

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.						
	Performance Measures	1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
Input:	Total undergraduate enrollment	13,559	13,981	13,905	13,959	14,000	14,000
Output:	Total bachelor's degree recipients	2,609	2,420	2,608	2,561	2,650	2,700
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
	Performance Measures	Actual	Actual	Actual	Actual	Actual	Est
Outcome:	Employment rate of graduates ¹	90.5%	94.1%	93.8%	89.5%	90.4%	>90.0%
Outcome:	Estimated number of graduates employed in Maryland ¹	1,907	1,912	1,993	2,013	1,972	2,000

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Objective 1.2 Increase the number of TU graduates hired by Md public schools from 420 in 2000 to 475 in 2004.

		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
	Performance Measures						
Input:	Number of undergraduates in teacher training programs ²	1,845	1,847	1,921	1,981	2,025	2,050
Input:	Number of post-bach. students in teacher training programs ²	214	226	244	239	245	250
Output:	Number of undergrad students completing teacher training program	396	356	354	365	375	385
Output:	Number of post-bach. students completing teacher training program	92	93	92	105	110	115
Quality:	Percent of undergraduate students who completed teacher training program and passed Praxis II ³	N/A	97.2%	94.6%	5/1/03	95.0%	95.0%
Quality:	Percent of post-bach. students who completed teacher training program and passed Praxis II ³	N/A	96.1%	88.2%	5/1/03	93.0%	93.0%
Outcome:	Number of students who completed all teacher education requirements and who are employed in Maryland public schools	N/A	420	441	347	380	475

Objective 1.3 Increase the number of TU graduates of IT programs employed in Maryland from 30 in 1998 to 85 in 2004.

		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
	Performance Measures						
Input:	Number of undergraduate students enrolled in IT programs	623	769	823	928	1,075	1,120
Input:	Number of graduate students enrolled in IT programs	190	220	296	368	400	450
Output:	Number of students graduating from IT baccalaureate programs	59	98	109	142	150	175
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
Outcome:	Estimated number of IT graduates employed in Maryland ¹	26	30	54	80	82	85

Objective 1.4 Return the estimated number of TU graduates of nursing programs employed in MD to 65 or above in 2004.

		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
	Performance Measures						
Input:	Number of undergraduates enrolled in nursing programs	322	295	310	329	345	345
Output:	Number of students graduating from baccalaureate nursing programs	95	65	62	60	70	75
Quality:	Percent of nursing program graduates passing the licensing examination	86%	86%	69%	79%	80%	80%
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
Outcome:	Estimated number of graduates of nursing programs employed in Maryland ¹	72	69	84	54	51	65

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Objective 1.5	Maintain employers' satisfaction with TU graduates.						
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
		Actual	Actual	Actual	Actual	Actual	Est
Outcome:	Employers' satisfaction with TU graduates ⁴	N/A	N/A	N/A	100%	N/A	>90%
Objective 1.6	Increase the number of students enrolled in TU courses delivered off campus or through distance education from 895 in 1998 to 2,400 in 2004.						
		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
Input:	Number of students enrolled in distance education and off campus courses	1,303	1,472	2,148	2,284	2,335	2,400
Goal 2: Promote economic development.							
Objective 2.1	Increase the proportion of state residents who have a bachelor's degree from 32% in 1998 to 40% in 2010. (USM objective)						
Objective 2.2	Maintain or increase the ratio of median TU graduates' salary to the median annual salary of civilian work force with a bachelor's degree.						
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
		Actual	Actual	Actual	Actual	Actual	Est
Outcome:	Median salary of TU graduates ^{1,5}	\$27,091	\$27,926	\$30,711	\$28,395	\$32,310	\$32,500
Outcome:	Ratio of median salary of TU graduates to civilian work force with bachelor's degree ¹	N/A	N/A	80.8%	74.7%	85.0%	85.5%
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.						
		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
Input:	% of minority undergraduate students enrolled	14.6%	15.3%	15.0%	15.0%	15.5%	17.0%
Objective 3.2	Increase the % of African-American undergraduate students from 10.4% in 2000 to 11% in 2004.						
		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
Input:	% of African-American undergraduate students enrolled	9.9%	10.4%	10.0%	10.0%	10.2%	11.0%
Objective 3.3	Maintain the retention rate of minority students above 86% in 2004.						
		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
Output:	Second year retention rate of minority students ⁶	81.7%	86.6%	85.2%	87.5%	87.5%	87.5%
Objective 3.4	Increase the retention rate of African-American students from 86.4% in 2000 to 89% in 2004.						
		1999	2000	2001	2002	2003	2004
		Actual	Actual	Actual	Actual	Est	Est
Output:	Second year retention rate of African-American students ⁶	82.4%	86.4%	87.0%	88.5%	89.0%	89.0%

