

TU MATTERS TO MARYLAND

FY 18 TESTIMONY

TO THE MARYLAND GENERAL ASSEMBLY

Presented by **Kim Schatzel, President**
February 2017



TOWSON UNIVERSITY IS...

SECOND LARGEST AND FASTEST GROWING CAMPUS

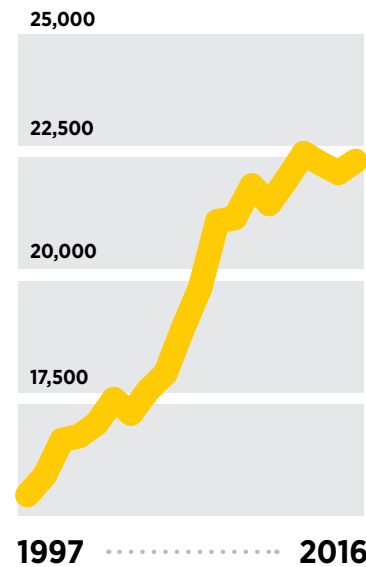
31% of the growth on USM campuses **HAS COME FROM TU**

2001-2016

5,432 DEGREES

conferred in 2015-2016

TU ENROLLMENT GROWTH (1997-2016)



A GREAT RETURN ON INVESTMENT

69% SIX-YEAR GRADUATION RATE

Second highest in USM

Traditional rate, 2009 cohort

One of the nation's **MOST EFFICIENTLY RUN UNIVERSITIES**

Nearly **80%** of recent graduates live/work in Maryland

GROWING DIVERSE TALENT

2016 freshman class is **40% MINORITY**

66% AFRICAN-AMERICAN six-year graduation rate

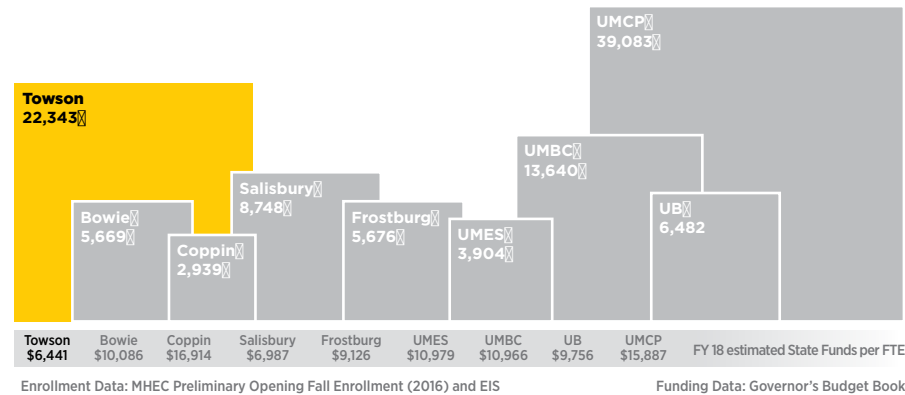
USM average: 45%

Traditional rate, 2009 cohort

1 IN 4 STUDENTS who transfer from Maryland community colleges go to TU

COMPARED TO SIMILAR USM INSTITUTIONS

(Headcount)



“Nearly every Maryland patient receives care from a TU-educated nurse. Nearly every Maryland student learns from a TU-educated teacher.”

Thank you for the opportunity to testify on behalf of Towson University and share the many reasons why Towson University matters to Maryland:

Towson University propels Maryland's economy. We generate \$64 million in state and local tax revenue and contribute more than \$1 billion dollars to the state's economic activity annually. As Greater Baltimore's largest university, we are part of the connective tissue bolstering the economy of the state's largest city.

Towson University builds Maryland's workforce. Nearly every Maryland patient receives care from a TU-educated nurse. Nearly every Maryland student learns from a TU-educated teacher. With 95,877 active alumni in Maryland, TU is a talent pool provider supplying graduates for important professions in every corner of our state.

Towson University launches Maryland's leaders. More than 5,200 TU alumni own or lead businesses ranging from startups to Citigroup. And our TU Incubator is building the next great Maryland enterprises. In the past five years, the Incubator has supported 63 companies, helping them establish a strong foundation for success.

