

University of Baltimore

Board of Visitors Annual Report



October 2010

Executive Summary

The University of Baltimore Board of Visitors (the Board) is pleased to provide this report on the progress of University of Baltimore (UB) over the past year in meeting its goals consistent with its mission. The Board supports the efforts of the University by stewarding the strategic planning process and overseeing the fiscal responsibility of the assets of the University of Baltimore Foundation (UBF). The Board also works toward increasing the Foundation's assets for the future financial needs of the University through its fundraising efforts as well as the investment strategy.

UB's location, along with its emphasis on blending classroom theory with practical application, attracts a diverse, non-traditional student body and provides students with the advantages of studying within a vibrant urban community. UB has a long tradition of offering high-quality academic programs to career minded individuals.

We are continuing to grow as a university. For the second consecutive year our fall enrollment represented the highest headcount in University history. This growth is tied directly to our core educational mission – to provide access to quality, professionally-focused education, especially to populations who are not well-served by traditional institutions.

The University of Baltimore Foundation is committed to expanding its support of UB's mission and academic goals. The Board is excited about the direction in which the University of Baltimore is moving, the energy and enthusiasm that is present and we are pleased to share in this report some highlights of Fiscal Year 2010.

Mission and Vision Statements

Mission

The University of Baltimore provides innovative education in law, business and the applied liberal arts to serve the needs of a diverse population. A public university, the University of Baltimore offers excellent teaching and a supportive community for undergraduate, graduate and professional students in an environment distinguished by academic research and public service. The University:

- makes excellence accessible to traditional and nontraditional students motivated by professional advancement and civic awareness;
- establishes a foundation for lifelong learning, personal development and social responsibility;
- combines theory and practice to create meaningful, real-world solutions to 21st-century urban challenges; and
- is an integral partner in the culture, commerce and future of Baltimore and the region.

Institutional Vision

The University has become and will continue to be a living learning laboratory at the center of the Baltimore renaissance. Neither a traditional research nor comprehensive educational institution, the University will balance the seemingly contradictory: access and excellence, teaching and research, the one and the many. Through this creative tension, the University will develop cutting-edge solutions and new possibilities by relating theory to practice and understanding to experience. The University's degree programs and continuing professional education will help students, faculty and staff understand the past, assess the present and shape the future. By blending the perspectives of law, liberal arts and business, the University community will create and transmit intelligent and practical solutions to challenging issues regionally, nationally and internationally.

The following narrative reflects accomplishments and program development toward each tenet of the University's mission.

Accomplishments

The University of Baltimore serves a diverse student population, including many first-generation college students, working parents and career changers. UB is among the most diverse institutions in the University System of Maryland: of our 6,265 students, 58.2 percent are female, 35.7 percent are minorities and 3.6 percent are international students.

UB Midtown Campaign Unveiled

The University of Baltimore is proud of its long history as an anchor for one of the city's most celebrated and vibrant neighborhoods. Midtown is a growing, eclectic part of Baltimore, where many of the community's best examples of art, culture, commerce and education come together. The UB Midtown Campaign emphasizes the University's connection to its neighborhoods, celebrates UB's strong programs in graphic design and visual communication, and contributes to public art at the intersection of the Mount Vernon Cultural District and the Station North Arts and Entertainment District.

Not your typical university public relations campaign, this colorful addition to the University of Baltimore campus and its environs feature a series of illustrations by nationally renowned artists and designers: Milton Glaser, Nick Dewar, Scott Roberts, Jason Kerneovich and Dustin Summers. Each illustration interprets and celebrates UB's tagline, Knowledge That Works. The creative illustrations are visible throughout UB's campus on banners along the street and on posters in the hallways of our academic buildings.

Barnes and Noble and Parking Garage open at the Fitzgerald at UB Midtown

Construction of the Fitzgerald at UB Midtown, a major public-private development project with the Bozzuto Group was completed this fiscal year. This project is anchored by a Barnes & Noble College Booksellers Superstore and contains 275 market rate apartments as well as a 1,245 space parking garage with 950 spaces dedicated to UB. The Fitzgerald at UB Midtown project is located on a University of Baltimore-owned parcel at the intersection of Mt. Royal Avenue and Oliver Street in midtown Baltimore. The Barnes and Noble Superstore features 20,000 square feet of retail space on two levels, a Starbucks-branded café, and designated areas for UB textbook and institutional sales.

