

TU MATTERS TO MARYLAND

CAPITAL BUDGET TESTIMONY

TO THE MARYLAND GENERAL ASSEMBLY

Presented by **Mark R. Ginsberg**

President, Towson University

March 2024

LEADING THE WAY



TU'S 15TH PRESIDENT

Mark R. Ginsberg began his tenure as the 15th president of Towson University in October 2023. He has enjoyed a remarkable 40-year career as a psychologist, educator and senior administrator in academia, most recently serving as provost of George Mason University.

His professional experience includes serving as the executive director and CEO of the National Association for the Education of Young Children (NAEYC), faculty member at The Johns Hopkins University in both the School of Medicine and the School of Education, executive director of the American Association for Marriage and Family Therapy (AAMFT), senior administrator at the American Psychological Association (APA) and faculty member at the University of Rochester. Throughout his career, President Ginsberg has also remained a practicing clinician in Maryland.

He serves as a volunteer board member with several non-profit organizations, including his current role as the chair of the board of directors of Parents as Teachers (PAT), one of the most respected international organizations in early childhood education. He also works with Hopecam, a non-profit organization that supports children with cancer and their families.

Ginsberg received his doctoral degree in 1981 from The Pennsylvania State University. He also completed a fellowship in clinical psychology at the Yale University School of Medicine, and in 2006, he was awarded the honorary degree of Doctor of Humane Letters by the State University of New York.



LEADERSHIP FOR THE PUBLIC GOOD

Towson University has established a rich history of academic success and dedication to improving lives. Building upon this reputation of excellence, TU's 2020–30 Strategic Plan—Leadership for the Public Good—outlines six goals aimed at serving and strengthening the university, its students and the state of Maryland. TU's capital planning is designed to support these goals.

TU has identified key metrics to measure progress for each of the six goals of the university strategic plan. Updates and milestones for these goals are covered throughout this report; however, you can view the targets for our FY30 goals on a new dashboard.



towson.edu/strategicplan



Educate



Innovate



Engage



Include



Support



Sustain

PRIORITIES IN ALIGNMENT

Towson University has established a rich history of academic success and dedication to improving lives. Building upon this reputation of excellence, TU's 2020–30 Strategic Plan—Leadership for the Public Good—outlines six goals aimed at serving and strengthening the university, its students and the state of Maryland. These goals closely align with Gov. Wes Moore's administrative priorities, as shown below.

TU PRIORITIES REFLECT GOV. MOORE'S THEMES:

Gov. Moore's Themes TU's Strategic Priorities

BUILD A WORLD-CLASS EDUCATION SYSTEM	MAKE MARYLAND MORE COMPETITIVE, STRENGTHEN ITS ECONOMY	PROTECT THE ENVIRONMENT	LEAVE NO ONE BEHIND	CREATE SAFER COMMUNITIES	END CHILDHOOD POVERTY
					
EDUCATE	INNOVATE	SUSTAIN	INCLUDE	ENGAGE	SUPPORT
TU achieves national recognition for our innovative, student-centered curriculum.	TU supports and promotes scholarly and creative activity, utilizing innovative technology and research to enhance our global impact.	TU acts as a leader in advancing sustainability of all resources—environmental, human and financial.	TU builds an even more inclusive, equitable and collaborative community.	TU's impact goes beyond the campus, serving as a community leader and partner.	TU recruits, retains and graduates students of the highest caliber and offers outstanding student success services.

TU concurs with the recommendations from DLS and Gov. Moore.

TU'S UPWARD TRAJECTORY

Towson University welcomed **5,692 new students** to campus in fall 2023, which included **3,014 first-time students**—the largest first-time cohort in TU history—as well as **1,561 transfers** and **1,117 graduate students**. The 2023 incoming first-time students are also among the university's most accomplished, coming to TU with a **3.83 weighted grade point average**.

