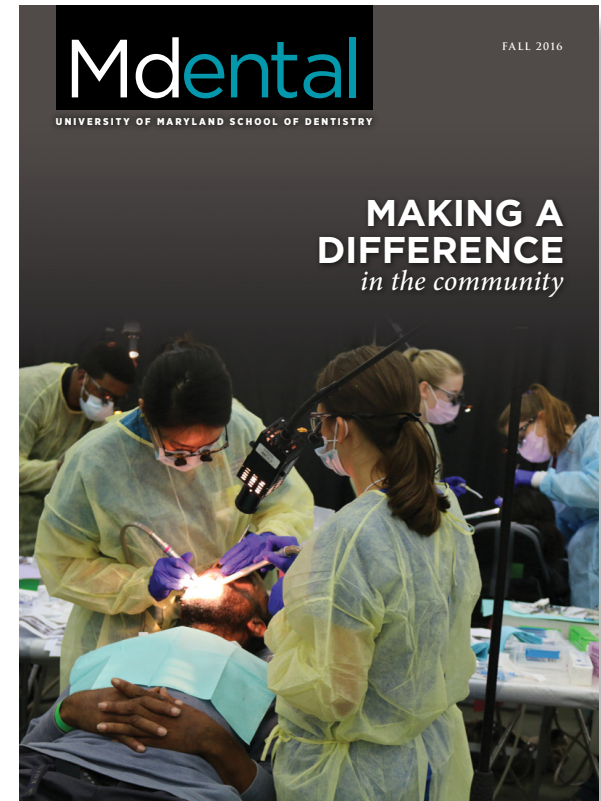
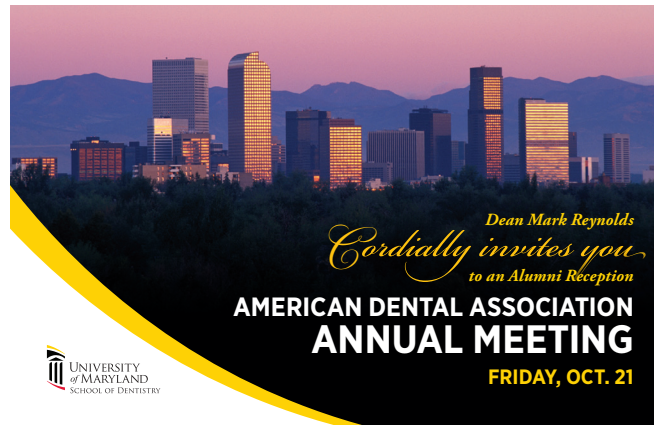
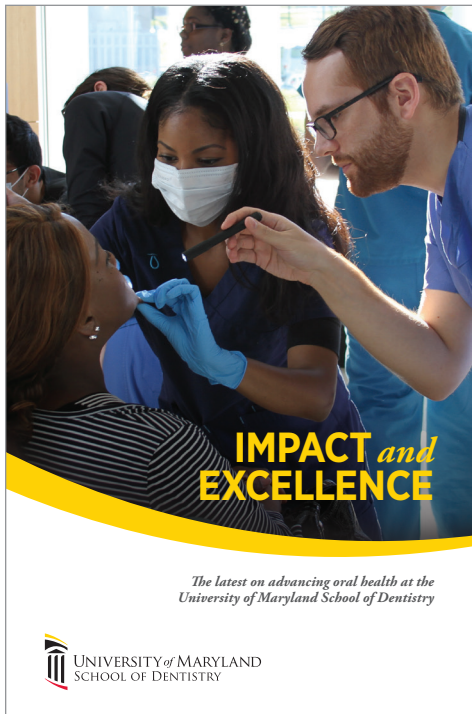
[nursing.umaryland.edu](http://nursing.umaryland.edu)



# SCHOOL OF DENTISTRY

## STRATEGIC MARKETING

CPA's collaboration with the School of Dentistry (SOD) includes *MDental* magazine in addition to many other marketing materials.



# GRADUATE SCHOOL

## STRATEGIC MARKETING



**Global Health**  
The Lessons of Ebola

UNIVERSITY of MARYLAND  
GRADUATE SCHOOL

Explore how multidisciplinary teams can work more effectively together to address global health needs.

This **FREE** 6-week Massive Open Online Course or **MOOC** begins Sept. 20.  
Enroll at [edx.org](http://edx.org) - (search **global health**)



**APRIL 13, 2017**

**4-6 P.M.**  
SMC Campus Center  
621 West Lombard Street,  
Baltimore, Md. 21201  
Elm Ballroom A

**UNDETECTED ELDER ABUSE:  
A GRAVE SITUATION**

Learn about the issue of undetected elder abuse among the growing population of older adults.

**KEYNOTE SPEAKER**  
**Zabiullah Ali, MD**  
*Assistant Medical Examiner, Office of the Chief Medical Examiner  
Clinical Assistant Professor,  
University of Maryland  
School of Medicine*

To register, contact  
Reba Cornman at  
[rcornman@umaryland.edu](mailto:rcornman@umaryland.edu)

UNIVERSITY of MARYLAND  
GRADUATE SCHOOL



UNIVERSITY of MARYLAND  
BALTIMORE

**Advancing Public Policy  
to Recognize and Support  
Family Caregivers**

**KEYNOTE SPEAKER**

**Lynn Friss Feinberg, MSW**  
Senior Strategic Policy Advisor, AARP's Public Policy Institute



**UNDETECTED ELDER ABUSE:  
A GRAVE SITUATION**

The program will discuss the issue of undetected elder abuse among the growing population of older adults. Physical, psychological, financial and sexual abuse may be perpetrated by family and/or paid caregivers as well as others associated with the older adult.

