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*The Sea Gull Century, sponsored by Campus Recreation, attracts some 7,000 cyclists annually, the biggest ride of its kind on the East Coast*

## SU IS THE LARGEST DELIVERER OF HIGHER EDUCATION SERVICES ON THE EASTERN SHORE. Our regional impact ex-

tends beyond that basic mission. Including student workers, the University employs over 2,000 people, more than any other business, non-profit or not-for-profit organization in Wicomico County. Our over 7,700 students, faculty and staff represent 10 percent of the county's population. And with an annual budget of \$85 million and the spending power of those students, faculty and staff, SU's economic contribution to the region is enormous.

SU's impact on the community, however, goes well beyond economics. Volunteerism thrives among students, faculty and staff. The ShoreCAN Volunteer Center coordinates efforts by many regional service agencies to secure volunteers. From the Girls Scouts to the Salvation Army, the SU family is actively involved in the community.

ShoreCorps/PALS, an AmeriCorps program funded by the Corporation for National Service, provided over 36,000 hours of service to community-based organizations, both public and private, in Dorchester, Somerset, Wicomico and Worcester counties.

The Perdue School of Business coordinates several business outreach centers including the Small Business Development Center, Eastern Region. The Nabb Research Center for Delmarva History and Culture attracts thousands of visitors annually, both in-person and via the Web, exploring their genealogical connection to Chesapeake Bay Country.

An array of organizations and groups hold conferences, seminars and camps on campus each year, particularly during the summer.

Citizens interested in finding out more about local government decision making can watch Cable Access 26, a community television station funded by Wicomico County, the City of Salisbury and SU. You might also catch the latest Sea Gull lacrosse game.

The Lower Eastern Shore Shared Educational Network (LESSEN), a collaborative distance learning initiative developed by SU, the University of Maryland Eastern Shore and Wor-Wic Community College, operates three Instructional Television Fixed Service (ITFS) channels broadcast to high schools, career centers and libraries in Somerset, Wicomico and Worcester counties.

SU, home of the Ward Museum of Wildfowl Art, is center stage to the region's cultural life. Events ranging from lectures to theatre productions attracted an estimated audience of 60,000 in 2000-01.

SU athletic events attracted 50,000 fans to Sea Gull games. But plenty of non-athletes converge on the campus to compete or recreate. The Sea Gull Century is the East Coast's biggest 100-mile road test, with some 7,000 cyclists enjoying the Shore's flat, picturesque terrain. The Sea Gull Century is also the largest annual tourism event in the county, generating some \$1.5 million into the local economy. The second annual Eastern Shore Senior Games, coordinated by the SU Department of Physical Education, attracted over 600 competitors during its two-days—a signature athletic competition for SU.

# Community Outreach

## Community Outreach Highlights

### Business Assistance

The Perdue School of Business coordinates several business outreach programs:

#### BUSINESS RESOURCE CENTER (BRC)

The BRC is comprised of a number of business support activities whose mission is assisting in the creation and retention of jobs and expansion of the business and economic base of the Eastern Shore. Listed here are highlights of each unit's activities this year.

##### • Perdue Center for Professional Development

During the year, the center offered more than 20 professional development programs and continued to provide training programs via satellite downlink and classroom-style presentations to professionals in the fields of accounting, law, purchasing, financial planning, insurance, human resources management and technology.

##### • Small Business Development Center (SBDC)

The SBDC provides counseling, training and financial support services to businesses on the Eastern Shore. A summary of the SBDC's highlights follows:

- Counseled more than 600 small businesses.
- Assisted clients with obtaining over \$3 million in loans.
- Received more than \$280,000 in grants through the University of Maryland College Park from the U.S. Small Business Administration and the State of Maryland. The funding will assist the center to continue to help small businesses on the Eastern Shore start up, expand and succeed.

#### BUSINESS ECONOMIC AND COMMUNITY OUTREACH NETWORK (BEACON)

BEACON is the premier outreach entity of the Perdue School of Business. The network provides students, faculty and staff members applied business learning experience opportunities and offers business, economic and community development consulting and assistance services to a variety of clients, including

private businesses, government agencies, non-profit and community organizations.

During the past year, the various units of BEACON have been involved in over 50 projects generating revenues in excess of \$2 million; employing over 20 students, staff and faculty members; providing over 350 credit hours of graduate and undergraduate instruction; and involving over 500 decision makers from our region's business, non-profit and public policy organizations.

BEACON is comprised of:

• **The Project Management Group** provides planning, development and implementation services to campus and external organizations interested in undertaking large-scale business, economic and community projects with complex scope-of-work requirements.

