

# USM - University of Baltimore

## MISSION

The University of Baltimore (UB) provides innovative education in business, public affairs, the applied liberal arts and sciences, and law to serve the needs of a diverse population in an urban setting. A public university, UB offers excellent teaching and a supportive community for undergraduate, graduate and professional students in an environment distinguished by academic research and public service. The University makes excellence accessible to traditional and nontraditional students motivated by professional advancement and civic awareness; establishes a foundation for lifelong learning, personal development, and social responsibility; combines theory and practice to create meaningful, real-world solutions to 21st-century urban challenges; and is an anchor institution, regional steward and integral partner in the culture, commerce, and future development of Baltimore and the region.

## VISION

The University of Baltimore is a leader in the development and dissemination of knowledge in the applied disciplines that form the core of its academic programs. Any qualified Marylander has access to UB's academic programs and services without regard to geographic location, economic means, or other limiting circumstances. UB's students are highly satisfied with their preparation for productive professional lives. The University maintains a lifelong relationship with its graduates and continues to meet their educational needs in a rapidly changing world. Maryland's businesses, governments, and not-for-profit organizations value UB's talents. UB is a major contributor to sustaining mid-town Baltimore as a flourishing urban environment.

## KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

**Goal 1. The University of Baltimore will enhance the quality of learning, teaching, and research.**

- Obj. 1.1** Through 2017, maintain the percentage of UB graduates employed in their field one year after graduation at a level equal to or greater than the 95.4 percent recorded in Survey Year 2008.
- Obj. 1.2** Through 2017, maintain a 75 percent or greater first-time attempt passage rate on the Maryland Bar examination.
- Obj. 1.3** Annually maintain the percentage of students earning credits in at least one learning activity outside the traditional classroom at 42 percent or greater.
- Obj. 1.4** Annually maintain the second-year retention rate of all students and African-American students at 70 percent or greater.
- Obj. 1.5** Increase the percentage of students satisfied with educational preparation for employment to 88 percent, and maintain the percentage of students satisfied with educational preparation for graduate or professional school at 100 percent in survey year 2017.

Performance Measures	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Percentage of graduates employed one year after graduation (triennial survey)		85.0%			85.9%		
UB law graduates who pass the Bar exam on first attempt	84.0%	83.0%	80.0%	66.0%	67.0%	75.0%	80.0%
Students earning credits outside of traditional classroom	44.0%	44.0%	45.0%	49.0%	52.7%	50.0%	50.0%
Second-year retention rate: All students	72.9%	67.4%	78.8%	70.8%	72.3%	75.0%	78.0%
Second-year retention rate: African-American students	74.7%	70.7%	81.9%	73.4%	70.0%	75.0%	75.0%
Student satisfaction with education received for employment (triennial survey)		83.0%			88.7%		
Student satisfaction with education received for graduate or professional school (triennial survey)		94.4%			97.5%		

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**Obj. 1.6** Annually, UB will exceed the national benchmark six-year graduation rate for similar selective institutions of first-time, full-time degree seeking for all undergraduate students and African-American students.

Performance Measures	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Six-year graduation rate: All students	N/A	37.0%	42.9%	32.2%	36.1%	38.0%	40.0%
Six-year graduation rate: African-American students	N/A	31.0%	30.3%	26.9%	30.9%	33.0%	36.0%

**Goal 2. The University of Baltimore will increase student enrollment in response to State and regional demand.**

**Obj. 2.1** By fiscal year 2017, maintain the current number of minority students at 650 or higher, including 500 African Americans graduates. Maintain the percentage of African-American undergraduates at approximately 50 percent, and maintain the percentage of economically disadvantaged students at 50 percent or greater in fall 2016 and forward.

**Obj. 2.2** Through 2017, maintain the percentage of UB STEM (science, technology, engineering, mathematics) graduates employed in Maryland at 91.4 percent or greater.

Performance Measures	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Number of minority students, including African Americans, who graduate from UB	604	635	676	716	789	775	750
Percentage of African-American undergraduates	46.1%	47.1%	47.0%	48.0%	47.1%	47.0%	47.0%
Percentage of economically disadvantaged students	74.9%	69.7%	78.0%	66.4%	49.0%	67.0%	67.0%
Percentage of STEM graduates employed in Maryland (triennial survey)		86.0%			85.7%		

**Goal 3. The University of Baltimore meets community, businesses, government, and not-for-profit needs in the Baltimore metropolitan area and Maryland.**

**Obj. 3.1** Increase UB's entrepreneurial revenues by 5 percent a year or greater through 2017 (from \$174,427 in 2009) and increase the percentage of research dollars coming from federal sources to 10 percent or greater by 2017.

Performance Measures	2013 Act.	2014 Act.	2015 Act.	2016 Act.	2017 Act.	2018 Est.	2019 Est.
Entrepreneurial revenues per year	\$385,000	\$307,076	\$201,682	\$194,192	\$220,634	\$260,000	\$270,000
Number of federal awards	2	4	4	4	6	6	8
Percentage of research dollars from federal sources	6.0%	4.0%	4.0%	4.4%	14.0%	16.0%	18.0%