From the detection of abuse after death to the discussion barriers to its identification and intervention will be discussed by an interdisciplinary panel.

**KEYNOTE:**  
**Elder Abuse from a Forensic Pathologist's Perspective**  
**Zabiullah Ali, MD**  
*Assistant Medical Examiner, Office of the Chief Medical Examiner;  
Clinical Assistant Professor, University of Maryland School of Medicine*

**Panelists:**  
**Nicole Brandt, PharmD, MBA, CGP, BCPP, FASCP**  
*Executive Director, Peter Lamy Center on Drug Therapy and Aging;  
Professor, University of Maryland School of Pharmacy*  
**Jamaal Moses, LCSW-C**  
*Adult Protective Services, Baltimore County Department of Social Services*  
**Laura Pimentel, MD**  
*Chief Medical Officer, University of Maryland Emergency Medical Associates  
and Maryland Emergency Medicine Network; Clinical Associate Professor,  
University of Maryland School of Medicine*

**Moderator:**  
**Amanda LeWhing, PhD, MSW**  
*University of Maryland School of Social Work*

**APRIL 13, 2017**

**4-6 P.M.**  
SMC Campus Center  
621 West Lombard Street,  
Baltimore, Md. 21201  
Elm Ballroom A

**Symposium sponsored by:**  
The Geriatrics and Gerontology  
Education and Research Program,  
Graduate School

Peter Lamy Center on Drug Therapy  
and Aging, School of Pharmacy  
UM Center for Research on Aging,  
School of Medicine

Program on Aging, Trauma and  
Emergency Care, School of Medicine  
University of Maryland Claude  
D. Pepper Older Americans  
Independence Center

UM/UMBC Doctoral Program  
in Gerontology

**RSVP:** Reba Cornman, MSW, Director, Geriatrics  
and Gerontology Education and Research Program  
[rcornman@umaryland.edu](mailto:rcornman@umaryland.edu)

UNIVERSITY of MARYLAND  
GRADUATE SCHOOL

# STAFF SENATE

## STRATEGIC MARKETING

**STAFF SENATE**

**BACK TO SCHOOL  
SCHOOL SUPPLIES NEEDED**



We are collecting schools supplies to distribute to UMB partner elementary schools within Baltimore's West Side. Look for the blue collection totes in your building.

Learn more:  
[elm.umaryland.edu/supply-drive](http://elm.umaryland.edu/supply-drive)

**LAST DAY TO DONATE IS AUG. 31**

*Did you know...*

**WE ARE YOUR  
ADVOCATES**

UMB's Staff Senate is here to advocate on matters that mean the most to University staff.

Some topics that we champion include:

- Campus safety
- Parking
- State policies affecting staff
- Affordable child care
- Sustainability
- Campus life
- Community outreach
- Work-life strategies

**LEARN MORE:** [umaryland.edu/ssenate](http://umaryland.edu/ssenate)

**STAFF SENATE**

UNIVERSITY OF MARYLAND, BALTIMORE

*Board of Regents Staff Awards*

**ARE YOU A STAR?**

The University System of Maryland Board of Regents' Staff Awards represents the **highest honor** bestowed by the Board of Regents for achievements of Exempt and Nonexempt Staff employees from institutions within the University System of Maryland.

*Categories include:*

- Exceptional Contribution to the Institution
- Outstanding Service to Students
- Extraordinary Public Service
- Effectiveness and Efficiency

Winners receive a **\$2,000** stipend!

**STAFF SENATE**

SUBMIT A NOMINATION & LEARN MORE:  
[umaryland.edu/ssenate](http://umaryland.edu/ssenate)

*Board of Regents Staff Awards*

**ARE YOU A STAR?**

**STAFF SENATE**

*Categories include:*

- Exceptional Contribution to the Institution
- Outstanding Service to Students
- Extraordinary Public Service
- Effectiveness and Efficiency

**\$2,000**  
STIPEND TO ALL WINNERS!

Deadline for initial nominations is **Nov. 11**

SUBMIT A NOMINATION  
[umaryland.edu/ssenate/BORaward](http://umaryland.edu/ssenate/BORaward)

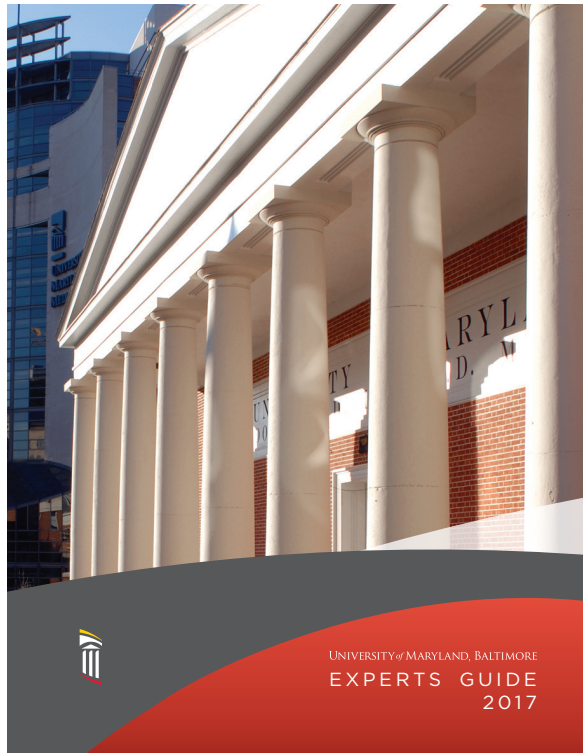
For achievements of Exempt and Nonexempt Staff

UNIVERSITY SYSTEM of MARYLAND

UMB Staff Senate Contact:  
Kiscia Cannon | 410.706.7931 | [kcannon@som.umaryland.edu](mailto:kcannon@som.umaryland.edu)

# GOVERNMENT AFFAIRS

STRATEGIC MARKETING



## PRESIDENT'S PANEL *on* POLITICS AND POLICY

**SPEAKER SERIES**  
The President's Panel on Politics and Policy is a speaker series examining issues important to the UMB community that are likely to be affected by the new presidential administration and Congress, including health and higher education policy, federal budget priorities, and civil rights and social justice.