Towson University strengthens Maryland's communities. TU students contribute a combined 1 million hours of student community service each year. And our clinics, institutes and centers provide educational materials, health services, and workforce training to thousands of Marylanders from Cumberland to Crofton and beyond.

Towson University hones the skills needed for students to succeed throughout their lives and career. What's more, TU accomplishes this mission with the lowest state appropriations per FTE in the state. TU matters to Maryland, and your investment matters to us.

There's much to be proud of at Towson University and with your continued support, there are great things ahead.

Kim Schatzel



TU PROPELS MARYLAND'S ECONOMY

As Greater Baltimore's largest university with \$1.8 billion in annual economic output, TU's students, employees and alumni drive significant economic contributions to the state's largest city and to Maryland overall. The state's appropriations investment is paid back to Maryland through workforce-ready graduates, well-paying jobs and neighborhood-revitalizing research and service projects.



TU'S ECONOMIC IMPACT SUPPORTS MORE THAN 15,700 JOBS IN MARYLAND.¹

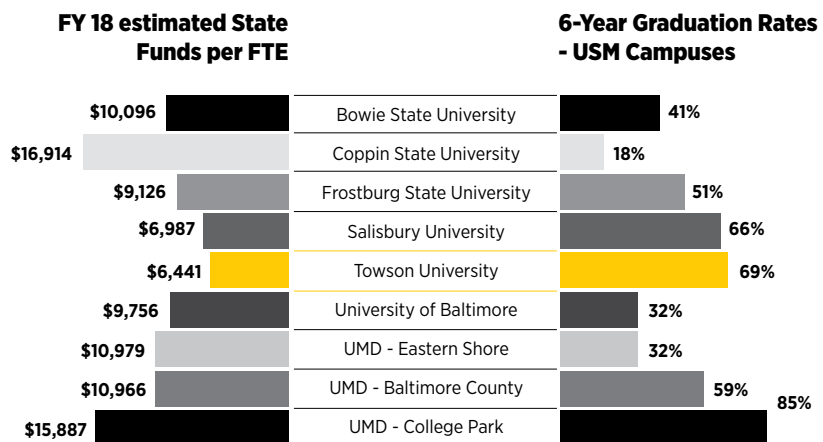
¹ TU 150th Economic Impact Study

RESEARCH LEADS TO ECOTOURISM IN PORT DEPOSIT

Research is creating economic opportunity in Port Deposit, Maryland. In 2008, TU researchers discovered a moderate-sized population of the endangered northern map turtle living—and nesting—in the center of Port Deposit. News of the discovery traveled fast in the small town, and the community saw an opportunity for much-needed economic revitalization. In the spring of 2017, the town will cut the ribbon on a combined Visitor Center and Research Station in hopes of attracting ecotourists to the area's history and habitat. Visitors can stroll along the riverbank and take breaks to learn about the town and its turtles through descriptive signs and a mobile tour developed in partnership with TU.



The Port Deposit Gas House is being transformed into a combined Visitor Center and Research Station to open in spring 2017.



Governor's FY 18 Budget Book

Traditional rate, 2009 cohort

TU has achieved the **SECOND-HIGHEST GRADUATION RATE** in the USM with the **LOWEST STATE APPROPRIATIONS** per FTE.

TU'S ECONOMIC IMPACT

\$1.87 BILLION
Towson University's forecasted contribution to the state's economic activity in FY 17, including goods and services bought and sold.

\$64 MILLION
Forecasted state and local tax revenue generated by Towson University in FY 17

TU 150th Economic Impact Study

FINANCIALLY EFFICIENT

LOWEST STATE FUNDING PER FTE¹

Named one of the **MOST EFFICIENTLY RUN UNIVERSITIES**²

LEAD THE USM IN COST SAVINGS from business process reengineering

¹ Governor's FY 18 Budget Book
² U.S. News & World Report

TU BUILDS MARYLAND'S KNOWLEDGE-BASED WORKFORCE

Maryland is open for business, and TU provides the talent pool. Approximately 80 percent of our students enter Maryland's workforce after graduation. Among them are 10,000 educators, 5,500 public servants, 5,500 health professionals, 5,200 business owners and 5,000 IT professionals¹. TU is a workforce engine supplying knowledge-based employees for important jobs in Maryland communities.

