BRAND PLATFORM

TU TOWSON UNIVERSITY

PAYOFF

I was afforded amazing opportunities, and I'm fully prepared to pay that forward in my profession, my community and the world.

PERSONALITY

The experienced, community-minded innovator

BIG IDEA
Create opportunities

PLEDGE

Your potential holds us to the highest standards. We'll go above and beyond to challenge you, inspire you and ensure you're ready for anything.

COMPETITIVE POSITIONING

A lot of institutions *talk* opportunity. But ensuring students engage, explore, persist and succeed requires more than talk. At Towson University we *create* opportunity where it doesn't exist. We stay agile to meet the demands of a changing world. We connect students to industry experts in intimate learning environments. We offer a wide scope of challenging and relevant programs. TU never stops creating opportunities — which is why our students are prepared, no matter what.

PROOF (TOP 4)

- Top university in our region for 32 consecutive years (*U.S. News & World Report*).
- 17:1 student-to-faculty ratio so our experts of discovery and practice directly inspire and challenge our students.
- TU'S (6-yr.) minority graduation rates and (2-yr.) minority retention rates are the same as for majority students—there is no "achievement gap."
- Fastest-growing university in the state of Maryland.

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.