*Speaker*  
**KAREN FISHER, JD**  
Chief Public Policy Officer, Association of American Medical Colleges

**TUES., JAN. 31**  
8:30 TO 10 A.M.

SMC CAMPUS CENTER  
Breakfast will be provided.

**REGISTER TODAY!**  
[umaryland.edu/politics-panel](http://umaryland.edu/politics-panel)

UNIVERSITY of MARYLAND, BALTIMORE

## PRESIDENT'S PANEL *on* POLITICS AND POLICY

**SPEAKER SERIES**  
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*Speaker*  
**GOLDIE BLUMENSTYK, MS**  
*The Chronicle of Higher Education reporter and editor*

As a reporter and an editor at *The Chronicle of Higher Education* since 1988, she is known for her expertise on for-profit higher education and educational innovation. Other topics she has covered include distance education, the internet boom and bust, state politics, university governance, and fundraising.

*Topic: Higher Education*

**TODAY**  
8 to 8:30 a.m. — Breakfast  
8:30 to 10 a.m. — Lecture


SMC CAMPUS CENTER  
ELM BALLROOM, SECOND FLOOR

**REGISTER EARLY. SPACE IS LIMITED.**  
[umaryland.edu/politics-panel](http://umaryland.edu/politics-panel)

UNIVERSITY of MARYLAND, BALTIMORE

## PRESIDENT'S PANEL *on* POLITICS AND POLICY

**SPEAKER SERIES**  
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*Speaker*  
**FRANK BRUNI, MS**  
*New York Times op-ed columnist and best-selling author*

His career at *The Times* spans more than 20 years and includes stints as a White House correspondent, the chief restaurant critic, the Rome bureau chief, and a staff writer for the Sunday magazine. *The Times'* first openly gay op-ed columnist, Bruni writes twice a week on topics such as American politics, higher education, and gay rights.

*Topic: Social Justice*

**TUESDAY, FEB. 28**  
SMC CAMPUS CENTER  
ELM ROOM 208

8 to 8:30 a.m. — Breakfast  
8:30 to 10 a.m. — Lecture

**REGISTER EARLY. SPACE IS LIMITED.**  
[umaryland.edu/politics-panel](http://umaryland.edu/politics-panel)

UNIVERSITY of MARYLAND, BALTIMORE

# PHILANTHROPY

## STRATEGIC MARKETING




UNIVERSITY of MARYLAND, BALTIMORE


**Richard & Jane Sherman Center for Health Care Innovation Center**

Richard Sherman, MD '72, School of Medicine, and Jane Sherman, PhD '85, School of Nursing established the new center with a \$1.5 million gift.

Learn more at [elm.umaryland.edu](http://elm.umaryland.edu).



**CONSIDER A DONATION TO UMB TODAY.**  
LEARN MORE AT [UMARYLAND.EDU/DEVELOPMENT](http://UMARYLAND.EDU/DEVELOPMENT).



OFFICE OF PHILANTHROPY

HYUMB | DIRECTORY | UMB ALERTS | THE ELM | COMMON CALENDAR | BLACKBOARD | SURFS | UMB SHUTTLE

UNIVERSITY of MARYLAND BALTIMORE

About UMB | Academics | Admissions | Research | Services | University Life | Give to UMB

UMB Home | About UMB | Offices | Office of Philanthropy

**Office of Philanthropy**

- About Us
- Why Give?
- Annual Giving
- Planned Giving
- Corporate and Foundation Relations
- Matching Gifts
- Publications
- UMB Foundation
- Staying Connected: You & UMB

**GIVE TO UMB**

Philanthropy is the key to educating and supporting the next generation of professionals and scholars who will redefine what we know, reframe what we seek to achieve, and revolutionize what we believe is possible.

With our nationally ranked schools, leading centers, and acclaimed programs, UMB is on the move. Take advantage of this exciting time to become one of our stakeholders and help UMB catalyze global advances in health and human services.

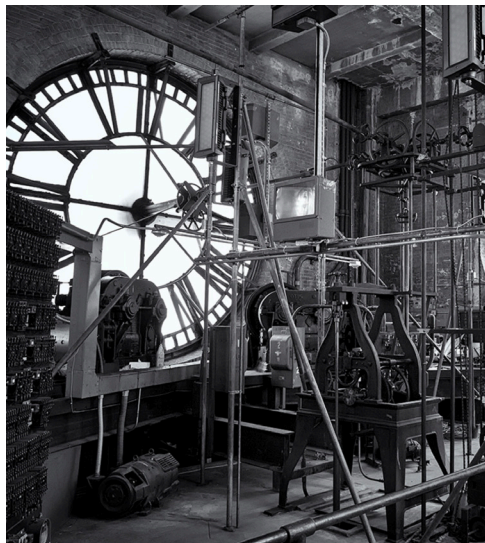
**WHY GIVE** | **ANNUAL GIVING**

**CONTACT**  
432 W. Lexington St.  
Second Floor  
Baltimore, MD 21201  
P 410-706-6495

# SNAP PHOTO CONTEST

## STRATEGIC MARKETING

Nearly 300 photos were submitted to the contest, which was open to faculty, staff, and students. Winners' photos were on display at the Fireplace Lounge at the University's SMC Campus Center.



