

# USM - Towson University

## MISSION

Towson University fosters intellectual inquiry and critical thinking preparing graduates who will serve as effective and engaged citizens. Through a foundation in the liberal arts and sciences, we prepare students to lead and improve the world.

## VISION

### KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1.		2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Obj. 1.1	Performance Measures							
Obj. 1.2	Total enrollment	22,705	22,923	22,709	21,917	20,856	19,793	20,014
Obj. 1.3	Total degree recipients	5,543	5,529	5,558	5,647	5,485	4,915	4,915
	Bachelor's degree recipients	N/A	N/A	N/A	N/A	4,528	4,075	4,075
		1,228	1,189	1,117	1,190	1,163	1,105	1,230
		537	522	509	520	520	526	484
		97%	98%	98%	91%	87%	95%	98%
		3,771	3,955	4,015	3,906	3,759	3,674	3,675
		805	786	730	666	564	540	540
		926	993	1,057	1,071	1,013	950	950

Obj. 1.4

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Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Number of qualified applicants who applied to nursing programs	450	373	361	429	500	285	350
Number accepted into nursing programs	276	270	262	228	176	151	190
Number of undergraduates enrolled in nursing programs	789	779	796	818	763	644	675
Number of graduate students enrolled in nursing programs	32	19	16	11	4	19	49
Number of students graduating from nursing programs	288	279	316	333	293	284	290
Percent of nursing program graduates passing the licensing examination	90%	90%	89%	85%	87%	88%	88%

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	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Median wages for TU graduates employed in all 4 quarters of a year, two years after graduation.	N/A	N/A	N/A	N/A	#####	#####	#####

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 fiscal year 2024, from 43 percent in fiscal year 2019.

Obj. 3.2 Increase and maintain the percent of African-American undergraduate students to 27 percent or above by fiscal year 2024, from 22 percent in fiscal year 2019.

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

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

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Percent of minority undergraduate students enrolled	39.5%	42.7%	45.4%	47.9%	50.8%	53.1%	54.0%
Percent of African-American undergraduate students enrolled	20.8%	22.8%	24.4%	26.2%	28.7%	30.4%	31.0%
Second-year retention rate of minority students at TU (or another public university in Maryland)	90.0%	89.9%	89.3%	90.3%	87.1%	86.1%	87.0%
Second-year retention rate of African-American students at TU (or another public university in Maryland)	90.8%	91.8%	90.7%	90.3%	89.9%	87.3%	88.0%

Obj. 3.5 Maintain the ethnic minority undergraduate graduation rate at 75 percent or above by fiscal year 2024.

Obj. 3.6 Maintain the African-American undergraduate graduation rate at 75 percent or above by fiscal year 2024.

Obj. 3.7 Maintain the number of enrolled first-generation undergraduate students at 3,200 or above by fiscal year 2024, compared to 3,141 in fiscal year 2019.

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Obj. 3.8 Increase the number of enrolled low-income undergraduate students to 3,700 or above by fiscal year 2024, from 2,620 in fiscal year 2019.

Obj. 3.9 Increase the number of incoming undergraduate veterans and service members to 76 by fiscal year 2024, from 60 in fiscal year 20

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Six-year graduation rate of minority students from TU (or another public university in Maryland)	75.8%	77.8%	75.4%	75.7%	75.2%	72.4%	73.3%
Six-year graduation rate of African-American students from TU (or another public university in Maryland)	76.4%	79.4%	74.9%	78.2%	77.9%	70.3%	73.2%
First-generation undergraduate students enrolled	3,282	3,344	3,173	3,010	2,843	2,682	2,700
Six-year graduation rate from TU of first-generation students	68.0%	70.1%	66.7%	70.4%	69.4%	67.0%	67.0%
Low-income undergraduate students enrolled	3,576	3,681	3,677	3,534	3,506	3,314	3,400
Six-year graduation rate from TU of low-income students	63.9%	67.4%	64.6%	69.8%	66.5%	69.0%	69.0%
Number of incoming undergraduate veterans and service members	99	66	72	60	69	44	65
Second-year retention rate at TU of veterans and service members	71.7%	75.8%	70.8%	56.7%	59.4%	70.0%	70.0%

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 fiscal year 2024.

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

Obj. 4.3 Maintain/increase the level of student satisfaction with education received for employment at or above 90 percent ~~24, 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 ~~90, from 89 percent~~ in FY 2022.

Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Second-year retention rate of students at TU (or another public university in Maryland)	86.8%	86.8%	87.7%	87.3%	86.4%	84.7%	86.0%
Six-year graduation rate of students from TU (or another public university in Maryland)	75.9%	77.2%	75.0%	77.3%	76.6%	73.9%	72.3%
Percent of employed graduates satisfied with education received for employment (annual survey of graduating seniors)	N/A	N/A	80.8%	N/A	87.9%	90.0%	90.0%
Percent of students satisfied with education received for graduate/professional school (annual survey of graduating seniors)	N/A	N/A	94.3%	N/A	86.5%	90.0%	90.0%

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 fiscal year 2024, from 2 percent in fiscal year 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 fiscal year 2024, from 1,830 in fiscal year 2019.

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Performance Measures	2018 Act.	2019 Act.	2020 Act.	2021 Act.	2022 Act.	2023 Est.	2024 Est.
Percent of replacement cost expended on facility renewal and renovation	2.10%	2.18%	1.71%	3.10%	1.05%	2.85%	3.03%
Full-time equivalent students enrolled in distance education and off-campus courses	1,641	1,830	2,105	18,109	2,821	2,759	2,750