

UNIQUELY UB:
KNOWLEDGE THAT WORKS

THE CAMPAIGN FOR
THE UNIVERSITY OF BALTIMORE

EXECUTIVE CASE
FOR SUPPORT

Uniquely UB: Knowledge That Works

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The University of Baltimore is a vibrant urban institution in the heart of our namesake city. With a proud history of civic engagement, we are positioned to be a key leader in Baltimore's resurgence as well as an increasingly important component of the University System of Maryland (USM).



“My UB education changed my thinking. It taught me how to run a business, how to communicate with people, listen to other opinions and deal with different situations. It has paid off in ways I didn't expect, and it's still paying off, financially, emotionally and in many other ways.”

Rocky Levee, COPA '99
President, Epiphany, Inc

UB serves a diverse student population, including many first-generation college students, international students, working parents and career-changers. We have responded to the growing demand for undergraduate education by once again becoming a four-year institution, complementing our ongoing commitment to adult and transfer students.

Our accomplished faculty members bring to their classrooms impressive credentials and real-world experience. Our alumni are corporate, nonprofit and civic leaders. Around 70 percent of our graduates remain in Maryland, contributing to the state's economic, social and civic life.

A thriving urban campus. A diverse student body. An excellent faculty of scholar-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 and strong and ready for the challenges ahead.

Why This Campaign?

A gift to the University of Baltimore is an investment in a thriving institution. For the last two years, in fact, UB's enrollment grew at the fastest rate in the USM. Every dollar raised will help us build on our strengths for the future. Through generous support for this Campaign, we can compete for talent in the national marketplace, move at an optimal time to capture opportunities, initiate innovative projects and programs, and continue to be entrepreneurial.

Our goal for this Campaign is to raise \$40 million. With more than two thirds of the goal already in hand, we are confident of success. But we can't achieve our goal without your help. Your gift at this stage of the campaign is vital to our success.

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

UB cannot accomplish these objectives without significant external support. State funding now represents only about one-third of our overall budget. The remainder comes from endowment income; private gifts from individuals, corporations and foundations; tuition and fees; self-supporting activities; research contracts, and grants. To maintain affordability, we plan to increase support from non-tuition sources while adding income from creative public/private partnerships and real estate development.

If you share our commitment to affordable higher education, our passion for the promise and possibility of Baltimore and our Mid-Atlantic region, and our exciting vision for the future of UB, we encourage you to join us in this Campaign.



I. Supporting Students – \$8 million

At UB, we are known for our lively academic environment, which welcomes diverse students from across the economic spectrum. Both need- and merit-based scholarships are essential if we are to continue to provide opportunity to a wide range of students. Endowed funds can be versatile as well, supporting full or partial scholarships or providing fellowships, internships, books or distance learning.

NEED-BASED SCHOLARSHIPS.

Since 2003, we have seen a 73 percent increase in need-based financial aid, and we anticipate even greater demand in the economic climate ahead. Scholarship support often supplements a student's financial aid package, along with loans and work-study jobs, and makes a college education affordable for many who would not otherwise have the opportunity to continue their education.

MERIT-BASED SCHOLARSHIPS.

These funds attract academically talented students, who spark ideas among their classmates and enliven classroom discussions. The positive “leavening” effect of these students lifts the entire institution to another level. As these students have multiple options for college, their choice to attend UB can be decided by a scholarship.

II. Supporting Faculty – \$2 million

UB students value their professors, accomplished scholars and practitioners who have fueled a 38 percent increase in faculty grants since 2003. They bring real-world knowledge to the classroom, connecting theory to practice, and they readily provide answers, direction and encouragement—in class, office or hallway. To keep pace with enrollment, our curriculum is expanding and the faculty is growing. Campaign support will ensure that we attract and retain the best faculty candidates.

FACULTY RECOGNITION.

By recognizing and supporting teaching and research excellence, faculty endowment dollars help us build a superior faculty in the competitive national market. The income from an endowed fund can support salaries, research or the pursuit of innovative projects.

FACULTY DEVELOPMENT.

Faculty members who are encouraged in their intellectual and professional growth infuse their teaching and research with energy and enthusiasm. By remaining on the leading edge of their respective fields, they will develop creative course content and boost academic standards.



“The UB leadership is moving us forward with tremendous energy. Our enrollment is growing, and our facilities are expanding. Our students are committed and inspiring.”

Vernon Wright, MSB '69
Chair, Campaign for UB

III. Strengthening Programs and Centers of Excellence – \$8.5 million

UB creates innovative academic programs, pursues public and private partnerships, assists community nonprofits, conducts applied research and provides business expertise to the greater Baltimore community. Our areas of recognized accomplishment, or “centers of excellence,” serve as idea incubators and give students opportunities for in-depth understanding and real-world application of classroom content. This Campaign will strengthen established areas of academic excellence, encourage the creation of new programs, develop a university-wide public policy initiative and increase the capacities of distinguished entities within each UB division.

Your support will enhance the Schaefer Center for Public Policy, the Center for Community Technology Services, the Entrepreneurial Opportunity Center and the Center for Global Business Leadership and the Jacob France Institute. It will strengthen our programs in Public Administration, Publications Design, Criminal Justice, and Simulation and Digital Entertainment. It will also help us establish an Applied Finance Lab, a Center for Real Estate and Economic Development, an Accounting Honors Program and an educational Speaker Series. These programs and centers will increase the opportunities available to our students and build the pool of talent available to regional businesses.

