

# USM - Towson University

## MISSION

Towson 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, 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 the undergraduate and graduate levels. Our graduates leave Towson University with the vision, creativity and adaptability to craft solutions that enrich the culture, society, economy, and environment of Maryland, the region, and beyond.

## VISION

Towson University is a national leader in student-centered education, where students will develop the knowledge, skills and dispositions to become ethical leaders in a global society. Our faculty model the highest values of the scholar-educator, with a steadfast devotion to intellectual rigor and the pursuit of innovative scholarly and creative activities. We embrace our role and responsibilities as an anchor institution for the Greater Baltimore region and the state of Maryland.

## 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 3,540 or above by survey year 2020, from 3,413 in survey year 2017.

**Obj. 1.2** Increase the number of TU students receiving degrees or certificates in teacher training programs to 550 by fiscal year 2024, from 522 in fiscal year 2019.

**Obj. 1.3** Increase the number of TU students receiving degrees or certificates in STEM (science, technology, engineering, mathematics) programs to 1,050 by fiscal year 2024, from 993 in fiscal year 2019.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Total enrollment	22,343	22,705	22,923	22,709	21,917	20,856	21,585
Total degree recipients	5,584	5,543	5,529	5,558	5,647	5,425	5,425
Employment rate of graduates (triennial survey)	84.4%	N/A	N/A	83.2%	N/A	N/A	N/A
Estimated number of graduates employed in Maryland (triennial survey)	3,413	N/A	N/A	3,494	N/A	N/A	N/A
Number of students in teacher training programs	1,382	1,228	1,189	1,117	1,190	1,163	1,311
Number of students receiving degrees or certificates in teacher training programs	620	537	522	509	520	548	561
Percent of students who completed a degree or certificate in a teacher training program and passed Praxis II	98%	97%	98%	98%	91%	98%	98%
Number of undergraduate students enrolled in STEM programs	3,530	3,771	3,955	4,015	3,906	3,759	3,750
Number of graduate students enrolled in STEM programs	811	805	786	730	666	564	525
Number of students graduating from STEM programs	934	926	993	1,057	1,071	1,050	1,025

**Obj. 1.4** Increase the number of degrees awarded in nursing to 292 by fiscal year 2024, from 279 in fiscal year 2019.

**R30B24**

<http://www.towson.edu/>

# USM - Towson University

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Number of qualified applicants who applied to nursing programs	461	450	373	361	429	500	500
Number accepted into nursing programs	325	276	270	262	228	176	200
Number of undergraduates enrolled in nursing programs	730	789	779	796	818	763	775
Number of graduate students enrolled in nursing programs	43	32	19	16	11	4	24
Number of students graduating from nursing programs	291	288	279	316	333	285	285
Percent of nursing program graduates passing the licensing examination	87%	90%	90%	89%	85%	90%	90%

## Goal 2. Promote economic development.

**Obj. 2.1** Maintain the ratio of median 'TU graduates' salary to the median annual salary of civilian work force with a bachelor's degree at 80 percent or above by survey year

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Median salary of TU graduates employed full-time (triennial survey)	\$42,539	N/A	N/A	\$47,554	N/A	N/A	N/A
Ratio of median salary of 'TU graduates to civilian work force with bachelor's degree (triennial survey)	80.6%	N/A	N/A	80.4%	N/A	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 50 percent or above by fiscal year 2024, from 43 percent in fiscal year 2019.

**Obj. 3.2** Increase and maintain the percent of African-American undergraduate students to 27 percent or above by fiscal year 2024, from 23 percent in fiscal year 2019.

**Obj. 3.3** Maintain the ethnic minority undergraduate second-year retention rate at 87 percent or above through fiscal year 2024.

