



LeaderNotes

President's Message

Dear Friends and Colleagues:

It is hard to believe that Fall is almost over. The Foundation annual meeting was well attended and very informative, with insightful updates on the endowment's investment performance and the state of the markets. We also heard about our move to select a new bank custodian, which will occur soon, and the continued work of the *ad hoc* revenue subcommittee that is examining the Foundation's fee and budget structure. The annual meeting was topped off with a fascinating presentation by UMBC associate professor of political science and resident expert on presidential elections, Thomas F. Schaller.

I am pleased to announce the hire of Gina Hossick this month as my new executive administrative assistant. Gina has been with the Foundation for more than three years and has 18 years of legal executive administrative experience. She will be invaluable to me and our team in carrying out the business of the Foundation. I also would like to acknowledge the efforts of Carrie Roberts who served in this position in the interim and will now be moving into the role of board relations associate.

In closing, I want to take time to wish you all a blessed holiday season. This time of year reminds us of our ties to tradition and the people who affect our lives – as much at our institutions as within each of our families. I would like to thank all of our board members, colleagues, and volunteers for their efforts this past year. It is rewarding to know that we are making a difference in the lives of countless people with the work we do.

As always, please contact me with any questions or suggestions at raley@usmd.edu. With warm regards,

Leonard R. Raley, President and CEO

Philanthropist Ruth Marder Pledges \$1M to Towson University

Baltimore resident Ruth R. Marder, an active member of the community who serves on Towson University's board of visitors, has pledged to give \$1 million to the university's "Top 10% Program." The Top 10% Program provides financial assistance to students who have completed a college preparatory curriculum, rank in the top ten percent of their graduating class, and attend a Baltimore City or Baltimore County public high school.

Marder is a long-time supporter of Towson University and its programs. The \$1 million commitment to the program will establish an endowment in her name. She previously made a major gift as part of the drive to construct Towson's Center for the Arts. One of its venues is named in her honor.

In 2006, the Baltimore-based France-Merrick Foundation made a \$500,000 challenge grant to Towson University to support the Top 10% Program. As part of the grant award, Towson agreed to raise an additional \$1 million in matching funds. Marder's contribution brings Towson to the brink of meeting the five-year challenge.

Towson is currently in the midst of a campaign to raise \$50 million campaign, "Growing a University," to support capital improvements, student scholarships, and faculty research. "Towson University has made a commitment to

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**Growing
a university**
THE CAMPAIGN FOR TOWSON

Estimated Investment Performance through 10/31/08

	Endowment	S&P 500
Calendar Yr. (Jan 1 -)	- 20.7%	- 32.8%
Fiscal Yr. (July 1 -)	- 16.4%	- 23.8 %
Latest Month	- 6.7%	- 16.8%
Trailing 12-Month	-18.4%	- 36.1%

Towson Gift (Continued)

providing accessible, quality education to those students who might not otherwise have the opportunity to attend college. The availability of ample scholarship support is a key factor in keeping many talented students on track to complete a degree,” noted President Robert L. Caret. “We are so grateful for Ruth’s support, which accelerates by nearly two years our progress in securing scholarship funds, and positions us to surpass the Challenge set by the France-Merrick Foundation.”

November 8 Gala Kicks Off The Campaign for Bowie State University

Bowie State University held a gala for friends and alumni on November 8 to announce the kickoff of *The Campaign for Bowie State University – Believe, Invest, Grow* (also known as The BIG Campaign). Bowie has raised more than \$5 million thus far toward its \$15 million goal. Alumnus William R. Teel, Jr., CEO of 1 Source Consulting, Inc. and Energy Enterprise Solutions, LLC – as well as one of the campaign’s national co-chairs – has given \$600,000 to the effort, making him the largest donor to date.

CNN correspondent Soledad O’Brien was the keynote speaker at the event. She spoke about the importance of diversity in role models for minority youth who aspire to be successful. NBC4 anchor Jim Vance hosted and emceed the event.

Priorities of The BIG Campaign are: strengthening schools and programs, increasing scholarships, building endowment, and enhancing infrastructure and technology campus-wide. For more information, see: <http://thebigcampaign.bowiestate.edu/index.php>.