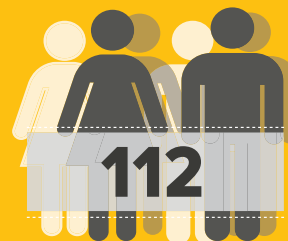
ENROLLMENT GROWTH



FIRST-TIME STUDENTS, 2023



INCREASE IN FIRST-TIME STUDENTS,
FALL 2022 TO FALL 2023



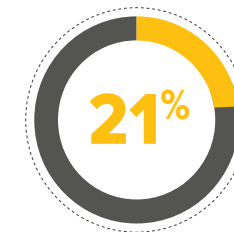
STUDENTS ENROLLED IN
PH.D. PROGRAMS
5% INCREASE

TOP FULBRIGHT INSTITUTION

For the second-straight year, the U.S. Department of State's Bureau of Educational and Cultural Affairs has named Towson University a Fulbright Top Producing Institution for U.S. Students.

PURSuing R2

TU faculty and students are performing bold, inclusive and impactful research with a focus on interdisciplinary collaboration and new discoveries. The university is on track to achieve the Carnegie Classification R2: High Research Activity in 2027.



INCREASE IN GRANT
PROPOSALS SINCE 2022



136 GRANTS
— TOTALING —
\$10.6 MILLION
FY 2023

ENGINE OF OPPORTUNITY

TU GRADUATES MORE BLACK STUDENTS THAN ANY PUBLIC UNIVERSITY IN MARYLAND.

DIVERSITY IN TU ENROLLMENT VS. MARYLAND POPULATION

	BLACK	ASIAN	LATINE/X
TOWSON UNIVERSITY*	30%	7%	10%
STATE OF MARYLAND**	31.4%	6.9%	11.1%

*Source: USM Institutional Research Information System; Fall 2022 Report

**Source: 2020 U.S. Census Data

SIX-YEAR GRADUATION RATE

	OVERALL	BLACK	LATINE/X	PELL RECIPIENTS
TOWSON UNIVERSITY	70%	67%	64%	69%
MARYLAND PUBLIC INSTITUTIONS*	67%	49%	66%	53%
NATIONAL AVERAGE	67%	46%	58%	53%

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

IPEDS - 2016 cohort data

54.2%

OF TU STUDENTS IDENTIFY AS A RACIAL OR ETHNIC MINORITY

91%

OF STUDENTS ARE FROM MARYLAND

MARYLAND'S UNIVERSITY OF OPPORTUNITIES

AFFORDABLE ACCESS TO EXCELLENCE

TU boasts a reputation as one of the most financially efficient universities in the nation. Here, we serve as an engine of opportunity—an institution that provides tremendous return on investment for our students and for the state of Maryland.



**RATED MARYLAND'S
BEST BANG
FOR THE BUCK**

**in 2023 College Guide
and Rankings**

by Washington Monthly



**RANKED
4.5 STARS**

**Top universities in the
northeast & among the
nation's best public
universities**

by Money Magazine

**ACCORDING TO A RECENT STUDY BY GEORGETOWN UNIVERSITY,
TU RANKS IN THE TOP 10% IN THE COUNTRY FOR RETURN
ON INVESTMENT IN HIGHER EDUCATION.**

RANKINGS

NO. 1

public university in Maryland,
Wall Street Journal

NO. 6

public university in the North,
U.S. News & World Report

BEST

colleges in the Northeast,
Princeton Review



EMPOWERING MARYLAND'S FUTURE

Towson University is thrilled to grow its traditional and emerging spires of excellence, while also serving as a workforce provider in areas of need for Maryland's economy.

TRADITIONAL SPIRES OF EXCELLENCE

Towson University is known as Maryland's premier provider of educators. And that has remained the case throughout TU's 158-year history. Today, while serving as a comprehensive regional university with more than 150 degree programs, TU has bucked the national trend with **increased interest and enrollment in its College of Education**.

A WORKFORCE DRIVER FOR MARYLAND

Towson University is **Maryland's leading provider of undergraduate health care professionals**—and the capacity to provide professionals to the frontlines of health care will only grow when we open the new College of Health Professions building in 2024. TU is also home to a nationally recognized College of Business and Economics—recently recognized as the **nation's No. 26 public business school** by Poets & Quants.