• **The Mid-Atlantic Sales and Marketing Institute** provides market research, marketing and sales consulting, and other business development assistance services.

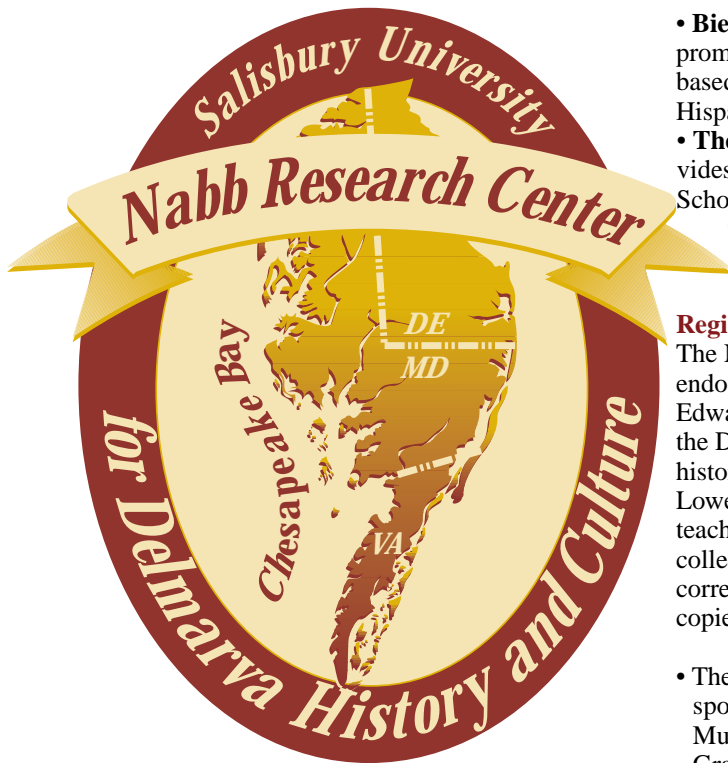
• **The European American Business Institute** provides international business consulting and export promotion assistance services to area businesses interested in entering European markets, as well as European businesses entering markets in the United States.

• **The Eastern Shore Export Assistance Center**, a member of the State's Maryland Export Assistance Network (MEAN), provides free phone assistance to area companies and serves as a one-stop-shop to facilitate access to various state and federal government export assistance programs.

• **The Regional Public Transportation Program** is an ongoing effort to expand public transportation options for citizens of the Lower Eastern Shore. The Project Management Group has created and continues to lead a tri-county coalition that is researching regional transportation needs and piloting expanded regional public transportation services.



*SU and several regional partners were awarded over \$2 million from state and local sources to promote the expansion of public transportation on the Lower Shore*



- **Bienvenidos Delmarva Program** provides technical, managerial and promotional know-how to private sector, government and community-based organizations delivering services to our region's rapidly growing Hispanic and Latino populations.
- **The Electronic Business Program**, initiated in the fall of 2000, provides the content for an academic e-business program for the Perdue School and undertakes consulting work for electronic commerce, electronic business and electronic government programs.
- **The Enterprise Development Group** provides internal consulting assistance to campus schools, departments and administrative units.

**Regional History Repository**

The Nabb Research Center for Delmarva History and Culture at SU, endowed in June 1998 by Cambridge, MD, attorney and philanthropist Edward H. Nabb, is a repository for documents and artifacts pertaining to the Delmarva Peninsula. It was established to provide a "laboratory" for history students and serve as a liaison between the University and the Lower Eastern Shore. The Nabb Research Center supports research and teaching in the history, culture and heritage of the Delmarva Peninsula by collecting and caring for ledgers, account books, photographs, letters and correspondence, monographs, surveyors' records, as well as microfilmed copies of public records.

The Nabb Center had the following highlights for the past fiscal year:

- The Nabb Research Center was awarded a congressionally-directed grant sponsored by Rep. Wayne Gilchrest and administered by the Institute of Museum and Library Services. A Conservation Assessment Program Grant from IMLS was also received.

