

UNIVERSITY SYSTEM OF MARYLAND

RB24.00 TOWSON UNIVERSITY

PROGRAM DESCRIPTION

Towson University, serving both residential and commuter students, provides a broad range of undergraduate programs in both the traditional arts and sciences and applied professional fields, as well as selected graduate and doctoral level programs.

MISSION

Towson University is a premier, metropolitan comprehensive institution, nationally recognized for quality and value, focused on teaching and committed to providing a broad range of opportunities for undergraduate and graduate education. The undergraduate curriculum will enable students to acquire the intellectual skills essential to effectively communicate in speaking and writing, the gathering and evaluation of information, critical analysis, competence in the use of technology and an appreciation of diverse points of view. The University offers post-baccalaureate education including certificate programs for advanced education and workforce training, masters degrees in traditional and applied disciplines, and doctoral programs. The University will continue to respond to the Baltimore metropolitan area educational and workforce needs.

VISION

Towson University will be a regionally ranked Doctoral/Research – Intensive University with a broad array of programs that meet student needs and workforce requirements. The University expects to expand undergraduate offerings in inter-disciplinary fields that build on existing strengths and in graduate areas to the doctoral level that expands the commitment to professional fields in the arts and sciences, information technology, education, the health professions, and business. Through its faculty, known for excellent teaching, basic and applied research, and creative activities, the University responds to the political and economic needs of the Baltimore metropolitan area.

KEY GOALS AND OBJECTIVES

Goal 1: Create and maintain a well-educated work force.

- Objective 1.1.** Increase the estimated number of TU graduates employed in Maryland from 1,912 in 1998 to 2,075 in 2004.
- Objective 1.2.** Increase the number of TU graduates hired by Maryland public schools from 420 in 2000 to 475 in 2004.
- Objective 1.3.** Increase the percent of TU graduates of IT programs employed in Maryland from 63.2% in 1998 to >80% in 2004.
- Objective 1.4.** Increase the estimated number of TU graduates of nursing programs employed in Maryland from 69 in 1998 to 68 in 2004.
- Objective 1.5.** Maintain satisfaction of employers with TU graduates
- Objective 1.6.** Increase the number of students enrolled in TU courses delivered off campus or through distance education from 895 in FY 1998 to 2,400 in FY 2004.

Goal 2: Promote economic development.

- Objective 2.1.** Increase the proportion of state residents who have a bachelor's degree from 32% in FY 1998 to 40% in 2010.
- Objective 2.2.** Maintain or increase the ratio of median graduates' salary to the average annual salary of civilian work force with a bachelor's degree.

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Goal 3: Increase access for economically disadvantaged and minority students.

- Objective 3.1.** Increase the % of minority undergraduate students from 15.3% in 2000 to 17% in 2004.
- Objective 3.2.** Increase the % of African-American undergraduate students from 10.4% in 2000 to 11% in 2004.
- Objective 3.3.** Maintain the retention rate of minority students above 86% in FY 2004.
- Objective 3.4.** Increase the retention rate of African-American students from 86.1% in FY 1998 to above 86% in FY 2004.
- Objective 3.5.** Increase the graduation rate of minority students from 51.2% in FY 1998 to >50% in FY 2004.
- Objective 3.6.** Maintain the graduation rate of African-American students above 50% in FY 2004.
- Objective 3.7.** Increase or maintain the % of economically disadvantaged students from 41% in FY 00 to >40% in FY 2004.

Goal 4: Achieve and sustain national eminence in providing quality education, research and public service.

- Objective 4.1.** Increase retention rate of TU undergraduates from 82.1% in FY 1998 to > 85% in 2004.
- Objective 4.2.** Increase graduation rate of TU undergraduates from 61% in FY 1998 to 61.5% in 2004.
- Objective 4.6.** Maintain or increase the level of student satisfaction with education received for employment.
- Objective 4.7.** Maintain or increase the student satisfaction with education received for graduate/professional school..
- Objective 4.8.** Increase the full time faculty salary percentile for the ranks of assistant, associate, and professor from 58th, 60th, and 68th percentiles respectively, in FY 1999 to the 85th percentile in FY 2004.

Goal 5: Increase revenue from alternative sources to state appropriations.

- Objective 5.1.** Raise \$17.5 million by FY 2002 from \$11.1 in FY 1999.
- Objective 5.2.** Maintain current annual rate (2%) of operating budget savings through efficiency and cost containment measures.

Goal 6: Maximize the efficient and effective use of state resources.

- Objective 6.2.** Allocate expenditures on facility renewal to meet 2% target by FY 2005 from 1.1% in FY 1999.
- Objective 6.3.** Decrease the cost of raising \$1 in private donations down from \$0.41 in 1999 to \$0.50 by FY 2004.

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PERFORMANCE MEASURES/PERFORMANCE INDICATORS – FISCAL YEAR (FY) BASIS