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Objective 3.5	Maintain the graduation rate of minority students above 50% in 2004.						
		1999	2000	2001	2002	2003	2004
	Performance Measures	Actual	Actual	Actual	Actual	Est	Est
Output:	Six year graduation rate of minority students ⁶	52.5%	49.1%	53.3%	50.7%	51.0%	52.0%
Objective 3.6	Increase the graduation rate of African-American students to greater than 50% in 2004.						
		1999	2000	2001	2002	2003	2004
	Performance Measures	Actual	Actual	Actual	Actual	Est	Est
Output:	Six year graduation rate of African-American students ⁶	50.4%	48.6%	49.0%	44.9%	48.0%	50.1%
Objective 3.7	Maintain the % of economically disadvantaged students above 40% in 2004.						
		1999	2000	2001	2002	2003	2004
	Performance Measures	Actual	Actual	Actual	Actual	Est	Est
Input:	% of economically disadvantaged students	N/A	41.4%	38.7%	38.5%	40.0%	40.2%
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 85.6% in 2000 to 87% in 2004.						
		1999	2000	2001	2002	2003	2004
	Performance Measures	Actual	Actual	Actual	Actual	Est	Est
Output:	Second year retention rate of students ⁶	83.5%	85.6%	83.3%	84.7%	86.0%	87.0%
Objective 4.2	Increase graduation rate of TU undergraduates from 62.2% in 2000 to >64% in 2004.						
		1999	2000	2001	2002	2003	2004
	Performance Measures	Actual	Actual	Actual	Actual	Est	Est
Output:	Sixth year graduation rate of students ⁶	63.2%	62.2%	59.1%	64.5%	64.0%	65.0%
Objective 4.6	Maintain or increase the level of student satisfaction with education received for employment.						
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
	Performance Measures	Actual	Actual	Actual	Actual	Actual	Est
Quality:	Percent of students satisfied with education received for employment ¹	84.9%	86.4%	90.6%	95.0%	90.0%	>90.0%
Objective 4.7	Maintain or increase the level of student satisfaction with education received for graduate/professional school.						
		1997	1998	2000	2001	2002	2004
		Survey	Survey	Survey	Survey	Survey	Survey
	Performance Measures	Actual	Actual	Actual	Actual	Actual	Est
Quality:	Percent of students satisfied with education received for graduate/professional school ¹	95.6%	95.9%	98.9%	93.5%	97.1%	>95.0%
Objective 4.8	Increase the full time faculty salary percentile for the ranks of assistant, associate, and professor from 68 th , 60 th , and 58 th percentiles respectively, in 1999 to the 85 th percentile in 2004.						
		1999	2000	2001	2002	2003	2004
	Performance Measures	Actual	Actual	Actual	Actual	Est	Est
Input:	Full time faculty salary percentile ⁷						
	Assistant	68 th	62 nd	68 th	75 th	78 th	85 th
	Associate	60 th	68 th	75 th	79 th	82 nd	85 th
	Professor	58 th	61 st	70 th	72 nd	75 th	85 th

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

Objective 5.1	Raise \$17.5 million by 2002 from \$11.1 in 1999.						
	Performance Measures	1999	2000	2001	2002	2003	2004
Output:	Funds raised through campaign for Maryland (\$ in millions)	Actual	Actual	Actual	Actual	Est	Est
		\$11.1	\$14.7	\$17.9	\$21.1	\$	\$

Objective 5.2 Maintain current annual rate (2%) of operating budget savings through efficiency and cost containment measures.

	Performance Measures	1999	2000	2001	2002	2003	2004
Efficiency:	Rate of operating budget savings	Actual	Actual	Actual	Actual	Est	Est
		1.0%	2.0%	1.0%	2.0%	>2.0%	>2.0%

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

Objective 6.2	Allocate expenditures on facility renewal to meet 2% target by 2005 from 1.8% in 1999.						
	Performance Measures	1999	2000	2001	2002	2003	2004
Efficiency:	Percent of replacement cost expended in facility renewal and renovation	Actual	Actual	Actual	Actual	Est	Est
		1.8%	1.1%	1.2%	1.2%	1.4%	1.3%

Objective 6.3	Decrease the cost of raising \$1 in private donations down from \$0.51 in 2000 to \$0.50 by 2004.						
	Performance Measures	1999	2000	2001	2002	2003	2004
Efficiency:	Cost of raising \$1	Actual	Actual	Actual	Actual	Est	Est
		\$.41	\$.51	\$.54	2/03	\$.50	\$.50

Notes: NA = data not available
 \$\$ = Campaign completed in FY2001 exceeding \$17.5m goal by \$3.6 million. New goal to be determined.

Footnotes:

1. Data for 1997, 1998, 2000, and 2002 Survey Actuals were obtained from the MHEC Alumni Survey – one year follow-up of Bachelor’s degree recipients and the 2001 Survey Actual was obtained from a telephone survey conducted by the Schaefer Center.
2. Includes Fall data only.
3. Presently it is difficult if not impossible to disaggregate undergraduate and graduate students who passed Praxis II and then replicate ETS results.
4. 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.
5. Based on salary of those employed full-time.
6. MHEC data.
7. Compared with TU current Carnegie Classification.