EMERGING SPIRES OF EXCELLENCE

Towson University is now a nationally recognized center for STEM excellence, with **emerging fields in cybersecurity and computer science**. TU is also poised to address the challenges of our time through **interdisciplinary research**—with focus on areas like sustainability and autism studies—and a **university-wide emphasis on entrepreneurship**, which is supported by the StarTUP at TU, our nationally recognized business engagement center.



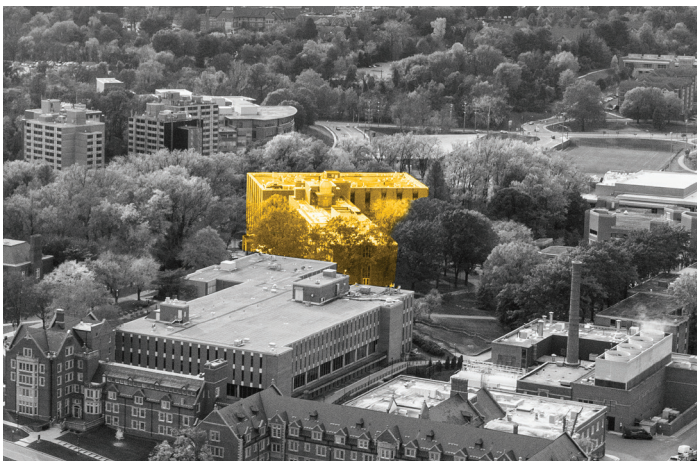
CAMPUS MASTER PLAN

As TU adapts and evolves, so too must its campus. Modern facilities and technologies fuel learning, discovery and creativity for our students and faculty. TU will soon begin an effort to update its master plan.

View the 2020 Campus Master Plan:
towson.edu/facilities/masterplan

SMITH HALL RENOVATION

When science programming moved to TU’s new Science Complex in 2021, Smith Hall was largely mothballed. The adaptive reuse and renovation of Smith Hall will support the relocation of the university’s mass communication and electronic media and film departments, helping to address an expected 44% increase in necessary net assignable square feet (NASF) needed to house TU’s College of Fine Arts & Communication’s projected enrollment growth over the next 10 years.



THIS PROJECT WILL:



Prevent an underutilized building from sitting vacant in the heart of TU’s campus, having major safety and financial implications



Completely renovate a core campus asset to support student success and improve time to degree



Address the university’s current 300,000 NASF space need deficit at a cost that is nearly 40% cheaper than constructing a new building

TU ENROLLS THE LARGEST NUMBER OF COMMUNICATIONS STUDENTS IN THE USM

TU	UMGC	UMCP	BSU	SU	UMBC	FSU	UB	UMES	CSU	UMB
1,222	1,051	967	573	338	176	61	37	54	0	0

* USM Institutional Research Information System – Fall 2023

SMITH HALL RENOVATION & RECONSTRUCTION

FY2023	\$6,066,000 Planning
FY2024	\$20,808,000 Planning & Construction
FY2025	\$32,474,000 Planning & Construction
FY2026	\$71,159,000 Construction & Equipment
FY2027	\$22,778,000 Construction & Equipment
TOTAL COST	\$153,525,000
COMPLETED	Summer 2027

ELECTRICAL SUBSTATION

To accommodate increased electrical power needs to support current and future campus development, an additional electrical substation is required. The project calls for significant modifications to the existing campus distribution to increase capacity in support of additional loads and allow for the retirement of the old switchgear, which is well beyond its recommended lifespan. TU's current central plant electrical substation is at approximately 85% capacity. Once the new College of Health Professions building comes online, it will reach 95% capacity, which does not include future additional loads that continue to occur across campus (research initiatives, technology projects, athletic precinct renovation and additional equipment upgrades). **As TU inches closer to firm electrical capacity, this facility is absolutely needed when Smith Hall comes online.**

ENVIRONMENTAL IMPACT & SUSTAINABILITY

The new electrical substation will allow TU to incorporate long-term and on-going electric distribution planning to facilitate electrification and decarbonization to comply with state law. As part of Maryland's Climate Solutions Now Act passed in 2022 and the Building Energy Performance Standards, TU is required to be fully net zero by 2040. This includes fully decarbonizing the campus and ensuring that our buildings are all electric. In addition, all fossil fuel-based systems on campus (all-natural gas building heating and hot water systems) must be transitioned to all electric systems. This will be very difficult—nearly impossible—without the new substation.

