



# Building Momentum

Division of Administration and Finance  
2007-2008 Annual Report



## **The Division of Administration and Finance**

### **Auxiliary Services**

Art Services  
Auxiliary Services Business Office  
Burkshire  
Day Care Center  
Dining Services  
Event and Conference Services  
Finance and Information Systems  
Marketing  
Parking and Transportation Services  
Printing Services  
University Store  
University Union

### **Facilities Management**

Architecture, Engineering  
and Construction  
Environmental Health and Safety  
Finance and Support Services  
Mail Services  
Materiel Management  
Operations and Maintenance  
Planning

### **Fiscal Planning and Services**

Bursar's Office  
Financial Services  
Procurement  
University Budget Office

### **Human Resources**

Benefits, Leave and Timekeeping  
Business Process, Web Management  
Employee/Employer Relations  
Training and Development

### **Management Advisory and Compliance Services**

#### **Office of Technology Services**

Business and Communication Services  
Core Technology and Security Services  
Information Systems  
Information Technology Field Support  
Information Technology Support Services  
Networking and  
Communication Services

### **University Police**



Message from the Vice President:

It is an exciting time to be a part of Towson University. The engines of change are moving full-speed ahead as we forge partnerships, create new community initiatives and construct campus buildings. Towson University is meeting goals and exceeding expectations as we fulfill our 2010 vision.

Towson University's excitement is no more apparent than in the Division of Administration and Finance. It is felt when we launch an innovative student service, such as the off-campus OneCard program introduced this spring; when we establish responsible standards, like Leadership in Energy and Environmental Design (LEED) certification for all new campus buildings; and when we provide new resources, such as the digital media classroom. The cumulative projects launched by our division are helping to shape the face of Towson University for future generations, and that is the most exciting thing of all.

As we round the corner toward 2010, we see Towson University on the rise. Thank you for allowing me to share some of our successes with you.

Sincerely,

A handwritten signature in black ink, appearing to read "James P. Sheehan". The signature is fluid and cursive, with a large initial "J" and "S".

James P. Sheehan  
CFO and Vice President,  
Division of Administration and Finance

**52**

Number of faculty members and administrators who have used the DMC since it launched in October 2007

**70**

Percentage of campus departments that have converted to Microsoft Office 2007

**32**

Number of roadshows held to showcase the Office 2007 application to new users

**442**

Number of faculty and staff members who participated in one or more HR training programs

**94**

Percentage of participants who rated their program as above average or higher

**82,161**

Number of students visits to Student Computing Services in the 2007-08 school year

**18,308**

Number of calls received by the faculty/staff help center in FY08

**9,998**

Number of calls received by Student Computing Services in FY08

**100**

Percentage of A&F staff who have completed the Reflective Process for Diversity

**\$48,994,734**

Total Procurement contracts awarded in FY08

## Resources for Success

From processing payroll to issuing OneCards, the Division of Administration and Finance is dedicated to providing students, faculty and staff with innovative resources and valuable services that keep the campus running smoothly.

When you are eating, shopping, working or learning on Towson's campus you are using the services of our division. Our Bursar's Office ensures the university receives the tuition funds vital to maintaining campus operations. Our Budget Office verifies that those funds are allocated and spent appropriately throughout university departments, whether in supporting the salaries of faculty and staff members hired by our Office of Human Resources or funding services such as the campus escort program operated by our Towson University Police Department, or the dining services managed by our Auxiliary Services Department. It is the Administration and Finance staff members who are driving your shuttles, answering your calls to the help center, helping you find books at the University Store and fixing your air conditioning. We proudly provide the services necessary for the university's success.

### Implementing Innovative Resources

The Digital Media Classroom (DMC) introduced in October 2007 is changing the face of instructional content delivery at Towson University. The state-of-the-art technology offers the look and feel of a live classroom setting while offering the capability to digitally monitor, video-record and archive the instruction for online delivery. This enables a professor to simultaneously deliver a lecture to students on campus and at a distance with little advanced preparation.

The PeopleSoft Financials application was implemented in July 2008 following more than 18 months of dedicated planning and preparation. The system has put a new face on Towson University's financial operations with real time financials and online, anytime access to data, enabling more accurate budget management and analysis. When paired with the existing PeopleSoft Campus Solutions application, which was upgraded to version 9.0 in January 2008, the system provides a holistic view of information at Towson University.

