In the landscape of higher education, UMB is certainly unique — with a primarily professional student body; with a dense, urban campus unlike the traditional ideal; and with seven schools whose notable reputations were made independent of the University that houses them. Each of these elements can pose a challenge to creating a sense of unity at UMB, of community, and of identity.

When I returned to Baltimore as president of UMB in summer 2010, there was a desire to build a stronger institutional identity, to better articulate the mission and values that bind us together, and to convey to our neighbors across the city and state what we stand for and why we matter.

That year, we initiated a strategic plan, a blueprint for making UMB greater than the sum of its parts. From there emerged “Seven Schools | One University,” this notion that we are united by more than a physical campus, that the schools’ missions are compatible and their work complementary, and that leveraging each other’s strengths in pursuit of common goals is far more effective than going it alone.

The next year, we retired the various logos used by UMB’s schools, institutes, and academic and research units — competing logos that diluted our brand. In their place, we unveiled a new visual identity with the University of Maryland Medical Center. In using the Davidge mark as our common image and a consistent color palette and typeface, we celebrated our close partnership with the hospital and reinforced a clear, unified brand to the people we enroll, employ, and serve.

For UMB as a whole, “The Founding Campus” was used underneath “University of Maryland” and alongside the Davidge mark to highlight our status as the original campus of the University System and to distinguish us from our sister institutions. The schools, meanwhile, had their names featured below “University of Maryland” so that each school could preserve its unique identity while remaining tethered to the University.

This is the visual brand you now see all around campus — on interior and exterior signage, on banners and merchandise and vehicles, on the University website, and in the advertising we produce.

As the years go by, it’s important to test the strength of this brand. And by “brand,” I mean more than logos and marks. Our brand is our culture, our principles, what people think of us, and the stories we tell to influence their opinions. We need to test the strength of our name and reputation; we need to test the qualities associated with UMB and the metrics on which our constituents believe we deliver the greatest value. It makes a difference in our ability to attract support for — and supporters of — our mission.

And so in 2012, with our branding campaign in its infancy, we engaged a research firm to assess our “brand health” among constituents and identify opportunities to raise our profile within the city and state. We used this same research firm in spring 2016 to conduct a follow-up survey and asked the consultants to use the same survey questions so that we could gauge whether we moved the needle on indicators of recognition and reputation.

In online and in-person forums lasting several weeks, 645 Maryland residents (external respondents) were surveyed about the University, as were 895 people with a close UMB affiliation (internal respondents) — students, faculty, staff, alumni, donors, and board members.

In brief, we found some positive movement on favorability indicators. Within the Baltimore metro region, about two-thirds of external respondents were aware of and felt favorably toward the University; this share was virtually unchanged from 2012. However, in Baltimore City alone, the favorability rating was 80 percent, and city residents reported greater visibility for UMB when compared to 2012. Among residents in the rest of Maryland, however, awareness and favorability fell somewhat. The researchers suggested that a locally crowded higher education landscape might affect these ratings, given that our peer institutions have seen their ratings decline as well.

Among all constituents, “committed to excellence” was most often cited as a good descriptor for UMB. When asked to rank nearly 20 UMB responsibilities, respondents gave highest priority to the following: offering high-quality academics; training students for careers; helping graduates find jobs; being a good employer; and preparing students to be leaders. Of note is the fact that “being a good employer,” new to the survey in 2016, made the top five. With similar responsibilities ranking high — for example, creating local jobs, contributing to the economy, being a good neighbor — researchers see a way that UMB might differentiate itself among peers.

In terms of name, respondents reacted most favorably to “University of Maryland, Baltimore,” and, in fact, it was the first time that the full name appeared — without prompting — in response to
constituents being asked to list the region’s top universities. When asked to expound on their preference of name, many said that “Baltimore” situates the University in the city we serve and that it is especially important given our emphasis on community engagement. In that same vein, “The Founding Campus” — used in our logo, but never in our name — failed to resonate with respondents, who felt it didn’t capitalize on our location, lacked specificity, and showed insufficient community pride.

And so this month, we’re unveiling a new logo, one that uses the name we’ve had all along. “The Founding Campus” is gone. Using “Baltimore” in our logo connects our visual identity with our name. It anchors us in our home city, and it reinforces our commitment to this community.

Only the University logo will change; the school logos remain the same. No one is being asked to throw out stationery or merchandise or business cards. But come July 1, everything we produce that would have carried “The Founding Campus” logo will now use this — and only this — logo. I’m confident this alignment of our name and image will alleviate the confusion we see among our constituents, help us raise our profile on the indicators that matter most, and reinforce a brand founded on excellence and service.

We will continue to measure our brand health going forward. We will continue to ask our constituents how they feel about UMB and the value we add to their lives and their communities. We will continue our pursuit of prominence, so that our work — already great — has the impact it deserves.

Sincerely,

Jay A. Perman, MD
PRESIDENT

This change reflects UMB’s profound dedication to Baltimore and its people, which is important to me and to so many of you, and which the University of Maryland Strategic Partnership: MPowering the State affirms as an essential part of our University’s past, present, and future.

HOW WE LEAD

PRESIDENT PERMAN’S FOURTH ANNUAL
STATE of the UNIVERSITY ADDRESS

WEDNESDAY, MAY 10
3 P.M.
SCHOOL OF NURSING AUDITORIUM
Reception to follow

Register here.
Some 65 employees representing 1,685 years of service were honored at the Employee Recognition Luncheon on March 29 at the SMC Campus Center. Malinda Hughes (Office of Academic Affairs/Graduate School) was named the Cecil S. Kelly Memorial Employee of the Year and donated her $1,500 prize to the UMB CURE Scholars Program (see story on page 13). Aphrodite Bodycomb (Academic Affairs), Rebecca Bowman-Rivas (Carey School of Law), and Sanjay Uchil (School of Medicine) were announced as nominees for Board of Regents Awards. Christina Manoto (Campus Life Services) received the $2,000 James T. Hill Scholarship and the Staff Senate received UMB’s Community Service Award. The 35-year group that was honored included Susan Borowy, Molly Lutz, and Elizabeth Waters (School of Medicine), Helen Edmond, Antoinette Fields, David Gipe, Francine Nickens, and Jo-Ann Sibiski (all from the School of Dentistry), Deborah Griffith, Anthony Jackson, Philip Peters, Anita Saulsbury, and Deborah Tatum (all from Administration and Finance) as well as Susan Gillette (Office of University Counsel) and James Reynolds (Academic Affairs). Read more.
Tisa Silver Canady, MBA, director of financial education and wellness, Office of Student Financial Assistance and Education, received the 2017 Financial Education and Capability Award presented by nonprofits Maryland CASH (Creating Assets, Savings, and Hope) Campaign, Maryland Council on Economic Education, and the Maryland State Department of Education during a session of the General Assembly. Canady was recognized as the community champion for being a volunteer educator, speaker, and advocate for financial education at UMB and throughout Greater Baltimore.