**Obj. 3.4** Maintain the African-American undergraduate second-year retention rate at 87 percent or above through fiscal year 2024.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Percent of minority undergraduate students enrolled	36.7%	39.5%	42.7%	45.4%	47.9%	51.0%	53.0%
Percent of African-American undergraduate students enrolled	19.0%	20.8%	22.8%	24.4%	26.2%	28.0%	29.0%
Second-year retention rate of minority students at TU (or another public university in Maryland)	88.2%	90.0%	89.9%	89.3%	90.3%	90.0%	90.0%
Second-year retention rate of African-American students at TU (or another public university in Maryland)	89.7%	90.8%	91.8%	90.7%	90.3%	90.0%	90.0%

**Obj. 3.5** Maintain the ethnic minority undergraduate graduation rate at 75 percent or above by fiscal year 2024.

**R30B24**

<http://www.towson.edu/>

# USM - Towson University

**Obj. 3.6** Maintain the African-American undergraduate graduation rate at 75 percent or above by fiscal year 2024.

**Obj. 3.7** Maintain the number of enrolled first-generation undergraduate students at 3,200 or above by fiscal year 2024, compared with 3,344 in fiscal year 2019.

**Obj. 3.8** Increase the number of enrolled low-income undergraduate students to 3,700 or above by fiscal year 2024, from 3,681 in fiscal year 2019.

**Obj. 3.9** Increase the number of incoming undergraduate veterans and service members to 76 by fiscal year 2024, from 66 in fiscal year 2019.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Six-year graduation rate of minority students from TU (or another public university in Maryland)	72.3%	75.8%	77.8%	75.4%	75.7%	75.0%	75.0%
Six-year graduation rate of African-American students from TU (or another public university in Maryland)	69.0%	76.4%	79.4%	74.9%	78.2%	77.0%	77.0%
First-generation undergraduate students enrolled	3,183	3,282	3,344	3,173	3,010	2,843	2,900
Six-year graduation rate from TU of first-generation students	67.2%	68.0%	70.1%	66.7%	70.4%	69.4%	70.0%
Low-income undergraduate students enrolled	3,205	3,576	3,681	3,677	3,534	3,506	3,500
Six-year graduation rate from TU of low-income students	61.9%	63.9%	67.4%	64.6%	69.8%	66.5%	68.0%
Number of incoming undergraduate veterans and service members	68	99	66	72	60	69	75
Second-year retention rate at TU of veterans and service members	75.0%	71.7%	75.8%	70.8%	56.7%	75.0%	75.0%

## 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 87 percent or above through fiscal year 2024.

**Obj. 4.2** Maintain the six-year graduation rate of TU undergraduates at 75 percent or above through fiscal year 2024.

**Obj. 4.3** Maintain the level of student satisfaction with education received for employment at or above 90 percent through survey year 2020, from 87 percent in survey year

**Obj. 4.4** Maintain the level of student satisfaction with education received for graduate/professional school at or above 98 percent through Survey Year 2020, from 95 percent in survey year 2017.

Performance Measures	2017 Act.	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Est.	2023 Est.
Second-year retention rate of students at TU (or another public university in Maryland)	87.3%	86.8%	86.8%	87.7%	87.3%	87.0%	87.0%
Six-year graduation rate of students from TU (or another public university in Maryland)	74.2%	75.9%	77.2%	75.0%	77.3%	77.0%	77.0%
Percent of students satisfied with education received for employment (triennial survey)	86.7%	N/A	N/A	80.8%	N/A	N/A	N/A
Percent of students satisfied with education received for graduate/professional school (triennial survey)	95.3%	N/A	N/A	94.3%	N/A	N/A	N/A

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

**R30B24**

<http://www.towson.edu/>

# USM - Towson University

**Obj. 5.1** Maintain or increase expenditures on facility renewal at 2 percent by fiscal year 2024, from 2 percent in 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 2,500 or above by fiscal year 2024, from 1,830 in fiscal year 2019.

<b>Performance Measures</b>	<b>2017 Act.</b>	<b>2018 Act.</b>	<b>2019 Act.</b>	<b>2020 Act.</b>	<b>2021 Act.</b>	<b>2022 Est.</b>	<b>2023 Est.</b>
Percent of replacement cost expended on facility renewal and renovation	2.65%	2.10%	2.18%	1.71%	3.09%	2.46%	2.19%
Full-time equivalent students enrolled in distance education and off-campus courses	1,542	1,641	1,830	2,105	18,109	2,821	2,450