

University of Baltimore

FY 2016
Board of Visitors Annual Report



Submitted October 2016

Executive Summary

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

These elements require growth in UB's existing resource base from multiple sources, including state funds, private giving, corporate and foundation support and continued entrepreneurial activities. UBF recognizes that its support is integral to UB's continued growth and transformation.

UBF remains committed to expanding its support of UB's mission and academic goals. The Board is excited about the direction in which UB is moving and we are pleased to share in this report some highlights of Fiscal Year 2016.

Mission and Vision Statements

Mission

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

- 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 anchor institution, regional steward and integral partner in the culture, commerce and future development of Baltimore and the region.

Institutional Vision

UB 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, UB will balance the seemingly contradictory: access and excellence, teaching and research, the one and the many. Through this creative tension, UB will develop cutting-edge solutions and new possibilities by relating theory to practice and understanding to

experience. UB'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 UB community will create and transmit intelligent and practical solutions to challenging issues regionally, nationally and internationally.

Accomplishments

UB's enrollment includes 3,344 undergraduate, 2,028 graduate, and 857 law students. UB has one of the most diverse student bodies in the University System of Maryland: of our 6,229 students, 59 percent are female, 3.6% are international and 10.1% are out-of-state residents. The average age of a UB undergraduate student is 27. Many of our students are working adults who are seeking to better themselves and move forward in their careers. UB also has a high percentage of students who are the first in their families to attend college.

FY 2016 was an eventful year at UB and we wanted to provide a brief overview of major changes as well as our notable accomplishments.

Darlene Smith Named UB Executive Vice President and Provost

Darlene Brannigan Smith, B.S. '78, MBA '80, professor of marketing in UB's Merrick School of Business and former dean of the school, has been named executive vice president and provost of UB. Smith, who has taught at UB since 2005, began in her new position in January 2016. Smith served as dean of the Merrick School of Business from 2008-13 after beginning as associate dean and professor. In addition to her role as Provost, she currently serves as co-chair of UB's Middle States Self-Study Steering Committee.

Prior to coming to UB, Smith held faculty appointments and administrative leadership positions at George Washington University and at Loyola University Maryland. She earned her Bachelor of Science and Master of Business Administration degrees from UB. She received her Ph.D. from the University of Maryland, College Park, where she focused on marketing and public policy. Smith has served as a visiting professor at ESSEC University in France, at Peking University in China and at the Universidad Alberto Hurtado in Chile.

UB's Online MBA Ranked Globally by CEO Magazine

The online MBA program in UB's Merrick School of Business is ranked #26 in *CEO Magazine's* 2016 Global MBA Rankings. The London-based publication surveyed more than 300 business schools across North America, Europe and Australia in search of the most effective MBA programs, both on-campus and online, as well as other MBA-like offerings.

We are proud that UB's Merrick School of Business is a leader in business and management education and we provide our students with the skills necessary to transform business in Baltimore and beyond.

UB's College of Public Affairs Climbs in U.S. News 2016 Rankings

The Master of Public Administration program in UB's College of Public Affairs rose to #68 in the latest rankings by *U.S. News & World Report*—a climb of five spots in the rankings since *U.S. News* last ranked M.P.A.s in 2013. The M.P.A. is in the top 25 percent of all 272 programs of its kind reviewed by the publication.

This increase in our rankings is a testament to the reputation of UB and its faculty and students. It also demonstrates that we have built college that has caught the attention of leaders in the field of public administration. Improved public understanding of what public administration professionals do, in terms of vital public services such as urban infrastructure improvements and policymaking, is enhancing awareness of UB's 41-year-old program.

Law School Climbs in U.S. News Rankings

UB's School of Law climbed 11 notches in the latest rankings by *U.S. News & World Report*. The school's clinical training program is in the top 25 nationally, and its part-time program also was recognized. The school is now ranked at #111, climbing nearly 25 places in two years.

UB'S School of Law provides a rigorously practical education, combining doctrinal coursework, intensive writing instruction, nationally renowned clinics and community-based learning to ensure that its graduates are exceptionally well prepared to practice law.

Spotlight UB

As part of the Yale Gordon College of Arts and Sciences, Spotlight UB is pleased to present readings, theatrical productions, concerts and integrated arts performances.

An exciting mix of musical and dramatic productions occurred at the Wright Theater in UB's Student Center in FY 2016. The Spotlight UB season showcased UB's students, faculty and staff with its premier event, UB Expressions. Exciting local musicians also were featured throughout the year and dramatic readings of stage plays allowed the UB community to be among the first to experience new works from established writers and performers.

