

UNIVERSITY OF MARYLAND 150TH ANNIVERSARY CELEBRATION:
Coordinating Committee White Paper

November 11, 2005

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Introduction

On March 6, 1856 the Maryland Agriculture College was chartered. Soon after, the college purchased the Calvert Plantation including 420 acres upon which three faculty members taught three subjects, agriculture, mechanical arts, and military tactics, to 34 students.

Almost 150 years later, Maryland's thirteen schools and colleges now reside on 1,200 acres. There are 2,874 faculty members who teach 25,000 undergraduate students and nearly 10,000 graduate students. Students have their choice to study from over 100 majors.

The University of Maryland is now one of the nation's top 20 public research universities and an economic catalyst for the state. In fact, for every dollar the state invests in the University's future, the University puts nearly six dollars back into the economy. Among the top 20 national public universities, Maryland is number one in the total number of degrees conferred upon African-American students. Excelling among peers for federal research contracts and grants, the University of Maryland will, during its anniversary year, lead a \$279 million mission that promises astronomers a first look inside a comet. The University has come a long way, has much to celebrate, and even more to anticipate.

How does the University plan a celebration that recognizes 150 productive, innovative, and pioneering years that were packed with historical milestones and achievements? In preparation for our sesquicentennial anniversary, University President, C.D. Mote, Jr., asked Vice President for University Relations, Brodie Remington, to chair a Coordinating Committee of select campus representatives, Membership Appendix. Their charge was to outline the vision for the University's 150th Anniversary Celebration. The Coordinating Committee outlined the theme, guiding principles, event timeline, campus committees, and program policies. As this paper summarizes those decisions, it is intended to support the campus community throughout their planning and coordination of the 150th Anniversary Celebration.

The Coordinating Committee proudly presents this white paper to the campus community for review and input before presenting it to a Planning Committee. Input will be shared with James F. Harris, Dean of the College of Arts and Humanities, who will chair the Planning Committee, responsible for coordinating the yearlong Celebration that will commence in fall 2005 and conclude in fall 2006.

Happy Anniversary, University of Maryland!

Program Information

Theme

President Mote, along with the Coordinating Committee, developed a theme for the 150th Anniversary Celebration. The yearlong program should incorporate the theme into all activities and events. The theme of the Anniversary Celebration is:

“Celebrating the University of Maryland: A Model of *The Modern Research University*”

Participating campus units will design Anniversary Celebration activities to highlight the University’s excellence and innovation, and also showcase how the University personifies the qualities of *The Modern Research University*. Characteristics include:

1. Ranks among the elite but is not elitist
2. Has a bright and engaged student population
3. Has alumni who are do-ers in society
4. Has diversity that reflects society at-large
5. Focuses education on enlightened citizenry and societal impact
6. Commits to access and outreach as a land grant institution
7. Has congenial and collegial staff and faculty
8. Benefits the state, region, and nation
9. Connects and engages in society
10. Focuses on the future

It is important to recognize that the theme of the Celebration is the University of Maryland as a “model” of *The Modern Research University* rather than a Celebration of *The Modern Research University* itself. Anniversary Celebration activities, events, and communications will support this theme.

Guiding Principles

To support the Anniversary Celebration planning, the Coordinating Committee established four guiding principles. The Planning Committee’s charge is to design the Anniversary Celebration activities and events to fulfill the following guiding principles:

1. The Anniversary Celebration will showcase the essential character and mission of the University of Maryland as A Model of *The Modern Research University*.

According to the University mission, Maryland strives to advance knowledge, exhibit innovative instruction, and foster a climate for growth and development. The goal of the Celebration is to host events and activities that highlight the University’s mission and also demonstrate the University’s qualities as A Model of *The Modern Research University* (see above).

2. The Anniversary Celebration will acknowledge important milestones in our history, highlight significant achievements, and emphasize the future of the University as A Model of *The Modern Research University*.

