



2020 LEGISLATIVE TESTIMONY

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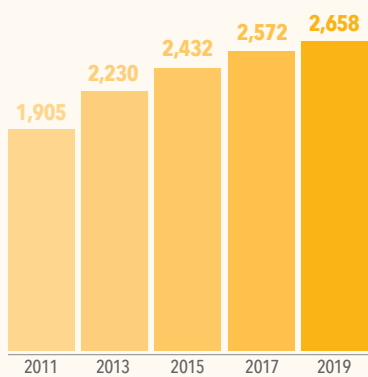
President

University of Maryland, Baltimore County

FEBRUARY 2020

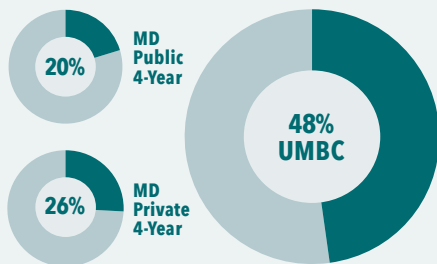


FIGURE 1
Growth in Bachelor's Degrees Awarded



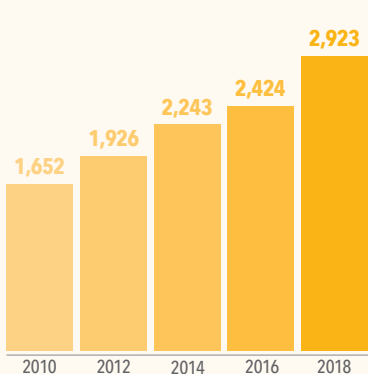
Source: UMBC REX, Prepared by UMBC IRADS, February 2020

FIGURE 2
Percentage of Bachelor's Degrees in STEM



Source: IPEDS Data Center – Completions Survey 2017, Prepared by UMBC IRADS, February 2020

FIGURE 3
Enrollment Growth in Computing



Source: UMBC REX, Prepared by UMBC IRADS, February 2020

PRODUCING MORE DEGREES

Over the past 10 years, UMBC has increased the number of undergraduate degrees awarded by almost 40%, from 1,905 to 2,658. Last year, nearly 3,500 students earned undergraduate and graduate degrees.

See **FIGURE 1**

At 48%, UMBC has a higher percentage of STEM bachelor's degree recipients than any other public or private Maryland institution with the exception of the U.S. Naval Academy.

See **FIGURE 2**

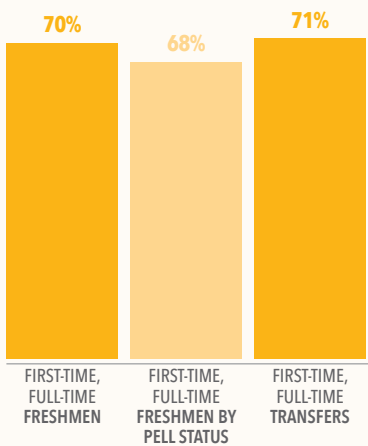
STEM AND COMPUTING DRIVE ENROLLMENT

UMBC experienced enrollment growth over the past decade, including major increases in high-cost/high-demand undergraduate STEM programs. Growth is particularly driven by interest in computing majors. Enrollment in computing specific degrees has grown by 80% over the past 10 years from 1,650 to almost 3,000 students. Through expanding program offerings and capacity, we anticipate our College of Engineering and IT will produce 1,000 undergraduate degrees per year by 2024, an increase of more than 100% since 2014.

See **FIGURE 3**

Our students continue to demonstrate the high quality of our computing education programs on a national scale. In addition to increased graduation rates and success in job placements, UMBC's Cyber Defense Team, known as the Cyber Dawgs, emerged as the national champion team in the U.S. Department of Energy's fifth annual CyberForce Competition out of more than 100 teams from universities across the country.

FIGURE 4
6-Year Graduation Rate:
Freshmen, Transfer, Pell



Source: UMBC Rex, Graduation Rates for 2013 cohort, Prepared by UMBC IRADS, February 2020

STUDENT SUCCESS IS INCLUSIVE

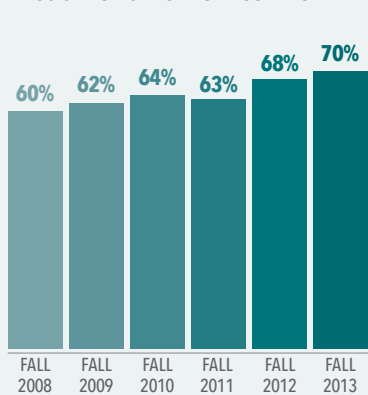
Transfer, underrepresented minority, and low-income students graduate at similar rates as all freshmen. Our focus on student success has increased the six-year graduation rate for first-time, full-time freshmen to 70%, the highest in UMBC history and higher than the national average for four-year institutions.