The upgrade to version 8.0 of the Blackboard application is providing increased functionality to the campus's central student learning platform. The new version includes a content management system that enables faculty to centralize course materials and a Facebook synchronization that allows students to receive alerts on their Facebook accounts when new items are added to their Blackboard course sites—a big step in fostering student interaction. Faculty and staff computers are being upgraded to Microsoft Office 2007, with more than 70

percent of campus departments converted and trained on the new application.

## **Community and Developmental Resources**

The campus master calendar went live in April 2007 and now provides the campus community with the most comprehensive information available on all campus events—from athletics to meetings. The calendar provides students, faculty and staff with a platform for learning about campus activities and is helping them to become more invested in campus life. More than 4,835 events, meetings and classes were included on the campus master calendar in the 2007-08 academic year.

Because a diverse and competitive staff is one of our greatest assets, the Office of Human Resources is implementing a staff recruitment diversity plan developed in spring 2008. The Administration and Finance Division has also completed the Reflective Process for Diversity, with 100 percent of our staff members participating in the pilot model. Sixteen of our staff members also trained to be facilitators for the process, which will be rolled out to the entire campus in the coming months.

With more than 45 instructor-led and 4,200 online workshops offered in the past year, the division's Training and Development programs are a growing resource to faculty and staff. Nearly 450 individuals enrolled in training programs throughout the past year, and the number of employees pursuing a professional development certificate has grown by nearly 50 percent since 2006.



*"I was thrilled when TU decided to fund the Digital Media Classroom. I believe that the video format is pedagogically superior to that typically used in online classes. It is a much warmer, interactive environment for the student. The DMC also allows me to teach two sections in one time slot, which as a very busy chairperson, is an important benefit."*

### **James Roberts**

Faculty Member and Chair of the Department of Political Science



*"It is so helpful to get out of my office and learn what others around campus are doing. I find the workshop topics inspiring and refreshing; they help me approach my work with a fresh eye to improving existing practices."*

### **Amanda Baker**

Adjunct Faculty Member and Career Center Counselor

**3 million**

Number of square feet added to campus when the master plan is complete

**668**

Total beds added to campus in phase one of the West Village housing project

**646**

Increase in the number of undergraduate enrollments for the 2008 summer trimester over the 2007 summer session

**47**

Increase in the number of sections offered

**1,600**

Number of new structured parking spaces added since 2003

**7**

Number of A&F Web sites created or renovated from July 2007 – July 2008

**20,082**

Number of work order requests completed from July 2007 – July 2008

## Expanding to Address Campus Needs

As the designated growth institution in the USM, Towson University is expanding to provide accessible education to residents of Maryland and beyond. When the master plan is completed, we will have added more than 3 million square feet of much-needed academic, residential, dining, athletic and mixed-use space.

### New Additions to the Campus Skyline

The most recently completed project is phase one of West Village housing, which provided 668 additional beds for freshman and sophomore students beginning in the fall 2008 semester. The two-building privatized project, developed in partnership with the Maryland Economic Development Corporation and Capstone Development Corporation, also created outdoor recreational space key to fostering a vibrant residential community among the buildings. An expansion of the Towsontown Garage was also completed, adding 500 parking spaces to the core campus when it came online in January 2008.

### Projects on the Horizon

The division is driving the construction of the College of Liberal Arts building, which broke ground in fall 2007 and is quickly becoming a focal point of the campus landscape. The phase one building is more than 40 percent complete and slated for opening in summer 2009. Additional ongoing projects include the Campus Site and Safety Project, which will provide much-needed updates to campus such as the creation of a new main entrance; the West Village Commons building, which will include dining, retail, meeting and mixed-use space to accommodate the West Village population; and the arena project, a new 93,000 square foot athletic facility that will serve our growing athletic programs and become a home for many community events.

### Creative Methods of Growth

The division has actively pursued alternatives to construction for meeting the university's growing space needs. In spring 2008 we finalized the Towson University Foundation's master leasing of an office building at 7400 York Road, and the first groups of staff will move to the building this fall. We are also earmarking additional funding for the renovation and replenishment of current campus buildings. The Smith Hall renovation has been given higher priority in the capital improvement plan, and our Facilities Management department completed nearly 20,000 work orders in the past year to keep our buildings up

to par. The campus's building coordinator program was also revised in summer 2008 to ensure buildings are operating smoothly and maintained effectively.

To meet the academic requirements of a growing student population, the division partnered with Academic Affairs to launch a pilot trimester program in summer 2008. The trimester aims to optimize the use of classroom and lab space, while enabling students to complete their course requirements more efficiently. In its inaugural year, the Towson trimester exceeded all targets by enrolling an additional 646 undergraduate students and offering more than 47 extra high-demand courses to the campus community as compared with the 2007 summer session.