THIS PROJECT WILL:

- 

Reduce the deferred maintenance on campus by **\$7 million**
- 

Increase the power capacity available to serve campus and meet future needs
- 

Alleviate strain on an electrical power supply station that has supported a very high volume of campus development
- 

Reduce TU's carbon footprint and CO₂ emissions, as well as energy costs by up to \$500,000 per year

FUNDING NUMBERS	
FY2028	\$2,718,000 Planning & Construction
FY2029	\$31,200,000 Construction & Equipment
FY2030	\$14,753,000 Construction & Equipment
TOTAL COST	\$48,671,000
COMPLETED	Summer 2030
Note: Site project with substantial in ground utility replacement and upgrades.	

STUDENT SERVICES BUILDING

TU intends to construct a new Student Services Building, which will serve as the front door to the university and address current and future growth needs. This space will relocate and house multiple university departments that are currently spread out across campus, including the offices of enrollment services, academic advising, accessibility and disability support services and international initiatives as well as the English Language Center, Student and University Billing Office (SUBO) and the Tutoring and Learning Center. Additionally, the building will be home to the University Welcome Center and Alumni Functions, providing students comprehensive services from the first visit to campus throughout the rest of their life as a proud alumni.

THIS PROJECT WILL:



Reduce the deferred maintenance on campus by **\$23 million**



Support enrollment growth by replacing the outdated and worn-down building that currently introduces visitors to campus



Function as a key resource for students and visitors alike, welcoming prospective families onto campus from the formal entrance off Towsontown Boulevard and servicing current student support programs



Allow for streamlined cross-functional collaboration across key university departments, who frequently work with one another

FUNDING NUMBERS

FY2029	\$3,054,000 Planning
--------	-------------------------

FY2030	\$44,433,000 Planning & Construction
--------	---

FY2031	\$20,000,000 Construction & Equipment
--------	--

TOTAL COST	\$67,487,000
-------------------	---------------------

GSF	61,000
-----	--------

COMPLETED	Spring 2031
------------------	--------------------

Note: Replaces the Enrollment Services Building

COLLEGE OF HEALTH PROFESSIONS BUILDING

Thanks to the state’s support, TU’s new College of Health Professions building will celebrate its grand opening later this year—on time and under budget.

The state-of-the-art facility will enhance the growth and innovation of Maryland’s largest producer of undergraduate health professionals—including the state’s only accredited occupational therapy program and the second-largest baccalaureate nursing program. It includes patient exam rooms and specialty simulation labs that replicate professional health care environments, preparing students to enter the workforce with hands-on, real-world experience. Since 1998, TU’s College of Health Professions has seen an 184% increase in undergraduate enrollment, and the demand for Maryland health care professionals has never been higher, especially following the COVID-19 pandemic.