¹ LinkedIn data, January 2017



TU Health Professions students provide care at approximately 450 Maryland clinics, from Allegany County to Wicomico County and beyond.

TU FILLS WORKFORCE NEEDS

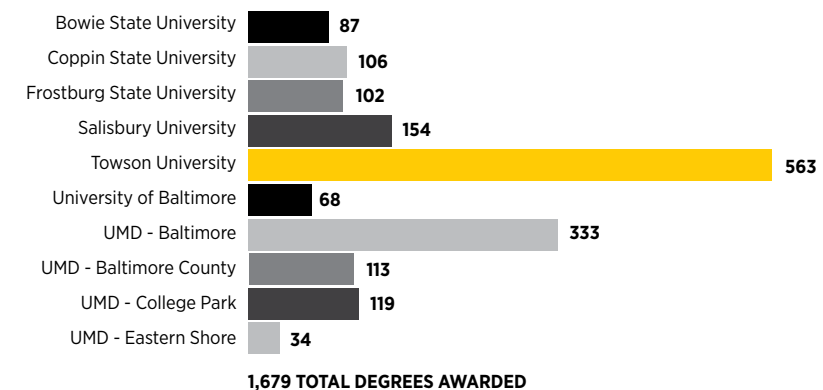
Maryland has **23,390 UNFILLED** health professions positions resulting in **\$1.6 BILLION** in missed wages and causing **\$176 MILLION** in unrealized tax dollars¹.

¹ Maryland Workforce Exchange, RESI

TU produces **THE MOST** health professions graduates¹ of any USM school and has **THE BROADEST ARRAY** of health professions-related programs in the state.

¹ Bachelor's degrees, 2014-2015

HEALTH PROFESSIONS BACHELOR'S DEGREES AWARDED BY USM CAMPUSES (2014-2015)



Data Source: U.S. Department of Education, IPEDS for CIP 51 (Health Professions and related programs)

TU PRODUCES

40% of Maryland's communications technology professionals

31% of Maryland's teachers

21% of Maryland's health care professionals

11% of Maryland's business graduates

Based on 2014-2015 bachelor's degrees awarded in communications technologies/technicians and support services; education; health professions and related programs; and business, management, marketing and related support services.

WORKFORCE SOLUTIONS



Teemorrie Taylor completed coursework at the Community College of Baltimore County before enrolling in TU's Associate-to-Bachelor's nursing program.

The severe shortage of nurses in Maryland is exacerbated by recommendations that health providers sharply increase the number of nurses they employ with bachelor's degrees versus associate's degrees. **TU was the first in the state to partner with Maryland community colleges for an Associate-to-Bachelor's nursing program and an RN-to-BSN program.** The program helps nurses earn their bachelor's degrees to stay competitive in the field and helps recent community college graduates seamlessly achieve the degree that is now standard for their profession. Approximately 350 students are enrolled in the programs.

TU LAUNCHES MARYLAND'S ENTREPRENEURS

TU has created a pipeline for Maryland entrepreneurs and business leaders through the TU Incubator, Student Launchpad and professional development programs. More than 5,200 TU alumni own or lead businesses.¹ They have revolutionized the health foods market, transformed mobile advertising and developed technological innovations for K-12 education. TU's state appropriations will mobilize the next generation to build business solutions that create jobs and make meaningful change in our communities.

¹ LinkedIn Data, January 2017



President Kim Schatzel with the owners of Tessemae's, a \$40 million company built by brothers Greg Vetter, Brian Vetter '09 and Matt Vetter '10.



Since 2012 the TU Incubator has supported 63 companies, providing **\$42 MILLION IN DIRECT WAGES** and driving a **\$121 MILLION ECONOMIC IMPACT TO MARYLAND.**

BUSINESSES AT WORK

TESSEMAE'S

When Theresa Vetter developed her recipe for salad dressing, all she hoped to do was make her sons eat vegetables. Now those sons, including TU alumni Matt and Brian Vetter, have turned her homemade dressing into a lineup of all-natural condiments, dressings and marinades that are sold in 14,000 stores. Named after their mother, Tessemae's is projected to make more than \$40 million in revenue in 2017 with approximately 200 full- and part-time workers. Its headquarters and production plant are located in Essex, Maryland.