William F. Hoffman Jr., MAS, northeast section department administrator, Department of Endodontics, Periodontics, and Prosthodontics, School of Dentistry, and Nancy Bowers, director, Department of Finance and Administration, School of Pharmacy, gave a presentation titled “HR Management and Best Practices for the Department Administrator” at the Society of Research Administration (SRA) International Spring Meeting held in Honolulu, Hawaii.

Bohyun Kim, MA, MSLIS, associate director for library applications and knowledge systems, Health Sciences and Human Services Library, was elected president of the Library and Information Technology Association, a division of the American Library Association. Kim will serve as vice president/president-elect during 2017-2018 and will assume the presidency in July 2018 for the 2018-2019 term.

Alexa Mayo, MLS, AHIP, associate director for services, Health Sciences and Human Services Library (HS/HSL), presented at a poster session of the annual meeting of the Association for Prevention Teaching and Research (APTR). The poster, co-authored with M.J. Tooey, MLS, AHIP, FMLA, associate vice president, Academic Affairs, and executive director, HS/HSL, was titled “Project SHARE: Building Teenagers’ Skills to Advocate for Improved Health at the Personal, Family, and Community Level.”

University President Jay A. Perman, MD, received the 2017 Great Friend to Kids Award at Port Discovery’s annual Play It Forward fundraiser. Perman was recognized for his commitment and dedication to improving the lives of youth and families in Baltimore through initiatives like his weekly President’s Clinic, the UMB CURE Scholars Program, and the UMB Community Engagement Center.

James Polli, PhD, professor, Department of Pharmaceutical Sciences, School of Pharmacy, and Jean-Pierre Raufman, MD, the Moses Paulson, MD, and Helen Golden Paulson Chair, Division of Gastroenterology, School of Medicine, invented “Compositions and Methods to Evaluate Hepatobiliary/Gastrointestinal Health, Enterohepatic Circulation, and Drug Interactions,” which received a U.S. patent.
Robin Saunders, EdD, MS, executive director, UMB CURE Scholars Program, Office of the President, will be honored at the 2017 Professional Development Workshop: Celebrating 21 Years of the CURE Program, presented by the National Institutes of Health and the National Cancer Institute. This comes in recognition of her leadership in launching the nation’s first CURE program specifically designed for middle school students.

SCHOOL OF DENTISTRY

Barry L. Cohan, DDS ’74, was awarded the Alumnus of the Year Distinguished Public Service Award from the school. For more than 40 years, Cohan has run a private family practice of dentistry in Baltimore while contributing his time, wealth, and knowledge to the school and the community.

Marion Manski, RDH, MS, director, Department of Dental Hygiene, gave a presentation titled “Preparing Dental Hygiene Students to Address the National HIV/AIDS Strategy Through an Interprofessional Curricular Approach” at the Dental Hygiene Educator’s Forum held in Long Beach, Calif.

CAREY SCHOOL OF LAW


Danielle Citron, JD, Morton & Sophia Macht Professor of Law, gave several presentations across the country including: a talk at the Annual Jeanne Clery Lecture, at Barnard College, in New York; a talk at the Terrorism and Free Expression Law Review Symposium, at Fordham Law School, in New York; and “Free Speech on College Campuses,” at the American Association of University Professors Annual Meeting, at the College of Notre Dame in Baltimore.


Student Eberechukwu Njoku was named a 2017 Paul Ambrose Scholar during the Public Health Leadership Symposium held in Savannah, Ga.

Laura Dunn, JD ’14, adjunct faculty, was awarded the Special Courage Award from the U.S. Department of Justice for her work as executive director of SurvJustice.

Leigh Goodmark, JD, professor of law, wrote an article “Commentary: Keep Women’s Safety at Forefront,” which appeared in the Times Union.

Donald Gifford, JD, Jacob A. France Professor of Torts, wrote “Why Trump’s Climate Order Might Backfire,” which appeared in The Hill. He also wrote “Trump’s EPA Cuts: An Invitation to Litigation,” which appeared online through the Progressive Policy Institute.

“The Restorative Neutral,” an article by Toby Treem Guerin, JD ’02, clinical law instructor and managing director, Center for Dispute Resolution, and Barbara Sugarman Grochal, MAT, MBA, director, Schools Conflict Resolution Education Programs, Center for Dispute Resolution, was published in the winter edition of ACRresolution Magazine.
Susan Leviton, JD ’72, professor emeritus, co-authored the article “Exploring Social Justice in Mixed/Divided Cities: From Local to Global Health Corresponding,” which was published in the *Annals of Global Health Corresponding*. Leviton also gave a talk, “How We Identify, Strategize and Solve Social Problems in Divided Cities,” at the University of Haifa in Israel, and was among the 2017 honorees, along with Shale Stiller, LLB, MLA, adjunct faculty, who were inducted into the Baltimore Jewish Hall of Fame.

Paula Monopoli, JD, Sol & Carlyn Hubert Professor of Law and director, Women, Leadership and Equality Program, gave a talk, titled “Demonstrating Your Value: Gender and Organizational Dynamics,” at the University of Texas Law School’s Women in Law Institute.

Robert Percival, JD, Robert F. Stanton Professor of Law and director, Environmental Law Program, wrote the article “The Judge Who Climbed Mountains,” which appeared in the *Stanford Law Review*. Percival gave two talks at the New York University Shanghai Campus, in Shanghai, China, a talk at the Shanghai Maritime University, in Pudong, China, and a talk at the Seminar on Chinese Environmental Law, at Shanghai Jiatong University.

