

# COMMUNICATIONS AND PUBLIC AFFAIRS

**ANNUAL REPORT FY18**



# COMMUNICATIONS AND PUBLIC AFFAIRS

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

# WHO WE ARE

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# OFFICE OF THE PRESIDENT

## UNIVERSITY INITIATIVES

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

### LAURELS

NOVEMBER 2017

#### UNIVERSITYWIDE



**NANCY COWGER**     **PETER WICKHAM**

The Office of Technology Transfer (OTT) is happy to announce new promotions. **Nancy Cowger, PhD**, has been promoted from assistant director technology licensing to director technology licensing. **Cowger** joined UMB as a corporate contract officer in January 2005, and then OTT as a licensing officer in 2008. **Mark Wroniak, PhD**, will assume Cowger's previous role as assistant director technology licensing. He joined UMB as a senior technology licensing officer in 2016.

**Tony Nguyen, MEd, AHP**, technology communications coordinator, National Network of Libraries of Medicine Southern/Atlantic Region, Health Sciences and Human Services Library, was a co-author of "Advancing the Conversation: Next Steps for Librarians, Clinicians, Translational Researchers and Public Health Scientists Librarianship," which was published in the *Journal of the Medical Library Association*.

**M.J. Toney, MEd, AHP, FMLA**, assistant vice president, Academic Affairs, executive director, Health Sciences and Human Services Library, and director, National Network of Libraries of Medicine Southern/Atlantic Region and National DOCLINE Coordinating Office, received a three-year MD of Life-Community Engagement Through Public Libraries grant supplement worth more than \$1.5 million. It will support educational outreach in the areas suggested by the health research program in the SEIA Region.

#### SCHOOL OF DENTISTRY



**PARISH ROWELL**

**Parish Rowell, PhD**, professor and chair, Department of Microbial Pathogenesis, was elected to the Board of Directors of the Federation of European Microbiological Societies (FEMS). His new role, effective January 2018, is director, Research and Publications. FEMS Board also is lead author of "Does Active Oral Sex Contribute to Female Infection?" which was published in the *Journal of Infectious Diseases*.

**Joan A. Bivins, BDS, MS**, clinical associate professor and program director, Department of Orthodontics and Pediatric Dentistry, was a co-author on "Odontology Digital Cooperation — Successes, Lessons Learned and Future." which was published in *Orbit: Science and Practice*.

#### CAREY SCHOOL OF LAW



**SHARA BONSHAFIT**

**Shara Bonshafit, JD**, director of development, was named a "Very Important Professional (VIP)" by *The Daily Beast*. The VIP list recognizes Maryland leaders under age 40 based on their professional accomplishments, community service, and a commitment to inspiring change.

**Michael Wu, PhD, MS**, research assistant professor and lab manager, **Hossein Xu, PhD**, professor and director, both of the Division of Biomaterials and Tissue Engineering, and **Mary Anne Melo, PhD, MS, PhD**, assistant professor and director, Division of Operative Dentistry, are co-authors of "Dental Composite Formulation Design with Bioactivity on Protein Adsorption Combined with Crack-Healing Capability," which was published in the *Journal of Biomedical Materials*.

**DERECK KATONDO, WHO FOUNDED THE GLOBAL SOAP PROJECT AFTER LEARNING HOTELS DISCARDED MILLIONS OF SOAPS OF BASKET, MAKES A POINT AT UMB.**

UNIVERSITY OF MARYLAND BALTIMORE

UNIMARYLAND.EDU 2

### PRESIDENT'S PANEL ON POLITICS AND POLICY



#### REFUGEE TO CEO



It, his family was upended up with age and forced to watch as neighbors fled by a firing squad under the

... people who are supposed upon as the most grotesque picture "It," said Kayongo, CEO of the Human Rights and founder of the World and wilderness is so impoverished around the world.

who is more passionate about creating change or more passionate about why it matters than our speaker this morning."

Kayongo had the 150 faculty, staff, and students started into silence one minute with tales of the atrocities of his native country and laughing the next with his good natured jokes.

"I'm going to speak to you a little about my life and I'm told ... I have five hours to do that," he joked before he started.

Kayongo shared his story of how his country went to war and he became a refugee. His father took him to Kenya and put him in the hands of an American woman while he went back to fight Amin. Kayongo eventually received a scholarship to attend college in the United States. Later, during a stop at a hotel in Philadelphia, he came up with the idea for the Global Soap Project.

"In the bathroom, there were three bars of soap — facial soap, body soap, and hand-washing soap," he said, expressing his amazement. "What the difference?"

about creating change," President introduction. "There's no one

UNIVERSITY OF MARYLAND THE COLLEGE CAMPUS

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### the PRESIDENT'S MESSAGE

NOVEMBER 2017



When I wrote to you *last month* about the *Catalyst* campaign, launched in October, I said that meeting our fundraising goals would require deeper engagement with a constituency I consider the core of our strength: UMB's 75,000 living alumni. I said that, at the University level, we have to do a better job of reaching out to our graduates — that we have to share our story with them, that we have to tell them about our people and projects making a difference here in Baltimore and, indeed, around the world.

The goal of this outreach isn't merely to raise money for our priority programs; it's to bring more of our graduates back into this special community of ours, to connect alumni with the students who might benefit from their experience and with the projects that might benefit from their expertise. But it's also about bringing alumni together with each other so that they may see UMB for what it is: a University. A University of seven schools and thousands of students, faculty, and staff working to advance complementary missions in health, welfare, and justice.

By design, the University's priority initiatives depend on cross-school collaboration: interdisciplinary research, student leadership, innovation and entrepreneurship, community outreach and engagement, high-profile projects in pain, addiction, and disease. I've often said that our biggest breakthroughs in human health and well-being happen at the intersections — the intersection of scholars and schools and disciplines. When we're eager to work with one another, to redesign the way we think about the problems that plague us and the way we imagine their solutions, that's when we see possibilities open up, new avenues emerging from dead ends. If this intersection rule is true of all of us working and learning here at UMB, I know it's true of the thousands of graduates we've produced, now spanning the country and the globe.

Forging these connections can be more difficult at UMB than at other universities. On a predominantly undergraduate campus, students get to know their classmates in general education courses, the early courses all students must take before they start delving deeper into their majors. At a professional and graduate university like UMB, these opportunities for cross-school learning are far rarer. Plus, UMB has historically struggled to forge a cohesive identity; after all, the reputations of our seven schools were made independent of the University that houses them, and the schools aren't reliant on the University for their prominence. When you get right down to it, we don't even have a football team or a mascot to rally around.

So it's up to us to disabuse alumni of the notion that little besides proximity connects their school to the others. It's up to us to show them what's happening — and what's possible — not in one building or two or three, but across these 71 city acres (an expanse that night, in fact, surprise some of our older alumni).

Our first step is to acquaint alumni with UMB, to reinforce our name, to introduce our brand (which has changed over the years), and to share our mission (which has, in fact, endured); to supplement the robust alumni communications undertaken by each school and to highlight how these schools connect. We've begun sending electronic newsletters to alumni, celebrating the good things happening in our schools, the breakthroughs and big ideas. We've produced a University-wide video, *We Are UMB*, our first one in a very long time. We're making videos that showcase how our people and schools serve our local and global communities together.

I mentioned in my last newsletter that UMB is fortunate to have so many alumni living so close to campus. We're starting to capitalize on that proximity. In fact, tonight I'm headed to Washington, D.C., where a couple hundred of our alumni will gather for a speaker series at the National Press Club. Graduates of all seven schools will be there, and for some this will be their first prolonged interaction with alumni who don't share their professional path. We're planning another alumni event this spring, closer to home in Baltimore.

None of this activity is intended to weaken the affinity our alumni have for their own schools. That affinity is strong — so strong enough that we can use it to the University's advantage. After all, the point isn't to switch our alumni's allegiance, but to expand it, to forge a connection to a broader purpose, one that encompasses their school's own mission and links it to the others.

UMB has a powerful story to tell. It's time our alumni know that story as well as we do. And it's time they start telling it themselves.

Sincerely,



Jay A. Perman, MD  
PRESIDENT

UNIVERSITY OF MARYLAND BALTIMORE

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



# OFFICE OF THE PRESIDENT, CONTINUED


## QUARTERLY Q&A

*with Dr. Perman*


**WEDNESDAY**  
**March 7, 2018**

12:30 to 1:30 p.m. | School of Pharmacy, Room 103

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



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



Please join UMB President Jay A. Perman, MD at the Sagamore Pendry Hotel for a special evening with



REGISTER



Please join UMB President Jay A. Perman, MD at the National Press Club for an alumni event featuring

*New York Times columnist*  
**FRANK BRUNI**

**THURSDAY, NOV. 9**  
6 P.M. RECEPTION  
7 P.M. PROGRAM

NATIONAL PRESS CLUB  
522 Fourteenth St. NW  
Washington, D.C.

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

# MARCH FOR OUR LIVES



UMB joins the "March For Our Lives" in Washington, D.C., to demand an end to gun violence. UMB will provide transportation to and from the protest via charter bus for students, faculty, staff, and friends interested in attending.

**Saturday, Mar. 24, 2018**  
9:30 a.m. to 5 p.m.  
Pearl Garage Office  
622 W. Fayette St. (bus departure location)

**Deadline to register is Friday, March 15.**

Register at [umaryland.edu/march-for-our-lives](http://umaryland.edu/march-for-our-lives).





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

## 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**

**2018**  
**Kevin Plank**  
CEO, UNDER ARMOUR  
*Excellence*

**James Woolsey**  
FORMER CIA DIRECTOR  
*Accountability*

**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*

### COREVALUES *Speaker Series*



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

Produced by Office of Communications and Public Affairs, 2017

# 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

Commencement 2018

2018 Universitywide Commencement Ceremony

On Friday, May 18, 2018, 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.



Commencement

UNIVERSITY of MARYLAND, BALTIMORE

FRIDAY, MAY 18, 2018 | 2 P.M.

ROYAL FARMS ARENA

All are welcome. No tickets required.

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

#2018UMB

UNIVERSITY of MARYLAND BALTIMORE

*Keynote Speaker*  
**JODY OLSEN, PhD, MSW**  
*Director of the Peace Corps  
Former Visiting Professor,  
School of Social Work*

UNIVERSITY OF MARYLAND, BALTIMORE

*Party in the*  
**PARK**

FRIDAY, MAY 18, 2018

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

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

COMPLIMENTARY FOOD AND LIGHT REFRESHMENTS FOR UMB GRADUATES AND GUESTS

SPECIAL APPEARANCES BY THE ORIOLE Bird AND THE RAVENS' Poe

GAMES | DJ

PHOTO BOOTH

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

UNIVERSITY of MARYLAND BALTIMORE

For more information and to register for the event:  
[calendar.umaryland.edu/partyinthepark](http://calendar.umaryland.edu/partyinthepark)



# FOUNDERS WEEK

## UNIVERSITY INITIATIVES

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

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



A collage of three event posters for Founders Week 2017. The top poster is for the "Student Cookout" on Monday, Oct. 16, from noon to 1:30 p.m. at the School of Nursing Courtyard. It features a photo of students preparing food and is sponsored by the Whitehead-Turner Fund. The middle poster is for the "Entrepreneur of the Year Presentation and Reception" on Wednesday, Oct. 18 at 4 p.m. at the BioPark Life Sciences Conference Center. It features a portrait of Bartley P. Griffith, MD, and is sponsored by the Whitehead-Turner Fund. The bottom poster is partially visible and repeats the "Entrepreneur of the Year" event information. All posters include the University of Maryland Baltimore logo and the website ument.edu/founders.

# FOUNDERS WEEK, CONTINUED



**FOUNDERS WEEK 2017**  
Each fall the University of Maryland, Baltimore (UMB) remembers a past that dates to 1807 and honors present and future standbys.

This year's Founders Week Gala was extra special with the formal launch of Catalyst, UMB's inclusive \$700 million fundraising campaign. Among other things, Catalyst will support what we call "Big Ideas for Big Change," multidisciplinary projects that address areas of urgent need.

As an anchor institution in West Baltimore, UMB is a catalyst in its own right, advancing health, wellness, social justice, and economic opportunity in underserved communities.

UMB is proud of the achievements of our world-class faculty, staff, and students, as well as the entrepreneurial and collaborative spirit that thrives on our campus. We recognize the 2017 award winners below and thank all our UMB friends, colleagues and partners for their ongoing support.

**TEACHER OF THE YEAR**  
Fadia Tohma Shuja, PhD, MPH

**PUBLIC SERVANT OF THE YEAR**  
Susan M. Arndt, PhD, RN

**ENTREPRENEUR OF THE YEAR**  
Barclay P. Griffin, MD

**RESEARCHER OF THE YEAR**  
Robert K. Ernst, PhD

**SPECIAL THANKS TO OUR 2017 FOUNDERS WEEK SPONSORS**

**PLATINUM SPONSOR**  
WT WHITING-TURNER

**GOLD SPONSORS**  
UNIVERSITY of MARYLAND MEDICAL SYSTEM  
WEXFORD SCIENCE TECHNOLOGY  
VENTAS

**BRONZE SPONSORS**  
BDO  
DSI  
EMJAY  
graphcom  
STIFEL  
The Peril Family

**BENEFACTORS**  
Ballard Spahr LLP  
Cullinet  
Maryland Proton Treatment Center  
University System of Maryland Foundation, Inc.

**ADVOCATES**  
BDO Health & Life Sciences  
DPE Engineering, Inc. P.C.  
The Daily Worker

**FRIENDS**  
A. Howard Armstrong Services, Inc.  
A. J. & S. Co. American Oversight  
Carter Technology Services, Inc.  
Carter Technology Services, Inc.  
Carter Technology Services, Inc.  
Carter Technology Services, Inc.  
The Daily Worker

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

## Founders Week 2017

**GALA**  
SATURDAY, OCT. 14 | 6:30 P.M.  
Hyatt Regency Baltimore Inner Harbor  
*Black-tie optional dinner, program, and entertainment.*  
Tickets can be purchased for \$200 by contacting [events@umaryland.edu](mailto:events@umaryland.edu).

**STUDENT COOKOUT**  
MONDAY, OCT. 16 | NOON  
School of Nursing Courtyard  
*Tickets required. Open to UMB students only.*

**RESEARCHER OF THE YEAR PRESENTATION AND RECEPTION**  
TUESDAY, OCT. 17 | 4:30 P.M.  
Davidge Hall

**ENTREPRENEUR OF THE YEAR PRESENTATION AND RECEPTION**  
WEDNESDAY, OCT. 18 | 4 P.M.  
BioPark Life Sciences Conference Center

**STAFF LUNCHEON**  
THURSDAY, OCT. 19  
11:30 A.M. TO 12:10 P.M. OR 12:20 TO 1 P.M.  
WESTMINSTER HALL  
*Tickets required. Open to UMB staff only.*



# 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.



**2018 DR. MARTIN LUTHER KING JR. DIVERSITY RECOGNITION AWARD**

The award represents equality, justice, and opportunity for all. The recipient will demonstrate a personal and professional commitment to ideals similar to Dr. King.

**Nominations due by close of business Wednesday, Nov. 22, 2017.**

<http://www.umaryland.edu/diversity/2018-mlk-diversity-awards-nominations/>

DIVERSITY ADVISORY COUNCIL

UNIVERSITY of MARYLAND BALTIMORE




**DIVERSITY ABROAD NETWORK**

Interested in studying, researching, or interning internationally? The Diversity Abroad Network provides tools that address race and ethnicity, students with disabilities, religious diversity, and gender and sexual orientation.

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

UNIVERSITY of MARYLAND BALTIMORE

This project is a collaboration between UMB's Diversity Advisory Council and Center for Global Education Initiatives.



**DIVERSITY ADVISORY COUNCIL**

**SPEAKER SERIES**

**RUSSELL McCLAIN, JD**  
 ASSOCIATE PROFESSOR, CAREY SCHOOL OF LAW  
 ASSOCIATE DEAN FOR DIVERSITY AND INCLUSION  
 DIRECTOR, ACADEMIC ACHIEVEMENT PROGRAM

*"Seeing the Invisible: How Implicit Bias and Other Factors Can Impede Teaching, Learning, and the Delivery of Professional Services"*

Russell McClain, JD, associate professor and associate dean for diversity and inclusion at the University of Maryland Francis King Carey School of Law, graduated Order of the Coif from the school in 1995. From 1995 until 2005, McClain was a civil litigator in Los Angeles, where his cases involved commercial, entertainment, consumer, and bankruptcy litigation. McClain began teaching in the fall of 2005 as a legal writing instructor at Howard University School of Law. He began teaching at Carey Law in 2006, and he received a full-time appointment to the faculty in 2007.

Since then, he has worked as the director of the law school's Academic Achievement Program, which focuses on assisting with the academic development of law students. In 2016, McClain was promoted to associate professor, and he was appointed by the dean to the position of associate dean for diversity and inclusion. He also is a member of the University's Diversity Advisory Council.

McClain's scholarly interest is in the psychological factors that affect academic performance, including stereotype threat and implicit bias. This research explores whether stereotype threat (the fear of confirming negative group stereotypes) and implicit bias (subconscious categorizations that are biased against racial/ethnic minorities and women) work together to suppress the performance of these groups in higher education, including in law school.

He has made numerous presentations to law schools and other professional groups on the topics of stereotype threat and implicit bias. McClain also is developing a guide to academic success for minority law students.

McClain is vice president for diversity for the Association of Academic Support Educators. He has served as a member of the Law School Admissions Council's Diversity Committee and was honored by the University of Maryland Chapter of the Black Law Students Association (BLSA) as the 2016-2017 Alumnae of the Year. In 2015, the BLSA chapter named him Professor of the Year.

McClain has lived in Hawaii, Nebraska, Guam, Maryland, California, and Virginia. In addition to his scholarly interests, he also enjoys singing and songwriting.