The Anniversary Celebration will honor events from the past that strengthen the institution's unique character and identity and, at the same time, promote the University's destiny as a great public research university. In addition, the Anniversary Celebration will promote awareness of new and more effective models for higher education funding through forums, discussions, and significant speaking engagements. The Celebration will acknowledge the social forces that have supported past University achievement and will help shape future University successes. With appreciation of the past and eyes on the future, the Anniversary Celebration will build momentum for the University's next major fundraising campaign that publicly launches at the culmination of the Celebration in fall 2006.

3. The 150th Anniversary Celebration will leverage campus audience pride and awareness as well as target the state, region, nation, and world to communicate key University messages.

The Celebration will create waves of enthusiasm within internal audiences that will ripple into all communities that the campus reaches from across the state, region, nation, and world. In order to achieve this goal, the Celebration theme will resonate throughout already existing campus events including Homecoming, Family Weekend, Terrapin Pride Day, Maryland Day, and others. In addition to leveraging existing events, the University will host signature events for the Anniversary Celebration to promote external awareness and involvement. Key audiences of the Celebration include state legislators, citizens, business leaders, and residents across the Mid-Atlantic region. Celebration messages will reinforce the role of the University as a public good and not just a private benefit and also emphasize that the borders of the University extend to the borders of the state and beyond.

4. The Anniversary Celebration will leverage existing resources to elevate and extend the reach of communication efforts.

To increase awareness of the Anniversary Celebration, the campus community will use all printed, online, and in-person communications to deliver key messages to target audiences. A complete resource guide will be available to support participation efforts. In addition, the University will work with State and regional partners to enlist their promotional support to help increase awareness of the Anniversary. Such promotional partnerships will increase excitement about the University's milestone and better position the University for future opportunities.

Signature Events

The Coordinating Committee identified five signature events to honor the 150th Anniversary. These events include a:

1. Symposium on *The Modern Research University*
2. *Fear the Turtle* Sculpture Exhibition and Auction
3. Union Gallery Exhibit Featuring Historic Photos of Campus
4. Anniversary Photo Book
5. Program(s) Serving International Alumni
6. Closing Event (Fundraising Campaign Kick-off)

Timeline of Events

Throughout the year, there will be many activities and events celebrating the 150th Anniversary. To review a preliminary Anniversary Celebration timeline including already existing events, signature events, and historic dates, please see Appendix A.

Proposed Activities and Ideas

The Coordinating Committee asked University leadership to propose ideas for the Anniversary Celebration. For a complete list of these ideas grouped according to target audience and purpose, please see Appendix B.

Anniversary Celebration Design

With recommendations from President Mote and the Coordinating Committee, University Marketing created a distinct design that captures the spirit and theme of the Anniversary Celebration. The Anniversary Celebration design does not replace the University logo or any other campus department logo. Rather, the Anniversary Celebration design is intended to compliment already existing University designs. Recommended uses for the Anniversary Celebration design are:

1. Highlight in all print and electronic publications (as produced by University Marketing and Communications, Alumni Association, Intercollegiate Athletics, The Clarice Smith Performing Arts Center, and all other departments).
2. Feature on merchandise sold during the yearlong Anniversary Celebration.
3. Spotlight on banners hung around campus and the City of College Park.
4. Adorn Athletic uniforms.

For more information about the Anniversary Celebration design and related practices and policies, please refer to the section below entitled *Policies*. For a copy of the Anniversary Celebration design, see Appendix C.

Audience Involvement

A primary goal for the 150th Anniversary Celebration is to engage the entire community. To achieve this goal, the yearlong series of events will offer opportunities for all constituents to participate in the Anniversary Celebration.

Student Involvement. Students will be important as both planners and participants in the anniversary celebration. Vice President for Student Affairs, Dr. Linda Clement and undergraduate student leader, Mr. Derrick Weatherspoon served on the Coordinating Committee as conduits for student interests. In addition, many campus directors who work with students on a daily basis also provided recommendations. Their feedback is included in the proposed list of activities in Appendix B. As students are vital to the success of the Anniversary Celebration they will remain represented throughout the planning process and yearlong program.