UMUC Hires VP for Institutional Advancement

Cathy Sweet-Windham has joined UMUC as vice president of institutional advancement. She has 18 years of management and fundraising experience, most recently as special assistant to the president for board and external relations at Gallaudet University. At Gallaudet, she served as executive director of institutional advancement, leading two capital campaigns that raised more than \$70 million. Ms. Sweet-Windham earned a master’s degree in counseling from Gallaudet University and a bachelor’s degree in education from University of North Carolina.

Publicly Announced Campaigns

<u>Institution</u>	<u>Announced</u>	<u>Goal</u>	<u>10/31/08</u>
Bowie	11/08	\$15M	\$5.0M
Coppin	10/07	\$15M	\$3.5M
Frostburg	10/08	\$15M	\$8.2M
Salisbury	6/06	\$30M	\$30.04M
Towson	11/06	\$50M	\$32.4M
UMB	10/07	\$650M	\$275.0M
UMBC	9/06	\$100M	\$94.0M
UMCES	11/07	\$8M	\$3.5M
UMCP	10/06	\$1B	\$559.2M
UMES	9/06	\$14M	\$8.5M
UMUC	2/08	\$26M	\$13.0M
USM Federated	-	\$1.7B	\$1.08B

University of Maryland Alumna Pays It Forward with \$200,000 Endowed Gift

With the goal of teaching students to “pay it forward,” University of Maryland alumna Victoria Yorke ’82 has established a \$200,000 endowment to fund scholarships for undergraduate students who plan to attend medical, dental



or veterinary school, as well as administrative support for the newly-named Drs. John William Reed and Victoria L. Yorke Health Professions Advising Office. Most of the gift to the College of Chemical and Life Sciences will go to the need- and achievement-based John W. Reed Memorial Scholarship.

Yorke went on to medical school, and she and her husband established medical practices in Milwaukee. She focused on family medicine, while Reed was a practicing veterinarian. Following his untimely death in 2006, Yorke was faced with carrying out his wishes to commit a third of his assets to charitable or educational institutions with financial need. She immediately thought about the University of Maryland. The first six scholarship recipients were awarded this academic year.

At the naming reception, Yorke spoke about her husband’s intent to give back in significant ways and referenced the film, *Pay It Forward*. The idea is to do something to change the world, rather than repay the person who performed the favor or good deed. Yorke encouraged the first Reed scholarship recipients to remember the spirit with which this support was given and when it is their time, to pay it forward.

Coppin State University President Reginald S. Avery Inaugurated October 24

Dr. Reginald S. Avery was inaugurated as president of Coppin State University on October 24. The ceremony was part of a week of inaugural festivities on campus. After the ceremony's conclusion, Dr. Avery cut the ribbon for the new Health and Human Service Building. An inaugural reception and ball was held that evening for guests at Turf Valley Resort.



As the fifth president in the institution's 108 year history, Dr. Avery brings more than 35 years of experience in higher education to Coppin State University. Prior to coming to Coppin in January of this year, he served as provost and executive vice chancellor for academic affairs at the University of South Carolina Upstate, where he also served as acting chancellor during the 2006-07 academic year.

Dr. Avery earned a Ph.D. from the Florence Heller School of Social Policy and Management at Brandeis University, a M.S.W. degree from George Williams College of Aurora University, and a bachelors of science degree in sociology and political science from North Carolina A&T State University. Born in Greenville, South Carolina as the only child of the late Mrs. Inez G. Avery and the late R. Edward Avery. He and his wife Esther have three adult children and two grandchildren.

USM Offers Professional Development Seminars

The USM Office of Advancement offered a number of professional development seminars this fall to development staff across the USM. These short classes are designed to provide information on relevant and timely topics at an affordable price. Recent seminars included:

- **Honoring Donor Intent: Words Worth Watching**, which featured Pamela Purcell, University System of Maryland Foundation counsel and director of planned giving.
- **Improve Your Listening and Questioning Skills: A Workshop for Fundraisers**, with Beth Herman, vice president for college advancement Washington College and CASE Crystal Apple speaker.

- **Working Effectively with Your Prospect Researchers**, presented by a team of USM research professionals: Sapna Jacob, USM; Anissa Holmes and Pernell Watson, University of Maryland, College Park; and Mary Beth Nibley, University of Maryland, Baltimore.

- **Investment Talk: Information and Reassurance in Tumultuous Times**, by USM Foundation Chief Investment Officer Michael Barry

- **The Annual Fund: Building Blocks for Success**, with national fundraising expert and speaker Larry S. Lafferty, assistant vice president for development at Ohio University.

