

Presented by **Mark R. Ginsberg**  
*President, Towson University*  
February 2025



**FIRST FOR  
MARYLAND**

**FY2026 TESTIMONY**

TO THE MARYLAND GENERAL ASSEMBLY

# NATIONALLY RECOGNIZED FOR EXCELLENCE

One of America's top public universities

*Wall Street Journal*

2025 COLLEGE RANKINGS



**NO. 1**

public university  
in Maryland



**NO. 15**

public university  
in the nation



**NO. 40**

among all U.S.  
universities, public  
or private

*U.S. News & World Report*

2025 BEST COLLEGE RANKINGS

**NO. 5**

public university in the North

**NO. 15**

university in the North, public or private

# AFFORDABLE ACCESS FOR MARYLAND

TU boasts a reputation as one of the greatest returns on investment in higher education.



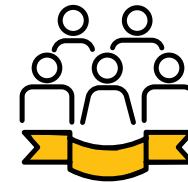
**38%**  
OF STUDENTS  
GRADUATE WITH  
ZERO DEBT



MARYLAND'S  
**NO. 1**  
BEST BANG FOR  
THE BUCK  
Washington Monthly



RANKED  
**4.5**  
**STARS**  
TOP 100 PUBLIC  
UNIVERSITY IN THE U.S.  
Money Magazine



**NO. 1**  
FOR SOCIAL MOBILITY  
IN MARYLAND  
Wall Street Journal



**NO. 37**  
FOR SOCIAL MOBILITY  
IN THE U.S.  
Wall Street Journal

2024-25 national rankings

# AN ENGINE OF OPPORTUNITY

At TU, life-changing opportunities are for everyone.



## TU'S STUDENT BODY

**16,264** UNDERGRADUATES

**3,137** GRADUATE STUDENTS

**19,401**

**60%** identify as a minoritized racial or ethnic group

**90%** are from Maryland

**17%** are first-generation college students

**38%** receive Pell grants

**57%** receive financial aid

Fall 2024 undergraduate enrollment

## REFLECTING MARYLAND

Towson University's student body reflects Maryland's diverse state-wide population.

ETHNICITY	TOWSON UNIVERSITY*	STATE OF MARYLAND**
BLACK	33%	31.4%
ASIAN	6%	6.9%
LATINE/X	11%	11.1%

\*Towson University's 2024 fall student enrollment

\*\*Maryland's population via 2020 census

## INCLUSIVE SUCCESS

### SIX-YEAR GRADUATION RATE

	OVERALL	BLACK	LATINE/X	PELL RECIPIENTS
TOWSON UNIVERSITY	68%	69%	64%	64%
MARYLAND PUBLIC INSTITUTIONS*	67%	50%	65%	52%
NATIONAL AVERAGE	64%	45%	57%	52%

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

IPEDS - 2017 cohort data

# EMPOWERING MARYLAND'S WORKFORCE

## TRADITIONAL SPIRES OF EXCELLENCE

TU is the largest provider of educators and undergraduate health professionals in the state.

**92%** of recent TU graduates are employed in the region.

## EMERGING INDUSTRY LEADERS

TU is now a nationally recognized center for STEM excellence, with emerging fields in cybersecurity and computer science.



**RANKED NO. 65** in the country by U.S. News & World Report for Best Online Master's in Computer Information Technology Programs (2025)



Recognized as a National Security Agency (NSA) **CENTER OF ACADEMIC EXCELLENCE (CAE) IN CYBER OPERATIONS**—one of just 22 institutions in the nation to earn the designation

## PRODUCING MARYLAND'S HEALTH CARE HEROES

**Bachelor's Degrees Conferred In Health Professions and Related Clinical Sciences by Maryland Institutions**

<b>1</b>	Towson University .....	487
<b>2</b>	University of Maryland - College Park .....	439
<b>3</b>	University of Maryland - Baltimore .....	433
<b>4</b>	University of Maryland Global Campus .....	362
<b>5</b>	Stevenson University .....	184
<b>6</b>	Salisbury University .....	158
<b>7</b>	Notre Dame of Maryland University .....	131
<b>8</b>	Frostburg State University .....	128
<b>9</b>	Johns Hopkins University .....	108
<b>10</b>	Coppin State University .....	86

