

# 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, research, scholarship, 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 programs develop students' capacities for effective communication, critical analysis, and flexible thought, and they cultivate an awareness of both difference and commonality in diverse, multi-faceted work environments and for local and global citizenship and leadership. Towson's core values reflect high standards of integrity, collaboration, and being, 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, fosters intellectual inquiry and critical thinking preparing graduates who will serve as effective, ethical leaders and engaged citizens. Through a foundation in the liberal arts, rigorous academic standards, and the creation of small learning environments, we are committed to providing a collaborative, interdisciplinary and inter-professional atmosphere in teaching, leadership development, civic engagement, and applied and sponsored research opportunities at both the undergraduate and graduate levels. Our graduates will contribute to the vision, creativity and adaptability to craft innovative, evidence-based solutions that enrich the culture, society, economy, and environment of the State of Maryland 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 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, and mathematics) 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)			N/A			N/A	
Estimated number of graduates employed in Maryland (triennial survey)			N/A			N/A	
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	3,531	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

# USM - Towson University

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 program	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%	TBA	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 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)			N/A			N/A	
Ratio of median salary of TU graduates to civilian work force with bachelor's degree (triennial survey)			N/A			N/A	

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%

# USM - Towson University

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
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
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
Second year retention rate of veterans and service members	1	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 20

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)			N/A			N/A	
Percent of students satisfied with education received for graduate/professional school (triennial survey)			N/A			N/A	

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 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