- The Preservation Trust of Wicomico County presented a Maryland State Highway Administration sign to the Nabb Research Center in honor of Samuel Chase. Chase, born in Somerset County, was one of Maryland's signers of the Declaration of Independence and a Supreme Court Justice.
- Usage continued to increase by SU students researching and honing writing and critical thinking skills.
- This year's Wilcomb E. Washburn Student History Prize, made possible by an endowment of the William F. Donner Foundation of New



*Some 7,000 participants enjoy the Eastern Shore during Sea Gull Century*

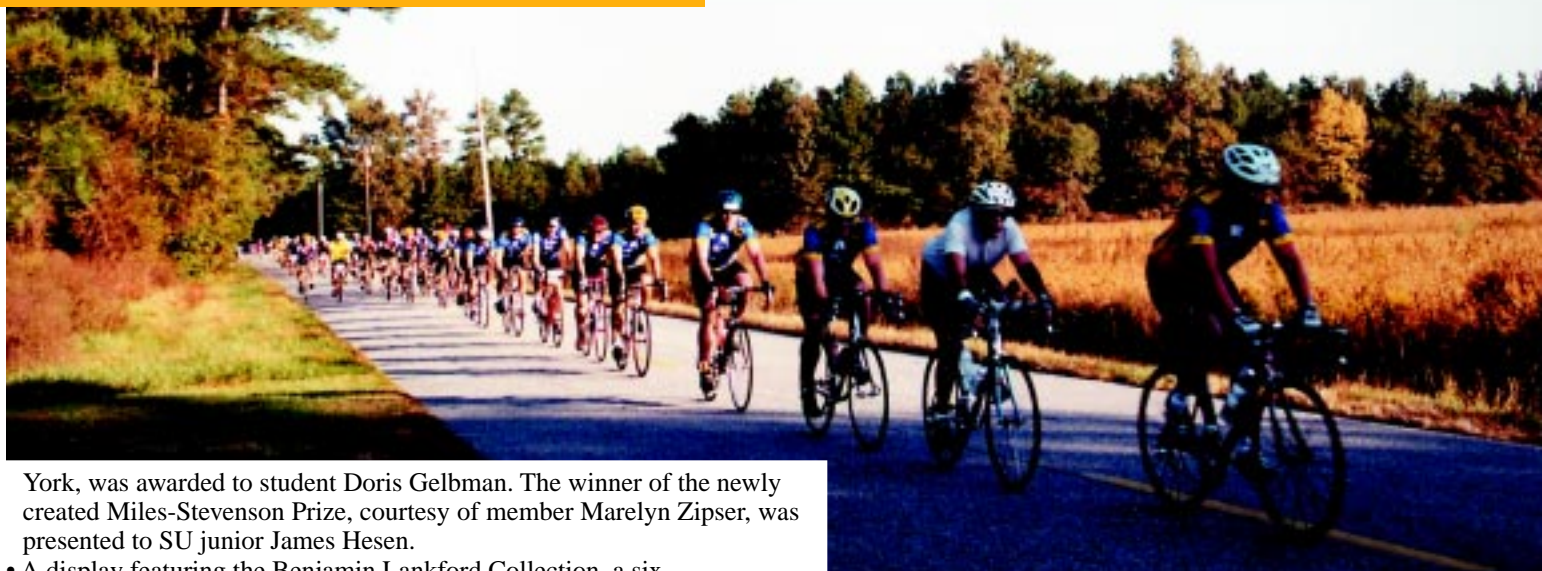
**A Great Place to Visit**

The Conference Planning Office managed over 400 activities for off-campus organizations and individuals. Activities ranged from one-day meetings and catered functions to full residential camps and conferences lasting three to 12 days. Approximately 16,000 guests visited the campus attending these events. Beginning summer 2001, many adult conference attendees were housed in University Park—SU's newest residence hall.

**The Office of Facilities Reservations schedules events for all on-campus and conference related programs.**

**An overview:**

<b>Offices</b>	<b>No. of Events</b>	<b>No. of Attendees</b>
Academic	2,702	82,409
Administrative	1,952	75,868
Student Activities	98	6,010
Student Organizations	2,017	91,485
Student Services	1,125	32,843
Conference Planning	419	39,019
Grants and Sponsored		
Research	165	5,069
Off-Campus Vendors	98	352



York, was awarded to student Doris Gelbman. The winner of the newly created Miles-Stevenson Prize, courtesy of member Marelyn Zipser, was presented to SU junior James Heslen.

- A display featuring the Benjamin Lankford Collection, a six generation family collection of original land grants, deeds, correspondence, artifacts, photographs and memorabilia, focusing on the dozen-time elected Maryland State Senator Benjamin Lankford, was donated by family member Suzanne Lankford Duncan.
- The Center hosted special events for the Chesapeake Conference, African-American History Month, Women's History Month, the Lower Delmarva Genealogical Society, Maryland's Archaeology Month and Historic Preservation Month.

