

GRIT & GREATNESS

The Campaign for UMBC

University Retreat

*August 23, 2017*

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# GRIT & GREATNESS

## The Campaign for UMBC

### Comprehensive Campaign

*An integrated, or total development program, based on long-term comprehensive analysis of an organization's diverse needs: current program support, special purposes, capital, and endowment. These campaigns generally count annual giving as part of the campaign goal.*

- Fundraising never stops, but campaigns frame our best ambitions.
- This campaign is focused on people and programs--IMPACT.
- Campaigns are about more than just fundraising.
- Built on the momentum of the 50th and focused on goals and priorities of UMBC's strategic plan
- Address our next important fundraising challenge: igniting alumni donors like never before

# Momentum from the 50<sup>th</sup>

We successfully engaged the campus to connect with alumni.

- Exceeded FY17 alumni engagement goal, with **5,500** alumni
  - 50th Anniversary Celebration Weekend drew record numbers to campus: **3,346** total, including nearly **1,500** alumni
- Developed “engagement pathways” to better frame plan, implement, scale, and measure alumni involvement going forward
- Partnered with departments and units to grow engagement events from **50** per year pre-50th to **81** in FY15 to **131** in FY16

# 50th Anniversary Marketing & Communications

OIA's Marketing, Communications, and Creative Services staff created the **It Takes Grit To Do Great Things** ad campaign to build pride with alumni and grow awareness of UMBC's accomplishments with the public.

- BWI banners
- Oriole Park at Camden Yards signage
- Baltimore Sun supplement
- Chronicle of Higher Education ad

**A LAUNCH POINT for Leaders**  
You'll find UMBC alumni making a difference at all levels—in Baltimore, across Maryland, and on the national stage.

**A NATIONAL FOOTPRINT IN HIGHER EDUCATION**  
In recognition of its 50th anniversary, UMBC, recognized for its national footprint in health care and engineering fields, is proud to honor its alumni who are making a difference in higher education. **Crystal Wallace Johnson '90**, biological sciences, is the president of the American Society for Cell Biology. **Leaver Schaefer '71**, psychology, is the president of the American Psychological Association. **David S. Thompson '95**, history, is the president of the American Historical Association. **Paul D. Thompson '95**, biological sciences, is the president of the American Society for Cell Biology. **Paul D. Thompson '95**, biological sciences, is the president of the American Society for Cell Biology.

**A PEACE CORPS FOR BALTIMORE**  
The Baltimore Peace Corps is a non-profit organization that provides peace corps service to Baltimore. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**HEALTH CARE**  
**Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**ARTS**  
**Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**NON-PROFIT SECTOR**  
**Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**SCIENCE & TECHNOLOGY**  
**Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**ENTREPRENEURSHIP**  
**Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**SEVING THE STATE**  
**Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps. **Paul D. Thompson '95**, biological sciences, is the president of the Baltimore Peace Corps.

**Peaceworker Fellows answer the call to serve and contribute—making a positive impact on the challenging issues we face at home and abroad today.**

Nearly 70% of UMBC's 70,000 alumni live in Maryland and contribute \$483 million to the state's economy annually.

## IT TAKES GRIT TO DO GREAT THINGS.

Ranking 5th in the U.S. for innovative national universities • Training IBM's Watson to detect cybercrime • Sending student Engineers Without Borders to help Kenyan villages • Finishing in the Final Four in men's soccer, game development, chess, and mini-Baja racing • Contributing \$483 million annually to the State's economy through alumni, 70% of whom live and work in Maryland • Examining images that challenge racial stereotypes • Ranking in top 20 of U.S. universities for NASA funding • Competing in the Olympics four times • Filming Academy Award-winning documentaries • Launching the careers of more African American M.D./Ph.D.s than any university • Housing 130 companies at Maryland's first university research park • Exploring how Baltimore talks about our lives and our city • Breaking boundaries in HIV research • Teaching entrepreneurship in more than 70 courses, from history and chemistry to art and engineering • Thrilling ears with the award-winning design of the Linehan Concert Hall • Raising student attendance and achievement at Lakeland Elementary/Middle School • Bringing the Civil War to life with gaming technology • Creating revolutionary fish-farming techniques to feed the world sustainably • Becoming the first African American president of the Maryland Bar • Providing medicine-on-demand on the battlefield • Performing in NYC's Shakespeare in the Park • Fighting mosquitos and other pests in the city • Inventing the next great portable coffee maker and mug-in-one • Transforming seniors' lives with health care engineering innovations • Winning Maryland Incubator Company of the Year • Helping prisoners turn vacant lots into vibrant landscapes • Performing opera throughout Europe • Protecting our cyber networks