Faculty and Staff Involvement. Faculty and staff involvement is also essential to the success of the 150th Anniversary Celebration. To ensure their representation, faculty and staff were represented on the Coordinating Committee and will also be involved in the Planning Committee. In addition, some signature events are specifically geared toward faculty and staff participation. Faculty and staff are influential members of the community, and their input regarding the 150th Anniversary Celebration is invaluable.

Alumni Involvement. As alumni made University history and their support continues to shape its future, their involvement is imperative for Anniversary Celebration success. Leland Weinstein, Member of the Alumni Association Board of Governors and President of Syscom Systems, Inc. represented alumni interests on the Coordinating Committee. In addition, conversations with Alumni Relations fostered ideas for appreciating and involving alumni in the Celebration. To ensure alumni interests are considered throughout the Celebration, alumni will serve on the Planning Committee. The Alumni Association has also agreed to integrate the Celebration theme into its already existing events and partner with the community to involve alumni in signature events too.

Campus Committees

Members of the campus community will represent their campus constituents by serving on committees designed specifically to plan and implement the 150th Anniversary Celebration. The Coordinating Committee, a small group of select campus representatives initiated the planning process and outlined the vision for the University's 150th Anniversary Celebration. The Planning Committee, consisting of representatives from every participating school, college and campus department, will now work together to realize the Anniversary Celebration vision and effectively plan, promote and produce the yearlong program. In addition, there will be specialized Working Groups formed to focus their energies and accomplish a specific set of Celebration goals.

Coordinating Committee

In June 2004, Vice President for University Relations, Brodie Remington chaired a group of select campus representatives who formed the 150th Anniversary Celebration Coordinating Committee. The purpose of the committee was to:

1. Develop a timeline for the Anniversary Celebration.
2. Determine the scope of the celebration.
3. Approve Anniversary messages and graphics.
4. Provide guidance on major activities.
5. Identify and reserve needed facilities.
6. Establish standards for involvement by external partners.
7. Appoint members to the Planning Committee.
8. Produce a White Paper that will provide members of the Cabinet, Deans Council, Deans, Directors, Department Heads, Board of Trustees, Board of Governors, Student Government Association, and the campus community at large with the opportunity to review the celebration plans and guidelines and provide recommendations and input.

For a complete list of the members of the Coordinating Committee and their contact information, please see Appendix D.

Planning Committee

Chaired by James F. Harris, Dean of the College of Arts and Humanities, the Planning Committee will commence in fall 2004 after the Coordinating Committee has concluded its meetings. The purpose of the Planning Committee is to guide the planning and implementation of the 150th Anniversary Celebration program of events and fulfill the Coordinating Committee's vision. The goals of Planning Committee are:

1. Secure representation from all colleges, schools, departments, and major campus groups.
2. Meet monthly to complete Celebration action items, exchange ideas, and coordinate campus-wide planning objectives.
3. Complete Celebration Event Timeline.
4. Distribute Celebration planning information, updates, and materials to respective departments as needed.
5. Facilitate program planning from development to final stages of evaluation.
6. Show University of Maryland pride, spirit, and enthusiasm for celebrating the University's significant milestone.

For a complete list of Planning Committee members and their contact information, please see Appendix E. All Planning Committee meeting agendas, minutes, and supporting materials will be posted on the soon to be unveiled Anniversary Celebration Planning Resource Site at: www.umd.edu/150years

Working Groups

Working Groups are specialized groups of campus citizens grouped together to fulfill specific Celebration goals. Working Groups are organized according to target audience and primary objective. The goals of the Working Groups are:

1. Plan, promote, and produce Celebration activities and events that engage target audience and achieve assigned objectives
2. Communicate to the Planning Committee their plans, needs, and timelines
3. Meet regularly to strategize process, assign responsibilities, and track progress
4. Enjoy, have fun, and show excitement as the University reaches its significant milestone

For a complete list of the working groups, please see Appendix F. For periodic updates and news on the progress of the working groups, please visit the soon to be unveiled Anniversary Celebration Planning Resource Site at: www.umd.edu/150years

Policies

University leadership has developed policies governing the 150th Anniversary Celebration.