**University of Maryland Baltimore**

Navigation: About UMB, Academics, Admissions, Research, Services, University Life, Give to UMB

Sub-navigation: UMB Home, About UMB, Offices, Communications and Public Affairs, What We Do, Marketing, Snap! UMB Photo Contest 2017, Snap! 2016 Winners

### Snap! 2016 Winners

**First Place Winner:**  
*The River Workings* by Larry Noble  
Congratulations to Larry and to all the winners of the Snap! UMB Photo Contest 2016!

**First, Second, and Third Place Winners and Honorable Mentions**

<b>The Inner Workings</b> Larry Noble - First Place	<b>Aftermath</b> Young 800 Kim - Second Place	<b>Jemacia Station</b> Young 800 Kim - Second Place	<b>17 E. Mount Vernon Place</b> Larry Noble - Third Place
<b>A Sea of People</b> Thomas Jemski - Third Place	<b>Biophorus Bridge</b> Thomas Jemski - Third Place	<b>Cafe in Galesburg</b> Young 800 Kim - Third Place	<b>Change</b> Arianna Horner - Third Place

**Special Thanks**  
A special thanks to the 2016 contest judges:  
**Yameli Hogan, First Lady of Maryland**  
Honorary Chair, Council for the Arts and Culture  
University of Maryland, Baltimore  
**Fletcher Mackey**  
Faculty, Foundation, Planning and M&M in Community Arts Programs, Council for the Arts and Culture Board Member  
Maryland Institute College of Art  
**Thomas Jemski**  
Photographer, Historian, and Instructional Support Specialist  
University of Maryland, Baltimore - School of Medicine  
**Caitie Thompson**  
Assistant Professor, Photography  
University of Maryland, Baltimore County


# COMMEMORATIVE EVENTS

In January or February, the University celebrates the work of Dr. Martin Luther King Jr. with an annual event that includes noteworthy speakers and MLK Diversity Recognition Awards for faculty, students, and staff.

Each March, the University celebrates Women's History Month with an event that celebrates contributions made by women.

CPA also plans and promotes UMB Night/Day at Camden Yards for an Orioles game.

UNIVERSITY OF MARYLAND, BALTIMORE COMMEMORATES  
**DR. MARTIN LUTHER KING JR. & BLACK HISTORY MONTH 2017**



**FEB. 1, 2017**  
 NOON - 1:30 P.M.  
 School of Nursing auditorium

DR. MARTIN LUTHER KING JR. & BLACK HISTORY MONTH | 2017

**SAVE THE DATE**




Feb. 1, 2016 | Noon - 1:30 p.m.

**NEW LOCATION:**  
 School of Nursing Auditorium  
 Lunch to follow at the SMC Campus Center

Keynote Speaker:  
**SHERRILYN IFILL**  
 • The seventh president and director-counsel of the NAACP Legal Defense and Educational Fund, Inc.  
 • Professor of Law, UM Carey Law

**UMB DAY**   
 at the **Ballpark**



**Orioles vs. Tampa Bay Rays**  
 Sunday, Sept. 18  
 1:35 p.m.

Kids Run the Bases (Postgame)  
 (All Fans 14 and under)

[orioles.com/tix/umbuniversityevents](http://orioles.com/tix/umbuniversityevents)

For any questions or accessible seating, please call 888-848-8380 (2479) and ask for the Ticket Services team.

**UMB DAY**   
 at the **Ballpark**



**Orioles vs. Tampa Bay Rays**  
 Sunday, Sept. 18 | 1:35 p.m.

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

Empowering Women to Succeed

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

**"Women Making a Difference in Baltimore's Communities"**


**THURSDAY, MARCH 9**  
 WESTMINSTER HALL | Noon - 1:30 p.m.  
 A light lunch will be served.

Donations such as school supplies, household items (blankets, towels, dishes) & children's spring jackets (new/gently used) will be collected on site for Baltimore Outreach Services.

UNIVERSITY of MARYLAND, BALTIMORE

Featuring a distinguished panel of leaders in the Baltimore community.

<b>Catherine Pugh</b> (Invited) Mayor, City of Baltimore	<b>Kandace Pierce</b> Carter Memorial Church of Baltimore's First Lady
<b>Edith Gillard-Canty</b> President, Franklin Square Community Association	<b>Erica L. Alston-Buck</b> Chief Executive Officer, Maryland Community Health Initiatives, Inc.
<b>Rachel Monroe</b> President and Chief Executive Officer, The Harry and Jeanette Weinberg Foundation	<b>Penn-North Recovery/Behavioral Health Center</b>

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

# MEDIA RELATIONS

The media relations team successfully brought the expertise and accomplishments of University leaders into the public spotlight through efforts such as:

- **Failure to Appear Second Chance** | The Media Relations team produced a well-attended press conference to announce a collaboration between the School of Law's Access to Justice clinic, the Baltimore State's Attorney, and the Baltimore Police Department to create a Failure to Appear Warrant Second Chance Program.
- **Promoting Careers in Oral Care** | An effort by National Museum of Dentistry Executive Director Richard Manski to promote careers in health care to children from nearby elementary schools was covered by four television stations and a national publication.
- **Collaboration at Cole Field House** | A joint announcement by UMB and UMCP of the creation of a research collaboration in brain trauma and sports medicine at Cole Field House received considerable news coverage. A joint op-ed was also placed in *The Baltimore Sun*.





