

DIVISION OF UNIVERSITY RELATIONS

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The mission of the Division of University Relations (UR) is to advance the University of Maryland's mission by activating Terp pride and philanthropy. UR encompasses a variety of units: Development, which consists of school/college/unit-based fundraising teams as well as central-based fundraising teams, including Broad-Based Campaigns & Strategic Engagement, Gift Planning, Corporate Relations and Regional and major gift fundraisers; Advancement Services, which comprises Donor Relations, Stewardship, Gift Acceptance, Prospect Research and Business Intelligence; Advancement Communications; Principal Gifts; People & Engagement, which houses the Alumni Association, Board Operations, Human Resources and Special Events; and Finance for UR and the University of Maryland College Park Foundation, including Financial Management, Investment Management & Treasury Services and IT Services.

The division is currently collaborating with university leadership to drive the quiet phase of its next comprehensive campaign expected to culminate in an October 2025 public launch. This campaign will be the university's most ambitious to date, set in motion by the Fearlessly Forward strategic plan and building on recent upward trajectory in university rankings and recognition. The next campaign will accelerate the university's momentum in empowering students as the next generation of global leaders, harnessing artificial intelligence for the public good, catalyzing climate solutions for a sustainable future, building the capital of quantum and taking on humanity's grand challenges.