Campus Facility Reservation Policy

The five signature events of the 150th Anniversary Celebration will have first priority to all campus facilities and venues as needed.

Anniversary Celebration Design Standards & Guidelines Policy

The 150th Anniversary Celebration design will combine with already existing University of Maryland logo and other established University logos. It may not replace existing designs. In addition, the 150th Anniversary Celebration design may not be reconstructed or modified without permission from the Office of University Marketing and Communications.

Corporate Sponsorship Policy

The purpose of 150th Anniversary Celebration corporate sponsorship and participation is to increase awareness of University partnerships and collaborations with industry leaders and also help cover program costs. All Celebration corporate sponsors must be approved by Chair of the Corporate Sponsor Working Group and meet a prescribed set of criteria. In exchange for their support, corporate sponsors will be recognized in promotional materials and receive invitations to key Celebration events. Please note that solicitation and unauthorized sales are not permitted.

Conclusion

The 150th Anniversary Celebration of the University of Maryland promises to be a comprehensive program applauding the University's past 150 years of accomplishments. Beginning in fall 2005 and ending in fall 2006, the spirit and energy will envelop members of the Maryland community across the University, State, and region. The Celebration's emphasis on Maryland as A Model of *The Modern Research University* will showcase University commitment to excellence, access, and unmatched dedication to higher education. Participation and enthusiasm from the entire community will ensure success.

Appendix A
UNIVERSITY OF MARYLAND 150TH ANNIVERSARY CELEBRATION
Event Timeline for 150th Anniversary Celebration Year

Note: The following is a preliminary Event Timeline. If you would like to add an event to this Timeline, please send an email to: 150years@umd.edu

September 2005

Homecoming
Family Weekend
Football Season
Clarice Smith Performing Arts Center Hosts Bebe Miller
Riggs Alumni Center Dedication Event

9-23-56 *College Park Senate Officially Established*

1859 *College of Agriculture and Natural Resources Founded*

1894 *A. James Clark School of Engineering Founded (formerly known as the College of Engineering)*

1919 *College of Education Founded*

1920 *First Sorority Established (Kappa Kappa Gamma)*

1921 *Robert H. Smith School of Business Founded (formerly known as the School of Commerce)*

1921 *College of Arts and Sciences Founded*

1947 *Philip Merrill College of Journalism Founded (formerly known as the College of Journalism)*

1949 *College of Health and Human Performance Founded (formerly known as the College of Physical Education, Recreation, and Health)*

1965 *College of Information Studies Founded (formerly known as the School of Library Science)*

1967 *School of Architecture, Planning, and Preservation Founded (formerly known as the School of Architecture)*

1981 *School of Public Policy Founded (formerly known as the School of Public Affairs)*

1986 *College of Life Sciences Founded (formerly part of College of Arts and Sciences)*

1986 *College of Arts and Humanities Founded (formerly part of College of Arts and Sciences)*

1986 *College of Computer, Mathematical, and Physical Sciences Founded (formerly part of College of Arts and Sciences)*

1986 *College of Behavioral and Social Sciences Founded (formerly part of College of Arts and Sciences)*

October 2005

Homecoming
Family Weekend
Football Season
Hunger Conference – International Programs
Clarice Smith Performing Arts Center Hosts Puppetry Program

10-6-1859 Opening Day of Maryland Agricultural College

November 2005

Football Season
Basketball Season
International Education Week

11-29-1912 Fire of 1912

December 2005

Football Season
Basketball Season

12-21-05 Main Commencement
12-22-05 College Commencements

January 2006

Basketball Season

February 2006

Basketball Season
Clarice Smith Performing Arts Center Showcase Piano

2-10-06 Maryland Student Affairs Conference

March 2006

Basketball Season

3-6-1856 Maryland Agricultural College Chartered

April 2006

4-29-06 Maryland Day
4-1864 *Union Troops Under Command of General Ambrose Burnside
Camped on Grounds*
4-9-1920 *Consolidation of UM*