See FIGURE 4
See FIGURE 5

National Student Clearinghouse data show that after six years, 90% of the individuals who started college at UMBC have graduated from UMBC, another four year campus, or are still actively pursuing degrees.

See FIGURE 6

FIGURE 5
6-Year Graduation Rates:
First-time Full-time Freshmen



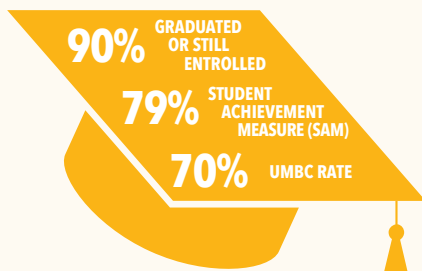
Source: UMBC REX, Prepared by UMBC IRADS, February 2020

OUR GRADUATES LAND GREAT JOBS – IN MARYLAND

A survey of 2018 graduates found that 85% of graduates were employed or pursuing graduate education. In fields from teaching and social work to technology and public policy, 80% of new graduates take jobs in Maryland and 71% of our 80,000 alumni currently live here.

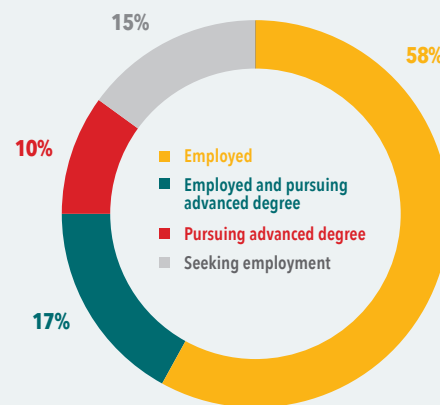
See FIGURE 7

FIGURE 6
How We Measure Graduation Rates



Source MHEC Retention and Graduation Rate Reports, Prepared by UMBC IRADS, February 2020

FIGURE 7
Student Employment after Graduation



Source: UMBC Class of 2018 Survey, Prepared by UMBC Career Center, September 2019

FIGURE 8
Success at bwtech@UMBC



Source: *bwtech@UMBC: Economic Impacts and Entrepreneurial Opportunities*, Prepared by SAGE Policy Group, Inc., May 2019

INNOVATION TO EXPAND MARYLAND'S ECONOMY

Expanding programs at **The Universities at Shady Grove (USG)** is a major pillar of our enrollment growth strategy. UMBC serves more than 400 undergraduate and 200 graduate students at USG in programs from social work to biotechnology. We are adding programs in computer science, with concentrations in both cybersecurity and data science. We also anticipate adding a bachelor's of science program in mechanical engineering in fall of 2021. By 2024, we expect an additional 400 students and approximately 260 more degrees per year. We continue to work closely with Montgomery County Public Schools and Montgomery College to construct pathways into programs represented at USG.

bwtech@UMBC, the first university-affiliated research park in Maryland, has 130 tenants and 1,800 jobs. The companies connected to bwtech have generated more than 4,500 direct and indirect jobs and contributed \$700 million in labor income and business sales.

See **FIGURE 8**

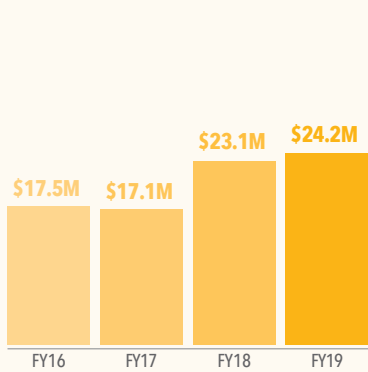
UMBC Training Centers serves an additional 9,000 students. UMBC Training Centers' Certified Cyber Analyst/Operator (CCAO) accelerated training program was approved as a Registered Apprenticeship Program in Maryland, making it the first university-sponsored apprenticeship in Maryland.

UMBC faculty were awarded almost \$100 million in research grants and contracts in FY 2019. UMBC is among the top 20 universities that receive NASA funding and the top 150 U.S. universities receiving federal research funding.



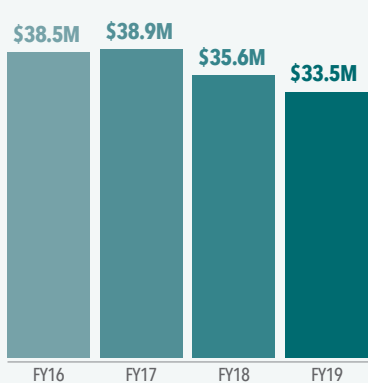
UMBC student in the Translational Life Sciences Technology Lab at USG

FIGURE 9
Institutional Aid



Source: UMBC Common Data Set 2019-2020,
Prepared by UMBC IRADS, Fall 2019

FIGURE 10
Student Loans



Source: UMBC Common Data Set 2019-2020,
Prepared by UMBC IRADS, Fall 2019

IMPACT OF STATE SUPPORT

UMBC’s success in graduating large numbers of well-prepared students would not be possible without the strong support our campus receives from the Governor and the General Assembly. Additional state support provided in recognition of our unique role as a STEM-intensive campus has allowed us to provide more faculty to teach courses in high-demand majors, expand advising and academic support services, remain competitive for the very best faculty, and address the urgent need for resources addressing student health and well-being.

