

# USM - Towson University

## MISSION

Towson University (TU), as the State's comprehensive Metropolitan University, offers a broad range of undergraduate and graduate programs in the liberal arts, sciences, arts and applied professional fields that are nationally recognized for quality and value. Towson emphasizes excellence in teaching, scholarship, research and community engagement responsive to the needs of the region and the State. In addition to educating students in the specialized knowledge of defined fields, Towson's academic programs develop students' capacities for effective communication, critical analysis, and flexible thought, and they cultivate an awareness of both difference and commonality necessary for multifaceted work environments and for local and global citizenship and leadership. Towson's core values reflect high standards of integrity, collaboration, and service, contributing to the sustainability and enrichment of the culture, society, economy, and environment of the State of Maryland and beyond.

## VISION

With nearly 23,000 students, Towson University, a regionally and nationally ranked large comprehensive university, will continue to foster intellectual inquiry and critical thinking preparing graduates who will serve as effective, ethical leaders and engaged citizens. Through a foundation in the liberal arts, an emphasis on rigorous academic standards, and the creation of small learning environments, we are committed to providing a collaborative, interdisciplinary and inter-professional atmosphere, excellence in teaching, leadership development, civic engagement, and applied and sponsored research opportunities at both the undergraduate and graduate levels. Our graduates will leave Towson University with the vision, creativity and adaptability to craft innovative, evidence-based solutions that enrich the culture, society, economy, and environment of Maryland, the region, and beyond.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

### Goal 1. Create and maintain a well-educated work force.

**Obj. 1.1** Increase the estimated number of TU graduates employed in Maryland to 3,400 or above by survey year 2017.

**Obj. 1.2** Increase the number of TU students receiving degrees or certificates in teacher training programs to 725 by fiscal year 2019.

**Obj. 1.3** Increase the number of TU students receiving degrees or certificates in STEM (science, technology, engineering, mathematics) programs to 918 by fiscal year 2019.

| Performance Measures   | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Total enrollment   | 21,960    | 22,499    | 22,285    | 22,284    | 22,343    | 22,705    | 22,573    |
| Total degree recipients  | 5,339     | 5,425     | 5,544     | 5,432     | 5,584     | 5,600     | 5,600     |
| Employment rate of graduates (triennial survey)  |           | 85.7%     |           |           | 84.4%     |           |           |
| Estimated number of graduates employed in Maryland (triennial survey)  |           | 3,245     |           |           | 3,413     |           |           |
| Number of students in teacher training programs  | 1,760     | 1,866     | 1,760     | 1,479     | 1,382     | 1,228     | 1,273     |
| Number of students receiving degrees or certificates in teacher training programs                            | 697       | 709       | 611       | 600       | 620       | 644       | 659       |
| Percent of students who completed a degree or certificate in a teacher training program and passed Praxis II | 98%       | 98%       | 99%       | 98%       | 98%       | 98%       | 98%       |
| Number of undergraduate students enrolled in STEM programs   | 2,763     | 3,051     | 3,121     | 3,320     | 3,530     | 3,771     | 3,850     |
| Number of graduate students enrolled in STEM programs  | 751       | 794       | 750       | 655       | 811       | 805       | 830       |
| Number of students graduating from STEM programs   | 798       | 864       | 933       | 861       | 934       | 935       | 910       |

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**Obj. 1.4** Increase and maintain the estimated number of degrees awarded in nursing to 230 by fiscal year 2019.

| Performance Measures   | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of qualified applicants who applied to nursing programs         | 195       | 271       | 311       | 334       | 461       | 450       | 470       |
| Number accepted into nursing programs                                  | 111       | 172       | 187       | 213       | 325       | 276       | 320       |
| Number of undergraduates enrolled in nursing programs                  | 364       | 438       | 509       | 575       | 730       | 789       | 750       |
| Number of graduate students enrolled in nursing programs               | 85        | 83        | 65        | 57        | 43        | 32        | 45        |
| Number of students graduating from nursing programs                    | 210       | 215       | 225       | 262       | 291       | 300       | 310       |
| Percent of nursing program graduates passing the licensing examination | 86%       | 84%       | 89%       | 83%       | 87%       | 84%       | 84%       |

**Goal 2. Promote economic development.**

**Obj. 2.1** Increase and maintain the ratio of median TU graduates' salary to the median annual salary of civilian work force with a bachelor's degree to 80.0 percent or above by survey year 2019.

| Performance Measures  | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Median salary of TU graduates employed full-time (triennial survey)                                     |           | \$39,999  |           |           | \$42,539  |           |           |
| Ratio of median salary of TU graduates to civilian work force with bachelor's degree (triennial survey) |           | 78.8%     |           |           | 80.6%     |           |           |

**Goal 3. Increase access for and success of minority, disadvantaged and veteran students.**

**Obj. 3.1** Increase and maintain the percent of minority undergraduate students to 33 percent or above by fiscal year 2019.

**Obj. 3.2** Increase and maintain the percent of African-American undergraduate students to 18 percent or above by fiscal year 2019.

**Obj. 3.3** Increase and maintain the ethnic minority undergraduate second-year retention rate to 85 percent or above by fiscal year 2019.