National Education Week Dinner at Hidden Waters Honors Area Superintendents

On November 12, Chancellor William E. "Brit" Kirwan hosted a dinner to recognize the efforts of three Maryland public school superintendents who have facilitated the development and implementation of very successful partnerships with USM institutions to improve teaching and learning: Dr. Andres Alonso, chief executive officer of Baltimore City Public Schools; Dr. Jerry Weast, superintendent of Montgomery County Public Schools; and Dr. John Deasy, superintendent of Prince George's County Public Schools.

The partnerships were directed by USM Associate Vice Chancellor for Academic Affairs Nancy Shapiro and were made possible by significant funding from the U.S. Department of Education and the National Science Foundation. USM partners have included: Coppin State University; Bowie State University; the Maryland Sea Grant College; Towson University; the University of Maryland, College Park; the University of Maryland Biotechnology Institute; and the University of Maryland, Baltimore at Shady Grove. Baltimore City Community College, Frederick Douglass High School, the Maryland Business Roundtable for Education, Montgomery College, and Prince George's Community College have also partnered on these projects.

The first partnership was Project LINC (2000-2005), which enhanced teaching quality in Prince George's County by improving student achievement and teacher

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Education Week (continued):

retention and increasing the number of certified teachers. VIP K-16 – a partnership with Montgomery County high schools – followed in 2002, creating sustainable learning communities, deepening science teacher knowledge, and enhancing college-level teaching and learning. E=mc² launched in 2003 to improve teacher quality and student achievement in the Baltimore City Public School System. The USM's latest project, (MSP)², will expand the minority student pipeline in STEM fields in higher education by targeting schools in one of the largest “minority-majority” counties in the country: Prince George’s County. (MSP)² will advance two of Chancellor Kirwan’s signature initiatives: to enhance Maryland competitiveness by preparing its workforce to work in STEM fields, and to close the achievement gap in retention and completion of college education for lower income and underrepresented students.

USM News Briefs

Salisbury University alumna **Diane Auer Jones ('86)**, a molecular biologist and past U.S. assistant secretary for postsecondary education, returned to her *alma mater* on November 6 to present, “Science and Technology Policy: Stimulating Innovation and Ensuring Prosperity.” Jones is currently president and CEO of The Washington Campus. A Baltimore native, Jones graduated summa cum laude from SU with a B.S. degree in biology before earning her M.S. degree in applied molecular biology from the University of Maryland, Baltimore County.

The **University of Baltimore’s** official count of nearly 4,100 undergraduate students is the largest enrollment UB has ever seen, and plans are to bring on board even more students in the future. UB is in only its second year of hosting freshmen, after a three-decade period in which all students were either transfers or graduate students.

Frostburg State University’s Strategic Planning Team sought public input on FSU’s draft strategic plan at open meetings on December 1 and 2. The draft can be viewed at www.frostburg.edu/splanning.



Dr. Bahram Bahramian, an accomplished technology management transfer specialist with 28 years of diverse experience in research, product development, construction management, modular building designs and project management in building industry and information technology, has been named program director of the **University of Maryland Eastern Shore’s** Construction Management Technology Program at the **Universities at Shady Grove**.

USM faculty were featured at the **1st Maryland Stem Cell Research Symposium** on December 3 at the Johns Hopkins Applied Physics Laboratory in Laurel. **University of Maryland School of Law Dean Karen Rothenberg**, a Maryland Stem Cell Commission member, will address the entire session. **UMBI** researcher **Dr. W. Jonathan Lederer** will chair a scientific session, and **Dr. Shengyun Fang**, also of UMBI, will speak. The symposium is being cohosted by Governor Martin O’Malley and the Maryland Stem Cell Commission.

UMBC was named an “**Up-and-Coming**” campus by in the 2008 edition of *U.S. News & World Report’s* “America’s Best Colleges”. UMBC is among the Top 5 national universities recognized as innovators, along with George Mason, Clemson, University of Southern California and Arizona State University. Other schools on the list include Drexel; Northeastern; University of California, Irvine; and Ohio State.

Staff News

Gina Hossick has been hired by the USM as Leonard Raley’s executive administrative assistant. She is replacing Becky Flick, who retired in June. Gina has worked with the USM Foundation as an office associate for three years and brings 18 years of legal executive administrative experience. A native of Maryland, Gina is married to Jim Hossick and has two children.