## MEDIA RELATIONS, CONTINUED

- **Expansion of Dental Services** | The expansion of low and no-cost dental services to Western Maryland via a partnership between the School of Dentistry and Frederick Memorial Hospital received print and broadcast coverage, furthering UMB's image as a Maryland public health resource.
- **Reforming Baltimore Law Enforcement** | A town hall hosted by the School of Law to engage the community on views and experiences with law enforcement in advance of a Baltimore City consent decree with the U.S. Department of Justice was widely covered by local media.
- **Virtual Reality in Health Care** | A demonstration of the power and potential of augmented and virtual reality in medical settings earned regional and national coverage. The demonstration at the Newseum in Washington, D.C. explored and demonstrated uses such as guiding surgical instruments, providing specialized assistance to remote caregivers, relieving severe and chronic pain, and overcoming bias and post traumatic stress reactions.
- **Missions of Mercy** | Faculty and students from the School of Dentistry treated hundreds of patients in Baltimore and Salisbury with no insurance or limited means to pay. Publicity of their efforts yielded television and print coverage.
- **UMB CURE Scholars Program** | During FY17, the Media Relations team wrote six web stories - all including video and social media - and attracted media coverage from *The Baltimore Sun* ("Young scholars pair up with mentors to prepare for careers in science"), WYPR-FM ("Changing the face of medicine and research"), and the *Baltimore Business Journal* ("How UMB is trying to break the cycle of poverty").

# SELECTED MEDIA COVERAGE

## MEDIA RELATIONS

Selected examples of coverage that exemplified the President's leadership and the positive impact of UMB included:



**Dental Clinic accepting uninsured, underinsured patients**

***The Frederick News-Post* | Aug. 16, 2016**

President Perman is featured in a front-page photo speaking with dental caregivers at the opening of the Frederick clinic.



**Jay A. Perman – UMB Scholars**

**WYPR-FM | Aug. 30, 2016**

In one of a series of radio essays, Dr. Perman explains the UMB CURE Scholars Program and its goals of reducing racial disparities in health care, and improving the lives of West Baltimore children and their families.



**Newsmaker Forum discusses ALICE families**

***The Baltimore Sun* | Jan. 26, 2017**

Dr. Perman was featured in a front-page photo that showed participants in a panel discussing the issues facing so-called ALICE (Asset Limited, Income Constrained, Employed) families. He also appeared in a companion piece and the event podcast.

## MEDIA RELATIONS, CONTINUED

### **Hogan trade mission to Israel to pack in business meetings, speeches**

***The Baltimore Sun* | Sept. 7, 2016**

Dr. Perman accompanied Governor Hogan and other Maryland business and political leaders on a mission to achieve and promote trade and research agreements.

### **University of Maryland, College Park and University of Maryland, Baltimore team up to turn Cole Field House into national hub for sports medicine**

***The Baltimore Sun* | Oct. 20, 2016**

Dr. Perman tells The Sun that MPower's most talked-about collaboration "will lead to million-dollar, multidisciplinary grants in critical areas of neuroscience and traumatic brain injury."

### **UMD, UMB research collaboration aims to demystify brain trauma (Op-Ed)**

***The Baltimore Sun* | Oct. 20, 2016**

In this joint op-ed, written by Dr. Perman and UMCP Pres. Wallace Loh, the two write that "Together we'll achieve a fuller understanding of the human brain and help survivors of brain injury lead more productive and more fulfilling lives."

### **Changing the face of medicine and research**

**WYPR-FM | Dec. 5, 2016**

Reporter Fraser Smith explores the success and promise of the UMB CURE Scholars Program, then entering its second year.

### **Fix The City**

***Urbanite Baltimore* | Jan. 25, 2017**

A featured element in Urbanite's proposed steps to "fix" Baltimore was to support the efforts of anchor institutions, such as UMB.

# CRISIS COMMUNICATIONS / UMB ALERTS

## MEDIA RELATIONS

The Media Relations team supported Public Safety and Operations by drafting and distributing emergency messages, participating in training exercises, and improving the communications infrastructure.

### **Messaging**

The Media Relations team provided critical message creation and distribution support during:

- Inclement weather (8)
- In response to criminal activity (27)
- To report severe traffic issues (12)
- In support of critical situations (33)
  - Significant flooding at the Institute of Human Virology
  - Transportation disruptions during demolition of the Carter Center
  - Severe equipment malfunctions

### **Training Exercises**

The Media Relations team participated in emergency management exercises involving:

- Hypothetical responses to the release of select agents
- An assessment of the university's vulnerability to threats

### **Infrastructure Improvements**

The Media Relations Team also improved crisis communications capabilities by drafting and implementing:

- Message templates in our e2Campus alert system
- Revisions to the UMB alerts protocol
- Expanded conference calling capabilities

# EVENT COVERAGE

## MEDIA RELATIONS

The Media Relations team provided support for numerous UMB events and initiatives, including:

### **The State of the University**

The Media Relations team provided teleprompter and audiovisual support for the State of the University, including production and distribution of the video program.

