

# TU MATTERS TO MARYLAND

**FY22 TESTIMONY**

TO THE MARYLAND GENERAL ASSEMBLY

Presented by **Kim Schatzel**  
*President, Towson University*  
February 2021



# TOWSON UNIVERSITY IS...

## MARYLAND'S FASTEST-GROWING UNIVERSITY

**30%** of the growth on USM campuses  
**HAS COME FROM TU**

2000-2020

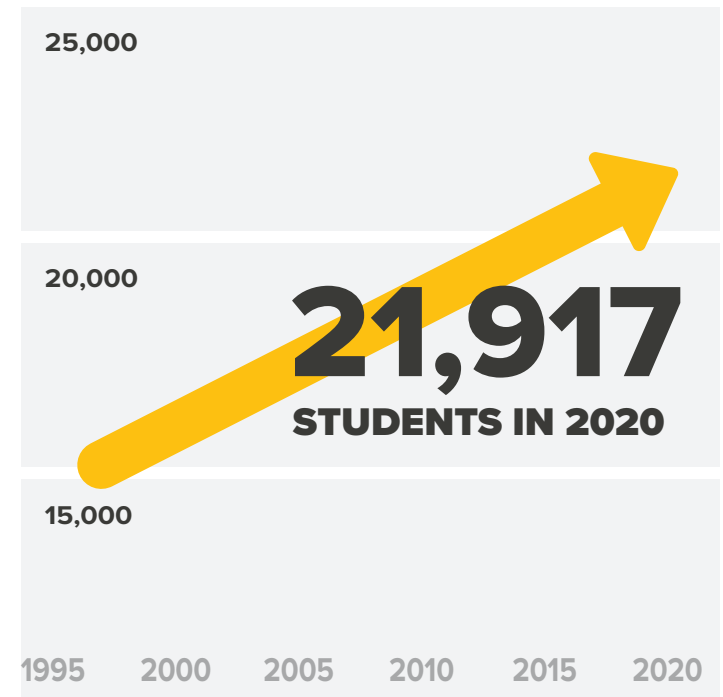


**22%** **16%**  
**OF BACHELOR'S DEGREES AWARDED**  
**BY THE USM / IN THE STATE**

*\*excludes primary-online institutions*

**BUT RECEIVES THE LOWEST FUNDING OF ANY USM SCHOOL, ONLY**

**9.5%** **OF THE FUNDS DIRECTED TO**  
**USM CAMPUSES**



**18,730** UNDERGRADUATE  
**3,187** GRADUATE

# TOWSON UNIVERSITY IS...

## A GREAT RETURN ON MARYLAND'S INVESTMENT

**71% SIX-YEAR GRADUATION RATE**

Second highest in USM

*Traditional rate, 2013 cohort*

TU receives the **LOWEST STATE FUNDING PER FTE** in the USM

TU produces graduates for **44% BELOW THE AVERAGE COST** of USM campuses

**\$32,000 LESS**  
per graduate

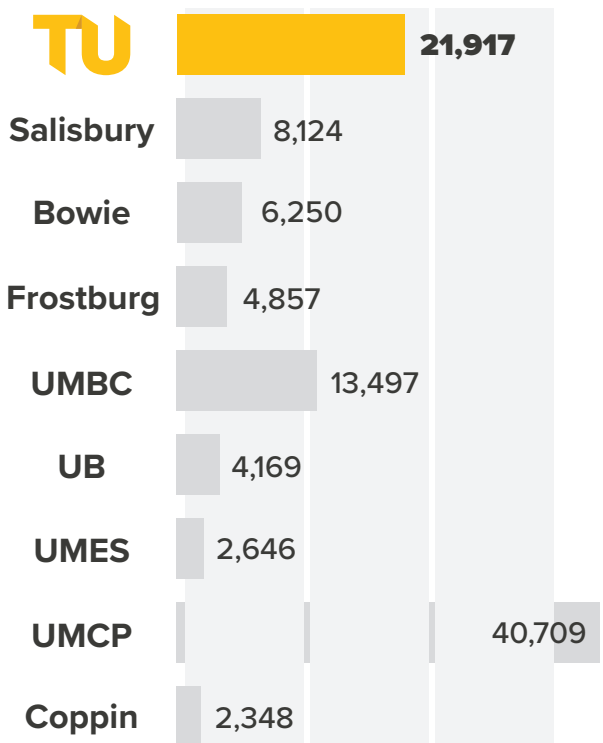
**\$175 MILLION**  
cost savings

### FY21 ESTIMATED STATE FUNDS PER FTE



*Governor's FY21 Budget Book.  
Excludes UMGC and UMB.*

### USM INSTITUTION HEAD COUNT



*Enrollment Data: USM / Opening  
Enrollments Report / Fall 2020*

# TOWSON UNIVERSITY IS...

## A NATIONAL LEADER IN INCLUSIVE STUDENT SUCCESS

**44%** OF TU STUDENTS  
IDENTIFY AS MINORITY

**TU ENROLLS AND  
GRADUATES THE SECOND-  
LARGEST POPULATION OF  
MINORITY STUDENTS OF ANY  
UNIVERSITY IN THE STATE**

*\*excluding primary-online*

## MARYLAND'S ONLY INSTITUTION WITH NO ACHIEVEMENT GAP

SIX-YEAR GRADUATION RATE

	Overall	African American	Latinx	All Minorities	Pell Recipients
