

UNIQUELY UB:
KNOWLEDGE THAT WORKS

THE CAMPAIGN FOR
THE UNIVERSITY OF BALTIMORE

YALE GORDON
COLLEGE OF
ARTS AND SCIENCES
CASE FOR SUPPORT

Uniquely UB: Knowledge That Works

THE CAMPAIGN FOR THE UNIVERSITY OF BALTIMORE:
YALE GORDON COLLEGE OF ARTS AND SCIENCES



“The College of Arts and Sciences provides much of the educational experience on which a lifetime of learning and engagement is built. Providing students with interdisciplinary experiences that prepare them to work with others to find solutions to the global issues of the present and future requires resources.”

Diedre L. Badejo, Dean

The Yale Gordon College of Arts and Sciences creates a knowledge-rich environment that fosters critical thinking, open-mindedness and creative problem solving. It prepares a diverse population of learners to live and function ethically, responsibly and effectively in an ever-changing world.

Our five schools and divisions offer 10 undergraduate programs and 6 masters, 1 doctoral and 3 certificate programs. We take great pride in our accomplishments, including programs that have earned national and regional recognition.

Our Creative Writing and Publishing Arts MFA was named one of the nine “most distinctive programs” in the country by Poets & Writers, a national nonprofit organization serving creative writers.

Students of simulation and digital entertainment are sought by the more than 100 area companies involved in interactive design.

Alumni of our communications and publications programs apply their creative visions and wordsmithing abilities to shape messages that resonate with audiences throughout the region and well beyond.

One recent development marked an important step in meeting our infrastructure needs for the future.

The renovated Crestar Building at 10 West Preston Street, renamed the Liberal Arts and Policy Building is now Home to the School of English and Communication Design, the Ampersand Institute for Words & Images and multiple computer and media labs.

Although we are encouraged by our progress, we cannot rest on these achievements. The Yale Gordon College of Arts and Sciences is well positioned to take the lead in education for a new era, one that finds rewards in intellectual as well as material pursuits and in social renewal amid economic challenge.

With your support for this Campaign, we will provide more student scholarships, reward and retain our outstanding faculty, strengthen established areas of academic excellence and increase the capacities of our distinguished Center of Excellence.

We invite you to join us in this remarkable endeavor.



Scholarships and Fellowships – \$1.5 million

Scholarship donors invest in a deserving student's future and help ensure that UB remains accessible to talented students with diverse backgrounds and interests. To continue to provide opportunity to students from across the economic spectrum, we must increase our scholarships and graduate fellowships. Together, they expand our access and bolster our institutional profile.

NEED-BASED SCHOLARSHIPS.

Financial assistance for undergraduate and graduate education is increasingly in demand in this uncertain economic climate. Scholarship support is generally one

component of a student's total financial aid package, and it helps make higher education affordable for those who would otherwise not have the opportunity.

MERIT-BASED SCHOLARSHIPS.

These scholarships reward academically talented students, who provide the intellectual spark for engaging discussions and elevate the level of all academic endeavors. As these bright students are in great demand, their choice to attend UB can be determined by a scholarship.

GRADUATE FELLOWSHIPS.

To maintain our status as a center for graduate and professional educational excellence in the region, Yale Gordon College of Arts and Sciences must recruit and retain high-caliber graduate students. Because rising costs have adversely affected our ability to offer financially competitive graduate fellowships, we need Campaign support for these important awards.

Faculty Professional Development – \$250,000

Yale Gordon College of Arts and Sciences professors are accomplished scholars and practitioners who bring real-world knowledge to the classroom, connecting theory to practice. Faculty members who are encouraged in their intellectual and professional growth infuse their teaching and research with energy and enthusiasm. By recognizing and supporting teaching and research excellence, we can build a superior faculty in the competitive national market. Income from an endowed fund can be particularly versatile, supporting salaries, research or innovative projects.



“Computer labs need to be completely replaced every three to four years, and that costs somewhere in the neighborhood of \$40,000 for each one. Because these costs are not budgeted, students pay additional fees beyond tuition. It would be ideal to have ongoing laboratory support for programs like Publications Design, Integrated Design, and Simulation and Digital Entertainment covered through endowed gifts.”

Diedre L. Badejo, Dean

Strengthening Programs and Centers of Excellence – \$ 2 million

The Campaign will strengthen the Yale Gordon College of Arts and Sciences programs that have already earned wide recognition.

PUBLICATIONS DESIGN PROGRAM.

Offered through the School of English and Communications Design, this program merges conceptual thinking, professional writing and graphic design. Students develop communication and publication strategies, master electronic tools and adapt to emerging technologies as they translate ideas into print and other media.

SIMULATION AND DIGITAL ENTERTAINMENT PROGRAM.

With more than 100 companies in the region involved in interactive development, students in our bachelor’s program head toward careers in the multibillion-dollar industry of video and computer games and simulation. The program also prepares students for graduate study in Interaction Design and Information Architecture.

Although not an official part of this Campaign, our other programs and the Ampersand Institute for Words & Images will receive indirect benefits from gifts to the Yale Gordon College of Arts and Sciences.

Improving Facilities and Technology – \$250,000

A number of Yale Gordon College of Arts and Sciences programs—Applied Information Technology, Publications



Design, Communications Design, Corporate Communications, Simulation and Digital Entertainment, and Interaction Design and Information Architecture—are equipment-intensive endeavors. Campaign funds will be used to purchase designer/multimedia-grade Macintosh computers, high-quality laser printers, cameras and software. If we are to compete for high-quality students and research contracts, we need up-to-date laboratories, equipment and software.

How You Can Help

Our success at the UB Yale Gordon College of Arts and Science increasingly depends on private financial support, and your gift is important. You can designate a gift for a particular academic program or Center. 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 strengthen the Yale Gordon College of Arts and Sciences and ensure that future generations of talented, worthy students will have access to this vibrant urban institution.

Thank you!



Campaign at a Glance

PRIORITY	DESIGNATION	UNIT	GOAL
<i>Supporting Students</i>	Student Endowment: Need-based Scholarships	YGCAS	\$1,000,000
	Student Endowment: Merit-based Scholarships	YGCAS	\$500,000
<i>Supporting Faculty</i>	Faculty Professional Development	YGCAS	\$250,000
<i>Strengthening Programs of Excellence</i>	Simulation and Digital Entertainment Program	YGCAS	\$1,000,000
	Publications Design Program	YGCAS	\$1,000,000
<i>Improving Facilities & Technology</i>	Innovative Technology	YGCAS	\$250,000
		CAMPAIGN TOTAL	\$4,000,000