Michael Pinard, JD, Francis & Harriet Inglehart Professor of Law and co-director, Clinical Law Program, wrote the op-ed “Baltimore Residents Must Enforce Consent Decree,” which was published in *The Baltimore Sun*.

**SCHOOL OF MEDICINE**

The following is a select list. For all the SOM laurels, visit www.somnews.umaryland.edu.

Paula Monopoli, JD, Sol & Carlyn Hubert Professor of Law and director, Women, Leadership and Equality Program, gave a talk, titled “Demonstrating Your Value: Gender and Organizational Dynamics,” at the University of Texas Law School’s Women in Law Institute.

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The following is a select list. For all the SOM laurels, visit www.somnews.umaryland.edu.
Anthony Harris, MD, MPH, professor, Department of Epidemiology and Public Health, participated in a panel discussion on “Infection Prevention Best Practices — Lessons Learned and Gaps” at the fifth public meeting of the Presidential Advisory Council on Combating Antibiotic-Resistant Bacteria, held in Washington, D.C.

Amal Mattu, MD, professor, Department of Emergency Medicine, presented the keynote address “Everyday Leadership: Secrets of Great Minds Through the Ages” to the Emergency Medicine Section of the Royal Society of Medicine in London, during the section’s 30th anniversary celebration.

Mary McKenna, PhD, professor, Department of Pediatrics, Program in Neuroscience, was honored with a special issue of Neurochemical Research for her contributions to the understanding of glutamate metabolism in the brain and her leadership in the field of brain energy metabolism.

Miriam Laufer, MD, associate professor, Department of Pediatrics, Division of Malaria Research, Institute for Global Health, received a two-year, $202,416 R21 award from the Institute of Allergy and Infectious Diseases for “Impact of Malaria During Pregnancy on Infant Health.”

Ronna Hertzano, MD, PhD, associate professor, Department of Otorhinolaryngology Head and Neck Surgery, was an invited speaker at the presidential symposium “Big Data from Tiny Samples; Using Comprehensive Molecular Profiling to Understand Development” at the 40th midwinter meeting of the Association for Research in Otolaryngology.

Mark Mishra, MD, assistant professor, Nancy Knight, PhD, associate professor, Minesh Mehta, MBChB, FASTRO, adjunct professor, and William Regine, MD, FACR, FACRO, the Isadore & Fannie Schneider Foxman Chair and Professor, all from the Department of Radiation Oncology, were among the co-authors on “Establishing Evidence-Based Indications for Proton Therapy: An Overview of Current Clinical Trials,” which appeared in the International Journal of Radiation Oncology Biology Physics.

Jason Ramirez, MD, assistant professor and director, inpatient medicine, Department of Family and Community Medicine, will be one of 10 recipients of the 2017 New Faculty Scholar Award, presented by the Society of Teachers of Family Medicine.

The UMB delegation to this year’s meeting of the National Association of EMS Physicians, held in New Orleans, received top honors for the poster presentation “Preliminary and Potential Impacts of a Multi-Phase Intervention Utilizing an EMS-Human Services Partnership on Call Volumes Generated by EMS Super-Users.” The poster presented results of a study of call volumes received by the Montgomery County Fire and Rescue Service before and after partnership with the county’s Department of Health and Human Services. Members worked with Roger Stone, MD, MS, clinical assistant professor and medical director, Montgomery County Fire and Rescue Service, and Jon Mark Hirshon, MD, MPH, PhD, professor, both from the Department of Emergency Medicine, and others.

J. Kathleen Tracy, PhD, associate professor, Department of Epidemiology and Public Health, was among the co-authors on “Managing Cancer and Employment: Decisions and Strategies Used by Breast Cancer Survivors Employed in Low-Wage Jobs,” which appeared in the Journal of Psychosocial Oncology.

R. Gentry Wilkerson, MD, assistant professor, Department of Emergency Medicine, has received a $342,232 grant from Pfizer, Inc., to evaluate the efficacy and safety of Rivipansel in the treatment of vaso-occlusive crisis in hospitalized patients with sickle cell disease. In addition, he received a $100,000 Maryland Industrial Partnerships Program grant to conduct a clinical study involving a new device for bedside placement of feeding tubes in the procedure called percutaneous ultrasound gastrostomy. The project is supported by funds from the device’s manufacturer,
CoapTech, LLC, the company co-founded by the device inventor, Steven Tropello, MD, clinical instructor, Department of Emergency Medicine.


**SCHOOL OF NURSING**

Dean Jane M. Kirschling, PhD, RN, FAAN, and Stephanie White, office manager, recently accepted the American Association of Colleges of Nursing’s (AACN) 2017 Advocate of the Year Award, on behalf of the school, at AACN’s annual spring meeting in Washington, D.C. The award recognizes a member dean and/or school whose extraordinary advocacy over the past year has advanced academic nursing priorities in the federal sphere. The top advocate is determined through a review of messages sent to Congress, responses to Action Alerts, and Capitol Hill visits.

Lorrie Voytek, assistant director of development, was named UMB’s March Employee of the Month for her expanding development work as well as the huge role she plays with the school’s Living History Museum and GreenSON sustainability initiative.

**SCHOOL OF PHARMACY**

Mathangi Gopalakrishnan, PhD, research assistant professor, Department of Pharmacy Practice and Science, received an eight-month, $65,000 contract from Dr. Reddy’s Laboratories for “Amendment 1 for DRL-Celecoxib-Initial Pediatric Study Plan.”

C. Daniel Mullins, PhD, professor and chair, Department of Pharmaceutical Health Services Research, received the Marilyn Dix Smith Leadership Award from the International Society of Pharmacoeconomics and Outcomes Research.
Magaly Rodriguez de Bittner, PharmD, associate dean of clinical services and practice transformation, professor, Department of Pharmacy Practice and Science, and executive director, Center for Innovative Pharmacy Solutions, has been appointed to the editorial board of the journal Preventing Chronic Disease: Public Health Research, Practice, and Policy, published by the Centers for Disease Control and Prevention.

Sarah Dababnah, PhD, assistant professor, received a four-year, $524,000 award from The Duke Endowment to conduct a randomized controlled trial of The Incredible Years program for parents of children with autism spectrum disorder. The project represents one of the first efforts to rigorously test this program in the autism community.