<b>TOWSON UNIVERSITY</b>	<b>71%</b>	<b>73%</b>	<b>69%</b>	<b>70%</b>	<b>68%</b>
<b>MARYLAND PUBLIC INSTITUTIONS*</b>	<b>68%</b>	<b>52%</b>	<b>68%</b>	<b>61%</b>	<b>54%</b>
<b>NATIONAL AVERAGE</b>	<b>63%</b>	<b>45%</b>	<b>57%</b>	<b>57%</b>	<b>51%</b>

*\*Primary State Control Only  
Including Morgan State University and Saint Mary's College of Maryland*

*IPEDS - 2013 cohort data*



# TU BUILDS MARYLAND'S KNOWLEDGE- BASED WORKFORCE

Maryland is open for business, and TU provides the talent pool. Eighty-six percent of our students enter Maryland's workforce after graduation. Among them are 10,000 educators; 5,500 public servants; 5,500 health professionals; 5,200 business owners; and 5,000 IT professionals.<sup>1</sup> TU is a workforce engine supplying knowledge-based employees for important jobs in Maryland communities.

<sup>1</sup> LinkedIn data, January 2017

TU'S ECONOMIC IMPACT SUPPORTS  
**16,000** JOBS IN MARYLAND.

REMI PI+, RESI

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**87%**

of TU students  
are from Maryland

**86%**

of TU graduates  
live in Maryland

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**290% INCREASE**  
**IN BACHELOR'S DEGREES**  
**AWARDED IN COMPUTER SCIENCE**  
**AT TU SINCE 2008**

# TU FILLS CRITICAL HEALTH CARE NEEDS

Maryland has **23,000 UNFILLED** health professions positions resulting in **\$1.8 BILLION** in missed wages and causing **\$176 MILLION** in unrealized tax dollars.

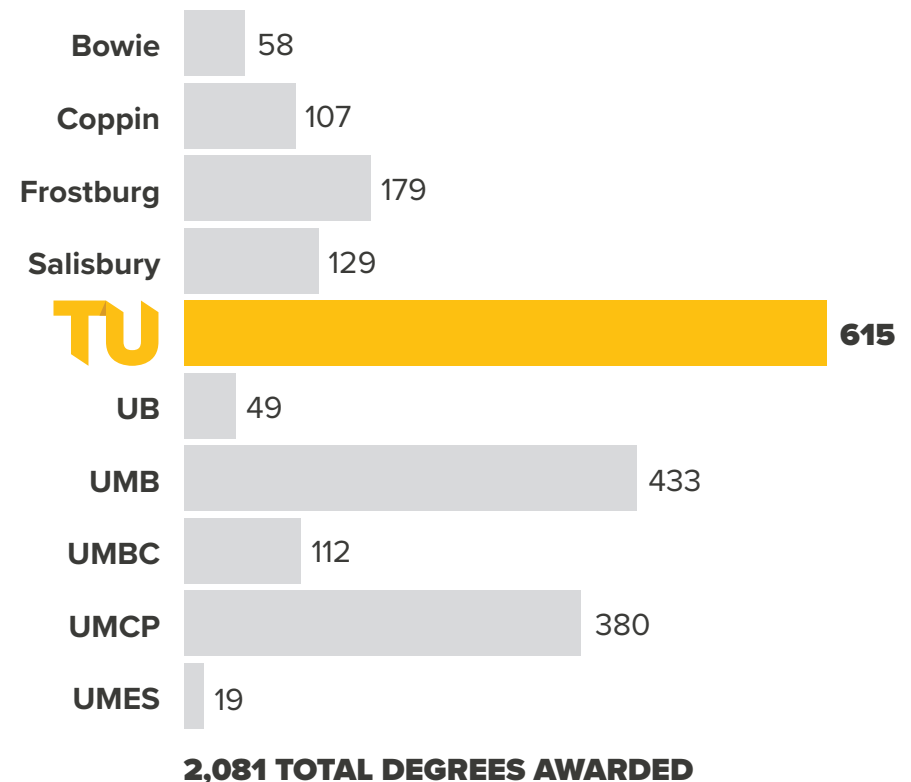
*IMPLAN and RESI; Maryland Workforce Exchange*

TU produces **THE MOST** health professions graduates of any USM school and has **THE BROADEST ARRAY** of health-professions-related programs in the state.