COMMUNICATION APPTITUDE

Using images to convey the nuanced meanings of vocabulary, Communication APtitude's sophisticated mobile apps give teachers a powerful and individualized tool to help K-12 students master vocabulary and remediate language and learning problems. Co-founded by a TU alumna and nurtured through the TU incubator, the company has attracted 7,000 customers since releasing its first prototype in 2014. The company was named one of the 2016 Innovators of the Year by the *Maryland Daily Record*.

DRIVING BUSINESS

TU ALUMNI OWN OR LEAD:

- Aetna
- Bridges Montessori
- Brick Bodies
- Carchex
- Chesapeake Bank and Trust
- Citigroup
- Genesis HealthCare
- Greater Baltimore Cultural Alliance
- MedStar Union Memorial Hospital
- Stella Maris Hospice
- T. Rowe Price



In fall 2016, an all-female team of faculty from the Jess and Mildred Fisher College of Science and Mathematics received a \$530,000 grant from the National Science Foundation for a field emission scanning electron microscope that will be used to advance research in the biological, chemical, geological and physical sciences.

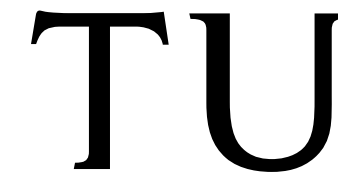
Since 2014, TU's Student Launch Pad has engaged **2,000+ STUDENTS** in offerings including the Student Startup weekend, entrepreneur workshops and specialist sessions.

TU STRENGTHENS MARYLAND'S COMMUNITIES

TU's Institute for Well-Being, Osher Lifelong Learning Institute, and Veterans Center offer support and service to thousands of community members each year. Our students contribute a combined 1 million hours of student community service annually. The ripple effect of every park they improve, every child they tutor, and every soldier they support transforms lives and builds foundations for success throughout Maryland.



In 2016, TU was one of just 11 institutions honored by the Physics Teacher Education Coalition for its leadership in combatting the nation's severe shortage of physics teachers.



BALTIMORE + TOWSON UNIVERSITY

9,000+ STUDENTS are involved in **160 ACTIVE SERVICE PARTNERSHIPS**

with Maryland community businesses and organizations.

REVITALIZING EAST BALTIMORE

In 2013 TU students joined forces with Baltimore veterans' organization The 6th Branch to adopt and improve neglected public spaces in East Baltimore. Together, they built the Oliver Community Farm, a large urban farm that distributes fresh fruits and vegetables throughout the local neighborhood. Additional cleanup operations have revitalized Ambrose Kennedy Park and Darleigh Park, and engaged the community to help maintain the parks. Approximately 75 TU students have volunteered in the program to date.



TU students helping to establish the Oliver Community Farm in East Baltimore

SERVING LOCALLY...

4,000 COMMUNITY MEMBERS received speech, language, hearing, occupational therapy, wellness and autism services from TU's Institute for Well-Being in 2016

700+ ADULTS aged 50+ engaged in continued learning at TU's Osher Lifelong Learning Institute in 2016