Nadine Finigan-Carr, PhD, research assistant professor, has published a book titled Linking Health and Education for African American Students’ Success.

Karen Hopkins, PhD, associate professor, and Amy Cohen-Callow, PhD, clinical assistant professor, have been appointed to the Council for Social Work Education’s Macro Steering Committee that will help a national task force develop a comprehensive Macro Practice Curriculum Guide, which will be used in social work schools across the country by 2019.

Michael Reisch, PhD, MSW, MA, Daniel Thursz Distinguished Professor of Social Justice, presented the annual Social Justice Lecture at the University of Portland (Ore.) titled “The Future of Social Justice in a Diverse and Conflict-Ridden Society.” He also gave the keynote presentation at the annual conference of the Group for the Advancement of Doctoral Education in Social Work in Minneapolis.

Amelina Rubenstein, MSW, clinical research specialist, Ruth Young Center, received a governor’s citation for her hard work and support on human trafficking awareness, victims’ rights, and dedication to the Safe Harbor Task Force of Maryland. She co-leads the Child Sex Trafficking Victims Initiative at the center.

Tanya Sharpe, PhD, MSW, associate professor, presented at Columbia University’s Dart Center for Journalism & Trauma as a guest expert on covering gun violence in Chicago.

Christopher Beegle, MSW, has been promoted to deputy clinical director of Family Connections at the School.

Caroline Long Burry, PhD, MSW, presented at the International Coalition for Children with Incarcerated Parents (INCCIP) conference in Rotorua, New Zealand. Her paper was titled “The Experiences of Mothers Involuntarily Committed to a Psychiatric Hospital.” She also serves as a founding member of the INCCIP board.

Jennifer Swanberg, PhD, professor, has been appointed to the Healthy Work Design and Well-Being Cross-Sector Council, an initiative of the National Occupational Research Agenda spearheaded by the National Institute of Occupational Safety and Health.

Susan Westgate, MSW, clinical instructor, designed and co-delivered a national webinar in March titled “Crossing the Care Collaboration Chasm with Data: It’s Sink or Swim.”
CONGRATULATIONS TO THE 2016-17 UMB FACULTY GLOBAL HEALTH GRANTEES. EACH OF THE FOLLOWING PROJECTS WAS SUPPORTED BY UMB’S CENTER FOR GLOBAL EDUCATION INITIATIVES TO ENCOURAGE INTERPROFESSIONAL GLOBAL HEALTH RESEARCH, TRAINING, AND LEARNING.

Global Health
Interprofessional Projects for 2017

FACULTY GRANTEE:
William Piermattei, JD,
Carey School of Law
Jerusalem, Israel
Governance, capacity, and safety for an off-grid water project in Jerusalem
WINTER 2017

FACULTY GRANTEE:
Isabel Rambob, DDS,
School of Dentistry
Salvador, Brazil
Interprofessional care teams in Salvador, Brazil: A transferable model of care
WINTER 2017

FACULTY GRANTEES:
Joan Pittman, MSW, PhD, and Deborah Gioia, MSSW, PhD,
both of School of Social Work
Kerala, India
Interprofessional exploration of aging, health, and mental health in a global context
WINTER 2017

FACULTY GRANTEE:
Paul Saleeb, MD,
School of Medicine,
Institute of Human Virology
Gaborone, Botswana
Clinical outcomes of HIV-positive individuals on dolutegravir-containing regimens
SUMMER 2017

FACULTY GRANTEE:
Beth Barrows, MS, RN,
School of Nursing,
Office of Global Health
Monrovia, Liberia
Assessing barriers to retention in HIV care in Monrovia, Liberia
SUMMER 2017

FACULTY GRANTEE:
Clement Adebamowo, BM,
ChB, ScD, FWACS, FACS,
School of Medicine,
Institute of Human Virology
Abuja, Nigeria
Evaluation of barriers to cervical cancer screening in Nigeria
SUMMER 2017

FACULTY GRANTEE:
David Riedel, MD, MPH,
School of Medicine,
Institute of Human Virology
Kigali, Rwanda
Initiation of ART treatment in Rwanda and understanding barriers to the Treat All approach
SUMMER 2017

FACULTY GRANTEE:
Emily Heil, PharmD, BCPS-AQ ID,
School of Pharmacy,
in collaboration with
Neha Pandit, PharmD, BCPS,
School of Pharmacy,
and Cassidy Claassen, MD, MPH,
School of Medicine,
Institute of Human Virology
Lusaka, Zambia
Implementation of antimicrobial stewardship at a hospital in Lusaka, Zambia
SUMMER 2017

Global Health
Interprofessional Laurels

Virginia Rowthorn, JD, LLM,
co-director, UMB Center for Global Education Initiatives, and managing director, Law & Health Care Program, Carey School of Law; Jody Olsen, PhD, MSW, co-director, UMB Center for Global Education Initiatives, and visiting professor, School of Social Work; Lori Edwards, DrPH, MPH, RN, PHCNS-BC, associate director, Global Occupational Health, School of Nursing; and Jane Lipscomb, PhD, RN, FAAN, professor, School of Nursing, and director, Center for Community-Based Engagement and Learning, edited a volume of the Annals of Global Health titled “Global to Local: Methods and Models” and wrote an article of the same name. This article, as well as the ones below, were the result of the 2016 UMB Roundtable and were recently discussed in a panel session at the 8th Annual Consortium of Universities for Global Health (CUGH) in Washington, D.C.

“Exploring Social Justice in Mixed/Divided Cities: From Local to Global Learning” — UMB co-authors Corey Shdaimah, PhD, LLM, LLB, associate professor, School of Social Work; Lipscomb: Susan Leviton, JD, professor emeritus, Carey School of Law; and Olsen.

“Legal and Regulatory Barriers to Reverse Innovation” — UMB co-author Rowthorn.
“Building Sustainable Local Capacity for Global Health Research in West Africa” — UMB co-author Nadia A. Sam-Agudu, MD, CTropMed, assistant professor, School of Medicine.