Since the 2015–2016 academic year, we have increased the total amount of aid offered to students each year by almost \$7 million, serving an additional 1,000 students. As we hoped, this investment has correlated with a decline in student borrowing, which has decreased by almost \$5 million over the same span of time.

See **FIGURE 9**

See **FIGURE 10**

QUALITY OF PRODUCT

UMBC not only produces degrees and professional credentials, we produce leaders who make a difference in our state, the nation, and the world. We are proud of our alumni in public service to the state including: Maryland Speaker of the House Adrienne A. Jones ’76; Baltimore County Executive John Olszewski, Ph.D. ’17; Matthew A. Clark ’00, Chief of Staff in the Office of the Governor; Maryland Secretary of Labor Tiffany Robinson ’97; and a number of other alumni legislators.

Other alumni leaders include: U.S. Surgeon General Jerome Adams ’97; Baltimore City Health Commissioner Letitia Dzirasa ’03; Kizzmekia Corbett ’08 and Olubukola Abiona ’17 who are working on the coronavirus vaccine at the NIH; and Director, Johns Hopkins Applied Physics Lab Ralph Semmel ’92.



Jerome Adams, U.S. Surgeon General alongside other honored distinguished graduates at the UMBC Alumni Awards Ceremony, 2019.

RESPONSE TO LEGISLATIVE ANALYST'S QUESTIONS

The President should comment on factors contributing to the decline in undergraduate students and what efforts are being taken to stabilize enrollment.

UMBC's enrollment strategy for Fall 2019 called for a slight decrease in our incoming freshman class. When the strategy was developed, we were not aware that we would receive additional State funding in FY 2020. While enrollment growth is one of our top strategic priorities, we recognized that we needed to do so responsibly in order to maintain academic quality and to ensure we had the faculty and staff in place to teach and support our students.

Another factor impacting enrollment has been the increase in our graduation rates and decrease in time to degree. In Spring of 2019 we graduated 80 more undergraduate students than we did in the year prior. While we celebrated this achievement, it impacted our fall 2019 enrollment numbers.

To plan for a healthy future, UMBC has launched a campus-wide initiative to create a Strategic Enrollment Plan. As the pool of prospective students locally and nationally begins to decline and competition for them grows, UMBC is proactively identifying strategies to build enrollment in the future in a way that balances and diversifies our student body while maintaining high academic quality and financial sustainability. An important aspect of our plan is to increase access and affordability for our neediest students by expanding and focusing our strategy for awarding institutional aid.

UMBC has also implemented a number of student success initiatives that are already having a positive effect on increasing our retention rates, and thereby our enrollment. We are improving support and services available to transfer students, including a newly launched online transfer portal. This will become increasingly important as the changing demographics and size of the college-going population influences community college enrollment and transfer behavior over time.

Other important aspects of our strategy are to expand our program offerings at the Universities at Shady Grove (USG), develop online and hybrid course offerings, and continue to increase enrollment in our professional programs. All of these efforts are expected to result in enrollment growth.

RESPONSE TO RECOMMENDATIONS INCLUDED IN THE USM ANALYSIS

Page 18 – In an effort to constrain costs, the Department of Legislative Services (DLS) recommends reducing USM's general fund appropriation by \$5.7 million for new WDI programs or initiatives.

While this recommendation will not directly impact UMBC's workforce development initiatives, we respectfully disagree with this recommendation. The Workforce Development Initiative was designed to increase the number of degrees awarded in high-demand and critical shortage occupational fields. The need to invest in these programs is more important than ever to meet the growing and changing demands of our economy and workforce. Generating more graduates in these fields will no doubt provide a positive impact on the State's economy.

Page 21 – DLS recommends reducing USM's general fund appropriation by \$10 million, which is approximately equivalent to the increase in revenue from a 1% tuition increase. This relatively small increase in tuition would relieve pressure on the General Fund.

UMBC respectfully disagrees with this recommendation. Access and affordability are critical to the continued success of UMBC. As noted earlier in our written testimony, UMBC has made a substantial investment in financial aid to address access and affordability for our neediest students. Limiting annual tuition increases is just as critical in helping us achieve these goals, and will ultimately benefit the students and families we serve.