

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) 2024 rate of 92 percent into FY 2029.

Obj. 1.2 Achieve and maintain a pass rate on the teacher licensure exam for teacher education graduates at or above FY 2024 rate of 75 percent into FY 2029.

Obj. 1.3 Maintain the percentage of SU graduates who are satisfied with their level of preparation for graduate or professional school at 95 percent into FY 2029.

Obj. 1.4 Maintain the percentage of SU graduates who are satisfied with their level of preparation for employment at 95 percent into FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Nursing National Council Licensure Exam (NCLEX) pass rate	95%	95%	89%	92%	88%	95%	95%
Teaching (Praxis II) pass rate	88%	81%	74%	75%	78%	79%	80%
Satisfaction with preparation for graduate school	95%	100%	100%	100%	100%	100%	100%
Satisfaction with preparation for employment	94%	92%	99%	97%	99%	99%	99%

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 95 percent into FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Percentage of bachelor's degree graduates employed one year after graduation	94.0%	97.7%	98.0%	98.0%	98.0%	98.0%	98.0%

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Obj. 2.2 Increase the percentage of degrees awarded annually in teacher education related fields from 12.9 percent in FY 2024 to 13.5 percent in FY 2029.

Obj. 2.3 Increase the percentage of degrees awarded annually in science, technology, engineering and math (STEM) related fields from 12.7 percent in FY 2024 to 13.5 percent in FY 2029.

Obj. 2.4 Increase the percentage of degrees awarded annually in nursing related fields from 5.4 percent FY 2024 to 5.6 percent in FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of teacher education enrollments	1,180	1,055	1,008	1,009	915	869	859
Number of teacher education graduates	302	294	276	246	254	251	217
Percentage of degrees awarded in teacher education	13.4%	13.3%	13.6%	12.9%	14.4%	15.0%	12.7%
Number of STEM enrollments	1,223	1,041	1,048	1,077	1,078	1,105	1,145
Number of STEM graduates	313	293	259	243	247	218	229
Percentage of degrees awarded in STEM	13.9%	13.2%	12.8%	12.7%	14.0%	13.1%	13.4%
Number of undergraduate nursing majors	510	500	462	468	548	597	651
Number of baccalaureate degree recipients in nursing	89	83	99	93	85	80	86
Number of graduate nursing majors	34	35	29	30	26	35	25
Number of graduate degree recipients in nursing	9	6	14	10	6	4	4
Total number of nursing degree recipients	98	89	113	103	91	84	90
Percentage of degrees awarded in nursing	4.3%	4.0%	5.6%	5.4%	5.2%	5.0%	5.3%

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

Obj. 3.1 Maintain the percentage of economically disadvantaged students attending SU at the FY 2024 rate of 49.3 percent into FY 2029.

Obj. 3.2 Increase the percentage of new first generation students attending SU to 35.0 percent by FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Percentage of economically disadvantaged students	52.9%	50.9%	46.6%	49.3%	51.7%	51.8%	51.9%
Percentage of new first generation students	N/A	N/A	N/A	N/A	33.2%	37.8%	37.5%

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

Obj. 4.1 Increase second-year retention rates of SU first-time, full-time students from 81.6 percent in FY 2024 to 83.0 percent in FY 2029.

Obj. 4.2 Increase the six-year graduation rates of SU first-time, full-time students from 69.7 percent in FY 2024 to 73.5 percent in FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Second-year first-time, full-time retention rate at SU (or another public university in Maryland): All students	79.3%	80.3%	78.4%	81.6%	79.3%	80.5%	81.0%
Six-year graduation rate of first-time, full-time freshmen from SU (or another public university in Maryland): All students	73.0%	74.9%	73.2%	69.7%	70.9%	71.5%	72.0%