**NOV. 9, 2017**  
 8:30 a.m.  
 SMC Campus Center  
 Auditorium A/D

**Don't miss this enlightening speaker!**  
 RSVP TODAY at [umaryland.edu/diversity](http://umaryland.edu/diversity)

UNIVERSITY of MARYLAND BALTIMORE




# COMMUNITY ENGAGEMENT

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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



**Join Us For a Community Conversation**

Please come for pizza and to talk with Dr. Jay Perman, President of UMB, about our plans for a new home for the UMB Community Engagement Center at 16 S. Poppleton Street.

**UMB Community Engagement Center**  
870 W. Baltimore St.  
May 21, 2018 | 6-7 p.m.

**UNIVERSITY of MARYLAND BALTIMORE**

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



**Sponsor a family for Thanksgiving**  
UMB's Staff Senate and Office of Community

**UMB Community Engagement Center**

**Free after school program at the Community Engagement Center!**  
**UMB Police Activities League (PAL)**

**STARTING FEB. 1, 2018**

- THURSDAYS**  
3 to 4:30 p.m.  
2nd - 5th graders  
16 spaces available  
UMB Community Engagement Center  
870 W. Baltimore St.
- FRIDAYS**  
3 to 4:30 p.m.  
6th - 8th graders  
16 spaces available  
UMB Community Engagement Center  
870 W. Baltimore St.

Led by the UMB Community Engagement Center staff and UMB's police officers, the PAL program provides safe, positive, and fun after school activities for youth. Participants will be able to participate in science experiments, arts and crafts, fitness, games, monthly field trips, guest speakers, and more!

**Participation is FREE, but registration and guardian permission are required.**

**SPACE IS LIMITED. RSVP TODAY.**  
Registration forms and paperwork are available at the UMB Community Engagement Center.  
Phone: 410-706-8260  
Email: [UMBengage@gmail.com](mailto:UMBengage@gmail.com)

**UNIVERSITY of MARYLAND BALTIMORE**

**OFFICE OF COMMUNITY ENGAGEMENT**  
[umaryland.edu/occe](http://umaryland.edu/occe)

# COMMUNITY ENGAGEMENT, CONTINUED



**LIGHT CITY**  
A FESTIVAL OF LIGHT, MUSIC AND INNOVATION

**Surprise and Celebration**  
**April 18**  
7:30 p.m. to 8:30 p.m.  
North Pine and West Baltimore streets

Light City is bringing an “illuminating” surprise to the University of Maryland, Baltimore campus! Attend this exciting event to enjoy music, food trucks, and other festivities.



**LIGHT CITY**  
A FESTIVAL OF LIGHT, MUSIC AND INNOVATION

**Neighborhood Lights in Hollins Market and Pigtown**  
**April 6-April 8**

Neighborhood Lights, Light City’s community artist-in-residence program, is bringing beautiful illuminated visual art, unique music, and fun activities to Southwest Baltimore.

**Some activities include:**

- ▶ Art galleries
- ▶ Live music
- ▶ Silent disco
- ▶ Virtual reality experience
- ▶ Laser tag
- ▶ Sip-and-paints
- ▶ Food trucks

**UNIVERSITY of MARYLAND BALTIMORE**

Sponsors: Baltimore Office of Promotion and the Arts; University of Maryland, Baltimore; T. Rowe Price; Southwest Partnership, Inc.; War Horse Cities; and Red Bull Air Race.

LEARN MORE AT [umaryland.edu/oce/neighborhood-lights](http://umaryland.edu/oce/neighborhood-lights) OFFICE OF COMMUNITY ENGAGEMENT



The Office of Community Engagement presents the  
**Local Food Connection FOOD FAIR**

Monday, November 20  
Noon to 1:30 p.m.  
UM BioPark  
801 W. Baltimore St.  
Conference Center




**UMB Community Engagement Center**

**SUMMER U**  
Spend your summer at UMB and the Community Engagement Center!

- Sample free
- Learn about
- Collect me
- Support bu
- All vendors

**ABOUT**  
The Local Food Connection Office of Community Engagement is helping to build the economy of small businesses that hire and make food available. Participating local businesses provide training, technical assistance, and other resources to help buyers like you. To the program is government organizations, anchor organizations, and neighborhood leaders.

**SESSION 1: JULY 11 TO 27**  
Tuesdays and Thursdays  
10 a.m. to 5 p.m.  
*Field trip and closing party:*  
July 28 | 10 a.m. to 5 p.m.  
UMB Community Engagement Center  
870 W. Baltimore St.

**SESSION 2: AUGUST 8 TO 24**  
Tuesdays and Thursdays  
10 a.m. to 5 p.m.  
*Field trip and closing party:*  
August 25 | 10 a.m. to 5 p.m.  
UMB Community Engagement Center  
870 W. Baltimore St.

Ages 9 to 13 are welcome.

Visit the UMB schools and learn about exciting careers, receive guided tours, and participate in fun academic lessons. Play sports and games at URecFit, enjoy lunch on campus, and have fun reading and making arts and crafts at the CEC.



**Participation is FREE, but registration and guardian permission are required.**

**SPACE IS LIMITED. RSVP TODAY.**  
Registration closes on July 7.  
Phone: 410-706-8260  
Email: [UMBengage@gmail.com](mailto:UMBengage@gmail.com)

**OFFICE OF COMMUNITY ENGAGEMENT**  
[umaryland.edu/oce](http://umaryland.edu/oce)

**UNIVERSITY of MARYLAND BALTIMORE**



# COUNCIL FOR THE ARTS & CULTURE

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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  
**NEIGHBORHOOD SPRING FESTIVAL**  
**SATURDAY, MAY 5 | 11 A.M. TO 2 P.M.**  
 UMB Community Engagement Center, 800 Block of W. Baltimore St.

JOIN US FOR **UMB'S ANNUAL NEIGHBORHOOD FESTIVAL** AND HELP US CELEBRATE CINCO DE MAYO.  
 Connect with your neighbors while enjoying **FREE** events and food!

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

**ENTER FOR A CHANCE TO WIN A FREE IPAD!**

**COMMUNITY RESOURCES**

- Health and wellness screenings
- UMMC on the Move mobile health van
- Free dental screenings

**GREAT FOOD!**

**ENTERTAINMENT/ACTIVITIES**  
 Dance troupes, bands, Zumba, tae kwon do demonstrations, and local craft vendors

**KIDS ACTIVITIES AND GAMES**  
 Face painting, MD Department of Natural Resources Scales and Tales, Legos, robotics and balloon fun!

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

Contributions from Governor's Office of Community Initiatives, CultArts Catering, Honey Pig Restaurant, Joyful Adult Medical Day Care Center, KAGRO of Maryland, Korean American Association of the Washington Metropolitan Area, Korean Drycleaners Association of Maryland, Korean Society of Maryland, Korean-American Political Action Committee, Lexington Market, Linwoods, Office of the First Lady of Maryland, Putting on the Ritz Catering, Simply Elegant Catering, Young Nam Association of MD

UNIVERSITY of MARYLAND BALTIMORE  
[umaryland.edu/oce](http://umaryland.edu/oce)  
MEDICINE | LAW | DENTISTRY | PHARMACY | NURSING | GRADUATE | SOCIAL WORK | BIOMAN

UMB Council for the Arts & Culture



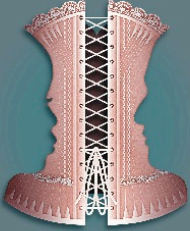
**Learn the Magic of Fluid Art**  
 June 7 | 3:30 to 5 p.m.  
 SMC Campus Center, Cafe

Ignite your creativity by making your own fluid art painting on canvas with instructor Sandra Erbe. Cost of participation is \$35, including all supplies and a free UMB apron. Beginners are welcome. Space is limited to 15 people.

Open to all UMB students, faculty, and staff.  
 Register by contacting Nancy Gordon

UNIVERSITY

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



**INTIMATE APPAREL**  
 BY LYNN HOTTAGE DIRECTED BY TAZEWELL THOMPSON

**OCT. 26 7:30 P.M.**

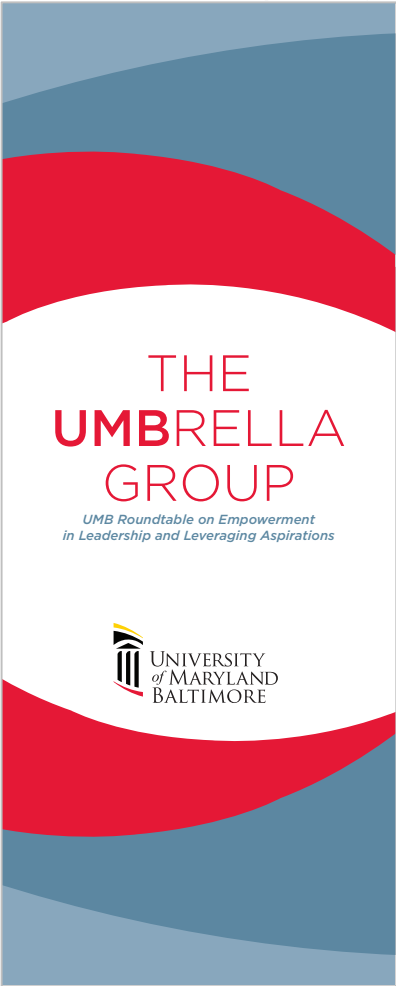
EVERYMAN THEATRE GREAT STORIES WELL TOLD.  
 EVERYMANTHEATRE.ORG | 410.752.2208

# UMBRELLA

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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



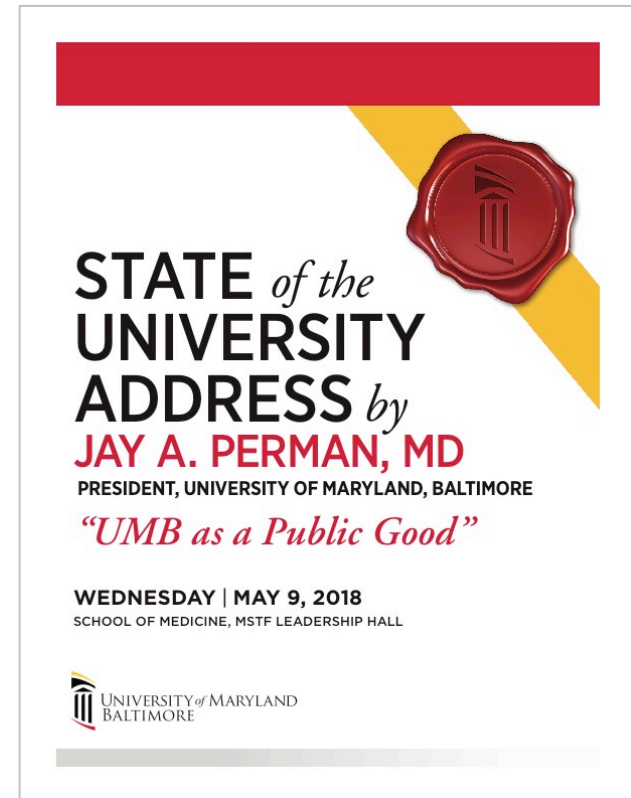
The flyer is titled "THE UMBRELLA GROUP" and "UMB Roundtable on Empowerment in Leadership and Leveraging Aspirations". It announces the University of Maryland, Baltimore's celebration of Women's History Month. The featured speaker is Angela H. Brodie, PhD, with a presentation titled "The Life and Legacy of Angela H. Brodie, PhD". The event is on Wednesday, March 28, from Noon to 1:30 p.m. at Westminster Hall, 519 W. Fayette St. The flyer lists a moderator, Margaret H. McCarty, PhD, and a panel of members including Laine Asatryan, PhD; Ann Robinson, PhD; Carolyn Choate; and Susan G. Esserman, JD. Registration information is provided at the bottom: "REGISTER TODAY! www.umaryland.edu/whm" and "SPACE IS LIMITED. REGISTER ONLINE TODAY! www.umaryland.edu/umbrella/speakers".



# STATE OF THE UNIVERSITY ADDRESS

## UNIVERSITY INITIATIVES

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



## STATE OF THE UNIVERSITY ADDRESS, CONTINUED



**STATE** *of the*  
**UNIVERSITY**  
**ADDRESS** *by*  
**JAY A. PERMAN, MD**  
PRESIDENT, UNIVERSITY OF MARYLAND, BALTIMORE  
*"UMB as a Public Good"*


**WEDNESDAY | MAY 9, 2018 | 3 P.M.**

SCHOOL OF MEDICINE, MSTF LEADERSHIP HALL  
*Reception to follow*

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



**STATE** *of the*  
**UNIVERSITY**  
**ADDRESS** *by*  
**JAY A. PERMAN, MD**  
PRESIDENT, UNIVERSITY OF MARYLAND, BALTIMORE  
*"UMB as a Public Good"*





# MPOWERING THE STATE

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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




# UMB CURE SCHOLARS PROGRAM

## UNIVERSITY INITIATIVES

### MEMBERS OF CPA SERVE ON THIS INITIATIVE

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

**UMB CURE Scholars Program**



Watch UMB’s CURE Scholars in a documentary about growing up in West Baltimore.

***From West Baltimore***

**WEDNESDAY, FEB. 28 8 P.M.**

Maryland Public Television 2/Create (Cable only)

- Comcast - Channel 799
- Verizon Fios - Channel 523

Produced by MedSchool Maryland Productions.

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EXPLORE | EXCITE | INSPIRE

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

lab experiences and receive focused mentoring.

For more information, contact Borndavid McCraw at [bmccraw@umaryland.edu](mailto:bmccraw@umaryland.edu)

UNIVERSITY of MARYLAND BALTIMORE

EXPLORE | EXCITE | INSPIRE

**UMB CURE Scholars Program**

In partnership with Western High School



UNIVERSITY of MARYLAND BALTIMORE

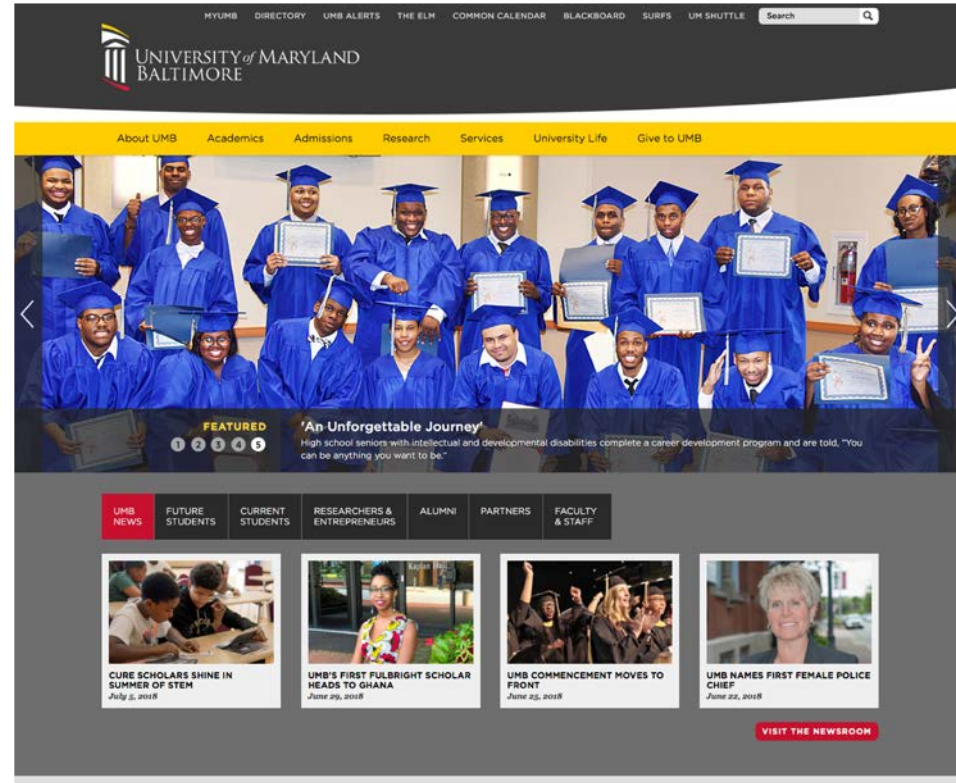
FOLLOW US ON TWITTER @UMB\_CURE  
FIND US ON FACEBOOK AT [UMBCUREScholars](https://www.facebook.com/UMBCUREScholars)

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

# PROJECT SEARCH AND YOUTHWORKS

## UNIVERSITY INITIATIVES

CPA tells the success stories of Baltimore high school seniors with intellectual and developmental disabilities (Project SEARCH) and the work readiness program that gives city youths the chance to pursue their interests (YouthWorks).





# 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.

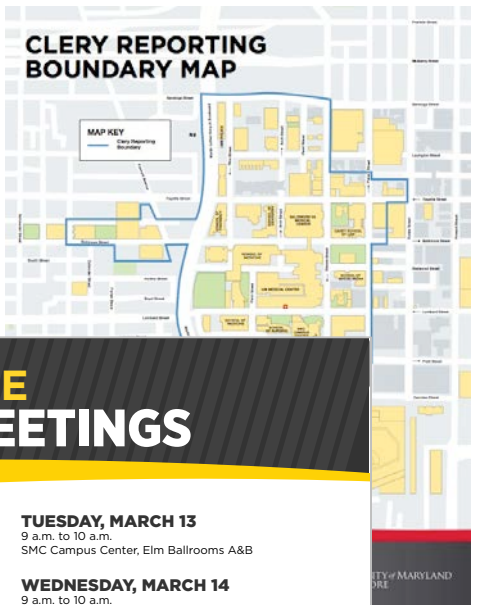


**DON'T WALK  
AND TALK  
OR TEXT**

**UMB Alerts**  
Emergency Notification System

Register for UMB Alerts via SMS  
at [www.umaryland.edu/alerts](http://www.umaryland.edu/alerts).

UNIVERSITY  
of MARYLAND  
BALTIMORE



**CLERY REPORTING  
BOUNDARY MAP**

MAP KEY  
Clery Reporting Boundary

UNIVERSITY  
of MARYLAND  
BALTIMORE

**CHIEF OF POLICE  
TOWN HALL MEETINGS**

Join us for three town hall and Q&A sessions, as we invite Chief of Police candidates to speak to UMB faculty, staff, students, and BioPark personnel. These open forums are an opportunity to ask the candidates questions and provide feedback to the search committee.