“Creating Global Experiences with Local Impact for Pharmacy and Medical Students” — UMB co-authors Mark N. Brueckl, RPh, MBA, assistant director of experiential learning, School of Pharmacy, and Gregory B. Carey, PhD, assistant professor, School of Medicine

“Global Learning Experiences, Interprofessional Education, and Knowledge Translation: Examples from the Field” — UMB co-authors Isabel Rambob, DDS, clinical assistant professor, School of Dentistry, and Mei Ching Lee, PhD, RN, assistant professor, School of Nursing.

“Facilitating Student Safety in Communities: Applying an International Model in an Urban U.S. City” — UMB co-authors Edwards, Olsen, and Heidi Fancher, MPH, program manager, Center for Global Education Initiatives.

In addition, Rowthorn moderated a panel session at the CUGH conference and was elected to its Board of Directors for a three-year term (2017-2020). The Consortium of Universities for Global Health (CUGH) is governed by a Board of Directors comprised of academic global health leaders from a diverse set of disciplines in both health and non-health related fields.

And Olsen was elected chair of the Board of Directors of Health Volunteers Overseas, a 30-year-old organization that sends more than 450 health professional volunteers to over 30 well-established sites throughout the world.

May is National Mental Health Awareness Month, which is a good time to remind the UMB community about the Employee Assistance Program (EAP).

Need a sympathetic professional to talk to and consult? Trouble at home, work, with life’s changes?

The EAP is an excellent resource for supervisors: team-building, conflict resolution, employee support.

Experienced counselors can offer support and structure to help individuals and groups talk about issues.

It’s a completely confidential and free service for UMB employees. Feel free to call the EAP at 667-214-1555 to schedule an appointment.

MORE INFORMATION IS AVAILABLE here or on the EAP website.
Imagine seeing some dreadful wrongdoing and dedicating your life to correcting it. That is the story of this year’s UMB commencement keynote speaker William P. Magee Jr., DDS, MD.

The School of Dentistry alum (Class of 1969) was on a goodwill mission to the Philippines for several days in 1982 to take care of children with cleft lips, cleft palates, and other facial deformities. When his group, which included Magee’s wife, Kathy, could treat only 40 of the 300-plus children who arrived pleading for help in the allotted time, the Magees knew they needed to do more.

They formed Operation Smile, a network that has grown to more than 13,000 medical volunteers in 80 countries and has cared for hundreds of thousands of children around the world — charging nothing for their services. Magee’s speech will be one of many highlights on May 19 at UMB’s commencement, which always represents the most hopeful day of the year at the University.

Back by popular demand is the Party in the Park, the midday celebration in Plaza Park (between the School of Social Work and the Carey School of Law) where the graduates and their families can celebrate the morning convocations and rest up for the afternoon Universitywide ceremony.

Enjoy free food, music, and fun activities from 11:45 a.m. to 1 p.m. The Oriole Bird and Poe from the Ravens promise to make an appearance! Seating will be available for graduates and their guests.

A little after 1 p.m. the graduates, faculty, and platform party will assemble for the colorful academic procession to Royal Farms Arena a few short blocks away. There more memories await the graduates and their families at the commencement ceremony at 2 p.m.

An entertaining video titled “UMB,” created by Hippocratic Notes, the a cappella group from the School of Medicine, will be shown and Joseph Fishbein, one of the graduates from the School of Dentistry, will sing the national anthem.

Three honorary degree recipients will add a special touch to the festivities as well. Magee and Peter G. Angelos, JD, will receive Honorary Doctors of Public Service and Ellen M. Heller, JD, will receive an Honorary Doctor of Laws.

Heller, a 1977 graduate of what is now the Carey School of Law, rose to become the first female administrative Circuit Court judge in Maryland. She is credited with revolutionizing the civil litigation process in Baltimore. She retired from the bench in 2003 but has remained active at Maryland Carey Law, participating in symposia, dinners, and career development panels while funding several endowments and scholarships at the school with her husband, Shale Stiller, LLB, MLA.

Angelos, known to Orioles fans as the team owner since 1993, has done groundbreaking work in the legal field, building the Law Offices of Peter G. Angelos, P.C., into one of the nation’s leading personal injury law firms. He has taken on some of the most powerful corporations in the country, including asbestos manufacturers and tobacco companies. He serves as a member of the board for a number of colleges, civic organizations, and hospitals, including the University of Maryland Medical System, and has been widely honored for his generous commitment to higher education and civic causes.

The honorary marshals are led by University marshal Patricia Langenberg, PhD, professor emeritus in the Department of Epidemiology and Public Health at the School of Medicine (SOM). She will be joined by SOM colleagues Leslie Glickman, PT, PhD, adjunct faculty and former director of post-professional programs, Department of Physical Therapy and Rehabilitation Science, and Gary Plotnick, MD, professor emeritus, director of cardiovascular education, Department of Medicine, who will serve as faculty and student marshal, respectively.

Faiza Hasan of the Carey School of Law will inspire the new graduates as the student remarker. Read more about all the festivities and personalities on our commencement website.

All are invited to join our special guests at commencement. Cheer on the members of the Class of 2017 on May 19.

— Chris Zang
When Malinda Hughes, BSN, MA, was named UMB’s Cecil S. Kelly Memorial Employee of the Year on March 29, she showed why she is such a special individual even before she left the stage.

Hughes, recently promoted to chief of staff in the Office of Academic Affairs and the Graduate School, donated her $1,500 award to the UMB CURE Scholars Program, the University pipeline program that prepares West Baltimore middle schoolers for health and research careers.

“That’s Malinda,” UMB President Jay A. Perman, MD, told those at the Employee Recognition Luncheon after announcing what Hughes told him about the donation.

She received the annual award (and May Employee of the Month Award) for her indispensable role in UMB’s 2 ½-year Middle States reaccreditation process.

Asked about being the first UMB winner to donate her $1,500 prize, Hughes said it was only fitting. “I am a UMB CURE Scholar mentor to two seventh-graders at Green Street Academy,” she said. “And my office is two doors down from Robin Saunders, the UMB CURE executive director. I see how hard they work and I see the fruits of their labor by being a mentor. Donating the award money to this program will be the very best use for it.”

The UMB CURE Scholars Program, which serves 65 sixth- and seventh-graders from three middle schools near the University, is transforming lives in West Baltimore.