IV. Improving Facilities and Technology – \$15.5 million

Through innovative development, urban universities are playing an increasingly important role in strengthening their communities. The UB Midtown initiative does just that by adding mixed-use retail and residential development to the city’s Mt. Vernon Cultural District. The University of Baltimore is inextricably linked to our namesake city, and reciprocal benefits will flow from our ongoing engagement in cooperative projects. Incorporated into all

plans are environmental objectives, including green building technologies, energy and water conservation techniques and sustainability measures that will result in the highest possible Leadership in Energy and Environmental Design (LEED) certification.

RENEWING THE INFRASTRUCTURE.

The 2006 completion of a new Student Center provided a striking anchor for campus life and served as the impetus for an ambitious restructuring of campus spaces. The renovated Crestar Building, newly dubbed the Liberal Arts and Policy building, adds 70,000 square feet of redesigned space to the inventory. As we move forward, our priority is to build the new John and Frances Angelos Law Center, which will add significantly to UB’s stature and value as a regional and national resource.

UPDATING TECHNOLOGY.

The Campaign will provide essential funds for academic endeavors that are increasingly reliant on technological resources. For example, computer and research labs dedicated to specific functions, such as graphic design and forensic examination, will receive necessary upgrades. These efforts will put



How You Can Help

Our success at UB will increasingly depend on private financial support, and your gift is important. Feel free to be creative. You can designate a gift for a specific area of interest, a particular academic endeavor or the school of your choice. You may establish an endowed named fund to honor someone or sponsor lectures and symposia. We would be delighted to discuss your ideas with you.

You can make a secure online gift now by going to UB's home page, www.ubalt.edu, and clicking on "Give to UB" at the top. Most donors make gifts and pledge payments by check, credit card or automatic bank drafts. Others, after consulting with their financial and tax advisors, take advantage of tax savings that come from giving appreciated stocks, shares of mutual funds or real estate. A growing number of alumni and friends incorporate gifts into their financial and estate planning.

Whatever means you choose, your gift will be warmly welcomed by UB and put to good use. Your generous support will ensure that future generations of talented, worthy students will continue to have access to this vibrant urban institution.

Thank you!



UB at the forefront of educational technology, bolstering creativity and intellectual productivity.

V. UB's Changing Campus – \$6 million

As we embark on a new era, it is important to increase our visibility. This is an ideal time to distinguish ourselves within our namesake city, as we capture the benefits and positive momentum of the largest percentage enrollment growth in the University System of Maryland.

REFRESHING THE CAMPUSCAPE.

We plan to become a more pronounced presence within the city by clearly defining our campus perimeter. Using recommendations from the Campus Master Plan, we will beautify the UB campus and distinguish it within the Mt. Vernon neighborhood by increasing the use of signage and banners.

New lighting and streetscape designs will help ensure easy pedestrian, bicycle and vehicular circulation and will encourage the use of Penn Station, the Light Rail and metro transportation. Visibility will be enhanced through a comprehensive, complementary landscaping plan.

Going Green. Embedded in all plans for a renewed campuscape are environmental strategies, including green technologies, conservation techniques and sustainability measures. Recycling and conservation practices will be an integral part of everyday life, and everyone at UB will have a heightened sense of responsibility for the campus, the city and the planet.

Campaign at a Glance

PRIORITY	DESIGNATION	UNIT	GOAL
<i>Supporting Students</i>	Student Endowment: Need-based Scholarships	YGCAS	\$1,000,000
		COPA	\$1,000,000
		LAW	\$1,000,000
		MSB	\$1,000,000
	Student Endowment: Merit-based Scholarships	YGCAS	\$500,000
		COPA	\$500,000
		LAW	\$2,000,000
		MSB	\$1,000,000
	Subtotal	\$8,000,000	
<i>Supporting Faculty</i>	Professorships/Endowed Chairs/Development Faculty Professional Development	MSB	\$1,500,000
		YGCAS	\$250,000
		COPA	\$250,000
		Subtotal	\$2,000,000
<i>Strengthening Centers & Programs of Excellence</i>	Simulation and Digital Entertainment Program	YGCAS	\$1,000,000
	Publications Design Program	YGCAS	\$1,000,000
	Public Administration Program	COPA	\$750,000
	Criminal Justice Program	COPA	\$750,000
	Schaefer Center for Public Policy	COPA	\$500,000
	Applied Finance Lab	MSB	\$1,000,000
	Entrepreneurial Opportunity Center	MSB	\$1,000,000
	Center for Global Business Leadership	MSB	\$500,000
	Center for Real Estate and Economic Development	MSB	\$500,000
	Jacob France Institute	MSB	\$500,000
	Accounting Honors Program	MSB	\$500,000
	Speaker Series	MSB	\$500,000
	Subtotal	\$8,500,000	
<i>Improving Facilities & Technology</i>	Law School Building Innovative Technology	LAW	\$15,000,000
		YGCAS	\$250,000
		COPA	\$250,000
		Subtotal	\$15,500,000
<i>UB's Changing Campus</i>	Master Plan & Beautification	UB	\$6,000,000
		CAMPAIGN TOTAL	\$40,000,000