*Bachelor's degrees, 2016-2017*

**450 MARYLAND HEALTH CARE DELIVERY SITES** from Garrett County to Somerset County and beyond.

## TU CONFERS THE MOST HEALTH PROFESSIONS BACHELOR'S DEGREES IN THE USM



*U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), February 2020*



**Kim Schatzel, President**  
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presidentsoffice@towson.edu

*“TU is fueling  
Maryland’s STEM  
economy and  
awarding the most  
health professions  
degrees in Maryland.”*

Thank you for the opportunity to testify on behalf of Towson University and share the many reasons why Towson University matters to Maryland. In so many ways, TU is serving the public good as an anchor institution for greater Baltimore and our state.

**Towson University propels Maryland’s economy.** We generate \$70.8 million in state and local tax revenue and contribute \$2 billion to the state’s economic activity annually. As greater Baltimore’s largest public university, we are part of the connective tissue bolstering the state’s economy.

**Towson University builds Maryland’s workforce.** With a 110% jump in the number of STEM graduates, a 53% increase in STEM graduate degrees and a 95% increase in health professions graduates over the past 10 years, TU is fueling Maryland’s STEM economy and awarding the most health professions degrees in Maryland. And with 86% of alumni living in Maryland, TU is a talent pool provider, supplying graduates ready to meet the workforce demands of STEM, technology and health care professions across our state.

**Towson University launches Maryland’s business leaders.** More than 5,200 TU alumni own or lead a business, ranging from startups to Citigroup. And our StarTUp Accelerator is building the next great Maryland enterprises. The first cohort of this intensive, eight-week fellowship launched last fall.

**Towson University strengthens Maryland’s communities.** TU students contribute a combined one million hours of student community service each year. And TU Athletics, which considers community service a top priority, has earned the title of NCAA Team Works National Champion for completing the most service hours by a Division I athletic program.

**Towson University prepares leaders to serve the public good.** From graduating health care providers straight to the frontline of the COVID-19 pandemic to boasting the “Nation’s Doctor” among our alumni and from 13 alumni serving in Annapolis to our faculty-led security strategies implemented by our state’s local election boards, TU is serving the public good where the needs are the greatest.

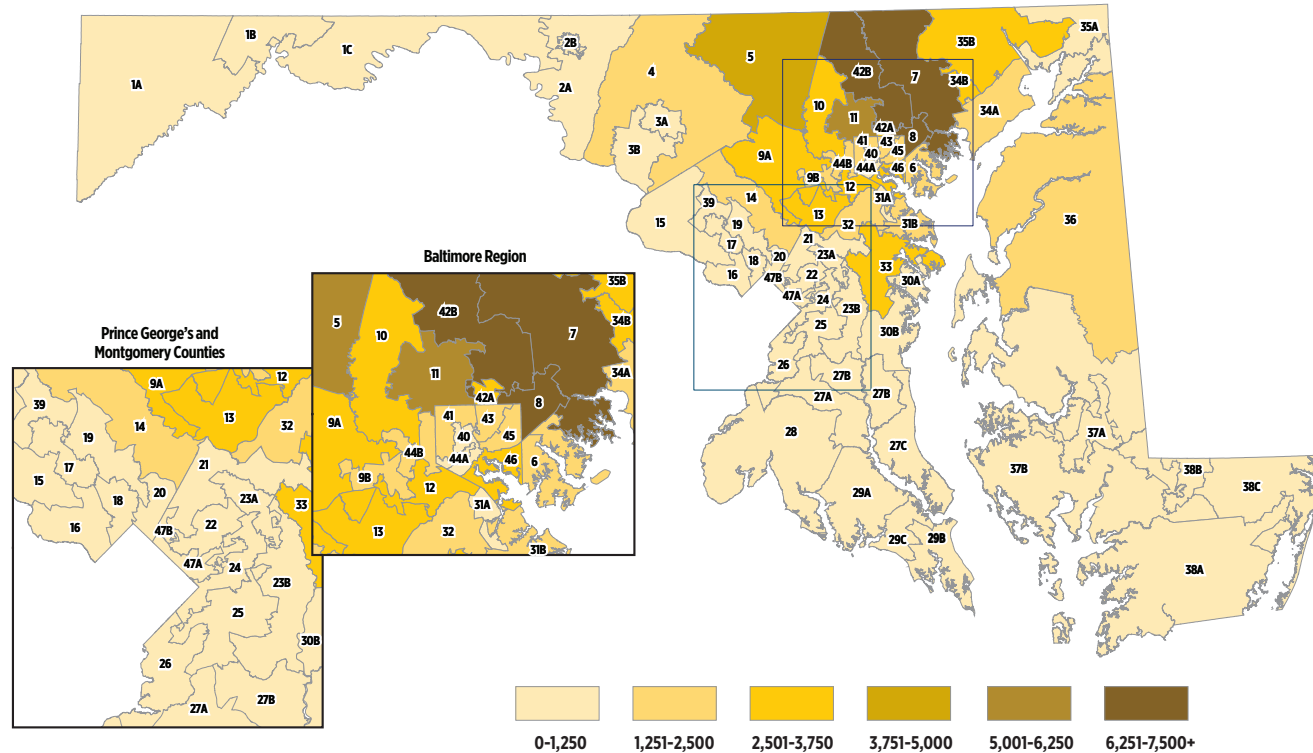
**Towson University hones the skills needed for students to succeed throughout their lives and careers.** What’s more, TU accomplishes this mission with the lowest state appropriations per FTE in the state. TU matters to Maryland, and your investment matters to us.

