

GRIT & GREATNESS

The Campaign for UMBC

University Retreat
August 23, 2017

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GRIT&GREATNESS

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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 50th

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

After nearly four decades at UMBC, many alumni have continued their education and careers in higher education. For example, Henry Sherry '74 is an assistant professor of psychology and systems leader at Johns Hopkins University. Sherry '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Sherry '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

A PEACE CORPS FOR BALTIMORE

Many UMBC alumni have served in the Peace Corps. For example, David L. Smith '74 served in the Peace Corps in the Philippines. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

PEACEWORKER FELLOWS

Many UMBC alumni have been selected as Peaceworker Fellows. For example, David L. Smith '74 was selected as a Peaceworker Fellow. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

HEALTH CARE

Many UMBC alumni have careers in health care. For example, David L. Smith '74 is a physician. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

ARTS

Many UMBC alumni have careers in the arts. For example, David L. Smith '74 is a musician. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

NON-PROFIT

Many UMBC alumni have careers in non-profit organizations. For example, David L. Smith '74 is a volunteer. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

SCIENCE & TECHNOLOGY

Many UMBC alumni have careers in science and technology. For example, David L. Smith '74 is a scientist. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

ENTREPRENEURSHIP

Many UMBC alumni have careers in entrepreneurship. For example, David L. Smith '74 is a business owner. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins. Smith '74 is also a faculty member at the University of Maryland, Baltimore, and Johns Hopkins.

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**

UMBC50
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