**MARYLAND'S LARGEST COLLEGE OF EDUCATION**



**2,702**

students currently enrolled in education programs



**4,000+**

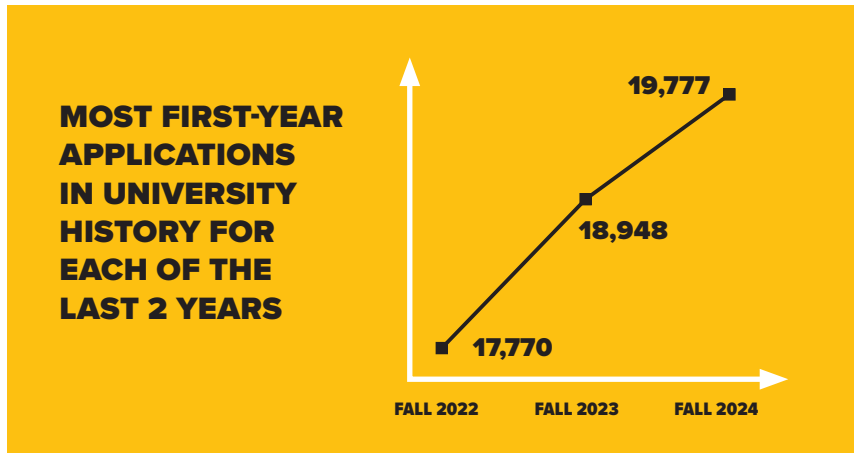
K-12 educators produced at TU over the last decade



**RANKED NO. 46** in the country by U.S. News & World Report for Best Online Master in Education Programs (2025)

# UPWARD TRAJECTORY

TU's momentum continues to reach new heights.



**255**

**DOCTORAL STUDENTS CURRENTLY ENROLLED**

**MOST IN UNIVERSITY HISTORY**

## 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. TU has been designated one of Carnegie's Research Colleges and Universities and is on track to achieve the R2: High Research Activity classification in 2027.



**148 GRANTS**  
— TOTALING —  
**\$13.6 MILLION**  
IN FY2024



**34% INCREASE**  
— IN —  
**GRANT PROPOSALS**  
SINCE 2023



**\$13 MILLION**  
— INVESTED IN —  
**RESEARCH**  
IN FY2024

# LEAVING NO ONE BEHIND

From growing the economy to supporting educational access, TU is helping fulfill Maryland's promise.

## SUPPORTING ENTREPRENEURSHIP

The StarTUp Accelerator is a nationally recognized center for community and business engagement. Since its launch in 2020, this state-wide hub for entrepreneurship and innovation has supported:



**53** new business ventures



**\$15M+** in capital raised by ventures



**200+** employees to Maryland's workforce



## MARYLAND CENTER FOR COMMUNITY SCHOOLS

TU's College of Education is now the home of the new Maryland Center for Community Schools (MCCS), further enhancing the university's legacy as a leader for educator preparation. As part of the Blueprint for Maryland's Future, TU will support the state's mission to grow from 454 to nearly 700 community schools over the next decade.

