

# USM - University of Maryland University College

## MISSION

University of Maryland University College (UMUC) is a public university with more than half a century of experience providing open access to high quality educational programs and world class services to qualified students in the state of Maryland, the nation, and the world. The university is committed to students' success as its paramount goal and to an educational partnership with them for life.

## VISION

The University of Maryland University College will be the leading global university distinguished by the quality of our education, commitment to our students' success, and accessibility to our programs.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Create and maintain a well-educated workforce.

- Obj. 1.1** Increase the number of graduates employed in Maryland from 1,558 in fiscal year 2014 to equal to or greater than 1,600 in fiscal year 2019.
- Obj. 1.2** Increase the number of students enrolled in STEM (science, technology, engineering, and mathematics) programs from 7,454 in fiscal year 2014 to 10,800 in fiscal year 2019.
- Obj. 1.3** Increase the number of enrollments/registrations in courses delivered off campus or through distance education worldwide from 294,226 in fiscal year 2014 to 300,000 in fiscal year 2019.
- Obj. 1.4** Maintain or increase the level of student satisfaction with education received for employment.
- Obj. 1.5** Maintain or increase the level of student satisfaction with education received for graduate school.
- Obj. 1.6** Increase the number of students enrolled in the Master of Arts in Teaching (MAT) program to 225 by fiscal year 2019.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
<sup>1</sup> Total undergraduate enrollment	26,740	35,154	42,892	44,219	45,604	51,260	54,406
<sup>1</sup> Total bachelor's degree recipients	4,209	4,459	5,638	5,883	6,205	6,391	6,583
Employment rate of graduates (triennial measure)	90%	N/A	N/A	88%	N/A	N/A	88%
Number of graduates employed in Maryland (triennial measure)	1,558	N/A	N/A	2,412	N/A	N/A	2,412
<sup>1</sup> Number of undergraduates enrolled in STEM programs	7,454	9,812	10,940	12,116	13,055	14,674	15,575
<sup>1</sup> Number of baccalaureate graduates of STEM programs	1,125	1,557	1,625	1,873	2,258	2,326	2,396
Number of worldwide off-campus and distance education enrollments/registrations	294,226	294,568	309,768	317,094	329,337	370,186	392,904
Percent of students satisfied with education for employment (triennial measure)	95%	N/A	N/A	96%	N/A	N/A	96%
Percent of students satisfied with education received for graduate school (triennial measure)	99%	N/A	N/A	97%	N/A	N/A	97%
<sup>1</sup> Number of students enrolled in MAT program	150	165	160	138	135	152	161

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## Goal 2. Promote economic development in Maryland.

**Obj. 2.1** Maintain or increase the ratio of median graduates' salary to the average annual salary of civilian work force with a bachelor's degree at 1.2 from fiscal year 2014 through fiscal year 2019.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Median salary of graduates (triennial measure)	\$59,165	N/A	N/A	\$60,545	N/A	N/A	\$60,545
Ratio of median salary of UMUC graduates to U.S. civilian workforce with bachelor's degree (triennial measure)	1.2	N/A	N/A	1.1	N/A	N/A	1.1

## Goal 3. Increase access for economically disadvantaged and minority students.

**Obj. 3.1** Maintain or increase the percentage of minority undergraduate students at 40 percent or greater, the percentage of African-American undergraduate students at 29 percent or greater, and the percentage of economically disadvantaged students at 49 percent between fiscal year 2014 and fiscal year 2019.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
<sup>1</sup> Percent minority of all undergraduates	46%	43%	44%	44%	50%	50%	50%
<sup>1</sup> Percent African-American of all undergraduates	29%	27%	26%	26%	26%	26%	26%
<sup>1</sup> Percent economically disadvantaged students	50%	49%	48%	44%	46%	46%	46%

## Goal 4. Maximize the efficient and effective use of State resources.

**Obj. 4.1** Maintain current annual rate of operating budget savings achieved through efficiency and cost containment measures at two percent.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Percent of operating budget savings achieved through efficiency and cost containment measures	2%	2%	2%	2%	2%	2%	2%

## Goal 5. Broaden access to educational opportunities through online education.

**Obj. 5.1** Increase the number of worldwide online enrollments from 243,303 in fiscal year 2014 to 252,000 in fiscal year 2019, increase the number of African-American students enrolled in online courses from 18,741 in fiscal year 2014 to 24,000 in fiscal year 2019, and increase the percent of classes taught online from 86 percent in fiscal year 2014 to 90 percent in fiscal year 2019.

**Obj. 5.2** Maintain undergraduate tuition for Maryland residents at an affordable level.

Performance Measures	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Est.	2020 Est.
Number of worldwide online enrollments	243,303	248,104	265,520	274,581	288,336	324,099	343,989
<sup>1</sup> African-American students enrolled in online courses	18,741	20,819	21,915	22,827	23,514	26,431	28,053
<sup>1</sup> Percentage of courses taught online	86%	88%	74%	76%	76%	76%	76%
Undergraduate resident tuition rate per credit hour	\$258	\$266	\$279	\$284	\$289	\$294	\$300
Percent increase from previous year	3%	3%	5%	2%	2%	2%	2%

## NOTES

<sup>1</sup> Beginning with 2016 data, UMUC is reporting all students worldwide, inclusive of all geographic locations and instructional modalities.