

Towson University Anchor Scan

KEY TAKEAWAYS

MAY 2017

MARGRAVE STRATEGIES



ADVISORS

ACTIVATING GREATER TOWSON:

Project Scope & Objectives

Purpose:

Since the Fall of 2016, Margrave/U3 synthesized institutional and supply-side data to identify how Towson University can leverage key “inputs” (students, employees, and community data) to further the goal of making Towson a more desirable place to live and work, and play.

Objectives:

- **Strengthen the connectivity between communities, core institutions and emerging businesses**
- **Public engagement through events and roundtables**
- **Support the implementation of the President's Priorities including BTU: Partnerships at Work for Greater Baltimore**
- **Leverage existing understanding of philanthropic and business communities in the Greater Baltimore region as they relate to the opportunity to enhance partnerships for TU**

Key Takeaways

TU EMPLOYEES AND TOWSON WORKFORCE

- **Millennial Employment Trends:** Towson University has a lower percentage of Millennial employees compared to other Towson employers. **However, the percentage of full-time hires in the last year has grown. There were 950+ new hires (full-time and part-time) last year.**
- **Younger Employees Live Closer:** Employees who live closer to campus tend to be younger than their counterparts. **Approximately 13% of all TU employees live in Towson, and 49% live in Baltimore County.**
- **Educated Workforce:** Healthcare, education and public administration are the three primary industries in Towson. **Almost 1/3 of all occupations require at least a bachelor's degree.**
- **Leveraging Towson University's Incubator:** Many of the needs of Towson University's Incubator align with efforts of place-based economic development including: **creation of new facilities, connections to student and faculty research, and co-leveraging services** provided by the university or other stakeholders.

Key Takeaways

Housing demands & opportunities for increased amenities

- **More Upper-Division Housing:** The vast majority of juniors, seniors, transfers and graduate students live off campus. **Apartment-style living on campus is in high demand.**
- **Apartments vs. Homes:** The majority of off-campus students live in apartment complexes, but with a limited supply **some still share single family homes.**
- **Accessibility & Urbanism:** Presently, the only areas within Towson that a resident, student or employee could meet all daily necessities with a variety of options are Uptown and the areas just **south of the Towson Circle.**
- **Transportation & Walkability:** There is **increased support for better walkability and a bike-friendly Towson.** Towson University's shuttle provides good access around Towson and service to popular apartment complexes.
- **Desired Retail & Amenities:** The most desired amenities and retail opportunities **identified by students and other stakeholders include higher quality restaurants, performance spaces and an independent coffee shop.**



TOWSON
UNIVERSITY

For more information, please visit:
www.towson.edu/anchorstrategy

