

# USM - Towson University

## MISSION

Towson University (TU) fosters intellectual inquiry and critical thinking, preparing graduates who will serve as effective leaders for the public good. Through a foundation in the liberal arts and a commitment to academic excellence, interdisciplinary study, research and public service, Towson University prepares students for careers in high demand today and in the future. TU is recognized as a leader in community engagement, including entrepreneurial efforts that provide collaborative opportunities between the campus and the larger Maryland community. Our graduates leave with the vision, creativity and adaptability to craft solutions that enrich the culture, society, economy and environment of the state, 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** Maintain the annual number of bachelor's degree recipients at approximately 4,100 or higher through FY 2024.

**Obj. 1.2** Increase the number of TU students receiving degrees or certificates in teacher training programs to 550 by FY 2024, from 522 in FY 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 FY 2024, from 993 in FY 2019.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Total enrollment	22,709	21,917	20,856	19,793	19,527	19,401	19,550
Total degree recipients	5,558	5,647	5,486	4,958	4,892	4,520	4,550
Bachelor's degree recipients	4,701	4,628	4,529	4,064	3,986	3,620	3,650
Number of students in teacher training programs	1,117	1,190	1,163	1,106	1,038	1,088	1,133
Number of students receiving degrees or certificates in teacher training programs	509	520	520	500	401	432	445
Percent of students who completed a degree or certificate in a teacher training program and passed Praxis II	98%	93%	87%	90%	91%	88%	89%
Number of undergraduate students enrolled in STEM programs	4,015	3,906	3,759	3,674	3,776	3,825	3,825
Number of graduate students enrolled in STEM programs	730	666	564	540	562	606	600
Number of students graduating from STEM programs	1,057	1,071	977	928	893	905	945

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

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Number of qualified applicants who applied to nursing programs	361	429	500	285	277	281	280
Number accepted into nursing programs	262	228	176	151	156	165	180
Number of undergraduates enrolled in nursing programs	796	818	763	649	596	630	625
Number of graduate students enrolled in nursing programs	16	11	4	19	19	16	24
Number of students graduating from nursing programs	316	333	288	233	250	258	274
Percent of nursing program graduates passing the licensing examination	89%	85%	87%	90%	96%	94%	94%

**Goal 2. Promote economic development.**

**Obj. 2.1** Increase the median earnings of TU graduates, two years after graduation, from \$43,615 in FY 2020 to \$47,890 in FY 2024.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Median wages for TU graduates employed in all 4 quarters of a year, two years after graduation.	N/A	N/A	#####	\$46,942	\$48,748	\$52,759	\$53,846

**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 FY 2024, from 43 percent in FY 2019.

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

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

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

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Percent of minority undergraduate students enrolled	45.4%	47.9%	50.8%	53.1%	56.5%	59.8%	60.0%
Percent of African-American undergraduate students enrolled	24.4%	26.2%	28.7%	30.4%	32.7%	35.5%	36.0%
Second-year retention rate of minority students at TU (or another public university in Maryland)	89.3%	90.3%	87.1%	84.6%	85.8%	86.0%	86.0%
Second-year retention rate of African-American students at TU (or another public university in Maryland)	90.7%	90.3%	89.9%	85.6%	86.0%	87.0%	87.0%

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- Obj. 3.5** Maintain the ethnic minority undergraduate graduation rate at 75 percent or above by FY 2024.
- Obj. 3.6** Maintain the African-American undergraduate graduation rate at 75 percent or above by FY 2024.
- Obj. 3.7** Maintain the number of enrolled first-generation undergraduate students at 3,200 or above by FY 2024, compared with 3,344 in FY 2019.
- Obj. 3.8** Increase the number of enrolled low-income undergraduate students to 3,700 or above by FY 2024, from 3,681 in FY 2019.
- Obj. 3.9** Increase the number of incoming undergraduate veterans and service members to 76 by FY 2024, from 66 in FY 2019.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Six-year graduation rate of minority students from TU (or another public university in Maryland)	75.4%	75.7%	75.2%	72.9%	70.9%	72.0%	72.0%
Six-year graduation rate of African-American students from TU (or another public university in Maryland)	74.9%	78.2%	77.9%	71.9%	71.3%	73.5%	73.5%
First-generation undergraduate students enrolled	3,173	3,010	2,843	2,682	2,621	2,693	2,690
Six-year graduation rate from TU of first-generation students	66.7%	70.4%	69.4%	67.2%	58.8%	64.8%	61.0%
Low-income undergraduate students enrolled	3,677	3,534	3,506	3,314	3,651	3,660	3,660
Six-year graduation rate from TU of low-income students	64.6%	69.8%	66.5%	70.0%	62.1%	64.7%	61.0%
Number of incoming undergraduate veterans and service members	72	60	69	44	31	37	40
<sup>1</sup> Second-year retention rate at TU of veterans and service members	70.8%	56.7%	59.4%	65.9%	80.6%	82.0%	84.0%

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## 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 FY 2024.

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

**Obj. 4.3** Maintain/increase the level of student satisfaction with education received for employment at or above 90 percent through FY 2024, from 87 percent in FY 2022.

**Obj. 4.4** Maintain the level of student satisfaction with education received for graduate/professional school at or above 90 percent through FY 2024, from 89 percent in FY 2022.

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Second-year retention rate of students at TU (or another public university in Maryland)	87.7%	87.3%	86.4%	83.4%	84.7%	85.0%	85.0%
Six-year graduation rate of students from TU (or another public university in Maryland)	75.0%	77.3%	76.6%	74.4%	71.4%	72.0%	72.0%
Percent of employed graduates satisfied with education received for employment (annual survey of graduating seniors)	N/A	86.9%	87.9%	94.4%	95.6%	95.0%	95.0%
Percent of students satisfied with education received for graduate/professional school (annual survey of graduating seniors)	N/A	88.2%	86.5%	94.5%	97.5%	95.0%	95.0%

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

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

Performance Measures	2020 Act.	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Est.	2026 Est.
Percent of replacement cost expended on facility renewal and renovation	1.71%	3.10%	1.05%	1.43%	1.14%	3.27%	2.76%
Full-time equivalent students enrolled in distance education and off-campus courses	2,105	18,109	2,821	2,759	2,641	2,726	2,725

## NOTES

<sup>1</sup> TU's Military & Veterans Center (MVC) partnered with TU's Registrar to implement new indicators to track students who are serviced by the MVC. The new indicators went into effect for the fall 2023 term (2024 Est. column in this report).