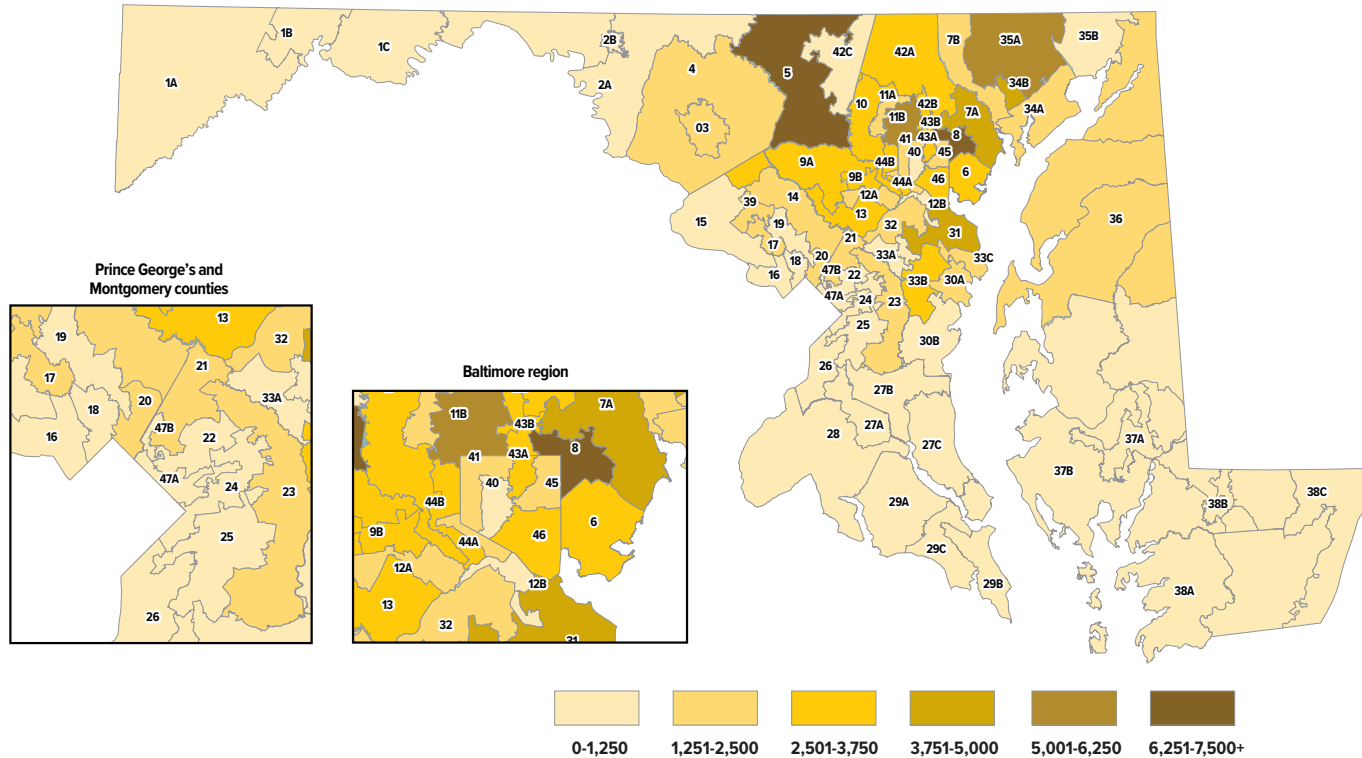


## TEACHER INDUCTION PROGRAM

TU is partnering with Carroll County Public Schools to create a teacher induction program, helping to develop confident, skilled professionals for Maryland. The program aims to enhance teacher retention, improve professional learning and support teachers entering the workforce.

# ALUMNI THROUGHOUT MARYLAND

More than 115,000 Towson Tigers live in Maryland.



1A.....	83	12B.....	138	028.....	1210	38A.....	148
1B.....	178	13.....	2942	29A.....	682	38B.....	231
1C.....	140	14.....	1590	29B.....	439	38C.....	741
2A.....	911	15.....	915	29C.....	427	39.....	1449
2B.....	321	16.....	726	30A.....	1075	40.....	1217
03.....	2265	17.....	1557	30B.....	810	41.....	1338
04.....	1909	18.....	577	31.....	4360	42A.....	3229
05.....	6590	19.....	1098	32.....	2187	42B.....	1522
06.....	2650	20.....	1321	33A.....	662	42C.....	1385
07A.....	4386	21.....	1348	33B.....	587	43A.....	2665
07B.....	2045	22.....	642	33C.....	1267	43B.....	3190
08.....	6769	23.....	1299	34A.....	2113	44A.....	1912
09A.....	3015	24.....	958	34B.....	4597	44B.....	1137
09B.....	1570	25.....	840	35A.....	5496	45.....	1691
10.....	2847	26.....	590	35B.....	835	46.....	2759
11A.....	1879	27A.....	231	36.....	1752	47A.....	211
11B.....	6124	27B.....	754	37A.....	231	47B.....	99
12A.....	1921	27C.....	631	37B.....	708		





**FOR ADDITIONAL INFORMATION**

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# ADDITIONAL COMMENTS

## **The President should comment on causes for the continuing decline in students, in particular transfer students, and efforts being taken to stabilize enrollment and retain students.**

TU continues to work back to its pre-pandemic normal with undergraduate enrollment. TU's Spring 2025 overall enrollment headcount is 18,076, about 50 students higher than our target. Through a strategic enrollment plan, TU has increased its applications year-over-year with record interest. Our fall 2024 cohort had a record number of applicants. And early metrics for fall 2025 show we have already eclipsed that record mark. In two of the last three years, we've brought in record first-year classes that reduces the dip in students transferring in.

Regarding transfers, TU remains one of the top destinations in Maryland for transfer students, therefore representing a substantial portion of our incoming class each year. That far exceeds other institutions. That has had a lasting impact on TU. TU is engaged in the Maryland Transfer Intensive with the Aspen Institute, and recently created the Transfer Tiger Pact, which provides seamless personalized advising and specialized support for students transferring in. TU's grassroots work with community colleges through the state includes recent memorandums of understanding with TUNE and Harford Community College, a prior partnership with CCBC, and future agreements that we are currently in discussion about with our community college partners.

## **The President should comment on strategies being deployed to address budget constraints for FY2026.**

TU conducted a budget reduction exercise during the Fall semester in anticipation of FY26 State budget cuts. TU will use the data provided by the executive leadership of its administrative divisions to ensure an equitable distribution of budget reductions, rather than applying a universal percentage cut across the board. As the landscape of TU's state reduction comes into focus, leadership will meet in mid-March to finalize reductions to divisions that enables TU to continue its mission in serving students and our state.

In addition, forecasted modest increases in student enrollment will create additional revenues that will assist in offsetting budget reductions. Therefore, a combination of expense reduction and revenue growth will be used to meet established budgetary targets.