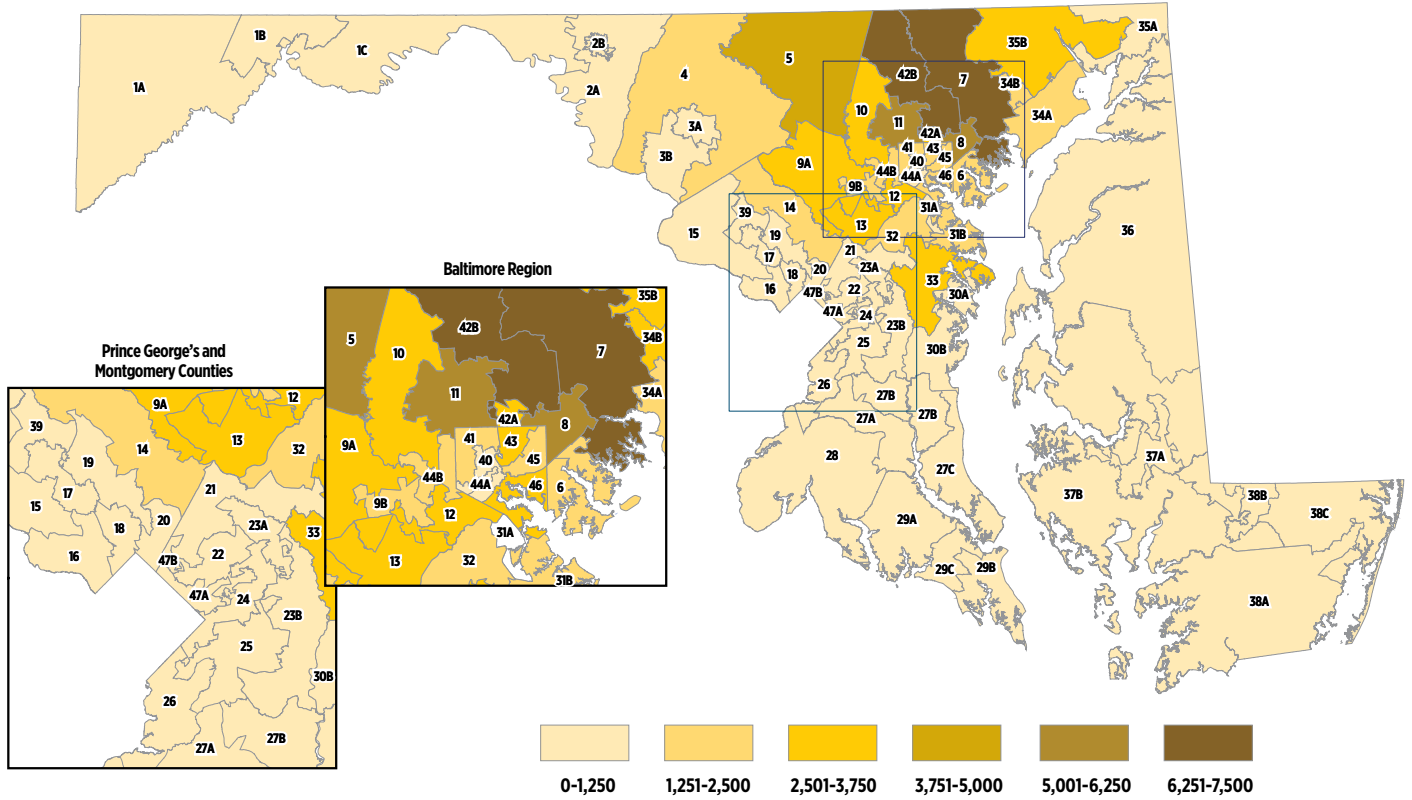
200+ COMMUNITY PROJECTS were completed by **2,000 TU STUDENTS** during "The Big Event" service day in 2016

AND STATEWIDE

13,000 MARYLAND K-12 STUDENTS have received help **LEARNING STEM SUBJECTS** through TU's Center for STEM Excellence

1,200+ MARYLANDERS have received **CAREER GUIDANCE AND WORKFORCE TRAINING** from TU's Center for Professional Studies

8,160 HOURS OF OCCUPATIONAL THERAPY services were provided by TU students to patients in Frederick, Montgomery and Prince George's counties in 2016



