

USM - University of Maryland, College Park Campus

MISSION

As the State's premier public research university, its original land grant institution, and the legislatively mandated flagship institution of USM, the University of Maryland, College Park campus (UMCP) serves the citizens of the State through three broad mission areas of research, teaching, and outreach. The University is the State's primary center for graduate study and research, and it is responsible for advancing knowledge through research, providing highest quality undergraduate instruction across a broad spectrum of academic disciplines, and contributing to the economic development of the State.

VISION

The University of Maryland, College Park campus serves the citizens of the State by leading the ranks of the nation's premier public research universities. It is nationally and internationally recognized for the quality of its faculty and students, for its outstanding academic and research programs across the disciplines, for programs in the arts that are a national model of excellence and community involvement, and for outreach and service initiatives that are key resources for the well-being of the citizens of the State. UMCP provides the highest quality undergraduate education, noted for its breadth, depth and many special opportunities for students. Graduate education - the hallmark of a first-rate research university - includes, at UMCP, both professional and research degree programs overseen by a world class faculty whose interests span an extraordinary range of research and scholarship that is characterized by creativity, innovation, impact, and inclusiveness, and that attracts graduate students of the highest academic caliber from every ethnic and racial group.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Provide an enriched educational experience to our undergraduate students that takes full advantage of the special strengths of a diverse research university and promotes retention and graduation.

- Obj. 1.1** Maintain or reduce the difference in six-year graduation rates between all students and African-American students from 8 percentage points in 2019 to at or below 6 percentage points in 2024.
- Obj. 1.2** Reduce the difference in six-year graduation rates between all students and Hispanic students from 6 percentage points in 2019 to 5 percentage points in 2024.
- Obj. 1.3** Create an ethnically and racially diverse community by achieving and maintaining a critical mass of at least 45 percent minority undergraduate students through increased recruitment and retention efforts of minority students between 2019 and 2024.
- Obj. 1.4** Maintain the second-year retention rate of all UMCP students at 95 percent in 2019 through 2024.

| Performance Measures | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Est. | 2026 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percentage point difference in graduation rates from UMCP between: | | | | | | | |
| African-American students and all students | 6 | 3 | 5 | 6 | 4 | 4 | 6 |
| Hispanic students and all students | 6 | 6 | 2 | 4 | 6 | 5 | 5 |
| Percentage of minority undergraduate students enrolled in UMCP | 43.6% | 45.8% | 47.0% | 50.2% | 52.3% | 50.0% | 50.0% |
| Second-year freshman retention rate from UMCP: all students | 95.2% | 95.4% | 95.5% | 94.8% | 95.7% | 95.5% | 96.0% |
| All minority students | 96.2% | 95.9% | 95.5% | 94.9% | 95.8% | 96.0% | 96.0% |
| All African-American students | 95.7% | 95.7% | 94.1% | 94.5% | 95.0% | 95.5% | 96.0% |
| All Hispanic students | 95.3% | 93.1% | 93.8% | 92.8% | 94.6% | 94.0% | 94.5% |

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- Obj. 1.5 Increase the six-year graduation rate for all UMCP students from 86 percent in 2019 to 88 percent by 2024.
- Obj. 1.6 Maintain the second-year retention rate of all UMCP minority students at 96 percent in 2019 through 2024.
- Obj. 1.7 Increase the six-year graduation rate for all UMCP minority students from 84 percent in 2019 to 86 percent by 2024.
- Obj. 1.8 Increase the second-year retention rate of UMCP African-American students from 94 percent in 2019 to 95 percent by 2024.
- Obj. 1.9 Increase the six-year graduation rate for UMCP African-American students from 78 percent in 2019 to 80 percent by 2024.
- Obj. 1.10 Increase the second-year retention rate of UMCP Hispanic students from 93 percent in 2019 to 94 percent by 2024.
- Obj. 1.11 Increase the six-year graduation rate for UMCP Hispanic students from 80 percent in 2019 to 82 percent by 2024.
- Obj. 1.12 Increase the percentage of transfer students who graduate at UMCP from 81 percent in 2019 to 84 percent by 2024.

| Performance Measures | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Est. | 2026 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| First-time freshman six-year graduation rate from UMCP: all students | 87.1% | 87.0% | 88.3% | 89.0% | 88.4% | 88.5% | 88.5% |
| All minority students | 85.2% | 85.8% | 87.8% | 87.5% | 87.6% | 86.0% | 86.0% |
| All African-American students | 81.3% | 83.7% | 82.9% | 82.5% | 84.1% | 84.5% | 84.5% |
| All Hispanic students | 81.5% | 81.4% | 86.3% | 84.8% | 82.9% | 83.5% | 83.5% |
| New full-time undergraduate transfer 4-year graduation rate from UMCP: all students from UMCP (or another public university in Maryland) | 81.0% | 84.0% | 84.0% | 87.0% | 85.0% | 84.0% | 84.0% |

Goal 2. Prioritize the affordability of a top-tier education for the citizens of Maryland and success of those students with limited financial resources to succeed in an academic setting.