May 2006

5-20-06 Main Commencement
5-21-06 College Commencement

June 2006

July 2006

7-1-1988 *USM Established – UM is Flagship*
7-11-1862 *First Degrees Awarded*
7-1864 *Military Spent Night on Campus Grounds for Confederate Raid*

August 2006

September 2006

Homecoming
Family Weekend
9-23-1856 *College Park Senate Officially Established*

October 2006

Homecoming
Family Weekend
Campaign Kickoff
10-6-1859 *Opening Day of Maryland Agricultural College*

Appendix B
UNIVERSITY OF MARYLAND 150TH ANNIVERSARY CELEBRATION
Proposed Activities

Note: The following is a list of proposed activities for the 150th Anniversary Celebration. If you would like to offer further recommendations, please send an email to: 150years@umd.edu

- Showcase University history compared to now
- Design a time capsule
- Publish alumni letters that are held in archives
- Display old time capsules
- Design historical walking tour pamphlets
- Build displays at venues throughout campus
- Update Visitor Center wall
- Produce display regarding history of campus diversity
- Highlight Maryland myth versus Maryland truth
- Design a traveling exhibit for alumni club meetings
- Strive to secure 150,000 alumni visits
- Emphasize Anniversary in campaign messages
- Hang banners across the region
- Sponsor an office decorating contest
- Design and sell commemorative postal cards
- Create and sell pictorial history book
- Design web page pop-ups with history facts
- Design and sell Anniversary flag
- Establish online activities for everyone
- Create a 150th screen saver
- Assist UMTV in creation of history package
- Update online timeline
- Design and sell poster of best year book covers
- Request that alumni contribute to online story archive
- Partner with campus bookstore to sell merchandise
- Publish historical issue of TERP magazine
- Encourage all departments, units, and schools to add history link
- Produce University history DVD
- Determine who would have been the commencement speaker in 1856
- Recognize long serving staff
- Produce *Fear the Turtle* Sculpture Exhibition and Auction
- Host splashy event in Baltimore
- Host large event/birthday party on charter day
- Program large concert/event
- Design charm for tassels of graduating seniors
- Partner with local community groups
- Change the chimes in the chapel
- Travel with 150th presentations and displays
- Emphasize UM borders as State borders in display in Annapolis
- Incorporate 150th Celebration into Terrapin Pride Day
- Link specific legislation and individuals to University milestones

- Give thanks to the Government for its investment in Maryland
- Implement state-wide partnerships with chain retailers (i.e. Giant Food)
- Partner with corporations and foundations to support *Fear the Turtle* Sculpture Exhibition and Auction
- Highlight discoveries of every 50 years
- Coordinate for Dr. Mote to speak on The Modern American Research University
- Establish specialized tours by Maryland Images
- Gear student projects to supplement online encyclopedia
- Loop UMTV productions in lobbies during large-scale events
- Host lectures
- Plan and produce conferences
- Invite speakers to visit
- Selectively choose the “first year book” for the 150th Anniversary year
- Work with Clarice Smith Center to include 150th
- Compile old band recordings for CD
- Build display in Union Gallery
- Produce CD of student a cappella groups
- Showcase Anniversary patch on uniforms
- Use halftime interview to broadcast 150th
- Focus senior class gift on 150th
- Encourage student organizations to host reunions
- Create Maryland family trees
- Showcase signs to explain room names in Union
- Weave events into New Resident Orientation
- Gain involvement from Fraternity and Sorority Life
- Sponsor essay contest
- Host forum
- Host specialized college/school activities
- Emphasize President’s Promise to incoming class
- Distribute water bottles with logo, cupcakes, cake, etc.
- Create and market a new ice cream flavor
- Host theme based dinners in the dining hall
- Create “traditions” information session for new student orientation
- Highlight democratic involvements of students in history
- Look at student transitions throughout the years
- Showcase transitions of student programs throughout years
- Enact original rules in residence halls for a day
- Display historical flow of student housing across campus
- Host ice cream social
- Identify the 150 greatest alums
- Bring high visibility alum to speak on the future of the University
- List agencies that employ more than 150 alums
- Encourage all units to mark Anniversary in all activities
- Connect Alumni with virtual postcards
- Build network between students and alumni
- Market Anniversary merchandise
- Host events in various national cities
- Call for papers/letters/memories from alumni