### **Faculty and Staff Growth**

As our campus grows so must those who serve it. In fiscal year 2008 we processed employment and payroll paperwork for more than 800 regular and contingent staff positions and more than 4,000 full- and part-time faculty positions. This includes individuals holding multiple assignments, such as part-time faculty members teaching more than one course. We have also become a charter member of the mid-Atlantic Higher Educational Recruitment Consortium (HERC) to enhance our recruitment efforts and enable us to attract a diverse workforce that can adequately respond to student needs.



*"I think the changes at Towson University in the past 13 years are greater than the changes in the preceding 50! From the increase in student enrollment to the new building boom, Towson is now recognized in the state as a vital source of skilled, well-educated workers. As the physical growth continues and the community hears more about the accomplishments of Towson grads, the term "Towson grad" will bear more weight. As more Towson alumni take their places in the Maryland workforce, their desire to hire Towson grads for their businesses will add luster to a Towson degree."*

### **Connie Kihm**

Class of '95 and  
Donor of \$25,000 Gift to the New  
College of Liberal Arts Building

**30**

Number of students who participated in the three-day job skills workshop at Cherry Hill's Southside Academy

**30**

Number of TU staff members who participated in the program

**16**

Number of off-campus locations the OneCard can be used

**660**

Number of transactions in the OneCard off-campus program from March to August 2008

**\$0.00**

Cost of wireless access in downtown Towson, thanks to a partnership with Towson University

**4**

Number of governmental buildings Towson's wireless program provides access to in downtown Towson

**3**

Number of training and development partnerships Human Resources has with area colleges

**20**

Number of high school students who participated in an Auxiliary Services job shadowing program

## Fostering Community Partnerships

### A Commitment to Learning

As a leading institution within a vibrant community, the Division of Administration and Finance is committed to giving back to those around us. This spring, our Office of Human Resources partnered with a public high school in Baltimore's Cherry Hill neighborhood with the goal of teaching students valuable job skills. We committed six months to developing core skills workshops that Towson University faculty and staff delivered to more than 30 juniors and seniors at Southside Academy. The three-day workshops helped students identify their unique career skills and provided them with the necessary tools to succeed in the professional world. While exploring career opportunities, developing interviewing skills and creating solid resumes with students, faculty and staff members told the Towson story and demonstrated that an education at Towson University is not simply about classes—it's about cultivating well-rounded individuals.

The division also brings local students on campus to gain real-life experience in university administration. This spring, our Auxiliary Services department hosted nearly 20 students from local high schools in a job shadowing program. The students experienced everyday business processes and learned real-life financial tools while getting a taste of university life. Several of the students have indicated their desire to attend Towson University after graduating.

### Innovative Technologies in a Thriving Region

Administration and Finance is proud of advancing the technological capabilities of our community. In spring 2007 the Office of Technology Services (OTS) collaborated with the city of Towson to launch a program providing free wireless service along Towson's business corridor. Towson's wireless program was launched by President Robert L. Caret and Baltimore County Executive Jim Smith at a press conference in May 2007 and continues to offer free service to thousands of individuals working and living in the Baltimore County seat.

Through partnerships with key organizations, our division provides Towson University with the most up-to-date services and capabilities. In October 2007, OTS collaborated with Cook Library and Dell to host a Technology Showcase introducing new and upcoming campus technological resources to students, faculty, staff and community members. Companies such as SonicFoundry, MediaSite, Media Tech and CCS Presentation Systems were present at the showcase to demonstrate the innovative technologies they provide to the Towson University community. Oracle and Dell have further demonstrated their support of Towson by making donations to the university's Computer Science Department and the Coalition of Urban and Metropolitan Universities' Cyber Café, respectively.

The division is also establishing valuable business partnerships with local retailers through our off-campus OneCard program. Launched in March 2008, the program enables students, faculty and staff members to use retail points on their meal cards at 16 vendors in the greater Towson area. Since the program's inauguration it has contributed more than \$8,000 in business to local merchants. It's a perfect combination: students, faculty and staff get the convenience of using their OneCards off campus, and local retailers get a much-needed sales boost as the campus community helps to stimulate the local economy.