The program, in its second year, identifies promising middle school students with an interest in science and prepares them for health care and research careers through hands-on workshops, lab experiences, and mentorship from UMB faculty, students, and staff.

Each scholar enjoys weekly tutoring, science lessons, and interpersonal skill development on both the UMB campus and at his/her middle school. The young scholars are well on their way to becoming more informed, more prepared, more confident, and more excited about the many STEM-related career paths and opportunities that could await them in their future. This program attempts to break the cycle of poverty in West Baltimore.

Take the story of UMB CURE Scholar of the Year Shakeer Franklin, a seventh-grader at Franklin Square Elementary/Middle School. Uninterested his last few years of elementary school — “I was being a very bad me,” he admitted — Shakeer began to apply himself when he entered the UMB CURE Scholars Program in sixth grade.

“I like science because the world is made up of science,” said Shakeer, who often hears gunshots near his home in West Baltimore. The newly motivated seventh-grader now speaks of becoming a psychotherapist. Once content with C’s and D’s because they were “passing” grades, “now I hold myself to a higher standard,” said Shakeer, who strives for straight A’s.

Moved to tears when he was named UMB CURE Scholar of the Year, “Shaq” sees a brighter future “because I’m going to be one of those to make it better.” See his video.

In addition to Malinda Hughes, more than 100 UMB faculty, staff, and students contribute to UMB CURE as mentors, providing a 5:1 mentor-to-scholar ratio, maximizing the scholars’ learning.

Malinda’s donation will assist UMB CURE in various ways. If you would like to join Malinda and other fellow employees in donating any amount to the UMB CURE Scholars Program, please visit www.umaryland.edu/support-cure.

— Chris Zang
GREAT QUESTIONS ABOUND

“Boy, can I attract a crowd,” UMB President Jay A. Perman, MD, joked upon entering Room N103 at the School of Pharmacy on March 28. Ten minutes before the start, few were assembled for his quarterly Q&A, which eventually grew to a cozy group of 30 to 40 who posed many interesting questions as Perman immediately opened the floor. Excerpts of some of them follow.

QUESTION:
I just saw the governor’s supplemental budget. It looks like they took another $30 million from the system’s fund balance. Is that going to impact us?

DR. PERMAN:
I think it’s a bit of a trade. What the legislature is doing is harvesting some fund balance, which is not going to disappear forever, and in turn it is making up a good deal of it in our operating budget as a system. I’ll let Dawn Rhodes, our chief business and finance officer and vice president, tell you more.

MS. RHODES:
I actually was just on a conference call with the finance vice chancellors, and this is much better than the General Assembly taking $30 million base funding away from the system. Our share will be $6 million of that $30 million. That’s what we anticipate. This is something the legislature has done in the past when it needed money to balance the state budget. It’s a much better tradeoff to do that versus giving them $30 million of base, which means that’s dollars that are tied to salaries and utilities, etc.

DR. PERMAN:
The concern that we have in this kind of maneuvering is that it could become a steady diet. In other words, if this device becomes a year-after-year issue, chipping away at the fund balance, it’s a problem. But if it’s a device they’re using just this year, I think it’s an advantage for us.

QUESTION:
I have a personal interest in the greening of the campus and I thought at one point the Carter Center was going to become a green open space. Now it’s going to be a parking lot. Additionally, do you have any updates on what they’re doing with University Square and the park there on Greene Street?

DR. PERMAN:
We are about to roll out our 10-year facilities master plan — what we’d like this campus to look like over the next 10 years. Happily, it is full of ideas for greening the campus. But what you said is accurate: We are turning the Carter Center into a parking lot, and I’ll tell you why.

This was a tradeoff. Nothing will please me more than to see the disappearance of the Carter Center. With all due respect to Walter P. Carter, who was a great activist for this city 40-plus years ago and deserves to be honored, the building had decayed to such a degree that it was becoming dangerous. To demolish the Carter Center, we had estimates as high as $6 million. When we’re standing in a queue for capital projects, no one is eager to spend $6 million to tear something down.

Hospital leadership said, “We’ll spend the money; we’ll tear it down for you, but we need a parking lot for our personnel.” It was a way to take the first step leading to a greater vision of the Carter Center. Yes, it would have been nice to have green space there, but I imagine one day it will be another academic building for us, perhaps a combination of teaching and research.

MS. RHODES:
It won’t just be a massive concrete space. They’re very intentionally designing green spaces for the islands and trees so it will look better than just a plain parking lot.
How about the park across the street from the hospital?

DR. PERMAN:
In the long-term plan, the plaza needs to be flattened. Nobody goes into a park if you can’t see where you’re going, if you can’t see the other side. That’s always been the design flaw with regard to the plaza. So in the long term, the idea is to truly make a plaza out of it that is flat. In the short term, I believe there are repairs being made.

QUESTION:
Since you were talking about the Carter Center, I have a safety question related to HSF III, the Carter Center, and Fayette Street. Because of the construction on both sides of Fayette Street on the block between Arch and Pine streets, the sidewalk is impassable at times for pedestrians. The Carter Center side is completely closed and on the HSF III side, construction vehicles have been parking on the sidewalk and extending into the street on the Dental School loading dock, forcing pedestrians to walk in the street. Can the sidewalks on both sides of the street be closed completely and people directed down Arch Street to Baltimore Street so that no one gets partly down the sidewalk and then has to step into the street?

DR. PERMAN:
What you’re describing is not acceptable to me, and I’m sure it’s not acceptable to Dawn Rhodes, who has facilities responsibility.

MS. RHODES:
There have been several people working on it. We are going to close the south side of the sidewalk and redirect people to Arch Street. We’ve tried other things, such as having police officers there to monitor the situation. It’s just not working so we’re going to close the south side of the sidewalk and it will probably be closed until the June/July time frame.

QUESTION:
I’m a second-year medical student who lives in the Hollins Market neighborhood. I have another sidewalk question. It’s about the walk between Poppleton Street and the BioPark.

DR. PERMAN:
Where the hole is [873 W. Baltimore St., future site of BioPark Building 3]?

QUESTION:
Yes. So I guess I have two questions. What’s going on with the hole? And why is there no sidewalk on one of the sides of the street there?