Appendix C
UNIVERSITY OF MARYLAND 150TH ANNIVERSARY CELEBRATION
Design



Appendix D
UNIVERSITY OF MARYLAND 150TH ANNIVERSARY CELEBRATION
Coordinating Committee Membership

Chair:

Brodie Remington, Vice President for University Relations
301.405.4683, bremingt@umd.edu

Members:

Linda Clement, Vice President for Student Affairs
301.314.8430, lclement@umd.edu

Terry Flannery, Assistant Vice President for Marketing and Communications
301.405.8548, tflanner@umd.edu

Sylvester James Gates, Jr., Professor of Physics
301.405.6025, gates@umd.edu

Donna Hamilton, Associate Provost and Dean of Undergraduate Studies
301.405.9354, dhamil@umd.edu

James Harris, Dean of College of Arts and Humanities
301.405.2095, jfharris@umd.edu

Derrick Weatherspoon, Undergraduate Student, Finance
301.226.2549, derrickweatherspoon@hotmail.com

Leland Weinstein, Member of Alumni Association Board of Governors
301.768.0118, lweinstein@syscomservices.com

Deborah Yow, Director of Intercollegiate Athletics
301.314.7075, dyow@umd.edu

Appendix E
UNIVERSITY OF MARYAND 150TH ANNIVERSARY CELEBRATION
Planning Committee Membership

Chair:

James F. Harris, Professor and Dean, College of Arts and Humanities
301.405.2095, jfharris@umd.edu

Members:

David Allen, Director of Transportation, Student Affairs
301.314.4532, jdallen@umd.edu

Gloria Aparicio, Assistant to the Vice President for Administrative Affairs
301.405.5643, gaparici@umd.edu

Sapienza Barone, Assistant to President, Office of the President
301.405.5790, sbarone@umd.edu

Raymond V. “Buzz” Bartlett, Director, Corporate & Foundation Relations, Corporate Sponsorships
301.405.4092, rbartlett@ur.umd.edu

Kevin Baxter, Assistant Director, College Park Scholars, Living and Learning Programs
301.314.1522, bax@umd.edu

Ralph Bennett, Professor, Architecture, Planning, and Preservation
301.405.6294, bennetr@umd.edu

Kevin Brown, Assistant Director, Landscape Services
301.345.2902, kbrown@fm.umd.edu

Ellen Byers, Assistant Director, University Relations
301.405.5712, rbyers1@umd.edu

Megan Carnell, Associate Director, Corporations & Foundation Relations
301.405.4565, mcarnell@umd.edu

Rosetta Clay, Director, Dean-Development
301.405.9456, rclay@umd.edu

Jessica Davies, Director, Special Events
301.405.4638, jdavies1@umd.edu

Dr. Johnetta Davis, Associate Dean, Graduate Recruitment, Retention and Diversity,
301.405.4183, jgdavis@umd.edu

Phyllis Dickerson-Johnson, OIT Director of Communication, Office of Information Technology
(OIT)
301.405.4491, phyllis@umd.edu

George Dieter, Professor of Engineering, A. James Clark School of Engineering
301.405.5248, gdieter@umd.edu

Joanne Ferchland-Parella, Assistant Dean, Robert H. Smith School of Business
301.405.9454, jferchla@umd.edu

Gene Ferrick, Assistant to the Dean, College of Chemical and Life Sciences
301.405.7016, gene@umd.edu