A different candidate will speak at each session.

Can't attend in person?  
A live stream will be available online.

**TUESDAY, MARCH 13**  
9 a.m. to 10 a.m.  
SMC Campus Center, Elm Ballrooms A&B

**WEDNESDAY, MARCH 14**  
9 a.m. to 10 a.m.  
School of Nursing Auditorium

**THURSDAY, MARCH 15**  
9 a.m. to 10 a.m.  
School of Pharmacy Auditorium (N103)

**LEARN MORE AT**  
[umaryland.edu/police-chief-town-hall](http://umaryland.edu/police-chief-town-hall)

UNIVERSITY  
of MARYLAND  
BALTIMORE



# 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 communications regarding garage closings, construction, and services.

PARKING AND TRANSPORTATION SERVICES




### Campus Tours

Open to one and all! Tours will include tips for navigating the campus from a parking and public safety perspective and will end with a stop at Lexington Market.

**OCT. 4 AT 11 A.M.**  
**OCT. 11 AT 12:30 P.M.**  
**OCT. 25 AT 11 A.M.**  
**NOV. 1 AT 12:30 P.M.**

UNIVERSITY of MARYLAND BALTIMORE

**REGISTRATION REQUIRED:** [umaryland.edu/parking](http://umaryland.edu/parking)

PARKING AND TRANSPORTATION SERVICES



### Lexington Garage Parkers

New students or those who have never parked on campus must register **in-person** for commuter parking at the SMC Campus Center Cashier's Office.

*Visit the UMB Parking and Transportation Services website for more information!*

UNIVERSITY of MARYLAND BALTIMORE

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

UNIVERSITY of MARYLAND BALTIMORE

### PARKING AND TRANSPORTATION SERVICES



PARKING AND TRANSPORTATION SERVICES

### UMB Alternative Transportation

**Guaranteed Ride Home**  
 Do you carpool, bike, walk, or take public transportation? Sign up for a free and reliable ride home, guaranteed up to four times a year, via cab or rental car.

**Bike Cage**  
 Looking for ways to stay in shape? Ride your bike and park in our secured bike cage at Pratt Street Garage.

- Bike Fix It Station at Lexington Garage
- Air pumps available at Baltimore Grand

**UMCommuterPOOL Program**  
 Want to relieve the stress of driving? Join UMB's carpool program. Two or more riders are needed, and you must carpool at least three times a week.

**CarPool Zone**  
 Park in one of the 10 designated carpool spaces at Lexington Street Garage. See the parking attendant for a pass. Two or more riders are required.

**Rideshare**  
 Cut costs and get to know other faculty, students, and staff by sharing your commute. Securely find a match as a Rideshare participant.

# 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.

**SHARE YOUR THOUGHTS ABOUT WORKING AT UMB!**

**HUMAN RESOURCES**

**THE CHRONICLE**  
2017 **GREAT COLLEGE TO WORK FOR**

Are you part of the random selection of UMB employees who received *The Chronicle of Higher Education's* Great Colleges to Work For survey?

Join us in our efforts to make UMB a better place to work and take a moment to complete the survey.

UNIVERSITY of MARYLAND BALTIMORE

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

**PLEASE PLAN TO ATTEND THE UPCOMING UMB EMPLOYEE BENEFITS FAIR**

**HUMAN RESOURCES**

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

**THURSDAY, SEPT. 24**  
10 a.m. to 2 p.m.  
**SMC CAMPUS CENTER**  
621 W. Lombard St., 2nd Floor

**SOME OF THE VENDORS INCLUDE:**

CareFirst BlueCross BlueShield	Connect Your Care
Delta Dental	Kaiser Permanente
Minnesota Life	Prudential Insurance
United Concordia	United HealthCare

**HIGHLIGHTS OF 2016 BENEFITS:**

- Interactive Voice Response system used to make changes
- Health Care Flexible Spending Account (FSA) increasing to \$2,550
- Wellness Plan Requirements for 2016

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

**LAUNCH YOUR LIFE**

**New Year, New You!**

Join us Jan. 9-12 for the New Year Launch Your Life Kickoff, a series of wellness activities that includes:

- YOGA
- FITNESS
- MASSAGE
- FINANCIAL HEALTH
- TAI CHI

Some events include door prizes.  
Bring your Launch Your Life raffle cards!

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

UNIVERSITY of MARYLAND BALTIMORE

**2018**

# LIVE NEAR YOUR WORK

## MEMBERS OF CPA SERVE ON THIS INITIATIVE

The improved Live Near Your Work (LNYW) Program. CPA spearheaded all marketing efforts for this project in coordination with the LNYW committee, including website creation, an awareness campaign, several event promotions, and general marketing collateral for Human Resources' Benefits Division.

**HUMAN RESOURCES**

### OPEN THE DOOR TO HOMEOWNERSHIP

Are you a UMB employee hoping to purchase a home in Baltimore? You could qualify for up to \$18,500 in grants through UMB's Live Near Your Work Program. More financial incentives may also be available from the state of Maryland, the city of Baltimore, and other programs.

**APPLICATIONS FOR UMB'S LIVE NEAR YOUR WORK PROGRAM WILL OPEN IN JANUARY 2018.**

**SOME WAYS YOU CAN PREPARE TO APPLY INCLUDE:**

- Learning more about the qualifying neighborhoods.
- Checking your credit score and strengthening your financial standing, if needed.
- Working with a homeownership counseling agency.
- Finding a mortgage lender to pre-qualify you for a home.
- Reaching out to Live Baltimore to understand the financial incentives available to you.

Visit [www.umaryland.edu/live-near-your-work](http://www.umaryland.edu/live-near-your-work) for more information about program eligibility and how you can prepare to apply.

The Live Near Your Work Program works in partnership with the Maryland Department of Housing and Community Development, the city of Baltimore, Live Baltimore, the Baltimore Partnership, and SO Northeast Housing Resource Center.

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**LIVE NEAR YOUR WORK PROGRAM**  
[www.umaryland.edu/live-near-your-work](http://www.umaryland.edu/live-near-your-work)

**HUMAN RESOURCES**

### LIVE NEAR YOUR WORK IN... FRANKLIN SQUARE

TIGHT-KNIT. DEEP-ROOTED. CONVENIENT.

**FRANKLIN SQUARE FEATURES**

- Beautiful historic homes
- One of the oldest parks in the city
- Community-run gardens
- Easy access to commercial districts

**FUN FACT**  
This neighborhood was home to Franklin Square Medical Center when the hospital opened in 1898.

All neighborhood statistics courtesy of Live Baltimore.

**WALK SCORE**  
72 / 100

**TRANSIT SCORE**  
91 / 100

**AVERAGE HOME PRICE**  
\$55,921

**UNIVERSITY of MARYLAND BALTIMORE**

**LIVE NEAR YOUR WORK PROGRAM**  
[www.umaryland.edu/live-near-your-work](http://www.umaryland.edu/live-near-your-work)

**HUMAN RESOURCES**

### UMB LIVE NEAR YOUR WORK PROGRAM

#### WHY BUY A HOME IN BALTIMORE?

Baltimore, also known as "Charm City," continues to evolve. Like many of life's finer things, the city only gets better with age. It is especially true of LNYW's qualifying neighborhoods, which boast an unrivaled sense of community and intimacy without sacrificing resplendent or dynamism.

...we that this little group of neighborhoods is like a small town — we all know our neighbors, have social events in the parks and at local businesses. At the same time, I can walk to work, restaurants, community gardens, a grocery store, a gym, theaters — all the big-city amenities.

**BILL JOYNER, MSW**  
Coordinator  
Office of Community Engagement


**Open the Door to Homeownership**

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

**UNIVERSITY of MARYLAND BALTIMORE**

# BRAND STANDARDS

**BRAND STYLE GUIDE**  
UNIVERSITY OF MARYLAND, BALTIMORE (UMB)



**INTRODUCTION**

**You are our brand.**

Our students, faculty, and staff are our brand and deliver a brand experience to our community through our advertising, marketing, public relations, customer service, and visual identity. By sharing our pride in the University with our community, we build our reputation and encourage quick recognition amongst our community. We do this so that when people hear about the University of Maryland, Baltimore, they recognize us and know who we are.

When they hear or experience great things about us, they support us, want to work here, want to go to school here, seek care here, get advice from us, want to get involved with us, and see us as experts. Most importantly, they share our stories and become a part of the UMB brand experience.

**What is branding?**

When you say "brand," you most immediately think about logos, colors or fonts. But a brand of a university is much more – it's an entire structure of the university community. It's about style and consistency. Brand consistency among all schools and teams at UMB insures a solid image and facilitates name recognition to our community.

UMB BRAND - 2

**UNIVERSITY of MARYLAND  
BALTIMORE**

FIRST LAST NAME, Degrees  
Person's Single Title  
Department, Office or Program  
410 706 0000 | 410 706 0000 CELL  
email@umaryland.edu  
Street Address, Baltimore, MD 21201  
or give here

**UNIVERSITY of MARYLAND  
BALTIMORE**

NAME  
Title  
Department, Program or Office  
Street Address  
Baltimore, MD 21201  
410 706 0000 | 410 706 0000 CELL  
email@umaryland.edu  
or give here

IDENTITY | LOGO | MESSAGE | MARKING | BRANDING | SOCIAL MEDIA | BRANDING SYSTEM



**UNIVERSITY of MARYLAND,  
BALTIMORE**



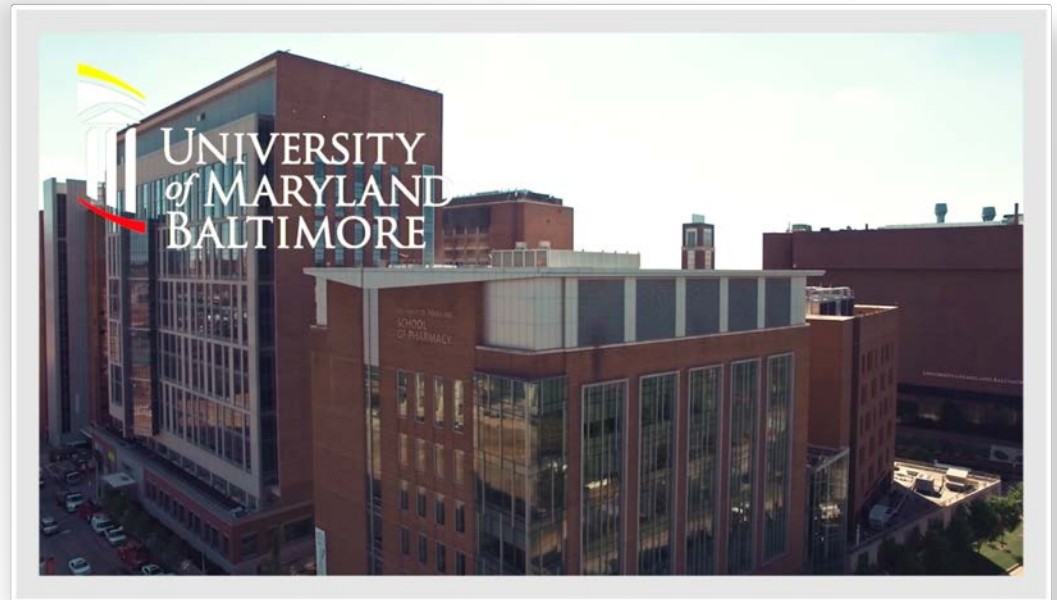
# ADVERTISING

Branding,  
Advertising,  
Sponsorships,  
Digital Marketing,  
& Social Media

# ADVERTISING

## COMCAST SPOTLIGHT®

Cable Television Advertising



Orioles 2018 Season Package: May–Sept in-game O's ads, 20+ bonus sports insertions, & 50 ESPN network UMB branded sponsor ads.



University of Maryland, Baltimore  
MAY 2018– JULY 2018



Zone Purchased	Total Ordered Commercials	Total Commercials Delivered
Baltimore Interconnect	354	377
<b>Total</b>	<b>354</b>	<b>377</b> <small>(23 BONUS Commercials)</small>



mash FS1 ESPN2 Sports WASHINGTON COMCAST SPOTLIGHT

COMCAST PROPRIETARY INFORMATION.

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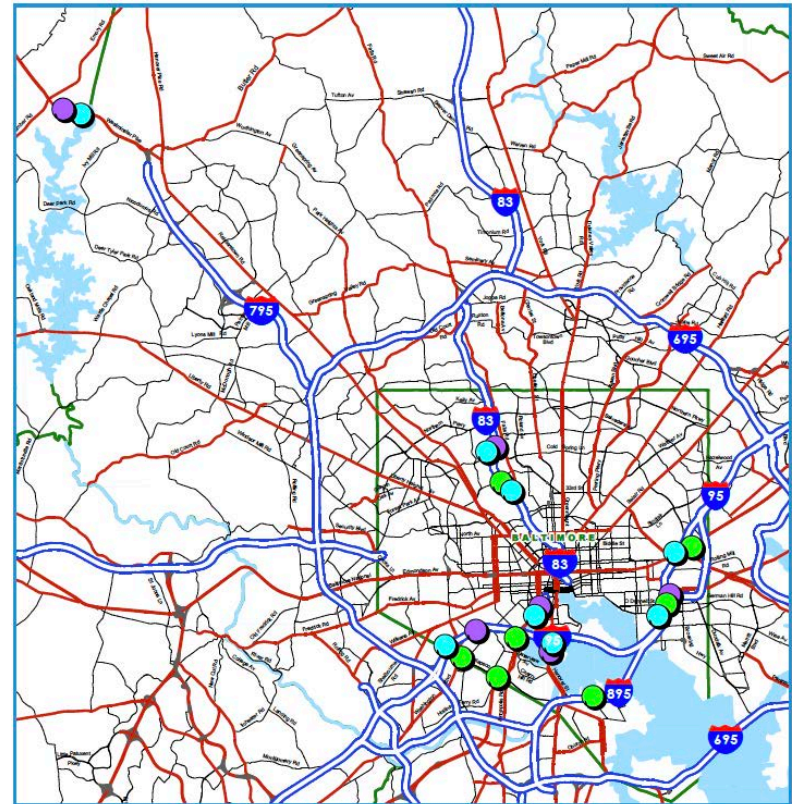
# ADVERTISING



Champions of Excellence Billboard Campaign - 8 weeks, May & June 2018  
- Creative rotating on 21 Baltimore DMA locations

## Baltimore DMA

- Total Locations: 21
- Weekly Reach: 40.2%
- Weekly A18+ GRP: 171.1
- Daily spots per display: 2,829
- Weekly spots per display: 19,807
- **Grand Total Impressions: 725,100**





# ADVERTISING

## Champions Digital Billboards





# ADVERTISING

## 2018 BBJ Book of Lists

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



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

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

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

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

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

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



UNIVERSITY of MARYLAND BALTIMORE

IMPROVING THE HUMAN CONDITION  
[umaryland.edu](http://umaryland.edu)



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

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

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

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

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

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



UNIVERSITY of MARYLAND BALTIMORE

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


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

# ADVERTISING

## Annapolis Capital Gazette

*Thank You* Governor Hogan and the General Assembly

The University of Maryland, Baltimore (UMB) thanks Governor Larry Hogan and the Maryland General Assembly for their continued support of higher education. UMB, a Baltimore City anchor institution, educates more than half of Maryland's dentists, lawyers, physicians, and pharmacists and the majority of graduate nurses and graduate social workers. Our legislators' continuing support for higher education helps the University further its mission to improve the human condition and propel Baltimore and Maryland's economy forward.



**UNIVERSITY of MARYLAND BALTIMORE**

**We are the University of Maryland, Baltimore. We are UMB.**

JAY A. PERMAN, MD, PRESIDENT  
Baltimore, MD | [umaryland.edu](http://umaryland.edu)

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

## Southwest Magazine



### University of Maryland, Baltimore: Improving the Human Condition

It's no secret why Baltimore is called Charm City. Friendly people, fresh seafood, and more than 300 years of history. But the real secret to this town is its tenacity and optimism. And the University of Maryland, Baltimore (UMB) is harnessing that energy in exciting ways, reinventing the delivery of health care, building up our neediest communities, and inspiring tomorrow's leaders.

If you want to see the future, just step into the University of Maryland BioPark. There, in the Maryland Proton Treatment Center, cancer patients receive revolutionary therapy, the most precise available.

UMB faculty and researchers — who conduct more than \$500 million of medical, legal, and social sciences research each year — are rapidly turning their discoveries into new devices and therapies.

Developed by a doctor in our School of Medicine, Harpoon allows for beating-heart valve repair through a small incision in the skin. Imagine being able to go home the day after heart surgery! Imagine, as well, the enormous impact Harpoon's recent sale for \$100 million has on the Baltimore economy.

The world's first wearable artificial lung system is another innovation created by UMB researchers. The size of a soda can, it fits on your belt, and potentially will free lung disease victims from hospital confinement.

But our innovation is about more than inventions.

Our Community Engagement Center gives West Baltimore residents a special place to access neighborhood and economic development services.

The University helps residents get good jobs — sometimes right here at UMB. Our law school provides free legal advice. And every effort is made to purchase goods locally.

Our School of Social Work leads B'more for Healthy Babies. Remarkably, since 2014, there have been zero fetal deaths in the Upton/Druid Heights neighborhood this program serves.

UMB also is reaching into our local neighborhoods to develop the next generation of medical scientists through the CURE Scholars Program — the first in the nation to recruit kids as early as the sixth grade.

Of course, visitors can still immerse themselves in the city's rich cultural history, where enormous clipper ships still grace the Inner Harbor and the flag flies over Fort M'Henry, where the national anthem was inspired.

But just a short walk away lies another burgeoning modern American revolution: University of Maryland, Baltimore. We are changing the future.