HEROES Academy

The University of Baltimore hosted its second annual HEROES Academy for Baltimore area high school students this year. More than 150 sophomores and juniors from Baltimore Polytechnic Institute, Western High School and Baltimore City College came to the UB campus and experienced a day in the life of a college student. They participated in specialized college courses, science laboratory sessions and interactive learning, and had the opportunity to meet UB alumni and other professionals who have enjoyed successful careers as a result of their college educations. The HEROES Academy's mission is to help the participating students fully realize their potential and their ability to attain a college degree.

Restructuring of the Yale Gordon College of Liberal Arts

The University of Baltimore introduced its plans to establish two new colleges from existing programs in the current Yale Gordon College of Liberal Arts. This initiative was developed to strengthen undergraduate education at UB and enhance UB's distinction in the fields of public administration and justice.

Effective July 1, 2010 the College of Public Affairs and the Yale Gordon College of Arts and Sciences, together with the School of Law and the Merrick School of Business, will compose the framework for the UB of the future. Larry Thomas, current liberal arts dean, will be the founding dean of the College of Public Affairs; and Dean Diedre Badejo will head the newly created Yale Gordon College of Arts and Sciences.

UB continues to evolve as an institution and we are very excited that our faculty have built and revised an appealing set of full baccalaureate degree programs in arts and sciences, and a set of first-class professional programs in public affairs.

UB appoints New Dean of the Yale Gordon College of Arts and Sciences

Diedre L. Badejo was named dean of the newly created Yale Gordon College of Arts and Sciences this year. Dean Badejo brings more than 20 years of academic and administrative

experiences to the University, including initiatives to facilitate interdisciplinary collaboration among departments at the California State University East Bay campus, and the establishment of a faculty lecture series designed to encourage intellectual engagement between tenure-track and junior-level scholars. She also has served as a full professor of African and African diaspora literatures and cultural histories at East Bay, and in similar teaching roles at Kent State University and the University of Louisville. Dean Badejo also was associate dean of curriculum and program development in the College of Arts and Sciences at Kent State, and chair of its Department of Pan-African Studies.

Dean Badejo holds a doctorate in comparative literature from UCLA, an M.A. in African studies from the same institution, and a bachelor's degree in English and African-American literature and history from the University of Southern California.

Unprecedented gift from UB Law School alumnus Peter Angelos

The University of Baltimore received a second \$5 million donation for its new law building from UB School of Law alumnus Peter Angelos, LL.B. '61. The gift, following Mr. Angelos's initial donation of \$5 million in June 2008, signifies UB's achievement of its goal of \$15 million in private funding for the building.

The \$15 million in private funding will be used in conjunction with Maryland state funding to support construction of the 190,000-square-foot building at the northeast corner of North Charles Street and Mount Royal Avenue. The new Law Center will house UB's School of Law and is scheduled to open in January 2013. The 12-story building combines innovative design and cutting-edge technology that supports environmental sustainability to create an inviting, healthy and productive environment for the UB community. With a striking, all-glass exterior and sustainable features throughout, the building will be a major focal point in Baltimore's landscape as well as one of the most environmentally responsible public buildings ever built in the United States.

The design for UB's new John and Frances Angelos Law Center stemmed from an unprecedented international design competition, sponsored by the University and supported by a grant from the Abell Foundation in fall 2008. The winning design was submitted by Behnisch Architekten of Stuttgart, Germany, in partnership with Baltimore's Ayers/Saint/Gross, and the design work completed to date has received high praise from both city and state architectural review bodies.

Liberal Arts and Policy Building Recognized

The Midtown Development Corporation recognized the University of Baltimore's Liberal Arts and Policy Building with a 2009 Midtown Development Award, one of several presented to private and public entities "to recognize and honor significant contributions, in the areas of development and planning, to the revival of Baltimore's Midtown."

The Liberal Arts and Policy Building, home of new classrooms and offices for the Yale Gordon College of Arts and Science and the college of Public Affairs- as well as the Schaefer Center for Public Policy, is a great example of the University of Baltimore's commitment to repurposing and reusing existing structures while preserving their design integrity and unique architectural qualities. The structure, located at 10 W. Preston St., underwent extensive renovations, updates and upgrades for the purposes of teaching, learning and research.