**Obj. 3.4** Increase and maintain the African-American undergraduate second-year retention rate to 85 percent or above through fiscal year 2019.

**Obj. 3.5** Increase and maintain the ethnic minority undergraduate graduation rate to 72 percent or above by fiscal year 2019.

**Obj. 3.6** Increase and maintain the African-American undergraduate graduation rate to 72 percent or above by fiscal year 2019.

| Performance Measures  | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percent of minority undergraduate students enrolled         | 26.1%     | 28.9%     | 31.3%     | 33.9%     | 36.7%     | 39.5%     | 40.0%     |
| Percent of African-American undergraduate students enrolled | 14.1%     | 15.2%     | 16.1%     | 17.6%     | 19.0%     | 20.8%     | 21.0%     |
| Second-year retention rate of minority students             | 91.8%     | 90.9%     | 89.3%     | 89.4%     | 88.2%     | 90.0%     | 90.0%     |
| Second-year retention rate of African-American students     | 93.0%     | 92.0%     | 90.1%     | 93.8%     | 89.7%     | 90.0%     | 90.0%     |
| Six-year graduation rate of minority students               | 64.8%     | 66.0%     | 68.5%     | 72.9%     | 72.3%     | 74.0%     | 74.0%     |
| Six-year graduation rate of African-American students       | 63.8%     | 63.8%     | 67.6%     | 69.6%     | 69.0%     | 75.0%     | 75.0%     |

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**Obj. 3.7** Increase the number of enrolled first-generation undergraduate students to 3,400 or above by fiscal year 2019.

**Obj. 3.8** Increase the number of enrolled low-income undergraduate students to 3,150 or above by fiscal year 2019.

**Obj. 3.9** Increase the number of enrolled veterans and service members.

| Performance Measures  | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| First-generation undergraduate students enrolled                        | 3,388     | 3,427     | 3,332     | 3,332     | 3,183     | 3,282     | 3,225     |
| <sup>1</sup> Six-year graduation rate of first-generation students      | 62.7%     | 62.8%     | 65.0%     | 66.2%     | 67.2%     | 68.0%     | 69.0%     |
| Low-income undergraduate students enrolled                              | 2,782     | 2,932     | 2,991     | 3,120     | 3,205     | 3,576     | 3,575     |
| <sup>2</sup> Six-year graduation rate of low-income students            | 49.8%     | 50.0%     | 63.6%     | 62.8%     | 61.9%     | 63.9%     | 65.0%     |
| Number of incoming undergraduate veterans and service members           | 55        | 77        | 90        | 77        | 91        | 103       | 95        |
| <sup>3</sup> Second year retention rate of veterans and service members | 83.6%     | 69.8%     | 81.1%     | 80.5%     | 78.0%     | 80.0%     | 80.0%     |

**Goal 4. Achieve and sustain national eminence in providing quality education, research and public service.**

**Obj. 4.1** Maintain the second-year retention rate of TU undergraduates at or above 87 percent through fiscal year 2019.

**Obj. 4.2** Maintain the six-year graduation rate of TU undergraduates at or above 72 percent through fiscal year 2019.

**Obj. 4.3** Maintain the level of student satisfaction with education received for employment at or above 90 percent through Survey Year 2019.

**Obj. 4.4** Maintain the level of student satisfaction with education received for graduate/professional school at or above 98 percent through Survey Year 2019.

| Performance Measures  | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Second-year retention rate of students  | 87.8%     | 88.1%     | 87.5%     | 87.4%     | 87.3%     | 87.0%     | 87.0%     |
| Six-year graduation rate of students  | 70.8%     | 68.7%     | 71.4%     | 74.8%     | 74.2%     | 75.0%     | 75.0%     |
| Percent of students satisfied with education received for employment (triennial survey)                   |           | 89.5%     |           |           | 86.7%     |           |           |
| Percent of students satisfied with education received for graduate/professional school (triennial survey) |           | 99.2%     |           |           | 95.3%     |           |           |

**Goal 5. Maximize the efficient and effective use of State resources.**

**Obj. 5.1** Maintain and increase expenditures on facility renewal to two percent by fiscal year 2019.

**Obj. 5.2** Increase the number of full-time equivalent students enrolled in TU courses delivered off campus or through distance education to 1,475 or above by fiscal year 2019.

| Performance Measures  | 2013 Act. | 2014 Act. | 2015 Act. | 2016 Act. | 2017 Act. | 2018 Est. | 2019 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percent of replacement cost expended in facility renewal and renovation             | 1.80%     | 5.00%     | 3.56%     | 2.69%     | 2.65%     | 2.24%     | 2.09%     |
| Full-time equivalent students enrolled in distance education and off campus courses | 1,375     | 1,405     | 1,388     | 1,568     | 1,542     | 1,641     | 1,625     |

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## NOTES

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- <sup>1</sup> Six-year graduation rates for first-generation students are based upon the percentage of first-generation students who graduate within six years from Towson University.
- <sup>2</sup> Six-year graduation rates for low-income students are based upon the percentage of low-income students who graduate within six years from Towson University.
- <sup>3</sup> Second-year retention rates of veterans and service members are based upon the percentage of veterans and service members who re-enroll at Towson University one year after matriculation.