Providing Communications Resources and Support
The Office of Communications and Public Affairs (CPA) is dedicated to promoting the University of Maryland, Baltimore (UMB) and telling its remarkable stories. We provide media relations, branding, strategic planning, writing, editing, design, marketing, special event planning, and web communications services Universitywide.

MARKETING
Our integrated marketing team has a wide range of expertise, including brand development, design, editorial, event services, marketing, media relations, web development, and writing for print and digital applications.

Achieve your goals with our comprehensive portfolio of marketing and communication services.

Your needs are unique. We focus on creating strategic, well-coordinated marketing plans and materials tailored to you. With your input, we’ll help you:
• Identify your vision
• Assess your needs
• Create a plan
• Leverage your assets
• Maximize your efforts
• Cut through the clutter

MEDIA RELATIONS
The CPA media relations team promotes UMB research, programs, inventions, and scholarship to external audiences. We put UMB experts in touch with local and national media outlets and report the news to our UMB community. Read the latest UMB news.

WRITING AND EDITING
Partnering with CPA’s media relations team, our writers/editors cover internal events and edit pieces big and small from flyers to magazines to hardcover publications for clients at the University, including the Office of the President.

Just need some pointers? Our Print Style Guide will help.

WEB COMMUNICATIONS
CPA manages The Elm, The Elm Weekly, and the University’s Mobile app. Use these community-building tools to discover and share news, events, and resources UMB has to offer.

Resources are a click away
Need to get a quick overview of our brand, download a logo, review a style guide, understand the best digital file-naming convention, or plan an event? Look no further. The Communications Toolbox is your resource!
SOCIAL MEDIA AND DIGITAL MARKETING
CPA's digital marketing team promotes the University to internal and external audiences through digital media channels such as social media, display advertising, TV and radio advertising, and more. We offer guidance on digital marketing and social media strategy. We also lead a Social Media Committee that collaborates across all schools and departments to develop a shared social strategy. Join us!

THE ELM AND ELM WEEKLY
The Elm is a website that features topics of University and school-specific interest. The Elm Weekly is a user-submitted weekly newsletter sent via email that is packed with items of interest to the UMB community. For your item to be eligible for The Elm Weekly, it must have a publication date on The Elm website of no later than the current Wednesday. Be sure to submit your newsworthy items and subscribe to The Elm Weekly.

UMB COVID-19 WEBSITE
This informative website for faculty, staff, students, and community members includes FAQs, announcements, and resources across a variety of topics with one-click navigation to access your audience area. The homepage serves as a dashboard for easy-to-find information about the status and access restrictions of each building, office, and program on campus and the site also provides a tremendous amount of regularly updated content.

- FAQs
- Announcements and letters
- Testing, hygiene, and health
- News and videos
- Resources
- Recovery Task Force

GRAPHIC DESIGN AND BRANDING
CPA's team of graphic designers is available to assist with your design needs for a variety of projects, including flyers, posters, e-boards, postcards, event programs, booklets, magazines, and more. Submit your request here.

If you are designing items in-house or with an outside vendor, our Brand Style Guide is a great resource to help you adhere to UMB’s branding specifications.

PHOTOGRAPHY AND VIDEOGRAPHY
CPA has a staff photographer and videographer available in limited capacity for University event coverage or other projects. The rates are $25 for headshots, $100 an hour for photography and videography, and $160 an hour for drone videography. Request service here.

HAVE A JOB FOR CPA?
We are here to help:
- Submit a work request for print projects, digital projects, web projects, or email projects.
- Fill out a photography or video request form.
- Request support setting up a social media account.
- Ask for help providing social media coverage of an event.