

# USM - University of Baltimore

## MISSION

The University of Baltimore (UB) provides innovative education in business, public affairs, the applied liberal arts and sciences, and law to serve the needs of a diverse population in an urban setting. A public university, UB offers excellent teaching and a supportive community for undergraduate, graduate and professional students in an environment distinguished by academic research and public service. The University makes excellence accessible to traditional and nontraditional students motivated by professional advancement and civic awareness; establishes a foundation for lifelong learning, personal development, and social responsibility; combines theory and practice to create meaningful, real-world solutions to 21st-century urban challenges; and is an anchor institution, regional steward and integral partner in the culture, commerce, and future development of Baltimore and the region.

## VISION

The University of Baltimore is a leader in the development and dissemination of knowledge in the applied disciplines that form the core of its academic programs. Any qualified Marylander has access to UB's academic programs and services without regard to geographic location, economic means, or other limiting circumstances. UB's students are highly satisfied with their preparation for productive professional lives. The University maintains a lifelong relationship with its graduates and continues to meet their educational needs in a rapidly changing world. Maryland's businesses, governments, and not-for-profit organizations value UB's talents. UB is a major contributor to sustaining mid-town Baltimore as a flourishing urban environment.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. The University of Baltimore will enhance the quality of learning, teaching, and research.

**Obj. 1.1** Through 2025, maintain the percentage of UB graduates employed in their field one year after graduation at a level equal to or greater than 90 percent.

**Obj. 1.2** By 2025, increase to 70 percent or greater first-time attempt passage rate on the Maryland Bar examination.

**Obj. 1.3** Increase the percentage of students earning credits in at least one learning activity outside the traditional classroom to 75 percent or greater by 2025.

**Obj. 1.4** Increase the second-year retention rate of all students to 72 percent and African-American students to 67 percent or greater by 2025.

**Obj. 1.5** Increase the percentage of students satisfied with educational preparation for employment to 90 percent, and maintain the percentage of students satisfied with educational preparation for graduate or professional school at least at 95 percent through 2025.

Performance Measures	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
1 Percentage of graduates employed one year after graduation (triennial survey)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
2 UB law graduates who pass the Bar exam on first attempt	65.8%	73.2%	73.6%	69.6%	60.9%	67.0%	70.0%
Students earning credits outside of traditional classroom	62.8%	100.0%	58.9%	74.4%	72.0%	72.0%	72.0%
Second-year retention rate at UB (or another public university in Maryland): All students	76.6%	86.8%	77.5%	67.7%	60.0%	65.0%	72.0%
Second-year retention rate at UB (or another public university in Maryland): African-American students	76.9%	85.0%	80.0%	57.7%	48.0%	62.0%	67.0%
1 Student satisfaction with education received for employment (triennial survey)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
1 Student satisfaction with education received for graduate or professional school (triennial survey)	N/A	N/A	N/A	N/A	N/A	N/A	N/A

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**Obj. 1.6** Annually, UB will exceed the national benchmark six-year graduation rate for similar selective institutions of first-time, full-time degree seeking undergraduate students and African-American students.

Performance Measures	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Six-year graduation rate from UB (or another public university in Maryland): All students	37.2%	41.1%	33.6%	38.0%	33.3%	40.0%	42.0%
Six-year graduation rate from UB (or another public university in Maryland): African-American students	38.8%	39.9%	25.9%	26.7%	34.6%	36.0%	40.0%

**Goal 2. The University of Baltimore will increase student enrollment in response to State and regional demand.**

**Obj. 2.1** By fiscal year 2025, maintain the current percentage of minority-student graduates to 55-60 percent of total graduates. Maintain the percentage of African-American undergraduates at approximately 50 percent, and maintain the percentage of economically disadvantaged students at 75 percent or greater.

**Obj. 2.2** Through 2025, maintain the percentage of UB STEM (science, technology, engineering, mathematics) graduates employed in Maryland at 90 percent or greater.

Performance Measures	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Percentage of minority students, including African Americans, who graduate from UB	49%	52%	54%	56%	56%	58%	60%
Percentage of African-American undergraduates	46.8%	46.8%	46.7%	47.8%	49.1%	50.0%	50.0%
Percentage of economically disadvantaged students	73.9%	71.1%	70.2%	74.2%	76.3%	75.0%	75.0%
<sup>1</sup> Percentage of STEM graduates employed in Maryland (triennial survey)	N/A	N/A	N/A	N/A	N/A	N/A	N/A

**Goal 3. The University of Baltimore meets community, business, government, and not-for-profit needs in the Baltimore metropolitan area and Maryland.**

**Obj. 3.1** Increase UB's entrepreneurial revenues to 7 percent a year or greater over 2022 levels through 2025 and maintain the percentage of research dollars coming from federal sources to no less than 30 percent or greater by 2025.

Performance Measures	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Est.	2025 Est.
Entrepreneurial revenues per year	\$255,362	\$105,483	\$7,870	\$7,155	\$27,045	\$7,497	\$7,698
Number of federal awards	7	6	7	7	6	6	6
Percentage of research dollars from federal sources	56.0%	60.0%	54.0%	53.0%	42.4%	30.0%	30.0%

## NOTES

<sup>1</sup> The triennial survey is no longer in use.

<sup>2</sup> 2023 data is estimated because it is reported on a calendar year basis.