

# USM - Bowie State University

## MISSION

Bowie State University (BSU) empowers a diverse population of students from Maryland, the nation, and the world to reach their full potential through its high-quality, liberal-arts-based bachelor's, master's, and doctoral programs. The University provides a nurturing environment distinguished by a culture of success that supports students in completing their course of study. As Maryland's first historically black university, Bowie State inspires and prepares ethical and socially responsible leaders who can think critically, discover knowledge, commit to lifelong learning, value diversity, and function effectively in a highly technical and dynamic global community.

## VISION

Building on its image as a student-centered institution, Bowie State University will provide its diverse student population with a course of study that ensures a broad scope of knowledge and understanding that is deeply rooted in expanded research activities. The University excels in teacher education and will become the premier teacher of teachers. Through the integration of internal business processes, technology, and the teamwork of administrators, faculty, and staff, the University will be recognized statewide as a model of excellence in higher education for the effective and efficient use of human, fiscal, and physical resources.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Deliver high-quality academic programs and co-curricular experiences.

- Obj. 1.1** Maintain the percentage of new tenure-track faculty with terminal degrees through 2019.
- Obj. 1.2** Increase the number of professionally-accredited programs from five in 2015 to seven in 2019.
- Obj. 1.3** Maintain the satisfaction level of bachelor's degree graduates with academic preparation for employment and lifelong learning.
- Obj. 1.4** Maintain the University System of Maryland (USM) Board of Regents' comprehensive institution goal of seven to eight course units taught by full-time equivalent (FTE) core faculty through 2019.
- Obj. 1.5** Increase the number of science, technology, engineering and math (STEM) program students from 680 in 2015 to 750 in 2019 and graduates from 96 in 2015 to 150 in 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Percent of new core faculty with terminal degrees	100%	100%	100%	100%	100%	100%	100%
Number of professionally-accredited programs	5	5	6	6	6	6	6
Course units taught by FTE core faculty (per academic year)	7.3	8.0	7.6	7.6	7.5	8.0	7.5
Students satisfied with education received for employment (triennial measure)	N/A	N/A	86%	N/A	N/A	90%	N/A
Students satisfied with education for graduate/professional school (triennial measure)	N/A	N/A	80%	N/A	N/A	90%	N/A
Number of undergraduates in STEM programs	680	653	740	871	894	935	950
Number of degrees awarded in undergraduate STEM programs	96	100	93	114	116	125	140

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**Obj. 1.6** Increase the number of teacher education graduates from 42 in 2015 to 65 in 2019 and maintain teacher licensure pass rates.

**Obj. 1.7** Increase the number of Bachelor of Science in Nursing (BSN) graduates from 86 in 2015 to 100 in 2019 and increase licensure pass rates to at least the statewide BSN average by 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of undergraduates and Masters of Arts in Teaching (MAT) post-baccalaureate in teacher education	267	238	227	231	235	248	255
Number of undergraduates and MAT post-baccalaureate completing teacher training	42	39	18	33	25	38	45
Pass rates for undergraduates and MAT post-baccalaureate on PRAXIS II	100%	100%	100%	100%	100%	100%	100%
Number of undergraduates enrolled in nursing	614	530	546	610	610	488	510
Number of qualified applicants admitted into nursing program	89	70	92	56	40	38	45
Number of qualified applicants not admitted into nursing program	124	119	5	3	8	6	5
Number of BSN graduates	86	112	50	58	55	50	55
Percent of nursing graduates passing the licensure exam	53%	41%	72%	59%	68%	75%	78%

**Goal 2. Develop and implement programs and services that promote access, affordability and completion.**

**Obj. 2.1** Maintain or exceed the 2012 undergraduate second-year retention rate of 75 percent.

**Obj. 2.2** Increase the undergraduate six-year graduation rate from 38 percent in 2015 to 50 percent in 2019.

**Obj. 2.3** Maintain the proportion of in-state undergraduate tuition and mandatory fees as a percent of Prince George's County median income to less than 12 percent.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Second-year undergraduate retention rate at BSU or another public university in Maryland	74%	72%	75%	72%	68%	70%	72%
Six-year undergraduate graduation rate from BSU or another public university in Maryland	38%	41%	41%	43%	48%	49%	50%
BSU tuition and fees as a percentage of Prince George's County median income	9.7%	10.1%	10.3%	10.0%	10.0%	10.1%	10.1%

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## Goal 3. Conduct and sustain academic transformation initiatives to improve student success and promote greater faculty collaboration.

**Obj. 3.1** Increase the number of on-line and hybrid courses annually from 99 in 2012 to 240 in 2019 and offer at least 2 predominantly or fully online program(s) by 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of online programs	0	0	0	0	0	0	0
Number of online and hybrid courses running in academic year	219	235	241	310	368	375	385

## Goal 4. Advance the overall effective and efficient use of resources and identify new revenue sources.

**Obj. 4.1** Increase alumni giving from \$120,000 in 2012 to \$170,000 in 2019.

**Obj. 4.2** Increase the gift dollars received from \$1.3 million in 2012 to \$1.5 million in 2019.

**Obj. 4.3** Increase the amount of grant funding from \$9 million in 2012 to \$11 million in 2019.

**Obj. 4.4** Increase classroom utilization rate from 67 percent in 2012 to 70 percent in 2019.

**Obj. 4.5** Increase the funds allocated to facilities renewal as a percent of replacement value from 1.3 percent in 2012 to 3.5 percent in 2019.

**Obj. 4.6** Sustain or increase the percentage of expenditures for instruction from 40 percent in 2012.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Dollars of alumni giving	\$156,656	\$275,294	\$232,370	\$201,615	\$251,184	\$234,377	\$250,000
Number of alumni donors	1,325	1,242	1,245	1,283	1,199	1,098	1,200
Total gift dollars received (\$ millions)	\$1.28	\$1.09	\$1.56	\$1.22	\$1.26	\$1.21	\$1.30
Total external grant and contract revenue (\$ millions)	\$8.70	\$8.70	\$8.90	\$8.70	\$8.80	\$8.90	\$9.00
Classroom utilization rate	65%	64%	67%	67%	65%	67%	68%
Facilities renewal funding as a percentage of replacement value	3.0%	1.6%	1.5%	1.5%	2.7%	1.8%	1.8%
Percentage of education and general (E&G) funds spent on instruction	41%	44%	41%	43%	46%	45%	46%