



FY 2019
Board of Visitors Annual Report

EXECUTIVE SUMMARY

The University of Baltimore Foundation Board serves as the University of Baltimore Board of Visitors. The Board of Visitors (the Board) is pleased to provide this report on the progress of the University over the past year in meeting its goals consistent with its mission. The Board supports the efforts of UB by 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.

The University of Baltimore Foundation 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 pleased to share some highlights of Fiscal Year 2019 in this report.

MISSION AND VISION STATEMENTS

Mission

The University of Baltimore offers career-focused education for aspiring and current professionals, providing the region with highly educated leaders who make distinctive contributions to the broader community.

Vision and Values

To be the premier regional university for career advancement, where leaders grow, thrive and learn to apply their skills for solving local and global challenges.

- Student Growth and Success
- Pursuit of Knowledge
- Community and Civic Engagement
- Diversity, Equity and Inclusion
- Ethical Engagement
- Affordability
- Responsible and Resourceful Stewardship

ACCOMPLISHMENTS

The University of Baltimore's enrollment includes 2,569 undergraduate, 1,755 graduate, and 717 law students. UB has one of the most diverse student bodies in the University System of Maryland: of 5,041 students, 60 percent are female, 2.8 percent are international and 4.3 percent are out-of-state residents. The average age of a UB undergraduate student is 28. 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 family to attend college.

FY 2019 was an eventful year at UB, as provided in a brief overview of the major changes and notable accomplishments.

- **Improved Rankings at UB**

Washington Monthly's 13th annual College Guide and Rankings ranked the University of Baltimore at number 41 in the national category of Top 150 Master's Universities, placing UB as the best performing public institution in Maryland and 22nd nationwide among all ranked public colleges and universities. The ranking weighs social mobility, research and public service in determining which schools are performing best for their students, and considers several factors, such as graduates' earnings, in its methodology.

- **Baltimore Business Journal Ranks UB Number 6 in Maryland for Earnings Potential**

The University of Baltimore is listed as number 6 among Maryland colleges and universities in a new ranking by the Baltimore Business Journal for alumni earnings. The newspaper based its rankings on the U.S. Department of Education's latest College Scorecard, which reports on the performance of nearly all American colleges, universities and technical schools where students are eligible for financial aid. The Baltimore Business Journal reviews income data from former students 10 years after they were admitted to the school—and the median salary of UB graduate is \$58,000 annually.

- **Baltimore's Ships Project**

Sujan Shrestha (Program Director of UB's Simulation and Game Design Major) coordinated a collaboration of the University of Baltimore GameLab and the Maryland Historical Society to create a virtual reality exhibition featuring two of Maryland's famous ships, the USS Constellation and the USS Baltimore. The UB GameLab is designed to support interdisciplinary research in games and media. This collaboration allows for a virtual reality environment that combines history and technology to create a unique learning experience. UB students developed 3-D models, which allow users to experience a simulation of how the ships looked in a historically accurate way. This exhibit has been very positively received by the visitors to the Maryland Historical Society and they plan to make it a permanent part of their exhibit space.

- **Second Chance College Program**

Since August 2016, the University of Baltimore has been providing college courses to men incarcerated at Jessup Correctional Institution through the U.S. Department of Education's Second Chance Pell Grant Experimental Sites Initiative. Students enrolled in this program are engaged in 15-20 hours of educational programming each week. Students take 2-3 courses during fall and spring semesters, and one course over the summer. The objective of this initiative is to provide post-secondary education to incarcerated students prior to their release, therefore reducing the likelihood of recidivism, and improving outcomes for education and employment success.

The Student participants have the opportunity to work toward a Bachelor of Arts degree in Community Studies and Civic Engagement, and a minor in Entrepreneurship. As of June 2019, a total of 63 students have participated and completed at least one semester. During the summer 2019 semester 54 students participated in the program. A total of 30 students have qualified and been accepted into the University's Honor's Program (which requires a GPA of 3.5 or higher).

- **The Real Estate and Economic Development Program**

The Real Estate and Economic Development (REED) program at the University of Baltimore attracts many small-scale, solo developers who are eager to learn how to expand their businesses successfully. The REED Program works with dedicated students from the Baltimore region who are trained in business and real estate principles with a focus on applied learning and social entrepreneurship. These students are attempting to gain an opportunity to successfully develop housing and other neighborhood businesses in the City of Baltimore. In addition, there is a Real Estate Fellows and Venture Competition held each year as well. Participants identify a neighborhood, create a project, complete a development plan and develop an application for financing. The winning proposal is awarded financing up to \$1 million in a Guidance Line of Credit from Baltimore Community Lending (BCL) to proceed with the project.