**50 YEARS of higher education that CHANGES MINDS**

**UMBC**  
GRIT & GREATNESS

SEE FOR YOURSELF AT **50.UMBC.EDU.**

# Why UMBC? Why Now?

For 50 years, we have called on our GRIT to do GREAT things. **Now we are calling on YOU.**

This university—your university—has been different from the start. Since our founding, **UMBC has been shifting paradigms, opening doors, and raising the bar on the kind of value a university can bring to the world.**

Our differences now consistently make us one of the top-ranked universities in innovation, student success, undergraduate teaching, and best value. As the president of Harvard said, “UMBC, you show the world what is possible.”

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# Why UMBC? Why Now?

While older, better-funded colleges and universities have shaped our nation's past, **UMBC is poised to shape the future.** Too many people confuse wealth with excellence. A university can gain excellence without a huge endowment. We've proven that. But resources are the great differentiator between universities that glimpse but cannot sustain their excellence. Universities that can stay true to their values and those that cannot.

**This is why we have launched a \$150 million campaign driven by our most cherished values: inclusive excellence and innovation.** Through this campaign you can help us do what we do best.

# Campaign Theme: MAKE BIG BREAKTHROUGHS

*“How do we continue to [help] the mission of the University grow? This is how we wanted to pay it forward. This gift will outlast all of us.”*

— Jit Sinha, son of Professor Bimal Sinha, for whom an endowed professorship has been named



**Spark creativity, originality, and innovation by supporting an inspired mix of people committed to ideas, opportunities, and resources.**

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# Campaign Theme: CREATE TRUE PARTNERSHIPS



*“We’re seeing the direct impact every day of the partnership [with UMBC], and I think we’re starting to see how it’s setting our future pathways.”*  
— Najib Jammal, Principal, Lakeland Elementary/Middle School

Partner *with* citizens, neighborhoods, and industries to develop college to careers pathways, achieve health equity, prepare government and community leaders, secure critical infrastructure, and more.

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# Campaign Theme: TRANSFORM LIVES



*“When I met Dr. Hrabowski, I knew UMBC was where I needed to be. Growing up in East Baltimore, going to college was not a given; UMBC exceeded all of my expectations.”*

— Alicia Wilson, Esq. '04, Vice President, Sagamore Development

**Provide learning that looks and feels like the world in which our graduates will work, create, discover, and solve.**

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# Investment Realized

- \$92.4M towards campaign goal (through FY '17)
- 4 new professorships since 2015
- 300+ development visits with alumni in FY '17
- 30% increase in direct support of athletics teams
- Endowment exceeds \$87M (with pledges that will exceed \$100m when fully executed)

# Telling Our Story: Operation True Grit

- Campus-wide initiative to develop authentic, consistent brand identity that advances inclusive excellence and positions UMBC as a **campus and partner of choice**
  - Creative executions that express brand
  - Increased effectiveness and efficiency
- Engage campus partners
  - Executive and staff teams represent offices and departments that work with external stakeholders
  - Meetings with partners to understand individual perspectives
- Deliver:
  - Toolkits and training for brand expression that support partners across the University
  - Premiere projects (e.g., homepage, viewbook, ads, signage, video)
  - Annual marketing communications plans developed with partners