



System Insider

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USM Federated Campaign Close to Goal Despite Economic Pressure

Four-and-a-half years into its seven-year comprehensive campaign, the University System of Maryland Foundation has raised more than \$1.1 billion toward its \$1.7 billion goal. Each institution comprising the system has set its own campus goal and is managing its campaign in accordance with institutional needs and priorities. The campaign is scheduled to conclude in June 2011.

At least one-third of the federated campaign is anticipated to provide support to students through need- and merit-based scholarships and fellowships, internship programs, mentoring initiatives, and related career development efforts at each campus. Philanthropic resources are also supporting faculty development, facility improvements, and a range of programs to enrich learning across the USM.

Under the direction of Leonard R. Raley, vice chancellor for advancement, the USM Office of Advancement plays a campaign facilitation role. This work includes monitoring and reporting on progress toward each institution's specific target; using the offices of the Chancellor and Vice Chancellor to cultivate and close substantial philanthropic gifts supporting institutional initiatives; and helping to coordinate prospect approaches for philanthropic investments. The advancement office is also responsible for compiling and examining key fundraising data such as return on investment, peer analyses, and alumni participation. When asked, the advancement office assists USM institutions in recruiting new development staff, charting campaign plans, developing programs and proposals, and assisting in direct fundraising.

“While the economic challenges gripping the nation are anticipated to slow fundraising over the next year, USM campuses continue to reach out to alumni and friends to encourage future donations,” says David Balcom, associate vice chancellor for advancement. “Many USM institutions have reported a rise in the number of gifts received even though gift averages have declined in recent months.”

For more information contact [David Balcom](#) at 301.445.2721.

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In Office News

The upcoming Maryland Supplemental Retirement Plan Seminars will provide information on budgeting, debt management, identity theft, pension and supplemental retirement plans, overview/ understanding your statement, and investing. The seminars are scheduled in various locations from 8 a.m. until 4 p.m. February 20 & 27 and March 12 & 25. For more information contact [Martha Warren](#) at 301.445.1967

Chancellor Kirwan Brings Attention to “Education Deficit”

Chancellor William Kirwan along with Janice Doyle, chief of staff to the chancellor, and other higher education leaders from around the country recently helped to create a report outlining what the United States must do to regain the global competitive edge and reestablish educational preeminence in the 21st century.



The 42-page report titled *Coming to Our Senses: Education and the American Future* gained media and congressional attention for emphasizing the importance of aligning the nation’s K-12 system with international standards and college admissions and expectations. Click the link to view the [report](#).

The 2009 Maryland Legislative session is underway and the first testimonies have been posted on the [USM website](#). For the latest testimony and other legislative session information, please visit the [Fast Forward](#) section of the homepage.

Event Calendar



3/10 USM Regents Committee on Education Policy Meeting– UMB

3/11 USM Regents Committee on Finance– UMB

3/11 USM Regents Committee Committee on Audit- UMB

Welcome and Farewell



Welcome to [JoAnn Goedert](#), who has joined the system office as assistant vice chancellor in the Office of Administration and Finance.

Farewell to John Buettner, media relations and web manager. He has taken a position at Stevenson University as assistant vice president of public relations.

Keeping the System Running

Ever been to an USM office function and met someone but have no idea what she/he does? We will highlight various departments of USM to not only get to know our co-workers better, but also learn how they help to “Keep the System Running.”

Office of Academic Affairs

Under the leadership of Irv Goldstein, senior vice chancellor for academic affairs, the Office of Academic Affairs is responsible for academic planning and accountability, academic policy, articulation, and faculty affairs. They also help carry out the chancellor’s initiatives of closing the achievement gap and enhancing Maryland’s competitiveness.



Irv Goldstein: senior vice chancellor for Academic Affairs.



John Wolfe: associate vice chancellor– for diversity initiatives and academic leadership development.



Teri Hollander: associate vice chancellor–primary liaison to Maryland Higher



Tracey Jamison:director of articulation and enrollment services. Tracey serves as the

chancellor’s liaison to the USM Student Council, and is responsible for transfer articulation, residency, and admissions issues.



Liz Murray: director of scholarships and academic services. She handles the Regents Scholarship Program and serves as the USM liaison to the MHEC Financial Aid Advisory Council.

Education Commission (MHEC). Teri provides support to the Board of Regents’ Effectiveness & Efficiency Working Group and was appointed by the Governor to serve on the P-20 Career and Technology Task Force.



Joan Marionni: assistant to senior vice chancellor–staff support to the USM Regents’

Education Policy Committee. Joan is the “institutional memory” for the office with more than 30 years of service to USM.



Lily Anne Brown: administrative assistant. Lily Anne provides ad-

ministrative support to academic affairs staff.



Kori Smith: assistant director of articulation and academic services. Kori manages the online articulation system (ARTSYS).



Davana Purushotham: executive administrative assistant. Davana provides

administrative support to academic affairs staff.



Look for our next issue of System Insider as we continue to meet the Academic Affairs staff whose work also includes forming and maintaining USM partnerships with K-12, and obtaining grants for various teaching and learning programs.



Initiatives

Going Green

In support of the chancellor's environmental initiative, here are a few tips on how to go green in the office and at home.

1. When eating at a fast food restaurant, dine in to prevent using disposables to carry out food.
2. Try buying products that are produced locally to cut the amount of fuel used to transport the goods.
3. Reuse foil and plastic sandwich bags. Recycle any foil that you can no longer use.
4. Changing the oil and air filter in your car will help to cut down on fuel usage and costs.
5. Take cooler showers to help cut down on energy cost. Taking long hot showers requires more energy to heat the water.

Reminders



There are USM logo mugs, lapel pins, and ink pens available for distribution at meetings, conferences and to special guests. Contact [Latoya Jefferson](#) in the Office of



Editor's Desk

Hello USM Family,

As 2009 is progressing quickly into the spring and we are experiencing changes in our everyday world, we have also changed the format of the *System Insider*. In this and future issues, we will highlight our various departments to help gain a greater appreciation for our co-workers and their roles in advancing USM. As always, I welcome your feedback and suggestions as well as any news you may have to share about your department's accomplishments, new hires, retirements, and initiatives.

[Latoya Jefferson](#), Editor

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