UB Recognized in "Saviors of Our Cities" Report

The University of Baltimore is one of three city institutions listed in the "honor roll" portion of the latest "Saviors of Our Cities" report, an ongoing national survey of colleges and universities engaged in civic partnerships by researcher Evan S. Dobbelle, president of Westfield State College in Westfield, Massachusetts.

"Saviors of Our Cities" and its civic engagement focus are concerned with "the positive economic, social, and cultural impact that institutions of higher education have upon the cities in which they reside," the report's narrative states. "Results illustrate the broad range of engagement initiatives currently being implemented and are designed to analyze the evolution, maturation, and growing sophistication of these efforts which have proven so vital to metropolitan areas across the nation."

The report notes that this year, there are a number of institutions beyond those in the top 25 that have engaged in "lengthy cooperative efforts with community leaders to rehabilitate the cities around them."

The Truancy Court Program

The Truancy Court Program, developed by the University of Baltimore School of Law's Center for Families, Children and the Courts, continued to flourish in FY 2010 and has made significant strides toward addressing the truancy crisis in Baltimore City schools. The program was developed in 2005 and brings together judges, counselors and education specialists with truant students, their parents, service providers, teachers and principals in an enhanced effort to improve overall school attendance.

The Truancy Court Program was created as a partnership between the Baltimore City Public School System, the Office of the Mayor of Baltimore City and the Circuit Court and District Court for Baltimore City. This initiative has succeeded with the support of the Charles Crane Family Foundation and the Maryland Administrative Office of the Courts.

UB Exceeds Annual Fund Goal

The University of Baltimore's fund for annual giving exceeded its 2010 goal, closing out the fiscal year that ended on July 1 at more than \$654,000, or \$4,000 over the goal. During the past four years, gifts to the annual fund have grown by 35 percent, largely through the increased contributions of UB's alumni donors.

"We are proud to report that our annual fund is doing remarkably well in an uncertain economy," said **Theresa Silanskis**, vice president for Institutional Advancement. "Our fundraising success will allow us to increase support for UB's various schools, academic programs and scholarships. We hope to continue this success in the coming year."

Most donations to the annual fund are directed toward the University's Fund for Excellence, which supports each of the four schools at the University. These funds bolster a wide array of opportunities across the University including guest speakers, student travel, faculty awards and student scholarships.

FY' 2010 Fundraising Efforts

• Yale Gordon College of Liberal Arts Major Gifts	\$410,854
• School of Law Major Gifts	\$7,295,214
• Annual Giving	\$654,169
• Merrick School of Business Major Gifts	\$257,028
• University Major Gifts	<u>\$144,203</u>
Total	\$8,761,468

Institutional Advancement

The Office of Institutional Advancement is integral to the success of the University of Baltimore Foundation. The Office of Institutional Advancement has continued to implement a number of initiatives in Fiscal Year 2010 that will increase the best practices of the University of Baltimore Foundation and support its fundraising efforts. These include:

- Creating a staffing system that can effectively and efficiently manage the day to day operations of the Office of Institutional Advancement

- Implementing a series of written policies and procedures for all departments within the Office of Institutional Advancement that will serve to expand UB's development efforts
- Implementing an official reporting policy that will keep donors up to date on the programs and scholarships their gifts help support
- Engaging alumni in fundraising efforts through annual giving appeals and solicitations
- Engaging alumni with regular correspondence and updates on the University
- Reconnecting with UB alumni and friends by hosting regional and local events.

UB's Capital Campaign

UB launched the public phase of **Uniquely UB: The Campaign for the University of Baltimore** in spring 2009. Although the economic climate has been challenging, the campaign has raised more than 90 percent of its targeted \$40 million goal. UB's capital campaign is the most extensive in University's history, and we are confident we will reach our goal.

The funds raised through the campaign will allow UB to build upon its strengths and move forward with enhanced facilities, programs and initiatives to better serve our growing student body and the Baltimore community.

The UB Campaign will strengthen our already exceptional academic programs while advancing these priorities:

- Establishing endowed funds for student scholarships
- Supporting faculty recognition and research
- Strengthening UB's programs and centers of excellence
- Improving campus facilities and technology
- Enhancing the University's appearance

A thriving urban campus; A diverse student body; An excellent faculty of scholarly practitioners; Academic programs that meet the needs of our time; Alumni who engage in civic life and make countless contributions to the region; in short, UB is unique, and we are determined to keep it vital, strong, and ready for the challenges ahead. The Foundation will continue to actively support UB's Capital Campaign throughout FY 2011.

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