There’s much to be proud of at Towson University and with your continued support, there are great things ahead.

A handwritten signature in black ink that reads "Kim Schatzel". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

— Kim Schatzel

# TOWSON UNIVERSITY ALUMNI BY MARYLAND LEGISLATIVE DISTRICT



1A .....	103	27C.....	599
1B .....	102	28 .....	1238
1C .....	162	29A.....	553
2A.....	803	29B.....	312
2B.....	213	29C.....	530
3A.....	1132	30A.....	1247
3B.....	754	30B.....	692
4.....	2748	31A.....	355
5.....	5112	31B.....	2210
6.....	2224	32.....	1898
7.....	8421	33.....	3574
8.....	6591	34A.....	2224
9A.....	3605	34B.....	2870
9B.....	1435	35A.....	573
10.....	3459	35B.....	4295
11.....	5938	36.....	1451
12.....	2973	37A.....	73
13.....	3046	37B.....	702
14.....	1961	38A.....	153
15.....	1223	38B.....	185
16.....	611	38C.....	558
17.....	984	39.....	1170
18.....	658	40.....	990
19.....	1107	41.....	1682
20.....	706	42A.....	2997
21.....	1137	42B.....	7142
22.....	483	43.....	2154
23A.....	384	44A.....	218
23B.....	891	44B.....	1874
24.....	612	45.....	1442
25.....	556	46.....	2579
26.....	499	47A.....	162
27A.....	362	47B.....	63
27B.....	628		

**FOR ADDITIONAL INFORMATION**

**Kathleen Maloney**

*Executive Director of Government and Community Relations*

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## **FY 22 OPERATING TESTIMONY**

### **RESPONSES TO THE DEPARTMENT OF LEGISLATIVE SERVICES**

**FEBRUARY 2021**

#### **DLS QUESTION**

**The President should comment on how the transition of courses and student services to a remote environment has shifted the thinking of how TU will deliver programs and services, opportunities this opens to TU, and the impact this will have on TU's business model.**

#### **TU RESPONSE**

TU's faculty and staff pivoted quickly to provide virtual courses and assist resident students with moving off campus in response to Maryland's State of Emergency in March 2020. When we realized that the ongoing pandemic would also impact our program delivery for the Fall semester, we worked to retool coursework and better utilize technology to allow for optimized platforms to continue online and synchronous instruction. A key component was the acknowledgement of the digital divide within our student body. Our entire university community worked together to find solutions to bridge the division by assisting students in need of laptops and Wi-Fi.

As TU moves forward in providing our students with excellent educational opportunities, we will examine new methods of delivering our degree programs. Specifically, there are untapped benefits of online offerings for our graduate degree programs.

As we move to better utilize technological advances to provide educational opportunities to more students, we fully expect to continue to be a choice for students looking for a residential, on-campus experience. TU is the largest university in greater Baltimore, and enrolls and graduates the second-largest population of minority students of any university in the state. Campus life is a key factor of the Towson University culture. TU's inclusive campus environment provides our students with engaging, life-changing opportunities as they explore their interests.