Terry Flannery, Assistant Vice President, Marketing Communications, Signature Event
301.405.1011, tflanner@umd.edu

Gloria Friedgen, Coordinator, Alumni Affairs/Outreach, College of Health and Human Performance
301.405.1362, gsf@umd.edu

Susan Fuller, Assistant Dir, Dean-Development
301.405.9460, sfuller3@umd.edu

Jennifer Hanna, Coordinator, Libraries
301.405.9336, jhanna@umd.edu

Pat Higgins, Director of Dining Services, Student Affairs
301.314.8059, phiggins@umd.edu

Deborah Hudson, Assistant Dean, College of Education
301.405.8145, dmhudson@umd.edu

Wendy Jacobs, Associate Dean, College of Arts and Humanities
301.405.2354, wajacobs@umd.edu

Brian Kelly, Associate Professor, School of Architecture, Planning, and Preservation
301.405.6299, bkelly@umd.edu

Lisa Kiely, Assistant Dean, Undergraduate Studies
301.405.0966, lkiely@umd.edu

Andrea Levy, Associate Vice President, Academic Affairs, Academic Programs
301.405.2812, alevy@umd.edu

Trudy Lindsey, Director of Graduate Enrollment Management, Graduate Studies and Research
301.405.4190, tlindsey@umd.edu

Mike Lipitz, Associate Athletic Director, Athletics
301.314.7171, mlipitz@umd.edu

Ron Lipsman, Associate Dean, College of Computer, Mathematical and Physical Sciences
301.405.2313, rll@umd.edu

Bill Mallari, Manager, Facilities Management, Administrative Affairs
301.405.2911, wmallari@umd.edu

Serena Mann, Vice President and General Manager, UMTV
301.405.0493, smann@umd.edu

Jennifer Manning-Scherhauser, Coordinator, College of Education, 301.405.0476,
manning1@umd.edu

Valorie McAlpin, Associate Dean, College of Agriculture and Natural Resources
301 405 4593, vmcalpin@umd.edu

Gretchen Metzelaars, Director, Stamp Student Union, Student Affairs
301.314.3186, gmetzela@umd.edu

Becky Naples, Director of Donor Relations, University Relations
301.405.6826, rnaples@umd.edu

Stephen Oetken, Assistant To President's Associate, President's Office
301.405.7419, soetken@umd.edu

Jim Osteen, Assistant Vice President
301.314.8507, josteen@umd.edu

Kristin Owens, Assistant Dean, Office of Continuing and Extended Education
301.405.2652, kowens@umd.edu

Pat Perfetto, Director of Conferences and Visitor Services, Logistics
301.314.7884, pperfett@umd.edu

Barbara Quinn, Executive Director, University Relations
301.405.1995, bcquinn@umd.edu

Hank Rawlerson, Student, President Black Student Union
267.249.5704, hankrawlerson@yahoo.com

Cassandra Robinson, Acting Director, University Communications/Marketing
301.405.4625, cdrobins@umd.edu

Bob Ryan, Director, Department of Public Services
301.864.8877 ext.228, rryan@accmail.umd.edu

Tony Savia, Assistant to the Dean, School of Public Policy

301.405.6335, asavia@umd.edu

Tamiko Scian, Coordinator of Special Programs, University Marketing
301.405.5406, tscian@umd.edu

Alroy Scott, Assistant General Manager, University Book Center
301.314.7847 , ascot@umd.edu

Linda Scovitch, Executive Administrative Assistant II., Center for the Advanced Study of
Language
301.226. 8800, lscovitch@casl.umd.edu

Matt Sheehan, Assistant to Dean, Philip Merrill College of Journalism
301.405.8320, sheehan@umd.edu

Greig Stewart, Executive Director, College Park Scholars
301.405.0531, gstewart@umd.edu

Melissa Sweeney, Associate Director, Marketing, Community Outreach and Partnerships
301.405.7898, msweeney@umd.edu

Stephanie Tadlock, Director, Alumni Travel and Continuing Education
301.403.2728 x14, stadlock@terpalum.umd.edu