### **Sensational Cycling**

The 12th annual Sea Gull Century, a 100-mile bicycle ride and a 100-kilometer ride (63 miles) over some of the country's most sublime terrain and featuring scenic stops at three bodies of water—a pond, a river and the Atlantic Ocean—attracted some 7,000 riders from 33 states and Washington, D.C.

The 2000 ride was named the No. 1 League of American Bicyclists sponsored cycling event based on number of participants. The announcement was included in the February 2001 *Bicycling* magazine.

The Sea Gull Century is the single largest one-day tourism event in Wicomico County with an economic impact of over \$1.5 million. Charitable organizations also benefit: to date the Century has raised \$81,000 for the local chapter of Habitat for Humanity and provided 1,950 bicycle helmets for Wicomico County elementary school children.

### **An Olympic Success**

Dr. Nelson Butler chaired the second Eastern Shore Senior Games held at SU in April. The event was an outstanding weekend with some 600 persons registered in 19 events including archery, bowling, cycling, golf, softball, swimming, tennis and volleyball. The Senior Games will return to the SU campus in April 2002.

### **TV Access for the Community**

Funded by Wicomico County, the City of Salisbury and Salisbury University, Cable Access 26 provides 40 hours of local programming weekly, in addition to live community service programs aired throughout the year.

Community groups served in 2000-2001 include: the Wicomico County Government, City of Salisbury, Wicomico County Humane Society, the Salvation Army, Wicomico Historical Society, the Wicomico County Library, the Ward Foundation, Nabb Research Center, Delmarva poultry industry, Lower Shore Child Care Resource Center, Nanticoke Watershed Alliance, Eastern Shore Pregnancy Center, the local American Red Cross, the Alzheimer's Association and Peninsula Regional Medical Center (26-week health series to begin this fall).





**The ShoreCAN Volunteer Center collaborates with regional public service organizations such as Habitat for Humanity**

Locally produced shows were: *Shawn Bradley's Power Hour: Health & Fitness*, the children's program *KIDZ TIME*, the *Delmar Children's Theater Talent Show* and Sunday services from Christ United Methodist Church.

#### **SU Speakers Bureau**

Faculty, staff and students routinely share their expertise and talents with community organizations, from SU's 75th Anniversary Celebration with public relations speaker Richard Culver, to Christmas entertainment provided by students Aimee Parker and Nichole Miller at Pine Bluff Village Community Hall. Dr. Becky Emery presented "Projecting a Polished Image: The Professional of Today," for the Administrative Support Action Pact (ASAP). The Nabb Center's Rebecca Miller spoke on Eastern Shore history for CFS Retirement Solutions. Dr. Dean Kotlowski of the History Department presented at Bethesda United Methodist Church on the Nixon era, and Dr. Kent Kimmel of the Provost's Office presented an overview of SU to the Allen Lions Club.

On campus and off, hundreds of members of the community were enlightened by representatives of the University.

#### **ShoreCAN Can Do**

The Institute for Service Learning/Shore CAN Volunteer Center advances service learning programs by integrating current national, state and local streams of service.

Among the Institute for Service Learning/ShoreCAN Volunteer Center's accomplishments are:

- Secured \$200,000 from the Department of Service Learning at the Corporation for National Service to develop a Teacher Education Consortium in Service Learning (TECSL) for 15 education faculty members from SU, Coppin State College and Towson University to infuse service-learning pedagogy in their syllabi.
- Recruited faculty members to participate in the TECSL project and coordinated workshops at Coppin, Salisbury and Towson to the consortium members.
- Provided a graduate credit, week-long, service-learning academy for secondary education teachers and higher education faculty with the Seidel School of Education.

- Concluded a feasibility study to set up a volunteer center for the Mid- to Upper-Shore communities.
- Published a monograph of higher education service-learning courses by faculty members from SU, University of Maryland Eastern Shore (UMES) and Wor-Wic Community College, funded through the Institute for Service Learning.
- Provided two workshops in service learning for secondary education teachers from Dorchester, Somerset, Wicomico and Worcester counties' school systems.
- Provided opportunities for 2,100 students, faculty and staff to participate in service activities including Make a Difference Days of Caring, Salisbury Junior Chamber of Commerce Christmas Shopping for underprivileged youth and 2001—A Service Odyssey, among others.
- Coordinated and supervised federal Work Study students (22 in the fall semester, 20 in the spring semester) in the America Reads/America Counts tutoring program.
- Collaborated with other institutional programs. Worked with the Institute for Public Affairs and Civic Engagement (PACE) to increase voter registration and with Perdue School leadership class to provide a service component, as well as presented at the Student Leadership Workshop series.
- Conducted a fourth credit option course for 21 undergraduate students in service learning.
- Received national recognition through *USA Weekend* for sponsoring local volunteer efforts for the Make a Difference Day national volunteer event.
- Presented workshops to new faculty members from SU and UMES, the Teaching and Learning network, the statewide conference on service and volunteerism, Peninsula Regional Medical Center administrators network, and SU's leadership class, among others.