### **Community Engagement Efforts**

The Media Relations team publicized and covered the activities of the Office of Community Engagement, and other efforts to further the impact and recognition of UMB as an anchor institution, including:

- The work of the UMB CURE Scholars Program. Coverage included instruction at the School of Dentistry, competition in the Science Olympiad, and the presentation of white coats to the new cohort
- A joint UMB/UMMC community town hall in a Poppleton church
- Active Bystander training at the Community Engagement Center
- An effort to promote facial protection to local youth

### **The President's Symposium and White Paper Project**

Speakers in the 2016-2017 series on Entrepreneurial Exploration were publicized. Events featuring Suzanne Sysko Clough, Jim Hughes, and the fellows' findings were video recorded, included with web stories, and shared on social media.

### **Core Values Speaker Series**

In February 2017 the Media team promoted, covered, and video recorded veteran and youth advocate Wes Moore as he delivered the fifth in this series on accountability.

## MEDIA RELATIONS EVENT COVERAGE, CONTINUED

### **President's Panel on Politics and Policy**

The media team supported presentations by four speakers in this series during FY17 with web and social media coverage.

### **Diversity Advisory Council Speaker Series**

Mark Nivet kicked off this series in September 2016 with a discussion of maximizing diversity and inclusion. The Media team covered the event with a web story and social media, as well as a video recording.

### **University of Maryland Strategic Partnership: *MPowering the State***

The media team promoted, covered, and achieved earned media for several MPower projects, including:

- The announcement of research collaboration at Cole Field House
- Work to leverage virtual and augmented reality in medicine
- An effort to establish a national security academy in Greenbelt
- A grant announcement for the SAFE Center
- The annual conference of the Agriculture Law Education Initiative

# WEB COMMUNICATIONS

CPA builds and engages community through a variety of UMB web communications services.

Our services include:

**Web design and development** | **User experience design**

**Web content strategy** | **Web content management** | **Website maintenance**

In addition, our web communications group manages [umaryland.edu](http://umaryland.edu), The Elm, and the University's Mobile App. Use these community-building tools to discover all the news, events, and resources UMB has to offer.





# QIC WEBSITE

## WEB COMMUNICATIONS

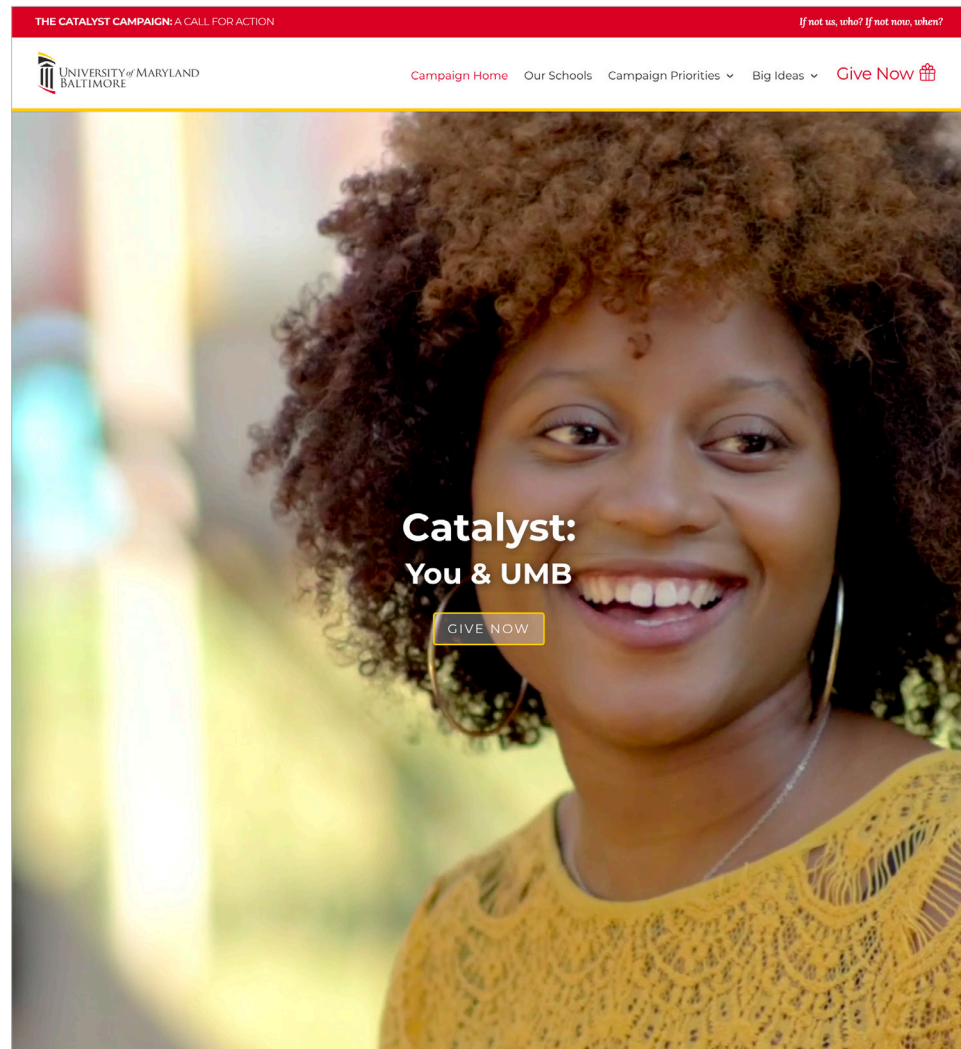
Our team developed the Quality Improvement Center's website in WordPress, including building a customized theme to match the Center's branding on a tight schedule. We also entered the site's initial content, including an extensive list of reference materials, and provided training to empower the Center to manage their own content moving forward.