The REED Program at the University of Baltimore began in 2007 and is the only undergraduate program of its kind in Maryland. Incubating the next generation of mid-sized developers is of critical importance to the City of Baltimore and the Baltimore Development Corporation in particular. Member of the REED Advisory Board and the Center for Entrepreneurship and Innovation board provide professional support and guidance to the students in the program.

- **College Readiness Academy and Dual Enrollment Program**

College Readiness Academy and Dual Enrollment is a two part program that takes place over the course of the junior and senior years of participating high school students. The College Readiness Academy is a preview program that prepares students to be successful in college by teaching them about professionalism, academic expectations, and deadlines. They also participate in non-credit math and writing classes. Students can enroll in the College Readiness Academy during the school year at their designated school or they can participate in a summer program, which takes place on UB's campus.

Students who complete either College Readiness Academy program are then invited to enroll in the Dual Enrollment program the following semester. The Dual Enrollment students are enrolled in college level writing and math courses over a 15-week period. The classes are taught by UB instructors on site at participating high schools. High school juniors and seniors who participate in the Dual Enrollment program may earn up to 12 college credits at UB in courses such as College Composition, College Algebra, Introduction to Statistics, Freshman Seminar, Divided Baltimore, and others. The students in the Dual Enrollment program are also provided with academic coaching and advising which helps to ensure their success. Since its inception, nearly 3,000 Baltimore City public high school students have participated in the University of Baltimore's College Readiness Academy and Dual Enrollment program.

- **Hoffberger Center for Professional Ethics**

Ethics are an essential part of the foundation on which society is built. The Hoffberger Center for Professional Ethics integrates critical ethical discussion across all curricula in the University of Baltimore. Through a variety of programs, the Center provides UB's students, faculty and staff with opportunities to openly and respectfully share their points of view on ethical issues affecting their own lives and the well-being of society in general. In addition, the Center has expanded its outreach to those in the greater Baltimore region by providing well-respected annual programs designed for the wider community.

- Each year, the Hoffberger Center for Professional Ethics hosts several Ethics Bowl competitions, including the Maryland High School Ethics Bowl and the Community College Ethics Bowl. These competitions are designed to give students the opportunity to hone their analytical and critical-thinking skills in a team environment.
- The Hoffberger Center also hosts a Summer Philosophy Camp for students entering tenth, eleventh or twelfth grades from regional high schools. Participants over the past two years have come from diverse demographic and academic backgrounds. As part of the week-long day camp, students work collaboratively with UB faculty and student counselors and each other to think carefully about important philosophical questions and ideas that relate directly to their lives today. Participants develop critical, creative and independent thinking skills about relevant ethical issues. The camp is provided free of charge to 20 students each year on a first-come basis.
- Each year, the Hoffberger Center for Professional Ethics leadership team selects a specific topic for UB's Ethics Week. The five programs developed for this special week are dedicated to raising awareness of the value of ethical critical discussion in open forums. Ethics Week programs are designed to encourage conversation, discussion and thoughtful consideration of the chosen topic. All Ethics Week programs are open to students, faculty, staff and the general public and are promoted through posters, fliers and media releases.

Y 2019 FUNDRAISING EFFORTS*

	Actual	Verbal Commitments	Total Raised	Goal	Over/(Under) Goal
School of Law	\$746,795	\$25,000	\$771,795	\$1,000,000	(\$228,205)
Merrick School of Business	259,440	\$757,000	1,016,440	1,000,000	16,440
Yale Gordon College of Arts & Sciences	213,145		213,145	250,000	(36,855)
College of Public Affairs	128,695	30,000	158,695	250,000	(91,305)
University Wide	1,014,515	575,000	1,589,515	2,500,000	(910,485)
TOTAL	\$2,362,590	\$1,387,000	\$3,749,590	\$5,000,000	(\$1,250,410)

* UB experienced difficulty fundraising this year due to the public perception of the ongoing HBCU lawsuit as well as enrollment and budget challenges.

INSTITUTIONAL ADVANCEMENT

The Office of Institutional Advancement is integral to the success of the University of Baltimore Foundation and continues to implement initiatives that will increase the best practices of the UBF and support its fundraising efforts. Specifically, 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 of Baltimore;
- Connect with UB alumni and friends by hosting regional and local events;
- Engage students and young alumni who are poised to be the next generation of UB supporters;
- Promote UB's social networking sites on Facebook, Instagram and Twitter to provide students and graduates with up to date information on UB events and activities; and
- Continue to focus fundraising efforts on building UB's endowment.

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