DR. PERMAN:
I’m walking up the steps to Mr. Jim Hughes, who’s our vice president for economic development and entrepreneurship and the man for the BioPark.

MR. HUGHES:
Thank you for your question. I’m sorry for your inconvenience. Part of what we’ve been living through with the hole is that we keep expecting within the next six to nine months to be starting construction and obviously that’s been going on for years. We’ve got a pivotal meeting on Friday with the state and we are
very optimistic at this point that construction will start in the September time frame. On the western portion of that area along Poppleton we’re actually working right now to essentially create a sidewalk there and we’re looking into whether we can do that along Baltimore Street.

QUESTION:
I would just like to make a pitch for the President’s Student Leadership Initiative by your campus Office of Student Services. Our pharmacy students are the most active in that program. I’d love to see expansion of that program on this campus plus the expansion to those students who don’t have the opportunity now.

ROGER WARD, CHIEF ACCOUNTABILITY OFFICER AND VICE PRESIDENT, OPERATIONS AND PLANNING:
The President’s Student Leadership Initiative, which we call PSLI, is open to all students across the University and we do a number of workshops all year long, and you’re right, they’re very well attended. We haven’t considered expanding it beyond the Baltimore campus because quite frankly we’ve never had the request. It does make sense that the request is coming from pharmacy, another very robust program at Shady Grove and we’ll give some thought to that. I’ll talk with Flav [Lilly] who runs that program and see what can be done.

DR. PERMAN:
Thank you for reminding us about the Universities at Shady Grove. In addition to the robust pharmacy program, we have a growing nursing program there, and social work in the last couple of years has added a second year. I’m glad you brought it up, and I think we have to take the suggestion seriously.

QUESTION:
Those [PSLI] meetings are typically at noon, correct? When my medical school colleagues and I are doing rotations it’s unlikely we are available then. Maybe as you’re expanding the program you could consider adding evening sessions? That would help students if they wanted to come from other campuses, too.

DR. WARD:
We haven’t had success in the past with evening programs. What we may want to consider with a new learning management system that we’re bringing up is whether we could do online modules to provide more flexibility to the students.
The School of Social Work always has an interregnum. They have a couple of weekends during January where they put together an interprofessional course. Now, I understand not everybody can get excited about taking courses on a Saturday or Sunday, but that’s the way they solved the scheduling issue. We’ve got a challenge there.

If you have ideas, please let us know. Interprofessional Education Day is coming up next Wednesday, when 500 or 600 students find a way to get together for a day of simulation sessions and standardized patient sessions. So we can find a way to do it, but we have to do it more than once a year or on a weekend in January.

**QUESTION:**
To follow up on the scheduling question, I do appreciate the different schools and their curriculums. But if it’s that important to train students, some kind of intervention is needed to legislate a time to educate the students. Weekends is a work-around. It’s not solving the problem. Until the interprofessional piece is prioritized over the individualism, we won’t be able to get the two together to maximize our potential in this area.

**DR. PERMAN:**
I wouldn’t debate with you other than to say sometimes important things are done in an incremental way, and it’s maybe best to do them in an incremental way. We have an ally in all of this: the accrediting bodies that say, “Let us see in terms of your curriculum and your offerings, what you’re doing with regard to interprofessionalism.” I would say that pharmacy and pharmacy accrediting has led the way in that regard. I applaud your impatience.

**QUESTION:**
An idea that ties together many of the things we’ve been discussing that a group of my classmates and I are working on is an interdisciplinary student-run clinic. I imagine the folks in the room may have some thoughts as we’re putting together a proposal to present perhaps to you and to the deans of our schools. What do you think would make a strong proposal?

**DR. PERMAN:**
Others might say that given the fact that we’re a research-intensive campus, the [U.S.] president’s initial offering of a budget is very threatening and is a huge challenge. But to me the No. 1 challenge that this University needs to address is the community in which it lives. And it’s not just because it’s the right thing to do or the just thing to do — as appropriate as those reasons are. This is a University right now that enjoys great staff, great students, and great faculty. If we don’t make the community in which this University resides better, then I predict that it’s not going to be as easy 10 years from now to attract a Ken Boyden from Philadelphia or a medical student from [asks audience member where she is from] Boston. It’s going to be hard, and all of us who have a stewardship responsibility for this University need to make the community better and making our city better, it’s not just what we’re doing for others — as important as that is — it’s what we’re doing for ourselves. This is a win/win proposition and when I talk to people in the community, I always say that. In fact, I tell them I’m a selfish person. I tell them that that’s why we’re doing this. We’re doing it for ourselves, too.

Now as far as aspirant organizations, I’ll begin with the institution where I was fortunate enough to start my academic career, the University of California, San Francisco. I’d like us to be like UCSF. They are very much like us in terms of composition of schools. They don’t have a law school and they don’t have a social work school. They attract extraordinary amounts of funding because of the quality of their research. But they, too, have an extraordinary commitment to community, and for that I consider them our No. 1 aspirational peer.

**QUESTION:**
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DR. PERMAN:
I always say the way to be successful in a university like this is to follow the students. When I was dean of the medical school at the University of Kentucky, we had a student-run clinic called The Salvation Army Clinic. It was run by second-year medical students, pharmacy students, nursing students.

They had faculty supervision, as you need because you’re not licensed. And it was a pillar of the community in Lexington, offering people needed care. Nothing would make me happier than a student-run clinic that is interprofessional. I encourage you to keep this moving because we’ll find ways to support you in getting this done — if it’s truly an interprofessional clinic. I’d like for Dean Eddington to talk about the clinic that we’ve set up in Prince George’s County that certainly is intended for student learning, too.

NATALIE EDDINGTON, DEAN, SCHOOL OF PHARMACY, AND EXECUTIVE DIRECTOR, UNIVERSITY REGIONAL PARTNERSHIPS:
For the past three to four years we have been working with Prince George’s County Community Hospital to support some of the county’s primary care needs. I don’t know if you’re familiar with a study that the University of Maryland, College Park did about four or five years ago where one of the major findings was that there was a deficit of about 65 primary care physicians in Prince George’s County. Working with Dr. Perman we decided to take a look at the hypothesis that an interprofessional clinic with pharmacists and nurse practitioners could support primary care as well as the social determinants of care versus a typical clinic led by physicians.