- Obj. 2.1 Maintain or reduce the percentage of the class who default on federal loan programs below 2 percent between 2019 and 2024.
- Obj. 2.2 Increase the six-year graduation rate for first-time freshmen Pell grant recipients from 80 percent in 2019 to 83 percent in 2024.
- Obj. 2.3 Increase the six-year graduation rate for first-time freshmen subsidized loan recipients who did not receive a Pell grant from 84 percent in 2019 to 86 percent in 2024.

| Performance Measures | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Est. | 2026 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percentage of borrowers in the class who enter repayment on federal loans and default prior to the end of the following fiscal year | 2.3% | 2.4% | 1.8% | 0.7% | 0.0% | 2.0% | 2.0% |
| Six-year graduation rate for first-time freshmen Pell grant recipients | 80.7% | 81.9% | 84.3% | 81.8% | 82.9% | 83.0% | 83.5% |
| Six-year graduation rate for first-time freshmen subsidized loan recipients who did not receive a Pell grant | 84.8% | 83.7% | 86.0% | 86.6% | 86.9% | 86.0% | 86.5% |

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Goal 3. Promote the economic development of a knowledge-based economy in Maryland dedicated to the advancement and commercialization of research.

Obj. 3.1 Increase total research and development (R&D) expenditures for UMCP and UMB reported by the National Science Foundation (NSF) from \$1,016 million reported in fiscal year 2019 to \$1,187 million in fiscal year 2024.

| Performance Measures | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Est. | 2026 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total R&D expenditures, as reported by NSF (\$ millions) | \$1,097 | \$1,103 | \$1,142 | \$1,228 | \$1,385 | \$1,450 | \$1,500 |

Goal 4. Expand our Maryland family of alumni and constituents to achieve a new level of engagement and support that is the hallmark of an outstanding research

Obj. 4.1 The total number of annual alumni donors to the University will increase from 20,737 in 2019 to 24,000 by 2024.

Obj. 4.2 Increase the total amount of philanthropic support raised by UMCP from \$200 million in 2019 to \$205 million by 2024.

Obj. 4.3 Increase the UMCP endowment market value from \$584 million in 2019 to \$650 million by 2024.

| Performance Measures | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Est. | 2026 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| ¹ Total number of annual alumni donors | 19,074 | 20,825 | 21,454 | 19,709 | 19,475 | 18,650 | 19,000 |
| ² Total amount of philanthropic support raised by UMCP (millions) | \$ 168 | \$ 205 | \$ 243 | \$ 252 | \$ 227 | \$ 200 | \$ 220 |
| UMCP endowment market value (millions) | \$ 640 | \$ 917 | \$ 953 | \$ 1,080 | \$ 1,150 | \$ 650 | \$ 650 |

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Goal 5. Prepare our graduates to be productive members of the labor force, particularly in areas considered vital to the economic success of the State.

- Obj. 5.1** Increase the number of UMCP degrees in STEM fields (science, technology, engineering, and math) from 4,812 in 2019 to 7,070 by 2024.
- Obj. 5.2** Maintain the number of UMCP teacher education program completers from 244 in 2019 to 250 or higher in 2024.
- Obj. 5.3** Increase and maintain the percentage of UMCP graduates who are employed one year after graduation, based on the Graduate Student Survey, to 73 percent by 2024.
- Obj. 5.4** Increase the percentage of UMCP graduates who started graduate school within one year of graduation, based on National Student Clearinghouse Data, to 19 percent by 2024.
- Obj. 5.5** Maintain the percentage of UMCP graduates who are employed in Maryland one year after graduation, based on the Graduate Student Survey, at 50 percent in 2024.

| Performance Measures | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Act. | 2025 Est. | 2026 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of UMCP STEM field degrees | 5,128 | 5,192 | 5,239 | 5,399 | 5,447 | 5,600 | 5,700 |
| Number of UMCP teacher education completers (including undergraduate, master's, post-baccalaureate/non-degree) | 238 | 256 | 252 | 235 | 176 | 246 | 182 |
| Percent of bachelor's degree recipients who are employed one year after graduation, based on the Career Center's First Destination Survey | 78% | 74% | 71% | 75% | 73% | 74% | 75% |
| Percent of bachelor's degree recipients who enroll in a graduate program within one year of graduation, based on data from the National Student Clearinghouse | 18% | 20% | 17% | 15% | 16% | 17% | 18% |
| Percent of UMCP graduates who are employed in Maryland one year after graduation, based on the Graduate Student Survey | 45% | 47% | 50% | 39% | 46% | 47% | 48% |

NOTES

¹ The total number of annual alumni donors for 2024 reflects newly standardized definitions that include soft credited donors. Using these standardized definitions, the number of alumni donors for 2023 would be 18,511 instead of 19,709.

² Beginning FY25, gifts in kind of software will not be counted (as they have been in past years listed here) in total philanthropic support raised figures to align with new CASE standard best practice.