**UNIVERSITY of MARYLAND BALTIMORE**

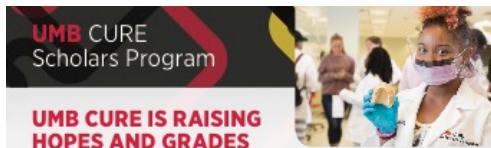
[umaryland.edu](http://umaryland.edu)



# ADVERTISING

## Baltimore Times- UMB Supports the West Baltimore Community

### UMB Cure Scholars Middle School Programs



**UMB CURE Scholars Program**

**UMB CURE IS RAISING HOPES AND GRADES**


The **UMB CURE Scholars Program** is a groundbreaking pipeline program that prepares students in West Baltimore for competitive, lucrative, and rewarding research and health care careers at UMB and other health institutions in the region. Beginning in middle school, scholars receive year-round STEM academic enrichment including after-school, Saturday, and summer programs.

**SO FAR:**

- 83 percent of the scholars from the first class (now eighth-graders) are still in the program.
- Attendance rate for twice-weekly, after-school activities is 93 percent.
- With 250+ mentors, each scholar has a team of five mentors to provide tutoring & support.
- Across the three city schools participating, there have been significant gains in the scholars' reading and math achievement.
- Eighth-graders are now preparing to enroll in some of our city's best science and STEM high schools.

To learn more or become involved or to donate, please visit [www.umaryland.edu/cure-scholars](http://www.umaryland.edu/cure-scholars)

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



### Community Engagement Center Provides Job Training Services



**UMB HELPS THE COMMUNITY GET JOBS**

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

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

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



### UM School of Dentistry Provides Oral Health Services



**AT UMSOD, WE CARE FOR OUR COMMUNITY**

Students and faculty at the University of Maryland School of Dentistry (UMSOD) provide a range of oral health education, screenings, and treatments to residents of Baltimore and Maryland. Here are a few of the ways we work to help our community:

<b>Healthy Smiles for Baltimore Kids</b> For the past 10 years, dental student volunteers have presented fun and active oral health lessons at after-school programs in Baltimore.	<b>Generation NEXT</b> UMSOD students, in collaboration with UMBIC, provide mentoring to Vivian T. Thomas Medical Arts Academy high school students who are interested in health careers.	<b>Smiles for Success</b> UMSOD students offer oral health treatment and care to women who are completing job training and entering the workforce after experiencing abuse, addiction, or financial hardship.	<b>Special Smiles</b> At the Maryland Special Olympic, UMSOD students provide free oral health screenings, education, sports mouth protectors, and cavity-preventive fluoride varnish to the athletes in a welcoming, low-stress environment.	<b>Baltimore Mission of Mercy</b> Each year faculty, students, and staff work with the United Way of Central Maryland and the Maryland State Dental Association to provide free oral health care to local residents, including screenings, fillings, and extractions. In 2017, nearly 850 patients received care.
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[www.dental.umaryland.edu](http://www.dental.umaryland.edu)



### UMB Cure Scholars Summer Programs



**UMB CURE Scholars Program**

**HELP SUPPORT THE CURE SUMMER PROGRAM**

The **UMB CURE Scholars Program** launches sixth- to 12th-grade students in West Baltimore on the path to competitive, lucrative, and rewarding research and health care careers at UMB and other health institutions in the region.

Your financial gift can directly support program enrichment and necessities for scholars such as clothing, hygiene kits, food for scholar families, transportation for mentors and scholars, technology, school supplies, and educational field trips.

<b>With your gift of \$25 can:</b> Send 1 scholar to Goddard Space Flight Center Provide swimming lessons for 1 scholar	<b>With your gift of \$100 can:</b> Provide 30 solar-powered cars Give 2 school supply kits
<b>With your gift of \$50 can:</b> Supply summer reading novels to 5 scholars Give materials to build 10 mouse trap cars	<b>With your gift of \$250 can:</b> Register 1 scholar for Johns Hopkins Applied Physics Lab MESA Equip a scholar with 1 Chromebook and case

To donate, learn more, or become involved, please visit: [www.umaryland.edu/cure-scholars](http://www.umaryland.edu/cure-scholars)

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



### Community Engagement Center Offers Youth & Adult Job Programs



**UMB HELPS THE COMMUNITY GET JOBS**

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

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



### The Grid/BioPark Provides Small Business Assistance



**UMB HELPS BALTIMORE'S SMALL BUSINESSES**

The Maryland Small Business Development Center (SBDC) network at the University of Maryland, Baltimore (UMB) provides small business owners with access to trusted business advisors who have experience in starting and growing businesses, managing daily concerns, and designing long-term plans for the future.

**Start and Grow Your Small Business** Training, confidential consulting, and market and industry research are available through SBDC to help aspiring and existing small business owners make sound decisions for successful operations.

**Access Result-Driven Business Knowledge** Through practical experience and continual professional development, they have the knowledge and insight to help resolve your problems and implement your strategies.

**Meet Your Changing Needs** Stay abreast of economic trends, market conditions, and financial resources to anticipate your changing needs.

[umaryland.edu](http://www.umaryland.edu) #UMB4WestBalt




Maryland Small Business Development Center | 875-1418a Street, Suite # 102, Baltimore, MD 21201 | [www.marylandsbdc.org](http://www.marylandsbdc.org)

# ADVERTISING

## CATALYST CAMPAIGN

### Center Stage Program



**CATALYST**  
A person who causes action | An agent of change | A stimulus, spark, or incitement  
**YOU & UMB**

For over 200 years, UMB has been working to improve the human condition and serve the public good. Your support of our capital campaign will allow us to:

- ▶ Design new and powerful solutions to our greatest challenges of health and wellness
- ▶ Create leaders and problem solvers who promote a more just society
- ▶ Drive innovation, nurture ingenuity, and advance understanding
- ▶ Encourage people to dream, discover, and dare in our never-ending quest to enrich humanity
- ▶ Develop Big Ideas for Big Change — in areas such as chronic pain management, addiction prevention and treatment, chronic disease research and care, entrepreneurship, and community engagement

 **Be a catalyst. Give today!**  
[catalyst.umaryland.edu](http://catalyst.umaryland.edu)

### Hippodrome Playbill



**THE CATALYST CAMPAIGN**

We lead 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 **service** matters.  
That **justice** matters. That **truth** matters.

— PRESIDENT JAY A. PERMAN, MD

**OUR CATALYST CAMPAIGN GOAL:  
TO RAISE \$750 MILLION FOR THE UMB CAMPUS**

<b>\$150 million</b> Student Scholarships	<b>\$150 million</b> Faculty Excellence	<b>\$150 million</b> Interdisciplinary Research	<b>\$200 million</b> Special Initiatives	<b>\$100 million</b> Sustaining Funds
--	--	--	---	--

*If Not Us, Who? If Not Now, When?*  
[www.catalyst.umaryland.edu](http://www.catalyst.umaryland.edu)

### Style magazine



**CATALYST**  
A person who causes action | An agent of change | A stimulus, spark, or incitement  
**YOU & UMB**

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- ▶ Create leaders and problem solvers who promote a more just society
- ▶ Drive innovation, nurture ingenuity, and advance understanding
- ▶ Encourage people to dream, discover, and dare in our never-ending quest to enrich humanity
- ▶ Develop Big Ideas for Big Change — in areas such as chronic pain management, addiction prevention and treatment, chronic disease research and care, entrepreneurship, and community engagement

 **Be a catalyst. Give today!**  
[catalyst.umaryland.edu](http://catalyst.umaryland.edu)

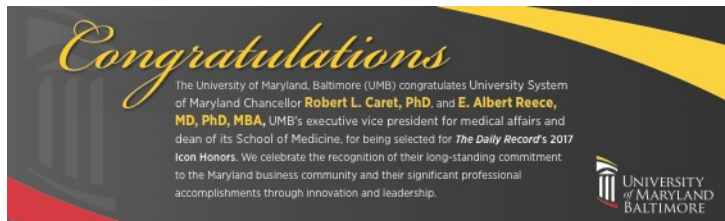




# ADVERTISING

## Daily Record

### Icon Award



### Legislative Wrap-Up

## COLLABORATION INNOVATION IMPACT

**THE UNIVERSITY OF MARYLAND STRATEGIC PARTNERSHIP: MPowering the State** is a collaboration between the state of Maryland's two most powerful public research institutions: the University of Maryland, Baltimore and the University of Maryland, College Park. It leverages the sizable strengths and complementary missions of both institutions to advance interdisciplinary research, create opportunities for students, and solve important problems for the people of Maryland and the nation.

Visit [mpower.maryland.edu](http://mpower.maryland.edu) to learn more about the projects that are transforming our world:

- The Maryland Blended Reality Center**  
Exploring new applications for virtual and augmented reality in patient care and teaching.
- The Center for Sports Medicine, Health, and Human Performance**  
Advancing the study of traumatic brain injury prevention and recovery.
- UM Ventures**  
Bringing scientific discovery out of the lab and into the marketplace.

To learn more about our impact, and our future, please visit [mpower.maryland.edu](http://mpower.maryland.edu).

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

### Top 100 Women

## Congratulations

UNIVERSITY OF MARYLAND SCHOOL OF MEDICINE'S

**Maureen Black, PhD**  
John A. Scholl, MD, and Mary Louise Scholl, MD, Professor in Pediatrics

&

**Kathleen M. Neuzil, MD, MPH, FIDSA**  
Director, Center for Vaccine Development

*and to all*

**2018 Daily Record Top 100 Women**  
for their professional accomplishments,  
commitment to community service, and  
dedication to mentoring.

**UNIVERSITY  
of MARYLAND  
BALTIMORE**

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


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

# ADVERTISING


## Congratulatory Ads

### Leadership Maryland

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



THE UNIVERSITY OF MARYLAND, BALTIMORE  
*congratulates*  
LEADERSHIP MARYLAND  
ON ITS 25TH ANNIVERSARY  
AND ITS DEDICATION  
TO BUILDING A BETTER MARYLAND.



umaryland.edu

### Har Sinai 175th honoree




UNIVERSITY of MARYLAND, BALTIMORE  
*congratulates*  
**Jay A. Perman, MD**  
Har Sinai Congregation's  
175th anniversary honoree.  
We appreciate his leadership, courage,  
compassion, and tireless work  
on behalf of the  
Baltimore community.



umaryland.edu

### Student National Medical Association (SNMA) Annual Senior Banquet Program Ad

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



THE UNIVERSITY OF MARYLAND, BALTIMORE  
*recognizes*  
Dr. Devang Patel and Dr. Kristin Reavis  
for their work with  
Student National Medical Association (SNMA)  
and  
*congratulates*  
The **University of Maryland School of Medicine**  
chapter of the SNMA on its annual senior banquet.



JAY A. PERMAN, MD  
President  
umaryland.edu

# ADVERTISING

## Sponsorship Ads

Baltimore Area Council  
of the  
Boy Scouts of America

*Congratulations to*

Dr. Stephen N. Davis  
and  
Dr. Landon S. King

*and thank you to*

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

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

JAY A. PERMAN, MD, PRESIDENT

Greater Baltimore Committee  
Annual Meeting Sponsor

Print

*Congratulations*

The UNIVERSITY of MARYLAND, BALTIMORE  
congratulates and supports the  
**GREATER BALTIMORE COMMITTEE**  
as they continue to connect  
Baltimore's corporate and civic  
leaders to improve the  
region's business climate.

Jay A. Perman, MD, President

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

Web

UNIVERSITY of MARYLAND BALTIMORE

IMPROVING THE HUMAN CONDITION *umaryland.edu*

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

IMPROVING THE HUMAN CONDITION *umaryland.edu*

**UMB's 2016 Impact:**

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

IMPROVING THE HUMAN CONDITION *umaryland.edu*

GBC Directory ad 2018  
&  
GBBC Greater Baltimore Business Climate AD

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

**UMB's 2016 Impact:**

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

UNIVERSITY of MARYLAND BALTIMORE

IMPROVING THE HUMAN CONDITION *umaryland.edu*

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

Downtown Partnership

UNIVERSITY of MARYLAND, BALTIMORE

*proudly supports*

the Downtown Partnership of Baltimore.

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

Jay A. Perman, MD, President

*umaryland.edu*

UNIVERSITY of MARYLAND BALTIMORE

Greater Baltimore Urban League

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

THE UNIVERSITY of MARYLAND, BALTIMORE

*supports the*

Greater Baltimore Urban League

*and congratulates*

*retiring President/CEO*

J. Howard Henderson

*and all this year's award recipients.*

UNIVERSITY of MARYLAND BALTIMORE

JAY A. PERMAN, MD  
President  
*umaryland.edu*



# ADVERTISING

## Sponsorship Ads continued

### United Way/Journey Home

UNIVERSITY of MARYLAND, BALTIMORE

*proudly supports*

**The Journey Home**  
and the **City of Baltimore** and the  
**United Way of Central Maryland's** plan  
to make homelessness rare and brief.

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

Jay A. Perman, MD, President

### Port Discovery

*Congratulations*

UNIVERSITY of MARYLAND, BALTIMORE  
congratulates and supports the

**PORT DISCOVERY  
CHILDREN'S MUSEUM**

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

UNIVERSITY of MARYLAND BALTIMORE

*umaryland.edu* JAY A. PERMAN, MD, PRESIDENT

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

### Everyman Theatre Salon Series UMBrella Sponsorship

UNIVERSITY of MARYLAND, BALTIMORE

**UMBrella Group**  
UMB Roundtable on Empowerment in  
Leadership and Leveraging Aspirations

*proudly supports*

**SALON SERIES: WOMEN'S VOICES**  
and the empowerment of women in the  
workplace and in society.

UNIVERSITY of MARYLAND BALTIMORE

Jay A. Perman, MD, President *umaryland.edu*

UNIVERSITY of MARYLAND, BALTIMORE

**Council for the Arts & Culture**

*proudly supports*

**EVERYMAN THEATRE**  
**THE LONG DAY'S JOURNEY INTO THE NIGHT**  
and our joint commitment to arts & culture  
in the Baltimore community.

UNIVERSITY of MARYLAND BALTIMORE

Jay A. Perman, MD, President *umaryland.edu*

### Ronald McDonald House Hamburg Gala

UNIVERSITY of MARYLAND, BALTIMORE  
proudly supports the

**RONALD MCDONALD  
HOUSE**

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

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

Jay A. Perman, MD, President

### Light City

UNIVERSITY of MARYLAND BALTIMORE

*proudly supports*

**LIGHT CITY®**

*umaryland.edu*

### National Conference for College Women Student Leaders

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

**Developing Future Leaders**

A violent attack in Wisconsin in 2004 put Laura Dunn, JD, on the path to fighting for victims' rights. A 2014 graduate of the University of Maryland Francis King Carey School of Law in Baltimore, Dunn is a nationally recognized attorney defending victims and their rights through SurvJustice, a nonprofit organization she founded.

SurvJustice increases the prospect of justice for all survivors of sexual violence through effective legal assistance, policy advocacy, and institutional training.

Her advocacy efforts, which began before law school, include advising the White House and Congress on legislation to improve how colleges handle sexual assault cases, and training university personnel in preventing and responding to sexual violence.

"I didn't get justice," says Dunn, who routinely consults with attorneys across the country on sexual assault cases. "And for that reason I'm now creating justice for others."

Read about Laura and the University of Maryland, Baltimore's other Champions of Excellence.

**We are the University of Maryland, Baltimore. We are UMB.**

CHAMPION OF EXCELLENCE | LAURA DUNN, JD '14

UNIVERSITY of MARYLAND BALTIMORE *umaryland.edu*

### Lexington Market Crab Derby

UNIVERSITY of MARYLAND BALTIMORE

**The Perm-a-nator**

# DIGITAL MARKETING

## Social Media

### UMB Social Media Followers (Total), as of June 30, 2018

**Facebook:** 7,933 followers

**Twitter:** 5,553 followers

**Instagram:** 555 followers

**LinkedIn:** 3,496 total followers



# DIGITAL MARKETING

## Social Media

### UMB Social Media Followers Gained in FY18

**Facebook:** 980 followers gained in FY18

**Twitter:** 518 followers gained from Jan. 30-June 30,  
2018

(tracking began January 2018)

**Instagram:** 310 followers gained Jan. 30-June 30,  
2018

(tracking began January 2018)

**LinkedIn:** 3,496 total followers as of June 30, 2018



# DIGITAL MARKETING

## Social Media

### Boosted FB Post: UMB Naturalization Ceremony

- 10,134 people reached
- 6,620 reached through boosted promotion
- 227 reactions, comments, and shares
- 998 post clicks
- 25 shares



University of Maryland, Baltimore added 8 new photos. June 18 at 5:30 PM

In honor of World Refugee Day on June 20, #UMBaltimore President Jay A. Perman, MD, welcomed nearly 50 refugees and asylees from 25 countries to a U.S. Citizenship and Immigration Services naturalization ceremony held at UMB's Westminster Hall and Burying Ground on Monday, June 18. Family and honored guests were on hand to witness the momentous occasion and join in celebrating these #newUScitizens.

The son of two immigrants from Ukraine who fled religious persecution in their home country, President Perman shared personal words of inspiration with those granted citizenship: "To all of the refugees and asylees here today, your bravery, your perseverance, your courage in the face of fear and persecution stand as a powerful testament to the will of the human spirit... you make this nation strong — strong not despite our diversity, but because of it."



Like Comment Share

Dolores Alvarenga, Timothy Brown and 159 others Most Relevant

25 Shares 2 Comments

# DIGITAL MARKETING

## Social Media

### Boosted FB Post: CDC Director's Letter

**7,455** people reached

**4,973** reached through boosted promotion

**125** reactions, comments, and shares

**248** post clicks

**13** shares



# DIGITAL MARKETING

## Social Media

### Boosted FB Post: UMB Convocations

**6,618** people reached

**3,035** reached through boosted promotion

**458** reactions, comments, and shares

**1,524** post clicks

**1**



 **University of Maryland, Baltimore** added 13 new photos to the album: [#2018UMB Convocations](#).  
May 17 · 🌐

Ahead of the university-wide commencement, each of UMB's seven schools holds a convocation or hooding ceremony.