#### **ShoreCorps/PALS Can Too**

ShoreCorps/PALS, an AmeriCorps program funded through the Corporation for National Service, provided over 36,000 hours of service to at-risk youth in school, private non-profits and government agencies in Dorchester, Somerset, Wicomico and Worcester counties.

ShoreCorps/PALS, with 28 full-time and 12 part-time members, provided 36,427 hours of service at agency sites which include Dorchester County Board of Education, Dorchester County Health Department, Dorchester County Department of Social Services, Somerset County Department of Social Services, Somerset County Local Management Board, Wicomico County Free Library, Wicomico County Health Department, Wicomico County Family Support Center, Worcester County Health Department, Worcester County Department of Social Services, Pocomoke High School, Bennett Middle School, Salisbury Middle School, Glen Avenue Elementary School, Fruitland Primary School, Boy Scouts and Salvation Army.

The ShoreCorps/PALS members mentored 364 youth, including pregnant and parenting teens, and tutored 1,839 students, improving their performance by at least one letter grade. Members also educated 236 youths about the effects of drug, alcohol and tobacco, and taught 387 youths conflict resolution skills. Adding to its numbers, ShoreCorps/PALS members recruited 166 volunteers who contributed 1,503 hours of service.

### **Keeping PACE in the Community**

In its first full year of operation, SU's Institute for Public Affairs and Civic Engagement (PACE) launched the most extensive, coordinated and successful effort in the University's history to engage students in election 2000. PACE, in coordination with the Office of Student Affairs, sponsored lectures, discussions and spearheaded a student-led "Your Voice Your Vote" campaign that processed 294 registrations and 667 absentee ballots.

Two exciting new programs were initiated. The John Hargreaves Distinguished Legislator Award honors outstanding legislators in the Maryland State House and affords an opportunity for students to get to know first hand the rewarding work of public service. The first honoree is Maryland Senate President, Mike Miller. Miller will spend time on campus next year and have students visit him in Annapolis. Thanks to the generosity of an SU former president's family, the Thomas E. Bellavance Internship was established to honor a distinguished student's civic engagement and provide an opportunity to work with a distinguished legislator. The student recipient, Carson Friedman, will work next year with Miller.

Another exciting development at PACE is its state-of-the-art Computer Assisted Telephone Interviewing (CATI) system. The system allows for computerized telephone interviewing and should provide assistance throughout campus. A large project for the Maryland Coastal Bays has already been completed successfully using the system.

### **SU Welcomes Ward Museum**

The Ward Museum of Wildfowl Art became a part of SU in July 2000, and the Ward Foundation, the group that founded the Ward Museum, became an SU affiliated foundation.

The museum produced four exhibits "Decoys of the Millennium," "Bohm Porcelains," "Gone Fishing" and "Contemporary Animal Sculptures" in 2000-2001.

The museum's collection grew as 37 works (total value \$130,375) were donated or purchased, and 152 works of art were donated to the Museum for its holding collection to be sold.

The Ward Museum was granted a continuation of \$24,750 in funding to support educational activities relevant to Maryland schools. As part of its education programs, over 550 individuals participated in bird carving classes. Six thousand students from the public and private schools of the Lower Eastern Shore received educational services from the museum in conjunction

with the Maryland School Performance Assessment Program. The museum also served area students of the arts by hosting two middle/high school arts shows and the 2000 Maryland Junior Federal Duck Stamp Program for over 840 local middle school students.

The Ward Museum was designated a Gateways Site by the National Park Service. The museum has received a federal grant of \$30,000 to interpret the grounds of the museum as part of a program to make an outdoor environmental education center.

The Ward Museum of Wildfowl Art annually produces two special events: the Ward Chesapeake Wildfowl Expo and the World Championship Wildfowl Carving Competition. For the first time, the Maryland State Department of Business and Economic Development granted the museum \$100,000 for marketing the World Championship Wildfowl Carving Competition. In addition, over \$195,000 in grants were received from the State of Maryland and \$27,000 was received from Wicomico and Worcester county.

The museum established an aggressive development program with an emphasis placed upon endowment, planned giving, membership and operational income.



*Ward Museum of Wildfowl Art*