Towson University Alumni by Maryland Legislative District

1A.....97	9A.....3,159	20.....525	29A.....504	35B.....3,741	43.....2,008
1B.....104	9B.....1,266	21.....909	29B.....297	36.....1,193	44A.....192
1C.....143	10.....3,202	22.....348	29C.....455	37A.....66	44B.....1,681
2A.....708	11.....5,669	23A.....289	30A.....1,075	37B.....611	45.....1,391
2B.....187	12.....2,675	23B.....647	30B.....578	38A.....148	46.....2,262
3A.....915	13.....2,549	24.....430	31A.....347	38B.....174	47A.....126
3B.....598	14.....1,588	25.....384	31B.....1,822	38C.....488	47B.....46
4.....2,227	15.....975	26.....406	32.....1,542	39.....934	
5.....4,506	16.....517	27A.....275	33.....2,976	40.....933	
6.....1,911	17.....815	27B.....524	34A.....1,785	41.....1,606	
7.....7,308	18.....500	27C.....513	34B.....2,466	42A.....2,752	
8.....6,100	19.....832	28.....1,058	35A.....461	42B.....6,589	

TAP

Towson Advocacy Program

TU has a strong network of faculty, staff, students, alumni and friends who “TAP in” to support the campus and higher education in Maryland through the Towson Advocacy Program.

Kim Schatzel, President

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FOR ADDITIONAL INFORMATION:

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FY 18 OPERATING TESTIMONY

RESPONSES TO THE DEPARTMENT OF LEGISLATIVE SERVICES

FEBRUARY 2017

The President should comment on the low rate of continuing student enrollment, the reason students are not returning, and on efforts to improve the retention of students.

Overall growth has slowed because of record graduation rates and, partly, a decline in the number of graduate students. This is not a retention issue, but rather a result of a growing number of graduates getting their degrees sooner. Since fall 2011, the number of undergraduates has risen steadily from 17,517 to 19,198 in the fall of 2016. Our first-year retention rate is excellent at 85%, while our four-year graduation rate is at an all-time high of 47% and our six-year graduation rate is 71%.

Towson's retention efforts focus on helping students start on track, stay on track, and, when necessary, get back on track to graduation in a timely manner.

- Comprehensive academic advising model that provides guidance tailored for first-time students, new transfer students, majors and degree completion.
- Robust academic support services including content tutoring, academic coaching, learning-skills development, and supplemental instruction in key courses that provide gateways to majors.
- The Student Success Collaborative, an integrated data management, advising, tracking and student communications platform.
- Special academic support and enrichment programs for first-generation college students.
- Commitment to providing degree planning services to every student.

The general fund allowance includes \$70,000 for ground maintenance, operations, and utilities at Hidden Waters, the Chancellor's residence owned by the USM Foundation. These funds were transferred by budget amendment in fiscal 2017 from the University of Maryland, Baltimore to TU. Since the property is owned by the foundation, it is the foundation's responsibility to maintain the property. Therefore, the Department of Legislative Services recommends reducing TU's general funds by \$70,000.

Towson University agrees with the USM response on this item:

"The USM Foundation owns the Hidden Waters residence and pays for all capital related costs. The Foundation makes the residence available to the Board of Regents for use by the USM Chancellor for fundraising and other System business and outreach events important to the State and USM institutions. The Chancellor is required by the Board of Regents to live at this residence. The lease provides for use of the property rent-free, but stipulates that the USM is responsible for paying operating costs such as utility and maintenance costs to upkeep the property. These are valid state expenses and should be treated as such. The issue is not about ownership. Rather, the appropriate analogy is that the USM and the campuses use rental space for state purposes, a construct that is similar to the use of Hidden Waters."

The President should comment on financial literacy efforts to inform and guide students in making financial decisions especially Pell-eligible students given the relatively low percentage using federal subsidized and unsubsidized loans to pay for college.

Financial Literacy Efforts

Our financial literacy efforts include a Financial Literacy web page (www.towson.edu/admissions/tuition/education.html) with tips about financial aid, understanding loans, the impact of changes in enrollment on aid, budgeting tips, credit and debt tips, and identity theft. We have an extensive financial aid web site (www.towson.edu/finaid) including an Award Guide section (www.towson.edu/aidguide) that explains how students can manage their aid offers.

We also offer a wide variety of financial presentations to students, including sessions at new student orientation and additional sessions for the students in our TOPS STEM support program, our S3 First Generation student support programs, and our mature/non-traditional student support programs. Representatives from our Financial Aid and Bursar's Offices lead the presentations and include advice on applying for aid programs, responsible borrowing, financial aid terms and conditions.