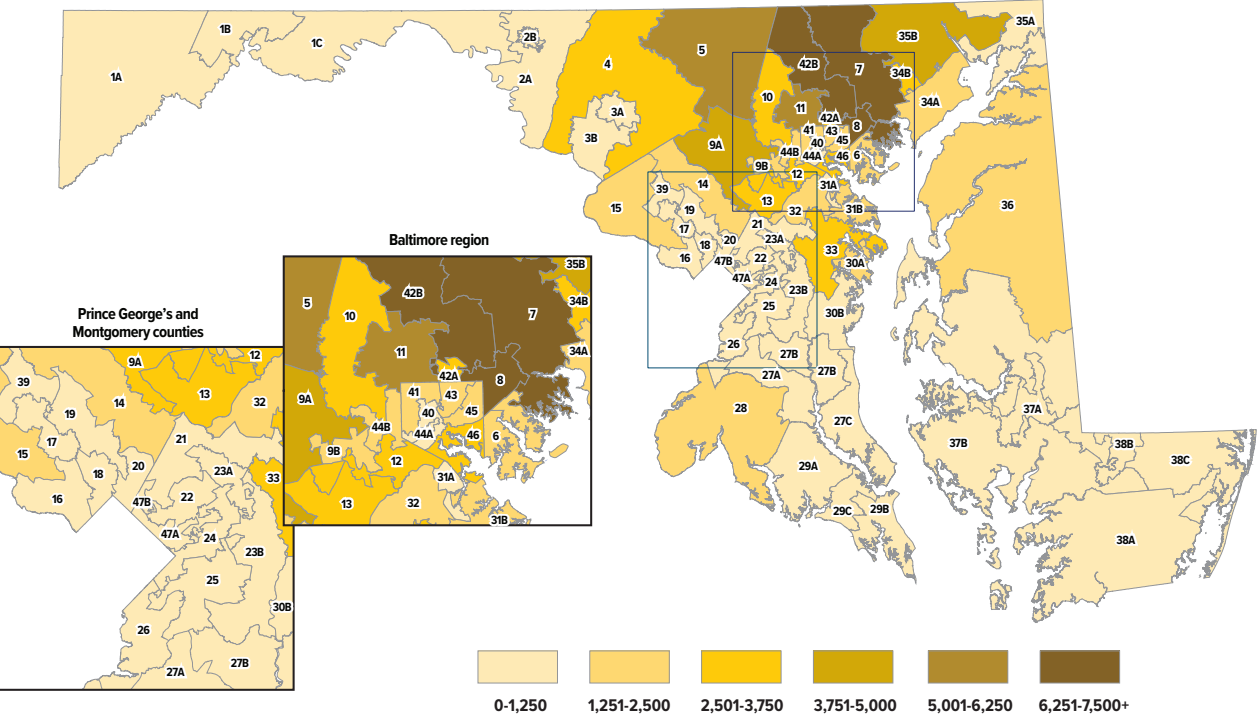


TU ENROLLS THE LARGEST NUMBER OF UNDERGRADUATE HEALTH PROFESSIONALS IN THE USM

TU	UMGC	UMCP	UMB	SU	CSU	BSU	FSU	UMBC	UMES	UB
2,170	1,591	1,268	978	674	528	510	477	291	32	0

** USM Institutional Research Information System – Fall 2023*

TOWSON UNIVERSITY ALUMNI BY MARYLAND LEGISLATIVE DISTRICT



1A.....98	14.....2127	29A.....580	38C.....576
1B.....107	15.....1297	29B.....308	39.....1186
1C.....161	16.....625	29C.....547	40.....987
2A.....848	17.....1063	30A.....1272	41.....1684
2B.....208	18.....728	30B.....741	42A.....2928
3A.....1201	19.....1202	31A.....374	42B.....7225
3B.....832	20.....767	31B.....2294	43.....2193
04.....2895	21.....1252	32.....1977	44A.....211
05.....5268	22.....533	33.....3831	44B.....1938
06.....2340	23A.....417	34A.....2288	45.....1443
07.....8669	23B.....977	34B.....2983	46.....2585
08.....6633	24.....693	35A.....594	47A.....171
9A.....3762	25.....629	35B.....4497	47B.....76
9B.....1481	26.....561	36.....1508	
10.....3513	27A.....388	37A.....77	
11.....5847	27B.....669	37B.....725	
12.....3045	27C.....641	38A.....172	
13.....3207	28.....1332	38B.....195	



FOR ADDITIONAL INFORMATION

Kathleen Maloney

Associate Vice President for Government and Community Relations

Office: 410.704.4034 | Cell: 410.409.0978 | kmaloney@towson.edu

