

# KEY MESSAGING FRAMEWORK

## Mission

The mission of Educator Preparation Programs at Towson University is to:

- Prepare the next generation of diverse educators and leaders committed to meet the individual needs of all learners.
- Advance scholarship around significant priorities in the profession.
- Collaborate with and advocate for children, families and communities.
- Develop and implement innovative solutions to education challenges.

## Vision

Towson University will be recognized for preparing innovative and socially just professionals who advocate on behalf of children, families, and the profession. We will empower educators with a strong knowledge of research-based pedagogies, a technology-rich skillset, a deep understanding of how children, youth, and adults learn, and caring dispositions to lead and succeed in inclusive and equitable settings.

## Brand Promise

We empower educators and professionals to lead with innovation, equity, and excellence. Together, we're shaping a future where our impact goes beyond the expected.

## Core Values

Diversity and Inclusivity | Professionalism and Leadership | Collaboration and Reflection | Commitment and Compassion

## Tone of Voice

Approachable | Welcoming | Confident | Supportive

## Target Audiences

**Primary:** Prospective Students | High school students | Teacher Academy of Maryland (TAM) participants | High school guidance counselors | Prospective families/circle of influence | COE Alums | COE faculty/staff

**Secondary:** Elected officials | TU faculty/staff | Donors | School districts | Maryland State Department of Education | Business partners

## College of Education

### Licensure Programs

#### Undergraduate Level:

Early Childhood Education | Early Childhood/Special Education Integrated | Elementary Education/ Special Education Integrated | Elementary Education | Special Education Single Cert. (Elem/Mid or Second/Adult) | Secondary History/Social Studies | Secondary Mathematics Education (FCSM - UTEACH) | Secondary Science Education (FCSM - UTEACH) | Secondary Math and Computer Science (FCSM - UTEACH) | Secondary English Education | World Language Education (Spanish & French) | Music Education (COFAC) | Art Education (COFAC) | Middle School Education | Physical Education (CHP) | Dance Education (COFAC)

#### Graduate Level:

##### Master of Arts in Teaching (MAT):

Art Education | Early Childhood Education | Elementary Education | Special Education | Secondary History/Social Studies | Secondary Mathematics Education | Secondary Science Education | Secondary English Education | World Language Education (Spanish and French)

Reading Education MEd | Instructional Technology MEd (School Library Media Concentration) | School Library Media PBC | Transformational Educational Leadership MS | Educational Administrator I PBC | Gifted and Creative Education MEd

### Non-Licensure Programs

Early Childhood Education MEd | Elementary Education MEd | Secondary Education MEd | Global Citizenship in Education PBC | Special Education MEd | Autism Spectrum Disorder in the Classroom PBC | Foundations of Special Education PBC | Autism Studies PhD (CHP) | Mathematics Education MS (FCSM) | Art Education MEd (COFAC) | Music Education MS (COFAC) | Dance Education MA (COFAC) | Instructional Design and Development PBC | Instructional Technology PhD | Instructional Technology MS (Ed Tech and Instructional Design concentrations) | Online Learning and Teaching PBC | Educational Technology PBC | Teaching English Learners PBC | Community Engagement and Leading School Change PBC | Action Research for School Improvement PBC | Accomplished Teaching for Student Impact PBC

## KEY MESSAGES / PILLARS

Pillar	REDEFINING EDUCATIONAL EXCELLENCE	REPUTATION FOR RESULTS	INVALUABLE LASTING CONNECTIONS	LIMITLESS PROFESSIONAL PATHWAYS AND IMPACT
Key Message	COE is transforming traditional education to unlock new approaches, implement new technologies and reach new heights through leading research, inventive instruction and advocacy.	Our nearly 160 years of proven educational leadership is the foundation for an ever-expanding reputation earned through results and an unwavering commitment to continuous improvement.	COE students benefit from extraordinary professional connections with faculty mentors, industry leaders and peer cohorts.	We prepare professionals for life-changing careers in and out of the classroom, redefining the role of educators to impact every industry and learning environment beyond the expected.
Supporting Messages	<p>COE has a tradition of excellence, developing nontraditional approaches to advance learning through research and discovery.</p> <p>COE breaks molds to meet the evolving needs of students and our greater society, uncovering new ways to improve learning.</p> <p>Our faculty and students incorporate emerging technologies, test new instructional methods, and collaborate on novel degree programs to enhance educational practice and knowledge.</p> <p>We are conducting cutting-edge research that is reimagining ways to support successful lifelong learners.</p> <p>Our programs continue to grow at the undergraduate and graduate level with new offerings, advancing the latest trends in teaching and learning.</p>	<p>TU was founded in 1866 as a premier destination for educators, and we build on that legacy every day by leveraging our earned experience as instructional leaders.</p> <p>Students, employers and industry professionals recognize COE's reputation through the excellence of graduates and their distinction as highly prepared educators and impactful change agents.</p> <p>COE's commitment to excellence isn't about resting on the past but advancing the future of education with measurable results, job placements and learning outcomes that speak for themselves.</p> <p>Our extensive partnerships with local school systems and community organizations are rooted in listening and collaboration to ensure our programs remain relevant and effective.</p> <p>Our faculty experts draw from evidence-based research to continuously enhance programs to meet evolving educational needs and prepare graduates for real-world impact.</p>	<p>The COE experience offers career-propelling support long after graduation and prepares educators to establish equally meaningful relationships with learners, ensuring success.</p> <p>TU's strong alumni community cultivates career-long mentoring and professional development opportunities across Maryland and beyond.</p> <p>Authentic relationships are at the center of COE and serve as the foundation for professional and instructional excellence.</p> <p>COE students are connected to their cohorts in meaningful ways, enhancing their future professional networks.</p> <p>COE promotes achievement through quality connections and ongoing relationship building with both leaders and learners that create distinction, recognition and earned respect for educators.</p> <p>Impactful research opportunities forge strong connections between faculty and students, both undergraduate and graduate.</p>	<p>We instruct to improve learning outcomes, and we instruct to improve lives.</p> <p>COE prepares professional instructors, educational leaders, learning designers and policy advocates to create change in classrooms, communities, businesses and beyond.</p> <p>COE professionals impact learners of all types at every age and stage, harnessing the life-changing power of lifelong learning.</p> <p>We build strong foundations for individual and societal success addressing global challenges and advocating for policies and practices that positively impact our state, our region, our country and our world.</p>