Thursday evening, the [University of Maryland, Baltimore - Graduate School](#) held its hooding ceremony for graduates and families in the Southern Management Corporation Campus Center. Earlier on May 17, the University of Maryland School of Medicine heard a speech urging altruism by Freeman A. Hrabowski, III, MA, PhD, president of the University of Maryland Baltimore Co...  
[Continue Reading](#)



**#2018UMB Convocations**  
13 Photos

  Arlene Cuanias, Tammy Goggans and 118 others  1 Share

 Like  Comment  Share 



# DIGITAL MARKETING

## Social Media



### Twitter Highlights: Selection of Top Tweets

**Top Tweet** earned 5,241 impressions

.@daniellecitron, JD, 14-year faculty member @UMDLaw, has dedicated her career to unpacking online privacy and its relation to free expression and civil rights. Learn more about her work and all of our 2018 #UMBChampions of Excellence at [umaryland.edu/champions](http://umaryland.edu/champions). #WeAreUMB [pic.twitter.com/5K8P8jbT2d](http://pic.twitter.com/5K8P8jbT2d)



↻ 8    ❤️ 52

**Top media Tweet** earned 2,744 impressions

Part scientist, part lawyer, and part poet: Margaret M. McCarthy, PhD  
@UMmedschool is not your average researcher. Learn more about Dr. McCarthy and all of our 2018 #UMBChampions of Excellence at [umaryland.edu/champions](http://umaryland.edu/champions). #WeAreUMB [pic.twitter.com/bVBKDB55V3](http://pic.twitter.com/bVBKDB55V3)



↻ 10    ❤️ 28

# DIGITAL MARKETING

## Social Media



### Twitter Highlights: Selection of Top Tweets

**Top media Tweet** earned 2,084 impressions

USM Chancellor [@rcaret](#) says Gov [@GovLarryHogan](#) supports education and “recognizes Maryland is one of the strongest states in the nation in terms of the knowledge economy,” and offers support for further measures to ease student debt. [pic.twitter.com/4iz0NMjrSI](https://pic.twitter.com/4iz0NMjrSI)



↻ 9    ❤️ 10

**Top media Tweet** earned 2,262 impressions

Perman to students: You can decide if you want to do the job, in the narrow sense, or you can decide you want to do the job right, and for that, you’re going to need a team. [#IPEDay2018](#) [pic.twitter.com/t2PiO68RZ5](https://pic.twitter.com/t2PiO68RZ5)



↻ 9    ❤️ 6



# DIGITAL MARKETING

## Social Media



### Twitter Highlights: Selection of Top Tweets

**Top Tweet** earned 50.1K impressions

Poe **@Ravens** helping **@UMBaltimore** grads celebrate! **#2018UMB**  
[pic.twitter.com/2zecQjgbMq](https://pic.twitter.com/2zecQjgbMq)



1 16 130

**Top Tweet** earned 4,049 impressions

Grant from **@UMBaltimore** of \$16,000 to be matched by city's \$2,500 = \$18,500, announce **@MayorPugh50** & Dr Perman  
[pic.twitter.com/mOcl26fO3t](https://pic.twitter.com/mOcl26fO3t)



11 18



# DIGITAL MARKETING

## Social Media



### Twitter Highlights: Selection of Top Twitter Mentions

#### Top mention earned 268 engagements



**Michelle Marsh**

@ABC7MichelleM · Feb 7

Join us at 5:30 and meet the @UMBaltimore student Anicca Harriot setting her sights on #Mars and #NASA @13adh13 #InspireABC7 [pic.twitter.com/8OoZLTnqGI](https://pic.twitter.com/8OoZLTnqGI)



↩ 1 ↻ 19 ❤ 43

#### Top mention earned 955 engagements



**T.J. Smith**

@TJSmithMedia · May 5

Say Cheese! Or “Neighhhh”. Best photo bomb ever! Blair, one of the horses in the @BaltimorePolice Mounted Unit said, “Let me get in!”. He’s at the @UMBaltimore @UMBCCommunity Spring Fest! [pic.twitter.com/HSmgHfOXFb](https://pic.twitter.com/HSmgHfOXFb)



↩ 4 ↻ 6 ❤ 42

# DIGITAL MARKETING

## Social Media



### Twitter Highlights: Selection of Top Twitter Mentions

**Top mention** earned 112 engagements



**Univ. of Maryland**

@UofMaryland · Oct 6

#UMD & @UMBaltimore launch 5 new programs extending the impact of their strategic partnership, MPowering the State  
[go.umd.edu/pkl](http://go.umd.edu/pkl)  
[pic.twitter.com/egO4nPLO6C](http://pic.twitter.com/egO4nPLO6C)



↩ 1   ↻ 6   ❤ 17

**Top mention** earned 146 engagements



**Eric Costello**

@CouncilmanETC · Sep 14

At the @baltcollegetown with Allison from @BaltimoreMD at @UMBaltimore. Noticeably absent: @Dionne\_JW Noticably present: #MyBmore  
[pic.twitter.com/z7mDYtJPa8](http://pic.twitter.com/z7mDYtJPa8)



↩ 3   ↻ 1   ❤ 9

# CAMPUS SIGNAGE

MEMBERS OF CPA SERVE ON THIS INITIATIVE

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





# CAMPUS SIGNAGE

MEMBERS OF CPA SERVE ON THIS INITIATIVE

Approximately 23 wayfinding pylons were installed on campus.



# 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

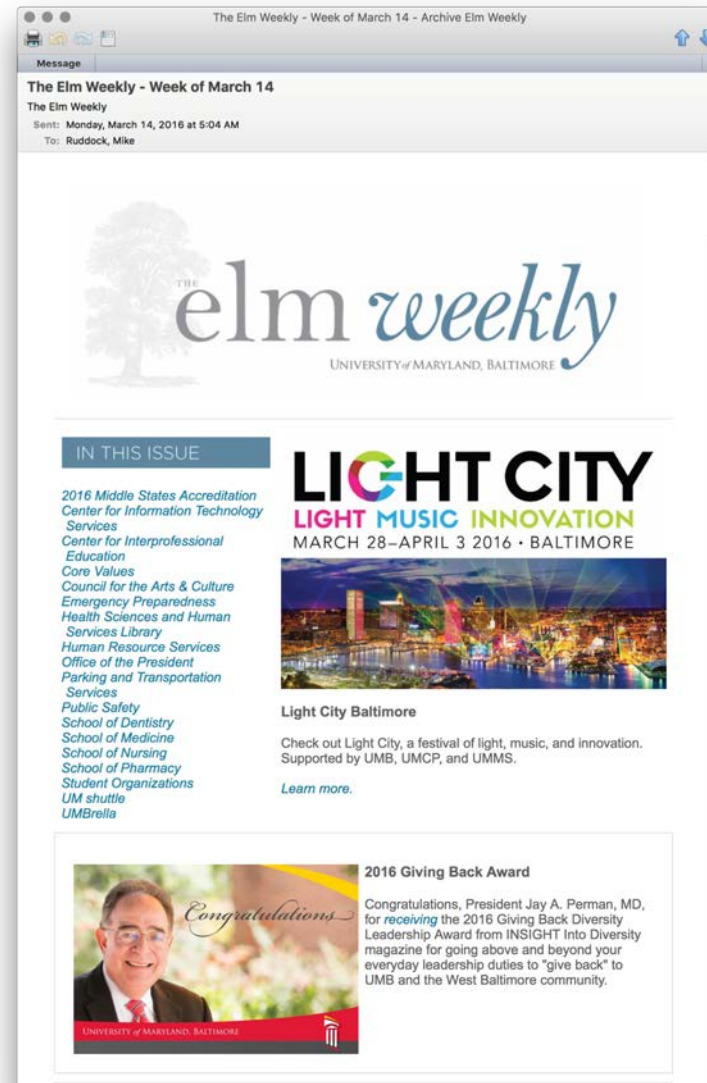
Partnering with the UMB Emergency Management team, CPA continued to market a series of messages to help prepare the University community for potential emergency situations.



# 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.

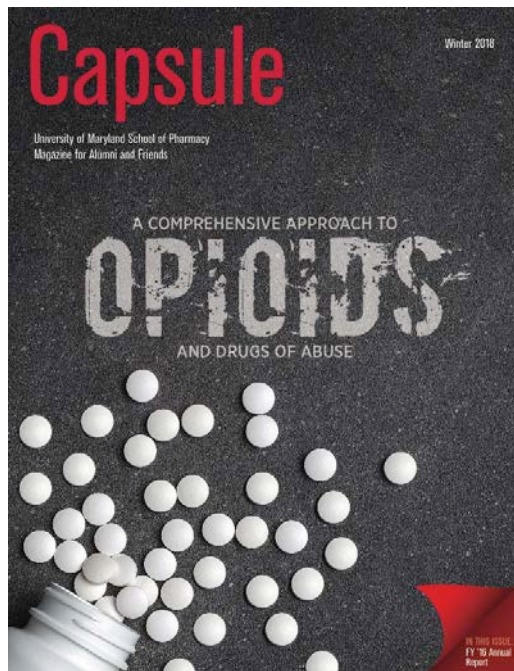




# SCHOOL OF PHARMACY

## 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.

**OUR NURSES ARE SHINING EXAMPLES OF LEADERSHIP IN THE FIELD.**



Dean Jane M. Kirschling, PhD, RN, FAAN, and the University of Maryland School of Nursing congratulate our 2017 American Academy of Nursing and American Association of Nurse Practitioners Fellows. They join communities of 2,400 AAN and 630 AANP Fellows nationwide.

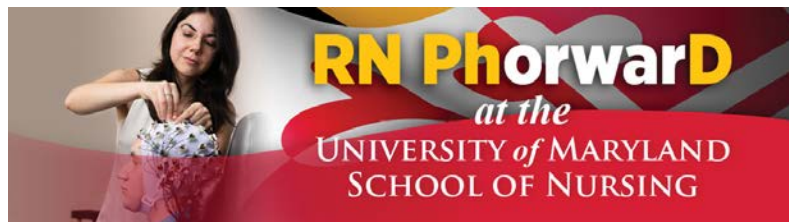
**AMERICAN ACADEMY OF NURSING**

			
Shannon Idzik, DNP, CRNP, FAANP Associate Professor and Associate Dean for the DNP Program	Yolanda Ogbolu, PhD, CRNP-Neonatal, BC Assistant Professor and Director, Office of Global Health	Charlotte Seckman, PhD, RN-BC, CN Associate Professor	Shari Simone, DNP, CPNP-AC, PPCNP-BC, FCCM, FAANP Assistant Professor

**AMERICAN ASSOCIATION OF NURSE PRACTITIONERS**

	
Catherine Haut, DNP, RN, CRNP, PNP Assistant Professor	Roseann Velez, DNP, CRNP, FNP-BC Assistant Professor

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



**RN Phorward**  
at the  
UNIVERSITY of MARYLAND  
SCHOOL OF NURSING



**UNIVERSITY of MARYLAND SCHOOL OF NURSING**

**CONTRIBUTE TO THE CHANGING FACE OF NURSING.**

EXPLORE YOUR OPTIONS:  
[nursing.umaryland.edu/explore](http://nursing.umaryland.edu/explore)

**HEALTH CARE DOESN'T STAND STILL, AND NEITHER DO YOU. TAKE YOUR NEXT STEP IN CHANGING THE FACE OF NURSING.**

- ▶ 1,900 students: 44% diverse, 12% male
- ▶ 145 faculty members
- ▶ bachelor's, Clinical Nurse Leader, master's, DNP, and PhD programs
- ▶ 8th in receipt of research funding from NIH (for public schools of nursing)
- ▶ top-10 master's and DNP programs in the nation
- ▶ 2 specialties ranked No. 1

**JOIN US** to contribute your background and perspectives to the critical work we do to cultivate healthier communities around the world.

UNIVERSITY of MARYLAND  
SCHOOL of NURSING  
*Living History Museum*

**OPEN TODAY**  
SECOND FLOOR

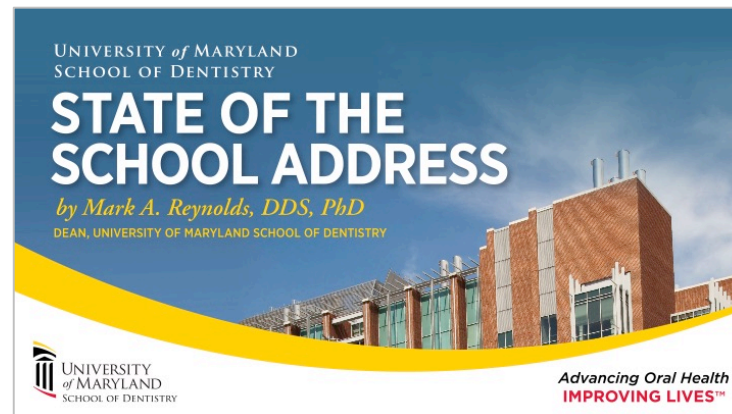
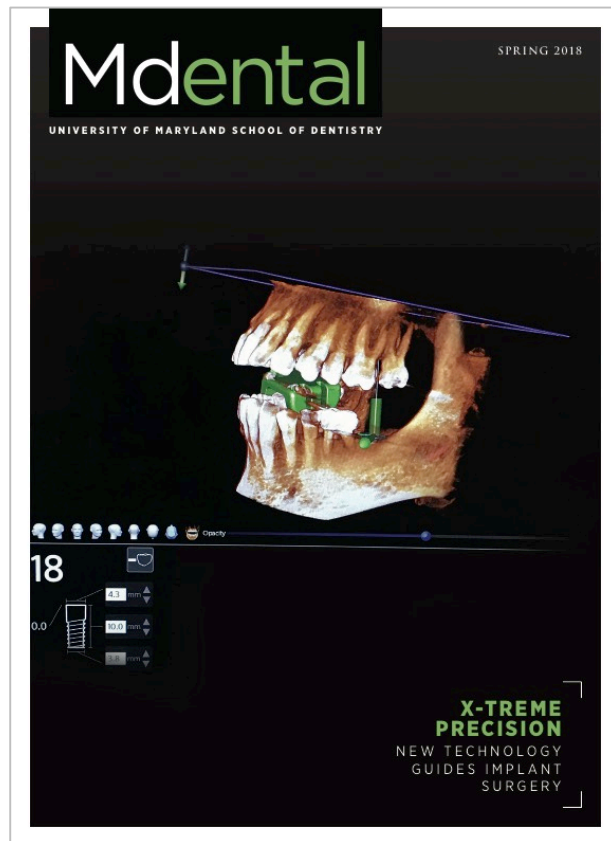



UNIVERSITY of MARYLAND  
SCHOOL OF NURSING

# SCHOOL OF DENTISTRY

## STRATEGIC MARKETING

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



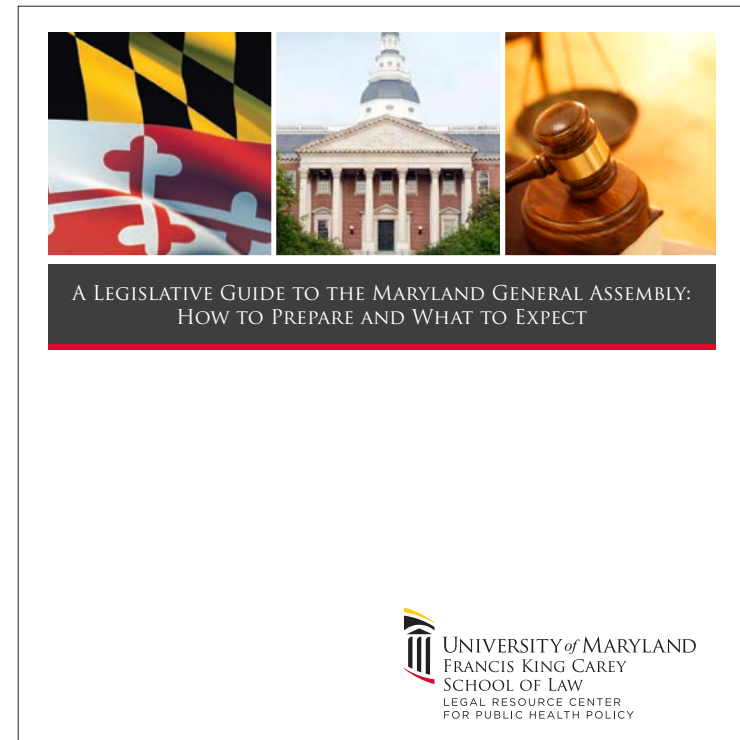


# CAREY SCHOOL OF LAW

Alumni Weekend invitation



LRC Legislative Toolkit 2018



Digital display design





# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

TRAINING INSTITUTES CONFERENCE DESIGNED MATERIALS



Flyer



Printed marketing materials



# SCHOOL OF SOCIAL WORK

## INSTITUTE FOR INNOVATION AND IMPLEMENTATION

Conference Agenda (printed)

**UNIVERSITY OF MARYLAND, BALTIMORE**

# TRAINING INSTITUTES

## AGENDA

**JULY 25-28, 2018**  
**WASHINGTON, D.C.**  
HARRISOTT HUBBOLD

*LEADING CHANGE – Integrating Systems and Improving Outcomes  
in Behavioral Health for Children, Youth, Young Adults, and Their Families*

**UNIVERSITY OF MARYLAND**  
**SCHOOL OF SOCIAL WORK**  
THE INSTITUTE FOR INNOVATION  
AND IMPLEMENTATION

**THE INSTITUTE FOR INNOVATION & IMPLEMENTATION**  
Integrating Systems • Improving Outcomes

**WHO WE ARE**  
Founded in 2006, The Institute for Innovation & Implementation (The Institute) is a part of the University of Maryland School of Social Work. Our faculty and staff have nationally recognized expertise and leadership in the field of children's services. We are committed to supporting children, youth, young adults, and their families to be healthy and successful in their homes and communities.