Anne Turkos, University Archivist, University History and Research
301.405.9060, aturkos@umd.edu

Ruth Waalkes, Director, Clarice Smith Performing Arts Center, Art
301.405.0312, rwaalkes@umd.edu

Patty Wang, Director, University Development, University Relations
301.405.7764, pwang1@umd.edu

William G. Wilson, Coordinator, College of Information Studies
301.405.2048, wwilson@umd.edu

Deborah Wilttrout, Director, Marketing, Marketing and Promotions
301.314.6650, dwiltrou@umd.edu

Beth Workman, Communications Director, College of Behavioral and Social Sciences
301.405.5722, bworkman@umd.edu

Sheila Young, Assistant Dean for External Relations, Philip Merrill College of Journalism
301.405.2420, syoung@jamil.umd.edu

Appendix F
UNIVERSITY OF MARYLAND 150TH ANNIVERSARY CELEBRATION
Working Groups

Overview:

The goal of the Working Groups is to ensure the successful development and implementation of all events, activities, and communications as assigned to each group during the yearlong 150th Anniversary Celebration.

Working Group and Purpose

Working Groups are organized by type of event, function and/or target audience. The proposed Working Groups for the 150th Anniversary Celebration include:

- **University History and Research:** Act as a resource to all campus constituents needing historical information and showcase University history through events, activities, displays, electronic communications, and print media. **Signature Event:** Union Gallery Exhibit Featuring Historic Photos on Campus
- **Marketing and Promotions:** Increase awareness of University Anniversary Celebration to all internal and external University communities; develop Anniversary Celebration design and resource tool kit for campus communicators; promote Anniversary Celebration through all print and electronic University publications and related merchandise. **Signature Event:** University History/Traditions Photo Book
- **Special Events:** Plan and implement large-scale signature events; act as a resource to campus constituents planning related activities; and steward individuals and corporations who financially support the Anniversary Celebration. **Signature Event:** Closing Events (Fundraising Campaign Kick-off)
- **Community Outreach and Partnerships:** Engage local, State, and regional community members in Anniversary Celebration program; communicate appreciation for State's support of higher education; promote how University success directly impacts State success and promote need for continued support to secure promising futures for both.
- **Corporate Sponsorships:** Secure State and regional wide partnerships with University corporate friends that promote awareness and raise support for the Anniversary Celebration.
- **Academic Programs:** Engage students and faculty in activities that recognize University history and investigate their respective school's/college's role in the evolution of the University; also invite their projections for the University's and their school's/college's future; and weave Anniversary Celebration theme into academic projects and activities. **Signature Event:** Symposium on *The Modern American Research University*
- **Arts:** Coordinate with Clarice Smith Performing Arts Center to showcase Anniversary Celebration theme in all visual, literary, and performing arts initiatives and productions; showcase University's historical commitment to the arts and plans for the future.

- **Athletics:** Promote awareness of Anniversary Celebration through all athletic printed and electronic communications and events taking place between fall 2005 through fall 2006. Explore such promotional possibilities as an Anniversary Celebration patch on all athletic uniforms, special halftime performances/activities to engage Terp fans, customized game announcements, jumbo-tron video presentations and more.
- **Student Involvement:** Represent student interests, increase student involvement, boost student pride, and support student leadership.
- **Alumni Relations:** Increase awareness of the Anniversary Celebration; strengthen alumni pride; engage alumni in ways that promote appreciation for University history and anticipation for Maryland's future; and ignite their desire to support University success.
- **Signature Event: *Fear the Turtle Sculpture Fundraising Exhibition and Auction:*** Plan and implement a program that showcases 150, decorated Terrapin sculptures by coordinating the commissioning of the artwork, the design process, and the final auction of the pieces.
- **Logistics:** Manage room reservations, security and safety concerns, parking and transportation, grounds and housekeeping, general facility needs, and all other logistical support services to campus constituents planning events and activities in honor of the Anniversary Celebration.