Armagh Project

UB students traveled to Northern Ireland as part of the Armagh Project—a month-long creative writing residency. The project, which serves as an immersive learning experience for young writers, culminates in a performance at the John Hewitt Summer School Festival—an international writing festival that draws not only writers from across Western Europe but also Northern Irish politicians, musicians, economists, and educators. For the month-long residency, students live in the tiny and historic town of Armagh, where locals now mark the month of July with the Americans' arrival. The students also had the chance to visit Dublin and Belfast, visiting museums, theatres and libraries along the way.

UB's MFA Reading Series

The M.F.A. Reading Series brings novelists, poets, and artists to UB's campus to share their words and insights with Creative Writing & Publishing Arts students and community members. UB's M.F.A. 2015-2016 Reading Series featured renowned poets, Derrick Weston Brown, Alan King and Tafisha A. Edwards as well as the award winning author, Ann Patchett.

Salute Our Troops Week

UB celebrated the 5th annual Salute Our Troops Week this year with over 460 people attending. Salute our Troops Week features several events honoring veterans and currently-serving members of the military who also are UB students, faculty and staff. The highlight of the week was the Veterans Day Flag Raising Ceremony held by The Bob Parsons Veterans Center to honor veterans for their service to our nation. This year we introduced a film series called "Lest We Forget" to contrast the similarities between the World War I period and today. As in past years, we featured poetry and art through the Veterans Voices program sponsored by Spotlight UB and we also reintroduced The Bob Parsons Fitness Challenge, a fun outdoor event that pits students, faculty and staff to compete against each and show off their physical stamina and strength.

Certified Public Manager Program

UB's Schaefer Center for Public Policy offers a nationally accredited leadership development program with its Maryland Certified Public Manager Program (CPM). The CPM is a management development program to help public sector and nonprofit managers attain and build upon their skills.

The fourth cohort of non-profit and government managers and supervisors for the Maryland Certified Public Manager Program began their studies at UB's Schaefer Center for Public Policy in FY 2016.

The CPM program is a 15-month, non-residential course resulting in a certificate. It is offered in cohort format to groups of 25 participants. Currently recognized in 38 states, the CPM certification allows credentialed graduates to connect to a national professional network through the American Academy of Certified Public Managers and to a local network of fellow CPM graduates.

UB's HEROES Academy

The 9th Annual HEROES Academy was held this year on the campus of UB. Ninety (90) high school students participated in the Academy from three Baltimore region high schools: Carver Vocational-Technical High School, Digital Harbor High School and Paul Laurence Dunbar High School. Since the program began in 2008, over 1,136 local high school students have participated in the event.

HEROES is a unique college-readiness program that offers high school sophomores a simulated college experience through various educational and inspirational activities. This

UB community outreach initiative allows students to visit classes, meet with professors, UB students and staff, while experiencing a “day in the life” of a college student.

UB Campus Food Pantry

UB, in partnership with the Student Government Association, developed a Campus Pantry that meets the immediate needs of hunger on campus, as well as continuing needs for additional resources that involve food security. The pantry is scheduled to open in fall 2016 on the second floor of the UB Student Center. The project is led by a work group made up of students, faculty, and staff, and will be managed through UB’s office of student affairs.

Offering a pantry on campus will ensure that healthy food options are accessible to those experiencing hunger, regardless of their socioeconomic status, place of residence, or other qualifying factors that might prevent them from receiving assistance at a local food program. It also meets the immediate needs of a student population that includes commuters and non-traditional students, many of whom work full time and have families. The UB Campus Pantry will be designed to be close by and convenient, and will help build connections among the campus community, demonstrating an ethic of care for students, faculty, and staff.

FY 2016 Fundraising Efforts

Merrick School of Business	\$718,395
School of Law	\$1,008,560
Yale Gordon College of Arts and Sciences	\$496,220
College of Public Affairs	\$283,235
University Wide	<u>\$4,998,675</u>
TOTAL	\$7,505,085

Institutional Advancement

The Office of Institutional Advancement is integral to the success of UBF. The Office of Institutional Advancement will continue to implement initiatives that will increase the best practices of the UBF and support its fundraising efforts. Specifically, the Office of Institutional Advancement will continue to:

- Implement official reporting policies that will keep donors up to date on the programs and scholarships their gifts help support;
- Engage alumni in fundraising efforts through annual giving appeals and solicitations;
- Engage alumni with regular correspondence and updates on the University;
- Connect with UB alumni and friends by hosting regional and local events;
- Engage students and young alumni because they are poised to be the next generation of UB supporters;
- Promote UB's social networking sites on Facebook and Twitter in order to provide students and graduates with up to date information on UB events and activities; and
- Complete the planning phase of a major endowment campaign with the quiet phase to begin in July 2017.

University of Baltimore Foundation, Inc.
FY 2016
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