**WHAT WE DO**  
The Institute provides training, technical assistance, facilitation, analysis, consulting, implementation support, and translational research and evaluation for and with federal, state, and local governments, community organizations, and providers. We utilize peer-reviewed research, experience, and expertise from the field, adult learning theory, and implementation science to support workforce development, systems design and financing initiatives, data-driven strategic planning, value-based and research-informed practice, quality improvements, and implementation readiness. We partner with governments, communities, and organizations to develop and implement actionable, effective, and sustainable designs, solutions, and interventions to support children, youth, young adults, and their families.

**OUR CENTERS**  
**The Texas Center**, established in 2007, is a center of excellence that supports state and local child- and family-serving systems and organizations with the design, implementation, and sustainability of high-quality, effective behavioral health services and supports for children, youth, young adults, and their families.  
**The Maryland Center** at The Institute is a center of excellence supporting child- and family-serving agencies and organizations in Maryland. The faculty and staff of the Maryland Center leverage national, state, and local expertise to support innovations in children's behavioral health service delivery systems, inclusive of collaborations within child welfare, juvenile justice, education, Medicaid, homeless service, early childhood, and health systems.

CONTINUED

TRAINING INSTITUTES 2018 1

Powerpoint presentation template

**UNIVERSITY OF MARYLAND, BALTIMORE**  
**TRAINING INSTITUTES**  
JULY 25-28, 2018 WASHINGTON, D.C.

# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

Web graphic



iPad graphic



Nametag for badge holder



Conference directory icon



# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

CONFERENCE  
ENVIRONMENTAL  
GRAPHICS

Clings



Keosk design



Floor Cling





# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

CONFERENCE  
ENVIRONMENTAL  
GRAPHICS

Conference signage



Registration area



# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

Conference sheets created for attendees

UNIVERSITY OF MARYLAND, BALTIMORE JULY 25-28, 2018 TRAINING INSTITUTES WASHINGTON, D.C.	
<b>ROCKSTARS ON THE ROAD:</b> <i>A Tip Sheet for Youth and Young Adults Preparing to Travel</i>	
<b>REQUIRED FORMS</b>	
I have completed all the required forms with signatures, permissions, and as seen to ensure that I can participate in the conference, meeting, or training and in any off-site activities. I will submit required forms or references on site according to the specified instructions.	
<b>RESPONSIBLE INDIVIDUAL</b>	
The name and cell phone number of the person who is responsible for my safety during the trip and my stay at the conference, training, or meeting are (e.g., youth coordinator, family member, community agency representative):	
<b>LEAVING FOR THE TRIP</b>	
I need to leave my hotel to get to the airport, train, or bus station to be on time by:	
I will get to the airport, train, or bus station by:	
If I am going to the airport, train, or bus station, their name and cell phone number are:	
My plane, train, or bus departs at:	
My plane, train, or bus arrives at my destination at:	
<b>DEPARTING FROM THE TRIP</b>	
I need to leave my hotel to arrive at the airport, train, or bus station on time by:	
I will get to the airport, train, or bus station by:	
If I am going to the airport, train, or bus station, their name and cell phone number are:	
My plane, train, or bus departs at:	
My plane, train, or bus arrives at my destination at:	
<b>Reminder:</b> Take time to make check-in for your name, under the last name in the case that you need to gain sign. Do not print your real name!	

UNIVERSITY OF MARYLAND, BALTIMORE JULY 25-28, 2018 TRAINING INSTITUTES WASHINGTON, D.C.	
<b>ROCKSTAR YOUTH LEADERSHIP TRACK WELLNESS PLAN</b>	
It is important to be reflective of your strengths, needs, and challenges to ensure your well-being while attending conference. The following voluntary Wellness Plan template is designed for each participant to fill out as a support tool to help maintain social and emotional well-being. The questions are designed to help you recognize what support would look like at the event. Completing a personalized Wellness Plan is not required but is highly encouraged.	
This wellness plan is designed for YOLA but you may wish to share it with a peer or supportive adult who is traveling with you, so that they can know how best to support you. Feel free to ask a peer or supportive adult to help you complete this form. Just make sure the information is from you, you are the best expert of yourself!	
NOTE: If an emergency requiring medical attention arises, please call 9-1-1 or go to the nearest Emergency Room.	
<b>Name:</b>	<b>Cell Phone:</b>
<b>Conference Room Name:</b>	
<b>Current Medication:</b>	
<b>Name of Peer or Supportive Adult Traveling with you:</b>	<b>Supportive Adult's Cell Phone:</b>
<b>What are you going to do to help maintain your mental and physical health while at the Training Institutes?</b> <i>For example, will you use a walkway app? Will you use a flashlight with friends and family or hotel?</i>	
<b>What are some things that are likely to make you feel extremely uncomfortable?</b> <i>In those moments, what may happen?</i> <i>How are some examples of possible emotional, medical, social, or legal support options, available in front of a roomful of people?</i>	



# SCHOOL OF SOCIAL WORK

## INSTITUTE FOR INNOVATION AND IMPLEMENTATION

- Logo created
- Design scheme created
- Tradeshow graphics including pull-up banner, tradeshow banner, and table drape
- Brochure with pocket and custom inserts





# SCHOOL OF SOCIAL WORK

## INSTITUTE FOR INNOVATION AND IMPLEMENTATION

Brochure with pocket and custom inserts

Constant contact template

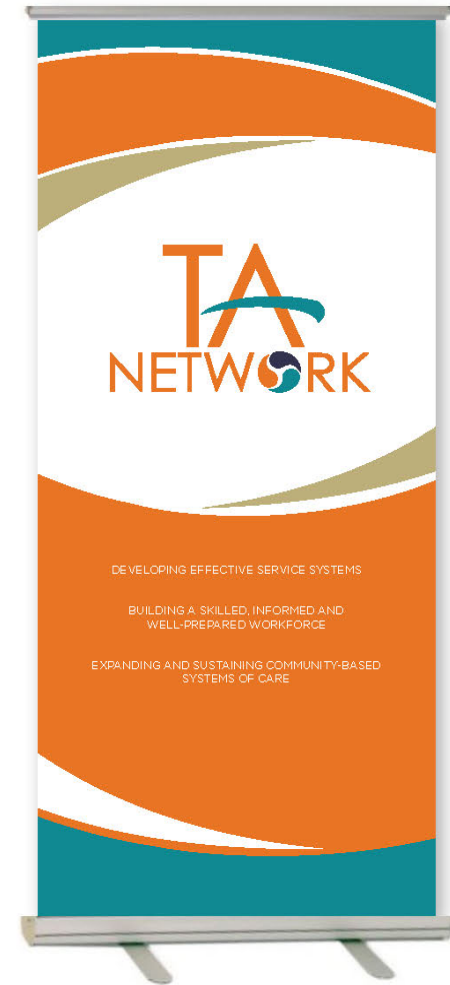
Webinar Info. Card

# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

## TA NETWORK

- Logo created
- Design scheme created
- Tradeshow graphic including pull-up banner, tabletop banner, and table drape



# SCHOOL OF SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

## TA NETWORK

- Design template created for fact sheets, multiple page documents, reports, etc.
- Multiple documents created under the template for SSW to distribute throughout the TA Network community

**FACT SHEET**  
September 2017

**Header here**

**Smaller Headline here**

Um di accus dphis doloro de il et recum sam, eosam sunt quam, ut incimol onatet aliquid ellacabo, lupitate vellest emporepudist ma et fugitatus.

**Header here**

Um di accus dphis doloro de il et recum sam, eosam sunt quam, ut incimol onatet aliquid ellacabo, lupitate vellest emporepudist ma et fugitatus.

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CHCS Center for Child, Teen, & Family Services  
fredla  
APRA  
Portland State  
USF UNIVERSITY OF SOUTH FLORIDA  
UNIVERSITY OF MARYLAND SCHOOL OF SOCIAL WORK  
HUMAN SERVICE COLLABORATIVE  
NICWA  
NATIONAL TRANSRACIAL INITIATIVE  
UNIVERSITY OF WASHINGTON

**Turnover Among Wraparound Care Coordinators**  
*Perspectives on causes, impacts, and remedies*

Presented by SAMHSA, the National Implementation Center for the National Wraparound Initiative, and the National Implementation Center for the National Wraparound Initiative

James S. Walker | Jennifer Graham-Golden | Emily Taylor

**PURPOSE**

There is no shortage of anecdotal evidence about the negative impacts that staff turnover can have on children, families, and other staff in agencies that provide wraparound care coordination. In mental health service organizations, turnover is generally perceived to be an ongoing and serious problem (SAMHSA, 2012). The limited research that exists has found that public mental health services typically experience turnover rates of at least 20 percent to 30 percent, and that the cost of replacing a worker is 20-30 percent of annual salary (Boutwell & Clynes, 2002). The impact of turnover on mental health clients has not been well investigated, but it is assumed to be problematic.

There is almost no published data on turnover in wraparound programs specifically, leaving many questions unanswered. For example, Are turnover rates in agencies that provide wraparound similar to rates for other public mental health services? Is there wide variation in turnover rates, such that some agencies experience much higher and others much lower turnover? And if so, what are the factors that might contribute to that variation? Knowing the answers to these sorts of questions could suggest strategies that might be effective for retaining staff, increasing job satisfaction, and, ultimately, contributing to a more experienced and effective wraparound workforce.

This line of reasoning led us to undertake a study focused on understanding more about turnover in wraparound. This report focuses on turnover among care coordinators and provides findings from a national survey and follow-up interviews with selected survey participants.

**Key Participants and Interviewees**

CHCS Center for Child, Teen, & Family Services  
MTD  
APRA  
Portland State  
USF UNIVERSITY OF SOUTH FLORIDA  
UNIVERSITY OF MARYLAND SCHOOL OF SOCIAL WORK  
HUMAN SERVICE COLLABORATIVE  
NICWA  
NATIONAL TRANSRACIAL INITIATIVE  
UNIVERSITY OF WASHINGTON  
fredla

Map showing survey participation (blue) and non-participation (green).

# SCHOOL OF SOCIAL WORK

## INSTITUTE FOR INNOVATION AND IMPLEMENTATION

### QIC LGBTQ2S

- Logo created
- Design scheme created
- Info. card designed



The Institute for Innovation and Implementation, at the University of Maryland School of Social Work (The Institute), has collaborated with The U.S. Department of Health and Human Services, Administration for Children and Families' Children's Bureau to establish a National Quality Improvement Center on Tailored Services, Placement Stability, and Permanency for Lesbian, Gay, Bisexual, Transgender, Questioning and Two-Spirit Children and Youth in Foster Care (QIC-LGBTQ2S).

The QIC-LGBTQ2S has selected four Local Implementation Sites that will work to develop, integrate, and sustain best practices and programs that improve outcomes for youth in foster care with diverse sexual orientations and gender identities and expressions (SOGIE).

Together, Prince George's County, Maryland; Allegheny County, Pennsylvania; Cuyahoga County, Ohio; and Michigan State will be implementing 13 interventions to include staff and caregiver training, clinical interventions, a specialized family finding intervention, and SOGIE data collection interventions.

The groundbreaking work at each of these sites will be circulated and manualized to make it possible for other child welfare agencies around the country to replicate the interventions for their youth who identify as having diverse SOGIE and their families.

To learn more about the QIC-LGBTQ2S or access their resource bank, visit <http://www.qiclbqtq2s.org/>.

The bottom of the card features five logos: the University of Maryland School of Social Work logo, the Children's Bureau logo, the Human Service Collaborative logo, the MOVE National logo, and the Judge Baker Children's Center logo.



# SCHOOL OF SOCIAL WORK


INSTITUTE FOR INNOVATION AND IMPLEMENTATION

YOUTH REACH MD INFO. CARD



YOUTH REACH MARYLAND

## YOU COUNT...



**The Institute for Innovation and Implementation (The Institute) at the University of Maryland School of Social Work coordinates Youth REACH (Reach out, Engage, Assist & Count to end Homelessness) MD - a Maryland initiative to better understand the number, characteristics, and needs of youth and young adults who are on their own and struggling with housing to improve the ways we can help. This is done in partnership with the Maryland Department of Housing and Community Development, local communities, advocacy organizations, and youth and young adults.**

Started in 2015, currently 20 of Maryland's 24 jurisdictions participate in Youth REACH MD, including conducting an annual survey and census of unaccompanied homeless youth - youth who are

under the age of 25, not in the physical custody of a parent or legal guardian, and lacking a fixed, regular, adequate nighttime residence. Each youth count is conducted using a youth-informed and -focused methodology to find and engage youth on the streets, in schools, and at service providers, community centers, libraries, and other locations.

Through Youth REACH MD, The Institute has developed and continues to refine best practices and materials to support communities to conduct youth counts and develop strategies to utilize the information collected to develop strategic plans, make policy recommendations, and seek additional resources to end and prevent youth homelessness.

To learn more about Youth REACH MD or access project publications and materials, visit <http://www.youthreachmd.com/> or <http://theinstitute.umaryland.edu/our-work/maryland-center/>.

# SOCIAL WORK

INSTITUTE FOR INNOVATION AND IMPLEMENTATION

PIEC INFO. CARD



**The Parent, Infant, and Early Childhood (PIEC) team** within the Institute for Innovation & Implementation at the University of Maryland School of Social Work partners with a range of providers as well as state and local agencies to support the design, implementation, and evaluation of systems of care supporting parents and young children. PIEC is comprised of experts in the field of maternal and child health policy, program development, research and evaluation.

The PIEC team is available to provide consultation, training, technical assistance, and/or research and evaluation support related to program development and management, workforce support and systems design. All projects include robust data collection and evaluation activities.

**FOR MORE INFORMATION**

Kate Wasserman, LCSW-C, MSW [kate.wasserman@ssw.umaryland.edu](mailto:kate.wasserman@ssw.umaryland.edu)  
Margo Candelaria, PhD [mcandelaria@ssw.umaryland.edu](mailto:mcandelaria@ssw.umaryland.edu)  
<http://theinstitute.umaryland.edu/our-work/maryland-center/piec/>

**TRAINING, TECHNICAL ASSISTANCE, CONSULTATION, AND EVALUATION EXPERTISE AND CAPACITY:**

- ▶ Early childhood mental health (ECMH), parenting, EBPs (parenting and family models for 0-5)
- ▶ ECMH systems development
- ▶ Early Childhood Service Intensity Index (ECSII) to assist in making appropriate care plans for infants and young children.
- ▶ Facilitating Attuned Interaction (FAN, Fussy Baby) training and implementation evaluation
- ▶ Trauma informed care, reflective workforce support, trauma informed systems development
- ▶ Screening and assessment for child development, ECMH, dyadic attunement, and caregiver well-being
- ▶ SEFEL Pyramid Model implementation, Training, and Practice-Based Coaching

# GRADUATE SCHOOL

## STRATEGIC MARKETING

**2018-2019**  
GRADUATE SCHOOL CATALOG

  
UNIVERSITY of MARYLAND  
GRADUATE SCHOOL

GERIATRICS AND GERONTOLOGY  
EDUCATION AND RESEARCH

### BURNING BRIGHT: The Creative Life after Sixty



UMB's Geriatrics and Gerontology Education and Research Program welcomes **Passager Books** authors **Joyce Abell** and **Shirley Brewer** for a reading of their works.

**THURSDAY, APRIL 12**  
**4 to 6 p.m.**

Health Sciences and Human Services Library (HS/HSL)  
Gladhill Boardroom



 **Passager Books**  
dedicated to writers over 50

*Passager Books, based at the University of Baltimore, publishes fiction, poetry, and memoir by writers over 50 years of age. Its list of international authors are included in a magazine and in anthologies.*

Co-sponsored by the  
University of Maryland Center for Research on Aging  
The UMB/UMBC Doctoral Program in Gerontology  
Peter Lamy Center on Drug Therapy and Aging

 UNIVERSITY of MARYLAND  
GRADUATE SCHOOL

GERIATRICS AND GERONTOLOGY  
EDUCATION AND RESEARCH

We hope you can join us.  
Please RSVP to [rcornman@umaryland.edu](mailto:rcornman@umaryland.edu).

### BURNING BRIGHT: The Creative Life after Sixty



UMB's Geriatrics and Gerontology Education and Research Program welcomes **Passager Books** authors **Joyce Abell** and **Shirley Brewer** for a reading of their works. Passager Books is based at the University of Baltimore.

**THURSDAY, APRIL 12**

**4 to 6 p.m. | Health Sciences and Human Services Library  
Gladhill Boardroom**

 UNIVERSITY of MARYLAND  
GRADUATE SCHOOL

GERIATRICS AND GERONTOLOGY  
EDUCATION AND RESEARCH

 **Passager Books**  
dedicated to writers over 50

Please join us for the reading and reception.  
RSVP to [rcornman@umaryland.edu](mailto:rcornman@umaryland.edu).



# STAFF SENATE

STRATEGIC MARKETING

**Nominate an outstanding staff member today!**

## ARE YOU A STAR?


UNIVERSITY SYSTEM OF MARYLAND BOARD OF REGENTS STAFF AWARD




LEARN MORE OR SUBMIT A NOMINATION AT [www.umaryland.edu/ssenate](http://www.umaryland.edu/ssenate)  
DEADLINE TO SUBMIT INITIAL NOMINATIONS IS DEC. 15.

### UMB STAFF SENATE

**Please join us on the first Thursday of the month from Noon to 1:30 p.m.**  
*(Except in January and August)*



Space is limited.  
To RSVP, please contact Riham Keryakos at [rkeryakos@som.umaryland.edu](mailto:rkeryakos@som.umaryland.edu).



### STAFF SENATE

## VOTE FOR STAFF SENATE



Self-nomination forms available April 13 through April 27, 2018  
Vote May 7 through May 18, 2018



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

*Meet us at the UMB Wellness Fair*  
March 26 | 10 a.m. to 2 p.m.  
SMC Campus Center

# STAFF SENATE



# GOVERNMENT AFFAIRS

## STRATEGIC MARKETING



UNIVERSITY OF MARYLAND, BALTIMORE  
LEGISLATIVE SESSION IMPACT REPORT  
2018



### PRESIDENT'S PANEL on POLITICS AND POLICY




*Speaker*  
**DERRECK KAYONGO**  
Global Soap Project Founder and  
CEO of the Center for Civil and Human Rights

*Topic:* Creating Change

Attendees are urged to bring donations for James McHenry Elementary/Middle School. Age-appropriate entertainment items and beige khaki uniform pants are requested.