Most recently we’ve received funding from Prince George’s County and from the local hospital and we’re also looking forward to some funding led by Dr. Perman to support the clinic as well as the Wellmobile in that area. So this clinic will be composed of nurse practitioners, pharmacists, social workers, as well as a JustAdvice Clinic from the Carey School of Law. The clinic will be starting the latter part of this month.

It’s an ambulatory care clinic within the hospital, and we’re going to focus from the hospital’s perspective on the high utilizers, those folks who have repeat admissions to the hospital.

We’re really excited about this clinic and I’m sure from the students’ perspective this is going to be a coveted rotation site because they’re going to have this real live experience of working as a team as opposed to talking about working as a team.

QUESTION:
I am really excited to hear you say that the major challenge at this University is the community. If you were magic, and had the control to do one thing, what would it be?

DR. PERMAN:
Could I have two? You know that a principal focus of ours and a principal interest of mine, given my pediatric training, is children, and I unabashedly say that if we can get the children of West Baltimore better educated so that they can get a job — economics is the great leveler — everything else will ultimately take care of itself. We have to get to our children early. With regard to early childhood education and beyond, we have to hold on to these kids and give them opportunities. It’s a long-term process. It’s not a quick fix.

The other thing we need in our community beyond education is decent housing — sustainable, good, affordable housing. We’re talking to our partners in College Park who have some expertise in this. Without reliable, affordable housing, we’re not going to succeed.

Read more about Dr. Perman’s Q&As.
If you don’t feel safe, assistance is just a phone call away.

That’s the basis for the UMB Police Force escort service. UMB students, faculty, and staff and employees at the University of Maryland Medical Center can request a police escort or ride simply by calling 6-6882 on campus.

Expanded boundaries, extended hours, extra staff, better customer service, a marketing campaign, and the addition of a second van all have contributed to the program’s success in recent years.

Antonio Williams, MS, police chief and associate vice president of public safety at UMB, is pleased to see the program’s growth.

“I believe there’s a direct relationship between the amount of crime that occurs on the campus and the level of fear — real or perceived — by members of our University community. So if we can impact those crime numbers by doing some things to decrease that fear, I believe it helps people feel better about being in this community,” Williams says.

Van service now includes all of Ridgely’s Delight and stretches to Schroeder Street on the west, Franklin Street on the north, Park Avenue on the east, and Washington Boulevard on the south.

Hours have been extended to 3 p.m. through 1 a.m., with two seven-passenger vans operating during peak hours between 5 p.m. and 1 a.m., 365 days a year. (Walking escorts are available 24 hours a day, seven days a week.)

Violent crime at UMB fell in 2015 and 2016 and the van escort program has played a part in that.

“When it gets dark get a ride,” Williams says. “If people aren’t walking the streets by themselves in areas where they probably shouldn’t be walking around by themselves, they can’t be victimized. The escort program has worked out very well.”

— Chris Zang

**TO ARRANGE A POLICE VAN ESCORT OR WALKING ESCORT,** simply call 6-6882 on a campus telephone or 410-706-6882 and a uniformed officer will be sent to your location.

*Riders are required to have either a UMB or UMMC ID.*
SHOWING WHAT THEY'VE LEARNED

CURE Corner provides noteworthy updates from UMB’s CURE Scholars Program, a pipeline initiative that prepares West Baltimore children for health and research careers through hands-on workshops, lab experiences, and mentorship. UMB’s CURE Scholars are the youngest ever to participate in the National Cancer Institute’s Continuing Umbrella of Research Experiences (CURE) national program.

The UMB CURE Scholars have continued to demonstrate excellence as the program begins to close out its second school year. The scholars’ many activities include a trip to the National Museum of African American History and Culture, poster presentations at the UMB CURE Cancer Disparities Symposium and the American Association for Cancer Research annual meeting, and an invitation to compete at the Maryland Science Olympiad.

In late March, the scholars and their families were given the opportunity to visit the newly opened National Museum of African American History and Culture in Washington, D.C. This daylong trip helped the scholars better recognize the institutional and societal obstacles that have held back African-Americans from attaining freedom, education, and gainful employment dating from the Atlantic Slave Trade to the present day. This opportunity was even more meaningful in light of the academic accomplishments achieved by the scholars in recent weeks.

At the UMB CURE Cancer Disparities Symposium, seventh-grade scholar Princaya Sanders delivered a powerful keynote address that reaffirmed the necessity for increased minorities in medicine and biomedical research. She highlighted the importance of physicians and scientists of color, and explained the collateral benefits of attaining increased representation in these fields. She was then honored with an award for her consistent demonstration of the UMB core value of leadership.

In what was their first poster exhibition, the CURE Scholars presented their research on cancer disparity prevalence amongst African-Americans to an audience of more than 70 mentors, family members, community partners, and UMB faculty and staff at the SMC Campus Center. Southwest Baltimore Charter School seventh-grade scholar Davioin Hill won first place for his research on liver cancer. The sixth-grade Green Street Academy team of Kai-yonna Hughes and Ke’Ron Jones won second place for their analysis of thyroid cancer. Coming in third for their research on breast cancer was sixth-grade Green Street Academy team Damia Finley and Tyon Gilmore.

Because of their research, the scholars were invited to attend the American Association for Cancer Research annual meeting in Washington, D.C. They became the first middle school students to attend this prestigious meeting. The scholars were able to receive valuable feedback from cancer researchers, as well as observe the country’s most cutting-edge and innovative discoveries.

CURE Scholars at Green Street Academy qualified at the Baltimore regional competition in March at Morgan State to participate in the Maryland Science Olympiad. In the state finals at Johns Hopkins, seventh- and sixth-grade scholars Aniyaa’ Green and Ke’Ron Jones placed fifth in the event titled Write-it Do-it, and seventh- and sixth-grade scholars Zakai Curtis and Tai’Yon Morris Weaver placed fifth in the event titled Wright Stuff. The Green Street Academy CURE team finished 12th overall in the state of Maryland.

After a well-deserved spring break, the scholars will return to CURE in May for activities in financial literacy, computer coding, and the end of year awards ceremony. For more information, visit the UMB CURE website and follow the program on Twitter and Facebook.

— Lauren Kareem