# UMB CATALYST CAMPAIGN

## WEB COMMUNICATIONS

The CPA web team reviewed web marketing materials created by an external vendor and provided feedback and suggestions where necessary. We later worked with the vendor to install their site on our WordPress server, which included troubleshooting several aspects of the migration process and reconstructing minor aspects of their design in a few places.



# 2016 HOLIDAY CARD

## WEB COMMUNICATIONS

Our team designed, storyboarded, and animated an elaborate 3d scene of a wintry windowsill, which includes UMB-themed decorative elements, framed photos of notable University events, and the previous years' printed holiday cards. The animation ends on a holiday message inside of a snow globe, which features snowflakes with simulated physics as well as refracted light distortion effects.

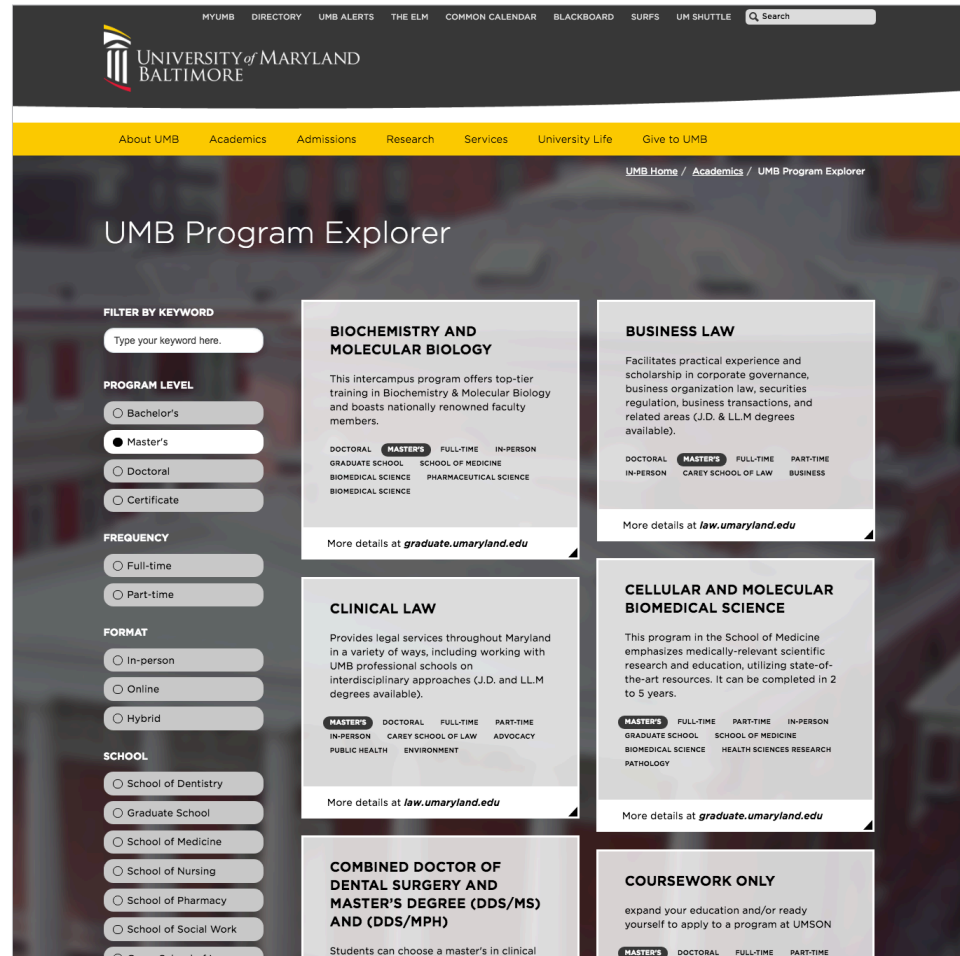




# PROGRAM EXPLORER

## WEB COMMUNICATIONS

Having identified the need for a centralized catalog of academic programs, our team designed and developed a template with a unique visual design and a custom-coded filtration and search mechanism. We then worked with the schools' web leadership to facilitate content entry and upkeep.



# HRS LEARNING MANAGEMENT SYSTEM

## WEB COMMUNICATIONS

Our team configured the branding and visual settings of the learning management system, and also designed and developed an entirely custom landing page.



# POLICIES AND PROCEDURES LIBRARY

## WEB COMMUNICATIONS

In coordination with the Office of University Policy and Procedures, we build a single combined repository for all University policies and procedures. This entailed the development of several new templates, as well as new navigation mechanisms, automatic feeds of the latest-added content, and a searchable, sortable, filterable index.

