

# USM - Salisbury University

## MISSION

Salisbury University (SU) is a premier comprehensive Maryland public university, with four privately endowed schools, offering excellent, affordable education in undergraduate liberal arts, sciences, business, nursing, education, social work, and applied master's and doctoral programs. Our highest purpose is to empower students with the knowledge, skills, and core values that contribute to active citizenship, gainful employment, and life long learning in a democratic society and interdependent world.

## VISION

Salisbury University, a Maryland university of national distinction, will be acknowledged by its peers as a globally oriented, widely recognized comprehensive university for excellence in education both in and out of the classroom and for its commitment to model programs in civic engagement. Undergraduate research, international experiences, and a broad range of internships and community outreach activities will be the hallmark of the institution, enriching the traditional academic curriculum and enabling students to connect research to practice and theory to action. Salisbury University will grow to meet the education and workforce needs of the State by providing nationally distinguished undergraduate programs as well as specialized master and doctoral programs that uniquely serve the region. We will attract superior students who are academically exceptional and who embrace their role as involved citizens. We will empower students for a life of leadership and cultural appreciation through their participation in campus artistic and athletic activities and in campus clubs and organizations. We will graduate students who are recruited by the best employers and graduate schools and who will contribute to the economic and social vitality of the State and the nation.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

**Goal 1. Provide a quality undergraduate and graduate academic and learning environment that promotes intellectual growth and success.**

- Obj. 1.1** Maintain the percentage of nursing graduates who pass the nursing licensure exam on their first attempt within 5 percentage points of the fiscal year (FY) 2019 rate of 99 percent into FY 2024.
- Obj. 1.2** Maintain the percentage of teacher education graduates who pass the teacher licensure exam at or above 97 percent into FY 2024.
- Obj. 1.3** Maintain the percentage of SU graduates who are satisfied with their level of preparation for graduate or professional school at 99 percent into FY 2024.
- Obj. 1.4** Increase the percentage of SU graduates who are satisfied with their level of preparation for employment from 94 percent in FY 2017 to 95 percent in FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Nursing National Council Licensure Exam (NCLEX) pass rate	92%	95%	95%	89%	92%	94%	94%
Teaching (Praxis II) pass rate	97%	88%	81%	68%	70%	71%	72%
Satisfaction with preparation for graduate school	100%	95%	100%	100%	100%	99%	99%
Satisfaction with preparation for employment	97%	94%	92%	99%	97%	95%	95%

# USM - Salisbury University

**Goal 2. Utilize strategic collaborations and targeted community outreach to benefit the University, Maryland, and the region.**

**Obj. 2.1** Maintain the percentage of graduates employed one-year after graduation at the FY 2017 rate of 94 percent into FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Percentage of bachelor's degree graduates employed one year after graduation	97.0%	94.0%	97.7%	98.0%	98.6%	98.0%	98.0%

**Obj. 2.2** Increase the number of teacher education graduates from 254 in FY 2019 to 260 in FY 2024.

**Obj. 2.3** Maintain at least 285 graduates in science, technology, engineering and math (STEM) related fields in FY 2024.

**Obj. 2.4** Maintain the number of nursing degree recipients at the FY 2019 of 96 into FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Number of teacher education enrollments	1,203	1,180	1,055	1,008	1,009	958	925
Number of teacher education graduates	243	300	294	274	242	252	270
Number of STEM enrollments	1,417	1,314	1,083	1,094	1,115	1,137	1,154
Number of STEM graduates	322	319	294	265	248	249	268
Number of undergraduate nursing majors	561	513	502	463	468	460	470
Number of baccalaureate degree recipients in nursing	89	89	83	99	93	85	95
Number of graduate nursing majors	38	34	35	29	30	28	25
Number of graduate degree recipients in nursing	7	9	6	14	10	5	10
Total number of nursing degree recipients	96	98	89	113	103	90	105

**Goal 3. The University will foster inclusiveness as well as cultural and intellectual pluralism.**

**Obj. 3.1** Increase the percentage of African-American undergraduates from 14.4 percent in FY 2019 to 15.4 percent in FY 2024.

**Obj. 3.2** Increase the percentage of minority undergraduates from 26.3 percent in FY 2019 to 26.8 percent in FY 2024.

**Obj. 3.3** Maintain the percentage of economically disadvantaged students attending SU at the FY 2019 rate of 52.1 percent into FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Percentage of African-American undergraduates	14.7%	14.2%	13.2%	14.1%	14.1%	14.3%	15.6%
Percentage of minority undergraduates	26.8%	26.6%	27.0%	28.6%	29.5%	29.6%	29.7%
Percentage of economically disadvantaged students	54.1%	52.9%	50.9%	46.6%	49.3%	50.0%	50.0%

# USM - Salisbury University

**Goal 4. Improve retention and graduation rates while advancing a student-centered environment.**

**Obj. 4.1** Maintain second-year retention rates of SU first-time, full-time freshmen of 80 percent in FY 2024.

**Obj. 4.2** Maintain second-year retention rates of SU first-time, full-time African-American freshmen 78 percent in FY 2024.

**Obj. 4.3** Maintain second-year retention rates of SU first-time, full-time minority freshmen 78 percent in FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Second-year first-time, full-time retention rate at SU (or another public university in Maryland): All students	80.5%	79.3%	80.3%	78.4%	81.6%	80.0%	81.0%
African-American students	86.5%	76.4%	75.4%	73.9%	81.2%	79.6%	80.6%
Minority students	78.1%	75.2%	79.1%	74.0%	81.8%	80.0%	81.0%

**Obj. 4.4** The six-year graduation rates of SU first-time, full-time freshmen will increase from 72.0 percent in FY 2019 to 73.5 percent in FY 2024.

**Obj. 4.5** The six-year graduation rates of SU first-time, full-time African-American freshmen will increase from 66.4 percent in FY 2019 to 67.9 percent in FY 2024.

**Obj. 4.6** The six-year graduation rates of SU first-time, full-time minority freshmen will increase from 65.6 percent in FY 2019 to 67.1 percent in FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Six-year graduation rate of first-time, full-time freshmen from SU (or another public university in Maryland): All students	75.4%	73.0%	74.9%	73.2%	69.7%	70.0%	71.0%
African-American students	69.1%	67.5%	71.5%	69.6%	65.9%	67.0%	68.0%
Minority students	71.5%	65.0%	72.6%	68.2%	64.7%	66.0%	67.0%