

USM - Bowie State University

MISSION

As Maryland's first historically black public university, Bowie State University (BSU) empowers a diverse population of students to reach their potential by providing innovative academic programs and transformational experiences as they prepare for careers, lifelong learning, and civic responsibility. Bowie State University supports Maryland's workforce and economy by engaging in strategic partnerships, research, and public service to benefit our local, state, national, and global communities.

VISION

Bowie State University will be widely recognized as one of the nation's best public comprehensive universities that is a model for academic excellence, innovation, and student success.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Achieve academic excellence supported by curricular as well as co-curricular experiences.

- Obj. 1.1** Maintain the percentage of new tenure-track faculty with terminal degrees.
- Obj. 1.2** Increase the number of professionally-accredited programs from six in 2019.
- Obj. 1.3** Maintain the satisfaction level of bachelor's degree graduates with academic preparation for employment and lifelong learning.
- Obj. 1.4** Maintain Bowie State University's institution goal of seven to eight course units taught by full-time equivalent (FTE) core faculty.
- Obj. 1.5** Increase the number of science, technology, engineering and math (STEM) program students from 894 in 2019 and graduates from 116 in 2019.

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percent of new core faculty with terminal degrees | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Number of professionally-accredited programs | 6 | 6 | 6 | 6 | 6 | 6 | 7 |
| Course units taught by FTE core faculty (per academic year) | 7.5 | 7.7 | 7.7 | 7.6 | 7.8 | 7.8 | 7.5 |
| Students satisfied with education received for employment (triennial measure) | N/A | N/A | 88% | N/A | N/A | 90% | N/A |
| Students satisfied with education for graduate/professional school (triennial measure) | N/A | N/A | 85% | N/A | N/A | 90% | N/A |
| Number of undergraduates in STEM programs | 894 | 935 | 1,002 | 1,045 | 1,079 | 1,169 | 1,200 |
| Number of degrees awarded in undergraduate STEM programs | 116 | 114 | 144 | 177 | 160 | 175 | 190 |

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Obj. 1.6 Increase the number of teacher education students and graduates from 25 in 2019.

Obj. 1.7 Increase the number of Bachelor of Science in Nursing (BSN) students and graduates from 40 in 2019 and increase licensure pass rates to at least the statewide BSN average.

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of undergraduates and Masters of Arts in Teaching (MAT) post-baccalaureate in teacher education | 235 | 248 | 339 | 369 | 357 | 312 | 330 |
| Number of undergraduates and MAT post-baccalaureate completing teacher training | 25 | 36 | 43 | 32 | 39 | 40 | 40 |
| Number of undergraduates enrolled in nursing | 610 | 488 | 536 | 543 | 514 | 480 | 490 |
| Number of qualified applicants admitted into nursing program | 40 | 24 | 28 | 19 | 30 | 27 | 30 |
| Number of qualified applicants not admitted into nursing | 8 | 6 | 0 | 0 | 0 | 0 | 0 |
| Number of BSN graduates | 55 | 47 | 35 | 25 | 30 | 35 | 40 |
| Percent of nursing graduates passing the licensure exam | 68% | 75% | 57% | 39% | 82% | 83% | 85% |

Goal 2. Promote a holistic and coordinated approach to student success.

Obj. 2.1 Maintain or exceed the undergraduate second-year retention rate of 72 percent.

Obj. 2.2 Increase the undergraduate six-year graduation rate to over 50 percent.

Obj. 2.3 Maintain the proportion of in-state undergraduate tuition and mandatory fees as a percent of Prince George’s County median income to less than 12 percent.

Obj. 2.4 Increase the six-year graduation rate of Pell Grant recipients from BSU to over 50 percent.

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Second-year undergraduate retention rate at BSU or another public university in Maryland | 68% | 71% | 76% | 72% | 73% | 73% | 74% |
| Six-year undergraduate graduation rate from BSU or another public university in Maryland | 48% | 47% | 46% | 48% | 44% | 48% | 49% |
| BSU tuition and fees as a percentage of Prince George’s County median income | 10% | 10% | 10% | 10% | 10% | 10% | 10% |
| Six-year graduation rate of Pell Grant recipients | 56% | 44% | 38% | 43% | 40% | 43% | 45% |

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Goal 3. Encourage academic and administrative innovation to meet student needs.

Obj. 3.1 Increase the number of on-line and hybrid courses annually and offer at least 2 predominantly or fully online program(s).

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of online programs | 0 | 0 | 0 | 0 | 9 | 10 | 11 |
| Number of online and hybrid courses running in academic year | 368 | 397 | 1029 | 475 | 596 | 610 | 620 |

Goal 4. Advance the overall effective and efficient use of resources and identify new revenue sources.

Obj. 4.1 Increase alumni giving from \$251,000 in 2019 and increase the gift dollars received from \$1.2 million in 2019.

Obj. 4.2 Increase the amount of grant funding from \$8.8 million in 2019.

Obj. 4.3 Increase classroom utilization rate from 65 percent in 2019.

Obj. 4.4 Maintain or exceed the funds allocated to facilities renewal as a percent of replacement value of 2.0 percent.

Obj. 4.5 Sustain or increase the percentage of expenditures for instruction from 40 percent.

| Performance Measures | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Act. | 2023 Act. | 2024 Est. | 2025 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Dollars of alumni giving | \$251,184 | \$234,377 | \$275,988 | \$387,870 | \$366,255 | \$410,836 | \$420,000 |
| Number of alumni donors | 1,199 | 1,098 | 1,516 | 1,250 | 825 | 900 | 950 |
| Total gift dollars received (\$ millions) | \$1.26 | \$1.21 | \$1.63 | \$27.75 | \$5.64 | \$12.23 | \$10.00 |
| Total external grant and contract revenue (\$ millions) | \$8.80 | \$8.90 | \$12.20 | \$16.60 | \$16.20 | \$16.60 | \$17.20 |
| Classroom utilization rate | 65% | 65% | N/A | 59% | 58% | 62% | 65% |
| Facilities renewal funding as a percentage of replacement value | 2.7% | 1.3% | 1.3% | 1.1% | 1.0% | 1.9% | 1.5% |
| Percentage of education and general (E&G) funds spent on instruction | 46% | 51% | 42% | 36% | 30% | 35% | 38% |