**TUESDAY, OCT. 31**  
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

EXPERTS GUIDE  
2018

### PRESIDENT'S PANEL on POLITICS AND POLICY

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



*Speaker*  
**DERRECK KAYONGO**  
CEO, National Center for Civil and Human Rights  
Founder, Global Soap Project

*Topic:*  
Creating Change

**TUESDAY,  
OCT. 31**

SMC CAMPUS CENTER  
ELM ROOM 208  
8 to 8:30 a.m.  
Breakfast  
8:30 to 10 a.m.  
Lecture and questions

From Ugandan refugee to entrepreneur and human rights activist, Derreck Kayongo possesses an inspiring life story. He is chief executive officer of the National Center for Civil and Human Rights in Atlanta and founder of the Global Soap Project, a nonprofit that recycles used hotel soap and redistributes it to impoverished populations to help fight disease around the world.

A dynamic speaker, Kayongo shares his spirit and experience in the areas of entrepreneurship, environmental sustainability, global health, social justice, and professional engagement with audiences in the corporate, nonprofit, and academic worlds. Kayongo brings his personal guiding principles, coined S.E.L.F. (Service, Education, Leadership, and Faith), to life in emotional and impactful presentations. His awards include designation as a Top 50 CNN Hero, a scholarship award from the Georgia State Legislature, the MAKK Entrepreneurship Award, and accolades from Nobel Peace Prize winner Archbishop Desmond Tutu.

Before becoming CEO of the National Center for Civil and Human Rights in 2008, Kayongo gained experience working for nongovernmental organizations in positions with CARE (Cooperative for Assistance and Relief Everywhere), Amnesty International, the American Friends Service Committee, and the Congressional Hunger Center.

He has a bachelor's degree in business administration from Messiah College in Mechanicsburg, Pa., a master's degree in law and diplomacy from the Fletcher School at Tufts University in Boston, and an honorary degree from Oglethorpe University in Atlanta.



[umaryland.edu/politics-panel](http://umaryland.edu/politics-panel)

# PHILANTHROPY

## STRATEGIC MARKETING

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


"I have witnessed the value of both small and large donations and how it all can contribute to the good of our school. While not independently wealthy, I know that my contribution matters to someone or something at UMB, and the School of Nursing."

**JEFF ASH, EdD, MS**  
Associate Dean for Diversity and Inclusion,  
and Assistant Professor, School of Nursing  
**DONOR FOR 2 YEARS**


Learn more at  
[umaryland.edu/philanthropy/faculty-and-staff-giving](http://umaryland.edu/philanthropy/faculty-and-staff-giving)



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

**ENDOWMENT  
FINANCIAL  
REPORT**



**UMB'S  
GOLF *at* CAVES**  
Presented by Fila North America






**THANK YOU**



**UNIVERSITY of MARYLAND  
SCHOOL OF DENTISTRY**

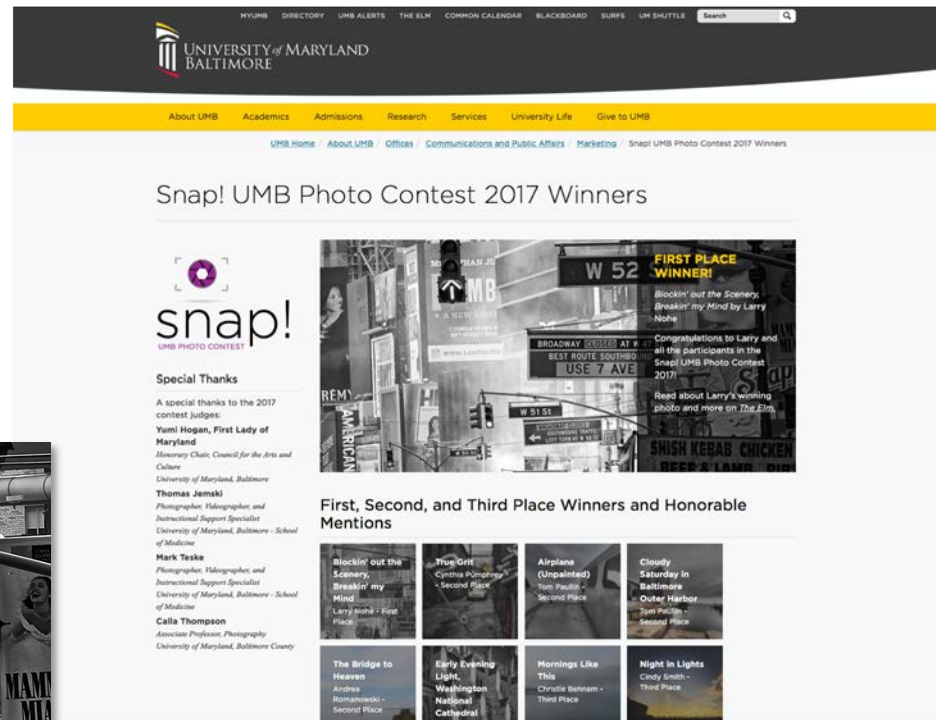
Office of Institutional Advancement  
410-706-7146



# SNAP! PHOTO CONTEST

## STRATEGIC MARKETING

More than 240 photos were submitted to the contest, which was open to faculty, staff, and students. Winners' photos were on display at the Fireplace Lounge in the University's SMC Campus Center.




# 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.



**UMB NIGHT**   
at the **Ballpark**

**Orioles vs. Boston Red Sox**  
Tuesday, Sept. 19  
7:05 p.m.


*All fans will receive an Orioles ball cap.*

**7 SEATING OPTIONS AVAILABLE!**

- Terrace Box Outside Bases**  
Sections 1-17, 55-65: \$39\*
- Lower Reserve Between Bases**  
Sections 19-33: \$39\*
- Left Field Lower Box**  
Sections 66-86: \$39\*
- Lower Reserve**  
Sections 7-17, 55-67: \$24\*
- Estow Street Bleachers**  
Sections 90-98: \$24\*
- Upper Reserve**  
Sections 306-364: \$20\*
- Left Field Upper Reserve**  
Sections 368-388: \$15\*

\*There is an additional 30% service charge per ticket.

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



Join us for the 10th annual University of Maryland, Baltimore, handmade and homemade.

**Holiday CRAFT FAIR**

**DECEMBER 1, 2017 11 A.M. - 2:30 P.M.**  
UMB SMC, Campus Center, 2nd Floor - 62 W. Lombard St.

Support your fellow UMB students, staff, faculty, and friends and check out some of these great holiday gifts:

- Hand-sewn accessories, children's clothing and holiday decor
- Delicious nuts, nut butter, coffee, baked goods, and gourmet coffees
- Seasonal wreaths, angels, ornaments, and bows
- Fused stained-glass items including plates, ornaments, clocks, and much more
- Gourmet treat-tops, holiday spices, jellies, nutts, marmalade, and olive oil
- Jewelry boxes and handcrafted jewelry
- Quilted place mats, table runners, and centerpieces
- Cosmic gifts and pottery
- Photography
- Knit-hat apparel
- Greeting cards and notecards
- Candles and other gifts for the home

For more information, contact [events@umb.edu](mailto:events@umb.edu)



UNIVERSITY OF MARYLAND, BALTIMORE COMMEMORATES


**DR. MARTIN LUTHER KING JR. & BLACK HISTORY MONTH 2018**

**Feb. 1, 2018 | Noon - 1:30 p.m.**

**MSTF Leadership Hall**  
*Light refreshments served in atrium*


**KEYNOTE SPEAKER:**  
**PAMELA V. HAMMOND, PhD**

*"Would Dr. Martin Luther King Jr. Take a Knee?"*



Event is free to UMB staff, faculty, and students, but registration is required by Jan. 26

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





# MEDIA RELATIONS

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

- **Leading the Fight Against Opioid Abuse** | The media relations team promoted and attracted media attention to several efforts to curb opioid abuse, including a multi-disciplinary town hall meeting in Anne Arundel County and a partnership with DrFirst to spearhead use of software to track the prescription of opioid medication.
- **Partnering For West Baltimore** | The Media Relations team worked in tandem with colleagues at UMMC to promote The Partnership with West Baltimore, a collaboration between the hospital and UMB to better understand the needs of the West Baltimore community and work to better serve the lives of residents.
- **Widening Dental Access in Rural Md.** | Rural Maryland residents have gained greater access to oral health care through an innovative collaboration between West Cecil Health Center, Inc., and UMB. Dr. Perman and School of Dentistry Dean Mark Reynolds joined local and state officials at a launch event for the new Cecil County facility.
- **Collaborating at Cole Field House** | Drs. Alan Faden and Andrew Pollak from the UM School of Medicine join colleagues at UMCP to unveil the new UM Center for Sports Medicine, Health and Human Performance at Cole Field House, and explain goals for researching traumatic brain injury and advancing orthopedic science.
- **Expanding Innovation and Entrepreneurship** | University, state, and technology leaders gathered at the newly renovated Lion Brothers Building in the UM BioPark to launch UM Ventures 2.0, the next step in a joint technology commercialization initiative.

## MEDIA RELATIONS, CONTINUED

- **Offering Pathways to Success for West Baltimore Youth** | UMB's participation in the city's Youthworks career mentoring program continues to serve as a model for Baltimore businesses, providing work experience and mentoring for West Baltimore youth, and leading to careers with the University. The Media Team also continued support of the CURE Scholars Program, following the progress and achievements of students.
- **Reaching Milestones in Fundraising** | The Office of Philanthropy's Catalyst fundraising campaign hits \$400 million mark in bid to raise \$750 million to serve research, clinical, educational, and community engagement purposes.
- **Working to Make Higher Education Affordable** | UMB launches affordability study in an effort to ensure accessibility for students from all geographic and socioeconomic backgrounds, serving the overall goal of ensuring Maryland has an adequate supply of health care and social service professionals.
- **Providing Thought Leadership on Big Data and Privacy Issues** | In writings, speeches, and congressional testimony, Carey Law professors provide an understanding of how personal data is collected, used, and misused, including the use of algorithmic classification, social media data collection, and so-called "fake news."
- **Saving Lives by Learning to Stop the Bleed** | A travelling team led by staff of the R Adams Cowley Shock Trauma Center teaches community groups, and UMB leadership, how to save lives after a serious injury in a model akin to CPR training.
- **Challenging Conventional Thinking** | The Media Team promoted and covered numerous instances of students, faculty, and staff challenging popular notions and championing new solutions, such as School of Pharmacy research that shows higher rates of psychiatric diagnosis and medication among the poor and young, Carey Law writings on the impact of aggressive deregulation, and a new approach by School of Social Work faculty and students to provide services in city libraries.

# SELECTED MEDIA COVERAGE

## MEDIA RELATIONS

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



### **UMB Expanding Home-Buying Incentive Program**

*The Baltimore Sun*  
**Jan. 9, 2018**

The University's Live Near Your Work program, featuring financial incentives to employees purchasing homes in nearby West Baltimore neighborhoods, was featured in numerous news reports.



### **CURE Program Bridges Pathway to Science, Medicine for Baltimore Students**

**WJZ-TV**  
**Feb. 7, 2018**

WJZ-TV News Anchor Denise Koch launched a continuing series of reports examining the progress of two West Baltimore students enrolled in the UMB CURE Scholars Program.



### **Project Homeless Connect Links Needy With Medical, Legal Service**

**WBAL-TV**  
**Oct. 13, 2017**

WBAL-TV News Anchor Lisa Robinson reported on UM School of Dentistry students and faculty who volunteered to provide services to some 1,000 homeless residents during a two-day Mission of Mercy.

## MEDIA RELATIONS, CONTINUED

### **UMB President Perman urges Baltimore business leaders to 'amplify positive messages'**

*The Baltimore Business Journal* | **Apr. 5, 2018**

Dr. Perman speaks in his role of chair of the Downtown Partnership of Baltimore on the importance of positivity to rebuilding the city's image.

### **The Ungers: Righting a miscarriage of justice**

*CBS News* | **Nov. 12, 2017**

UM Carey Law plays an important role in the release of some 250 convicted felons, wrongly given life sentences.

### **Becoming a Dentist**

*ADA Journal* | **Nov. 6, 2017**

UMB's Media Team arranges for the ADA Journal to follow a group of dental students through their years at the UM School of Dentistry.

### **Officials Warn Synthetic Marijuana Making People Bleed, Laced with Rat Poison WBAL-AM | Apr. 5, 2018**

Experts with the Maryland Poison Center discuss the science and epidemiology of an increasingly threatening drug issue.

### **New PAL hoping to change lives in Baltimore**

*WMAR-TV* | **Mar. 23, 2018**

The UMB Community Engagement Center brings together Baltimore's only Police Athletics and Activities League to provide positive engagement and mentoring for West Baltimore youth.

### **Universities move forward as drivers of Md. startup economy**

*The Daily Record* | **Dec. 20, 2017**

UM Ventures is recognized for success in developing startup technology companies.



# CRISIS COMMUNICATIONS / UMB ALERTS

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 (24)
- In response to criminal activity (23)
- To report severe traffic issues (17)
- In support of critical situations (10)
  - Building closure due to gas leak
  - Fire in a parking garage
  - A danger of falling debris

## **Training Exercises**

The Media Relations team participated in emergency management exercises involving:

- Hypothetical responses to terrorism using radioactive material at the Inner Harbor
- Critical situation messaging by the Office of Communications and Public Affairs
- Crisis management at the University of Maryland Medical Center

## **Infrastructure Improvements**

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

- E2campus groups that allow targeted messaging to occupants of buildings and parking garages
- Updating and reorganizing the EMT and EOC contact groups
- Significant revisions to the UMB Inclement Weather messaging plan vised

# 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 UMB CURE Scholars Program – WJZ-TV coverage, the first cohort’s graduation from middle school, success in the Maryland Science Olympiad, and the presentation of white coats to the new cohort.
- Programs at the UMB Community Engagement Center - the annual Community Spring Festival, serving as a venue for early voting, opening a new computer center, introducing local caterers to campus event planners at the Local Food Connection, and a Stop the Bleed training session for local residents.
- Expansion of the UMB YouthWorks program, welcoming more than 50 teenagers to gather valuable skills and relationships while learning what UMB has to offer.

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

The 2017-2018 series on Global Literacy was publicized featuring Dawn Whitehead, Michelle Morse, and the fellows’ findings. Events were video recorded, included in web stories, and shared on social media.

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

In October 2017, business visionary Derreck Kayongo discussed his Global Soap Project. And in May 2018, former Maryland governors Robert L. Ehrlich and Parris N. Glendening discussed the current state of political discourse and Maryland’s relationship with the federal government.

## MEDIA RELATIONS, CONTINUED

### University Conferences

The Media Team publicized, and produced articles, social media and video recordings of:

- A discussion of efforts to combat opioid addiction in Anne Arundel County
- The School of Nursing's Nursing Leadership Institute fireside chat
- The Norman P. Ramsey lecture, delivered by Sarah Bloom Raiskin
- Rising Baltimore, examining anchor institutions' roles in combatting social ills
- The opening of an interprofessional transitional care clinic in Prince George's County
- UMB Alumni Assn. events, including speakers NYT Columnist Frank Bruni, and "The Wire" producer and writer David Simon
- A The MLK/Black History Month celebration
- The 3-minute Thesis competition
- UMBrella speaker series events, including SAFE Center director Susan Esserman and author/sculptor and MacArthur Award winner Joyce Scott

### Diversity Advisory Council Speaker Series

Russell McClain, associate dean for diversity and inclusion at Carey Law examined implicit bias in popular culture. The Media Team produced a web story, video recording, and social media.

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

The Media Team covered, and achieved earned media for several projects, including:

- Dedication of Cole Field House's Center for Sports Medicine, Health & Human Performance
- The creation of collaborative innovation space at The Grid in the UM BioPark
- Development of technology reducing the likelihood of traumatic brain injury
- A joint SAFE Center – Prince George's Police grant to assist victims of human trafficking
- The annual conference of the Agriculture Law Education Initiative
- The award of Seed Grants to collaborative research teams

# 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, The Elm Weekly, and the University's Mobile App. Use these community-building tools to discover all the news, events, and resources UMB has to offer.



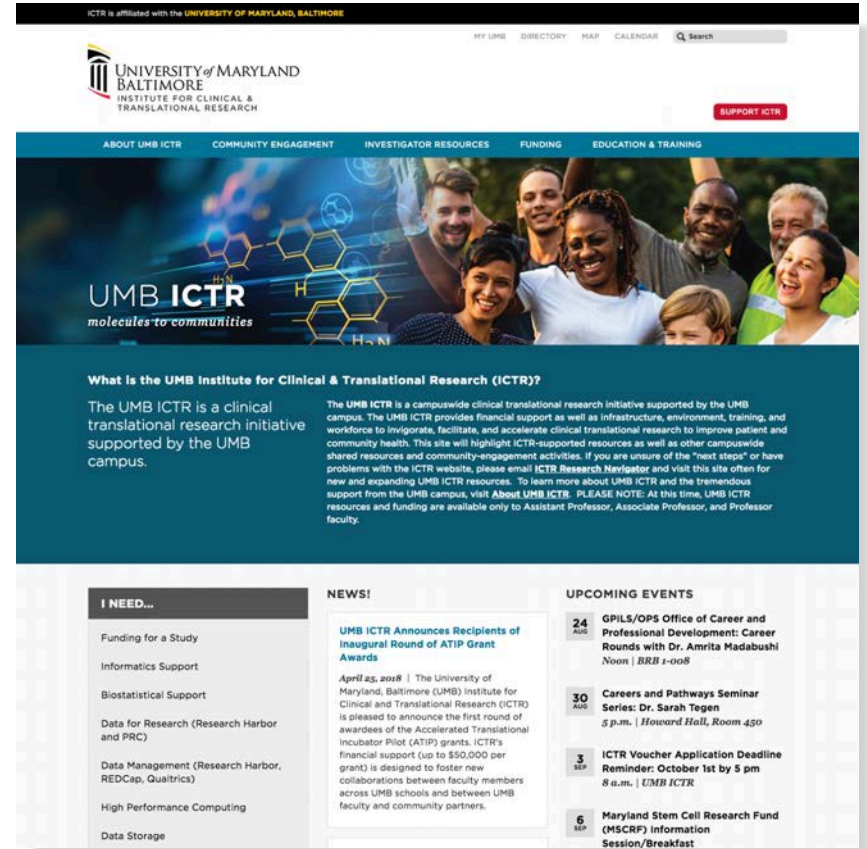
# ICTR WEBSITE

## WEB COMMUNICATIONS

Our team developed the Institute for Clinical and Translational Research's website, including building a customized theme.