Indicators:	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 Estimate	2003 Estimate	Goal
Inputs:							
1.1 Total undergraduate enrollment	13,366	13,559	13,981	13,905	13,959*	14,054	14,100
1.2 Number of undergraduates in teacher training programs ¹⁰	2,003	1,845	1,847	1,921	1,975	2,000	2,050
1.2 Number of post-baccalaureate students in teacher training programs ¹⁰	246	214	226	244	260	278	295
1.3 Number of undergraduate students enrolled in IT programs	450	623	769	823	928*	1,020	1,120
1.3 Number of graduate students enrolled in IT programs	189	190	220	296	368*	475	615
1.4 Number of undergraduate enrolled in nursing programs	357	322	295	310	329*	350	370
1.6 Number of students enrolled in distance education and off campus courses	895	1,303	1,472	2,148	2,225	2,331	2,400
3.1 % minority of all undergraduates	14.4%	14.6%	15.3%	15%	15%*	16.5%	17%
3.2 % African-American of all undergraduates	9.7%	9.9%	10.4%	10%	10%*	10.3%	11%
3.7 % of economically disadvantaged students	N/A	N/A	41%	39%	39%	>39%	>40%
4.8 Full time faculty salary percentile ¹ :							
Assistant	58 th	58 th	61 st	70 th	75 th	82 nd	85 th
Associate	59 th	60 th	68 th	75 th	79 th	82 nd	85 th
Professor	67 th	68 th	62 nd	68 th	72 nd	79 th	85 th
Outputs:							
1.1 Total bachelor's degree recipients	2,379	2,609	2,420	2,608	2,706	2,717	2,726
1.2 Number of undergraduate students completing teacher training program ²	417	396	356	354	355	360	365
1.2 Number of post-baccalaureate students completing teacher training program ²	89	92	93	92	>90	>90	>90
1.3 Number of students graduating from IT baccalaureate programs	45	59	98	109	125	140	155
1.4 Number of students graduating from baccalaureate nursing programs	82	95	65	62	63	65	70
2.2 Median salary of TU graduates ^{3,5}	\$27,926	N/A	\$30,711	\$28,395	>\$30,000	>\$30,000	>\$30,000
3.3 Second year retention rate of minority students ⁴	84.5%	81.7%	86.6%	85.2%	84.8%	>86%	>86%
3.4 Second year retention rate of African-American students ⁴	86.1%	82.4%	86.4%	87%	87.2%	>86%	>86%
3.5 Six year graduation rate of minority students ⁴	51.2%	52.5%	49.1%	53.3%	54%	54%	>50%
3.6 Six year graduation rate of African-American students ⁴	53%	50.4%	48.6%	49%	>50%	>50%	>50%
4.1 Second year retention rate ⁴	82.1%	83.5%	85.6%	83.3%	82.1%	>85%	>85%
4.2 Six year graduation rate ⁴	61%	63.2%	62.2%	59.1%	60%	61%	61.5%
Outcomes:							
1.1 Employment rate of graduates ³	94.1%	N/A	93.8%	89.5%	>90%	>90%	>90%
1.1 Estimated number of graduates employed in Maryland ³	1,912	N/A	1,993	2,013	2,030	2,050	2,075
1.2 Number of students who completed all teacher training requirements and who are employed in Maryland public schools	N/A	N/A	420	441	450	463	475
1.3 Percent of graduates from IT programs employed in Maryland ³	63.2%	N/A	93.8%	83.2%	>80%	>80%	>80%
1.4 Estimated number of graduates of nursing programs employed in Maryland ³	69	N/A	87	54	58	63	68

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Indicators:	1998 Actual	1999 Actual	2000 Actual	2001 Actual	2002 Estimate	2003 Estimate	Goal
1.5 Employers' satisfaction with TU graduates ⁹	N/A	N/A	N/A	100%	>90%	>90%	>90%
2.2 Ratio of median salary of TU graduates to U.S. civilian work force with bachelor's degree ³	N/A	N/A	78.3%	N/A	N/A	N/A	N/A
4.6 % of students satisfied with education received for employment ^{3,6}	86.4%	N/A	90.6%	95.0%	>90%	>90%	>90%
4.7 % of student satisfied with education received for graduate or professional school ^{3,7}	96%	N/A	99%	93.5%	>90%	>90%	>90%
5.1 Funds raised through Campaign for Maryland (\$ in millions)	\$7.5	\$11.1	\$14.7	\$17.9	\$17.5 (\$\$)	\$\$	\$\$
5.2 Rate of operating budget savings	1.9%	1.3%	2.4%	2.1%	>2.0%	>2.0%	>2.0%
6.2 % of replacement cost expended in facility renewal and renovation	1.4%	1.5%	1.1%	1.2%	1.5%	1.6%	1.7%
6.3 Cost of raising \$1	\$.43	\$.41	\$.51	\$.50**	\$.50	\$.50	\$.50
Quality:							
1.2 Percent of undergraduate students who completed teacher training program and passed Praxis II (or the NTE, if applicable during the transition period) ⁸	N/A	N/A	97.2%	>97%	>97%	>97%	>97%
1.2 Percent of post-baccalaureate students who completed teacher training program and passed Praxis II (or the NTE, if applicable during the transition period) ⁸	N/A	N/A	96.1%	>96%	>96%	>96%	>96%
1.4 Percent of nursing program graduates passing the licensing examination	85%	86%	86%	TBA	>80%	>80%	>80%

Notes: 1. Compared with TU current Carnegie Classification.

2. Summer 1997 completers are not included in FY '98.

3. FY98 & FY00 data obtained from the MHEC Alumni Survey – one-year follow-up of Bachelor's degree recipients and FY01 data obtained from telephone survey conducted by the Schaefer Center.

4. MHEC data.

5. Based on salary of those employed full-time.

6. Percentage of bachelor degree recipients employed full-time within one year of graduation and who rated their education as "excellent", "good", or "adequate" (fair).

7. Percentage of bachelor degree recipients who enrolled in graduate or professional school within one year of graduation and who rated their preparation for advanced education as "excellent", "good", or "adequate" (fair).

8. Presently it is difficult if not impossible to disaggregate undergraduate and graduate students who passed Praxis II and then replicate ETS results.

9. Based on the Schaefer Center survey of employers, the percentage of employers who said they would "definitely yes" or "probably yes" hire graduates of TU again.

10. Includes Fall data only.

N/A Not available

TBA To be Added – Nursing data not available at time of final MFR submission 11/6 /01.

\$\$ Campaign completed in FY2001 exceeding \$17.5m goal by \$400,000. New goal to be determined.

* Actual

** Estimated figure, data not available from USM until Feb 2002.