The screenshot shows the website for the University of Maryland Baltimore's Policies and Procedures Library. The header includes the university logo and navigation links: MYUMB, DIRECTORY, UMB ALERTS, THE ELM, COMMON CALENDAR, BLACKBOARD, SURFS, UMB SHUTTLE, and a search bar. A yellow navigation bar contains links for About UMB, Academics, Admissions, Research, Services, University Life, and Give to UMB. Below this is a breadcrumb trail: UMB Home / About UMB / Policies and Procedures / Library. The main heading is "Policies and Procedures". A left sidebar menu lists categories: Councils and Boards, Faculty, Academic Affairs, Research, Student Affairs, Administration, Human Resources, Financial Affairs, External Relations, Information Technology, Public Safety, Index, Announcements, School Resources, and Templates. A "CONTACT" section provides contact information for Shannon Dawkins Wrenn, Director of University Policy and Procedures, including email (swrenn@umaryland.edu), address (620 West Lexington Street, Room 1102A, Baltimore, MD 21201), and phone (P 410 706 6731). The main content area is titled "Library" and includes a disclaimer: "This site is under development as part of UMB's Strategic Plan. More procedures and guides will be added to this library as they are completed." It lists seven categories with brief descriptions and links to "Policies" and "Procedures": I. COUNCILS AND BOARDS (Constitutions, Systems, Councils, Boards); II. FACULTY (Appointments, Credentials, Tenure, Leave, Compensation); III. ACADEMIC AFFAIRS (Conflict of Interest, Faculty Affairs, Faculty Librarians, Graduate Assistants, Records, Registration, Scholarly Misconduct, Student Affairs); IV. RESEARCH (Copyrights, Human Subjects Research, Patents, Sponsored Projects); V. STUDENT AFFAIRS (Housing, Employment, Immunization); VI. ADMINISTRATION (Equal Opportunity, Facilities, Lactation, Public Records, Public Safety, Risk Management); VII. HUMAN RESOURCES (Benefits, Compensation, Employment, Leave, Recruitment, Substance Abuse, Termination, Tuition Remission).

# THE NEW ELM

## WEB COMMUNICATIONS

Completed user research to establish the new design and functionality of the website and developed interactive prototypes to present the new design. The new Elm is a one-stop location for news, events, announcements, editorials, social media, classifieds, and more. It allows the campus community to filter information based on their schools or interests and enables many users, schools, and departments to directly contribute content on their own without duplicating their efforts whenever possible.





# WHO WE WORK WITH

**33% = NON-BILLABLE**

**67% = BILLABLE**

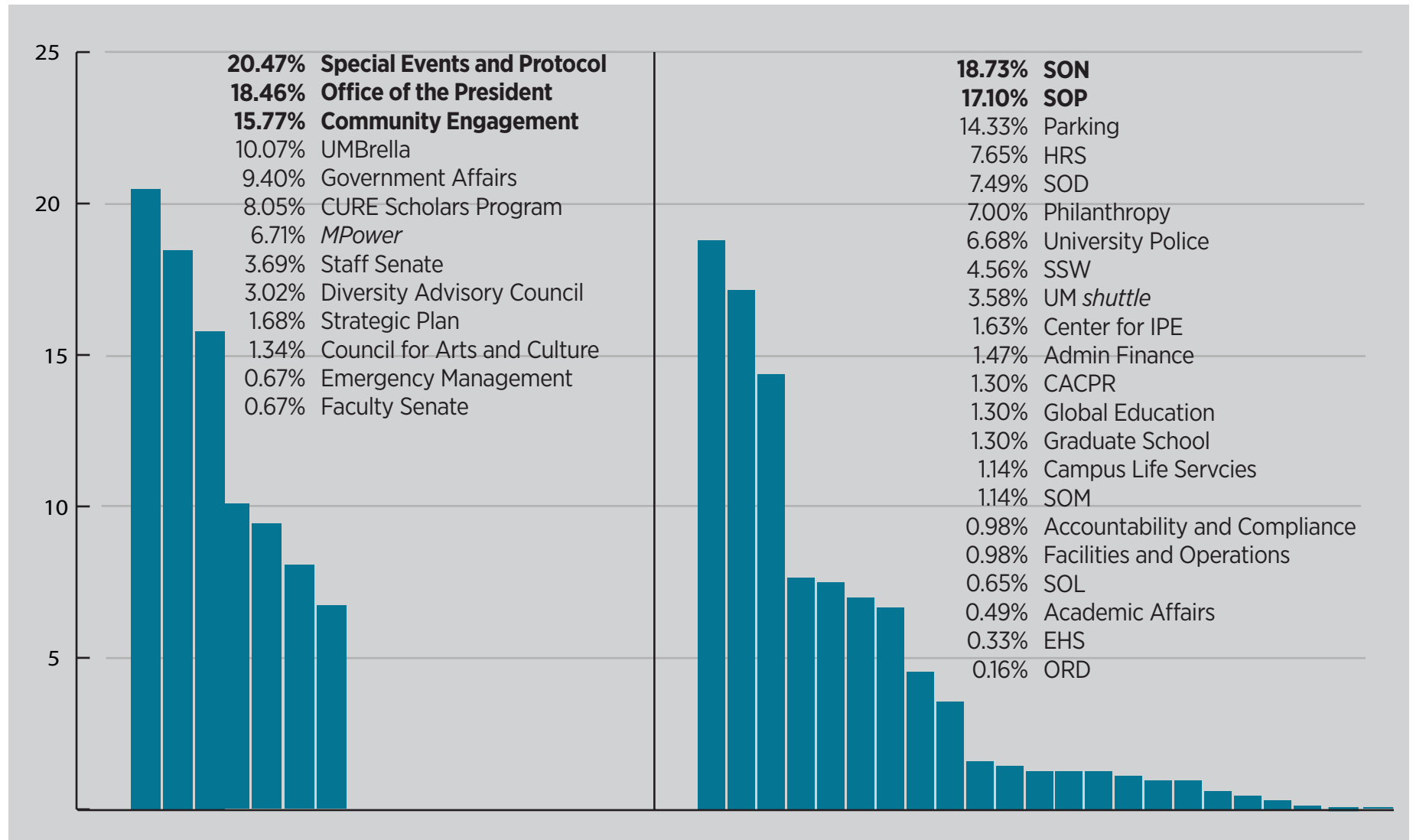


Chart does not include media relations, events, branding, project management, and web communications.