We also trained ICTR staff to publish their own content and provided them with guidance on content best practices.

As extra features became necessary, we revised and expanded the initial design.



# 2017 Holiday Card

## WEB COMMUNICATIONS

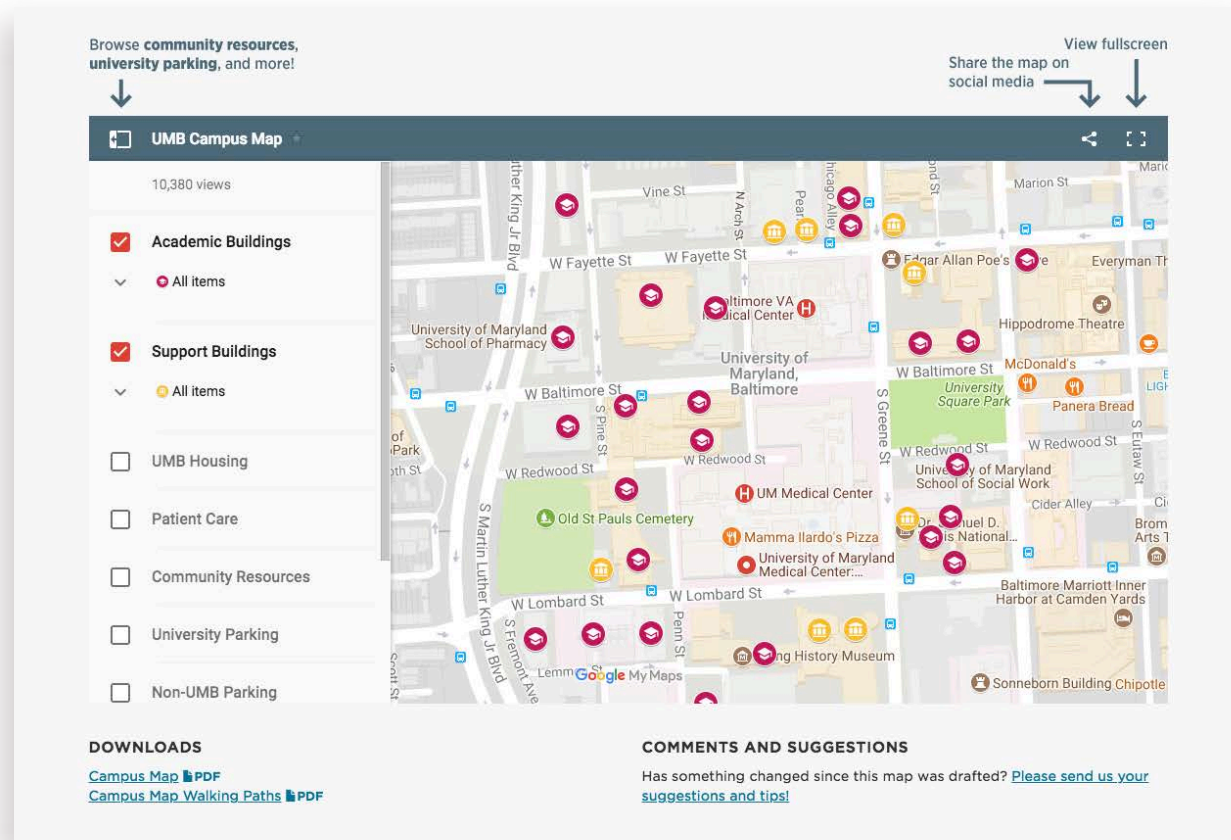
Our team generated motion graphics, including animated typography, color correction and animation effects, and spliced in edited video and music.



# Revised Campus Map

## WEB COMMUNICATIONS

The CPA web team recreated UMB's campus map in Google My Maps, a format which is more feature-rich and easier to maintain. Moving forward, dynamic content can be added to the calendar, such as images, links, and more detailed descriptions of each location. Part of this process included checking existing content for accuracy and revising it where necessary.

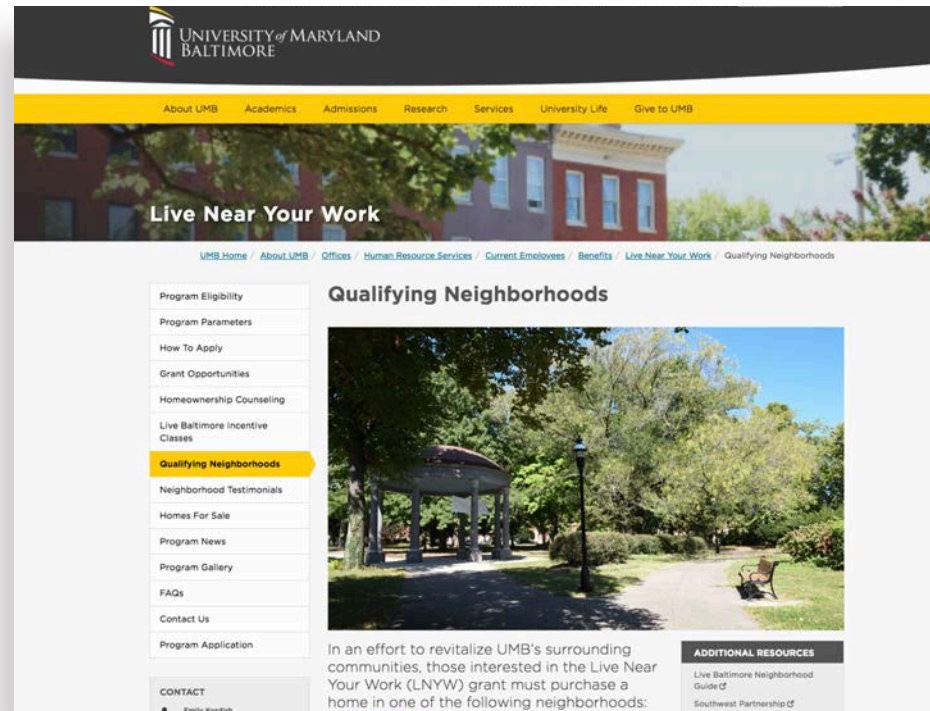


# Live Near Your Work Program

## WEB COMMUNICATIONS

The CPA web team assisted with website design, setup, and content entry for the Live Near Your Work program, including a custom Google map of the applicable neighborhoods.

We also reached out to a number of real estate and MLS companies to try to enable an automated feed of property listings.





# UMBSPACE

## WEB COMMUNICATIONS

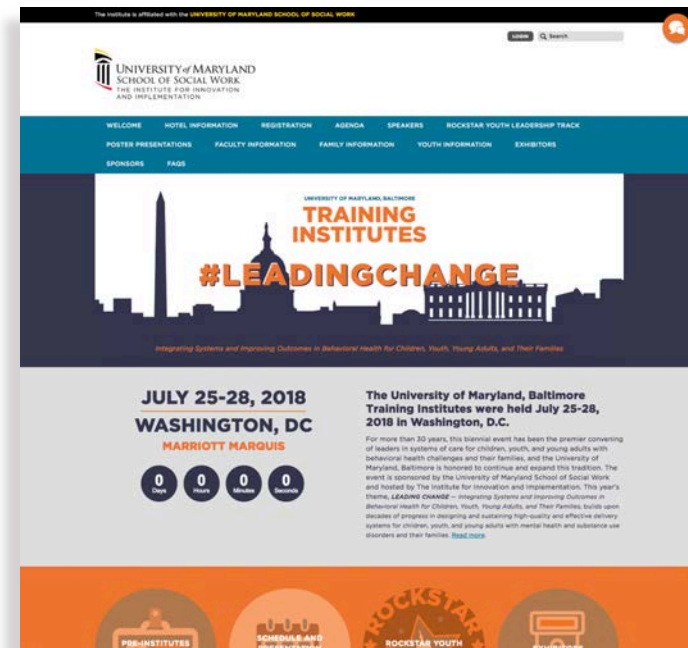
The web team built and produced a section for UMB Professional Administratives Committed to Excellence (UMBSPACE), a campus-wide group for administrative staff support and development, that includes a submission form for comments, members' contact information, and helpful links.



# SSW Institute

## WEB COMMUNICATIONS

Our team developed a number of original templates, including branded headers and footers, custom homepage layouts for two different sites, and a selection of custom menus. Since its launch, CPA regularly assists with content entry and troubleshooting, and we collaborate with CITS to integrate our templates with their ColdFusion system.



# SOD Homepage

## WEB COMMUNICATIONS

We revised the School of Dentistry's homepage layout based on requested specifications, and installed a custom Instagram feed.

The School of Dentistry is a part of the **UNIVERSITY OF MARYLAND, BALTIMORE** | MY UMB THE ELM

DIRECTORY

Search



*Advancing Oral Health*  
**IMPROVING LIVES™**

*For Patient Information:*  
**410-706-7101**

[Patients](#)

[About UMSOD](#)

[Admissions](#)

[Current Students](#)

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[Support UMSOD](#)

# Office of Philanthropy Rebrand

## WEB COMMUNICATIONS

Transitioning the Office of Alumni and Development to the Office of Philanthropy involved revising previous web content and producing new content, as well as an updated information architecture.

The office's section is now integrated with the Catalyst Campaign website and the *UMB Spotlight: Focus on Philanthropy* online publication.

A new form was launched as part of this initiative for alumni to update their contact information.





# Catalyst Campaign Launch

## WEB COMMUNICATIONS

Our office coordinated with an outside vendor to provide feedback and guidance during the design and development process. When the time came for the new website to migrate to our servers, we worked alongside the vendor on installation and troubleshooting.




**CATALYST**

A person who causes action | An agent of change | A stimulus, spark, or incitement

**YOU & UMB**

For over 200 years, UMB has been working to improve the human condition and serve the public good. Your support of our capital campaign will allow us to:

- ▶ Design new and powerful solutions to our greatest challenges of health and wellness
- ▶ Create leaders and problem solvers who promote a more just society
- ▶ Drive innovation, nurture ingenuity, and advance understanding
- ▶ Encourage people to dream, discover, and dare in our never-ending quest to enrich humanity
- ▶ Develop Big Ideas for Big Change — in areas such as chronic pain management, addiction prevention and treatment, chronic disease research and care, entrepreneurship, and community engagement

 UNIVERSITY of MARYLAND BALTIMORE

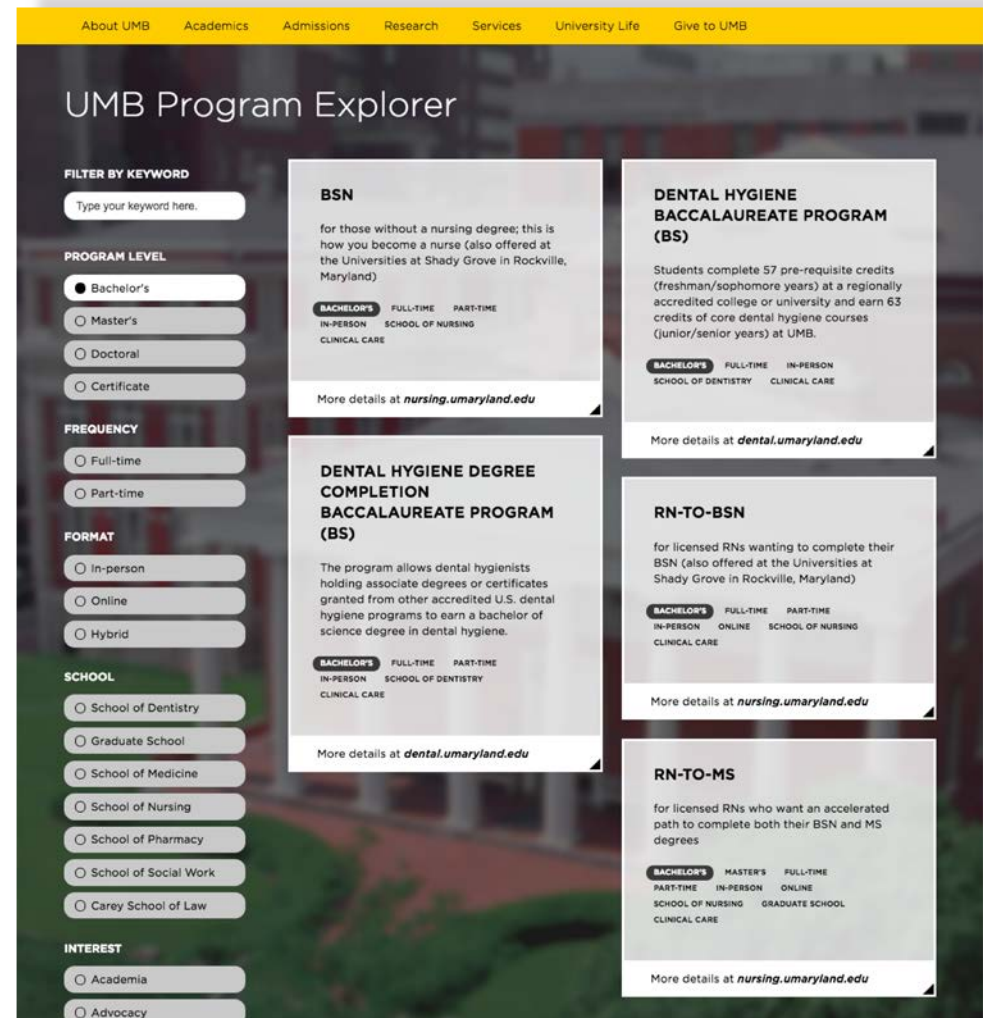
*Be a catalyst. Give today!*  
[catalyst.umaryland.edu](http://catalyst.umaryland.edu)

# UMB Program Explorer

## WEB COMMUNICATIONS

Our office developed custom templates after a need was identified for a central index of all academic programs at UMB. This involved a great deal of coordination with each school's web leadership, as content needed to be aggregated from directories that they maintain.

The project went through several design revisions until we reached a final product that satisfied all parties and was visually engaging while also including a dynamic, faceted search functionality, and an easy-to-use content entry process.



# CPA Web Section Redesign

## WEB COMMUNICATIONS

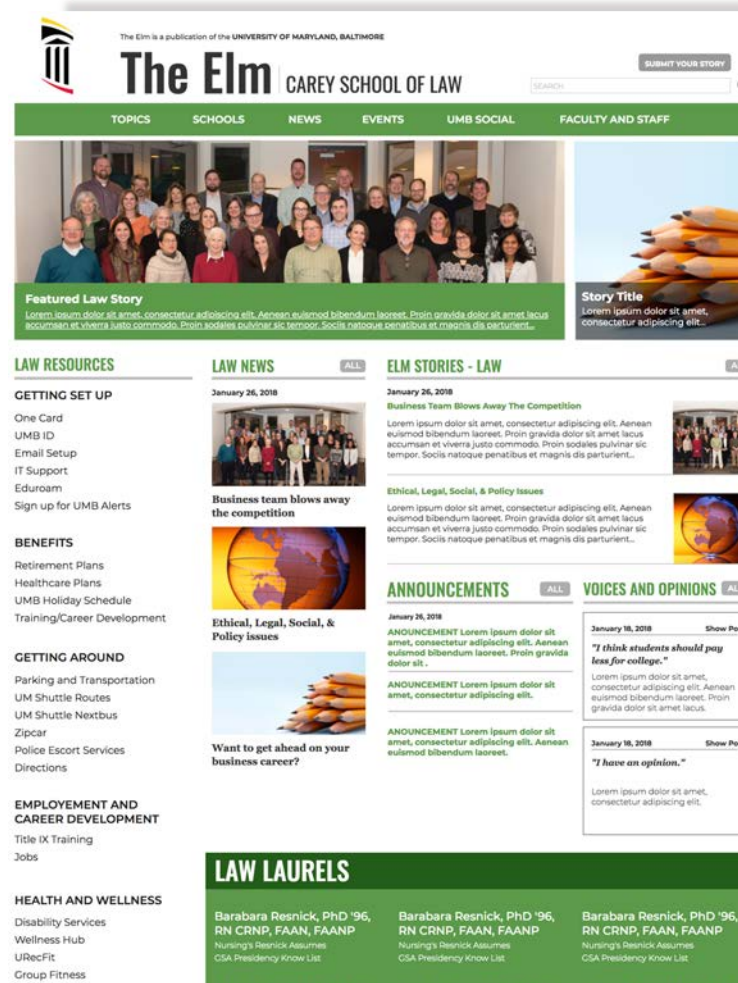
New sections were drafted and published on *Digital Media* and *Writing and Editing* after a need was identified to communicate these two specialty areas of CPA's work.



# Elm Redesign Prototyping

## WEB COMMUNICATIONS

The CPA web team produced an interactive mockup of a redesigned Elm to present to other schools.





# Founders Week

## WEB COMMUNICATIONS

The annual Founders Week received a more prominent web presence and is now accessible under the University Presidential Events section.



# Commencement 2018

## WEB COMMUNICATIONS

Two photo galleries from May 2018's commencement were created: one on Flickr and one on UMB's website. Information on relevant pages was also updated, including Commencement Stories, Archived Events, Photo Galleries, Speakers and Honorees, and the landing page.