*"Towson's interview skills program changed the way I looked at things a lot. The staff member that coached me made me realize that the way I speak and the way I carry myself makes a difference. I think it gave me more hope, in a sense, that I will get somewhere—that the things I already know will get me somewhere with the things I learn. Ever since that day I've been getting compliments from people saying I sound more assured of myself."*

**Autrezz Williams**

2008 Valedictorian of  
Southside Academy High School  
in Baltimore's Cherry Hill and  
Current Towson University Freshman

**.95 (less than 1)**

Number of part I crimes per 100 students on Towson's campus (2nd lowest in the USM)

**7,216**

Number of times the campus safety video has been viewed in the past year

**10/08**

Date the Emergency Preparedness Video is set to launch

**9,441**

Number of students, parents, faculty and staff members registered for emergency text message notifications

**9**

Number of signed Memorandums of Understanding (MOUs) with local colleges and police departments who have pledged to assist us in an emergency

**158**

Number of community outreach activities performed by the TUPD in the 2007-2008 school year

**19**

Number of Operation KeepSafe crime prevention programs

**21**

Number of off-campus housing visits conducted to promote positive neighborhood interactions among students

**18,072**

Number of campus SafeRides given in the 2007-2008 school year

## Maintaining a Safe and Prepared Campus Environment

The Division of Administration and Finance is dedicated to providing a safe place for the campus community to live, work and learn. We are proud of our history of being among the institutions with the lowest per capita crime rate in the University System of Maryland (USM). In 2007, there was less than one part I crime per 100 students at Towson University. We constantly strive to continue our trend of crime prevention and reduction.

The Towson University Police Department (TUPD) maintains Towson's history of low crime by promoting safety and crime prevention in numerous outreach programs. The TUPD conducted more than 158 outreach activities in the past year alone, including our Operation Keepsafe programs and Rape and Aggression Defense (RAD) courses. We have provided safe transportation for the campus community in more than 18,000 SafeRide pick-ups and guided off-campus students toward positive neighborly relations in more than 20 community housing visits.

### Developing a Culture of Readiness

When it comes to emergency preparedness, every resource counts. In the wake of the tragedies at Virginia Tech and Northern Illinois University, the division is even more conscious of the importance of proactive emergency planning. We have responded with a multi-pronged effort that includes not only important infrastructure and community awareness programs, but formal planning and drills.

With the Division of Administration and Finance's guidance, the university established an emergency plan that identifies all critical university functions and coordinates response in the wake of an emergency. We have also finalized a pandemic flu plan in conjunction with the Dowell Health Center and are completing building-specific emergency plans to cover all aspects of the campus community. These living documents were tested during a Maryland Emergency

Management Association (MEMA)-supervised emergency preparedness table-top exercise held on campus in spring 2008. The exercise brought together community, campus and state resources to solidify our preparations for emergency response.

The division is creating a safe and prepared campus infrastructure that is equipped to respond quickly and appropriately to emergency situations. Launched in spring 2007, our emergency text messaging notification system quickly and effectively sends campus safety and severe weather alerts to more than 9,000 registrants. New students, parents, faculty and staff members are signing up for the system every day.

The external sirens and internal voice communication systems installed on campus will serve as additional platforms from which we can notify students, faculty and staff of emergency situations. The systems will work hand-in-hand with our revised building coordinator program and the emergency preparedness video launching in October 2008 to ensure occupants receive instructions on how to proceed in emergency situations.



*"We're an open campus in the center of a city, and yet I feel completely safe on campus. I know I can take the SafeRide or call a walking escort whenever I'm alone, and I receive crime alert text messages so that I'll be informed if there's a safety situation on campus. My mom sometimes worries about me, but even she feels like I'm completely safe here."*

**Kristen Guy**

Towson University Senior  
and 2008-2009 Student  
Government Association President

**21**

Percentage of the university's total waste stream that was recycled in 2007

**\$52,600**

Amount of money recycling saved us in avoided landfill tipping fees in 2007

**2,800**

Number of recycling containers being added to campus through the RecycALL program

**583**

Number of colleges/universities who have signed the American College and University Presidents' Climate Commitment (including Towson)

**15**

Number of campus acres that have gone into perpetual easement for conservation since 2001

**332**

Number of pounds recycled per student in 2007

**2**

Number of campus buildings currently slated to be LEED Silver-certified

**3,850**

Number of pounds of clothing, technology and other household items donated to Bea Gaddy after spring 2008 move out, which would have otherwise been thrown away

## Building a Sustainable Future

Recognizing our role in shaping the university's future, the Division of Administration and Finance has expanded its focus on green initiatives and increased its commitment to campus sustainability. Our mission has been exemplified in numerous ways, but never more so than in the Go Green campaign.

The Go Green campaign was launched in summer 2007 to help build interest in green initiatives in the campus community. The campaign included a Go Green Web site, a Sustainability Symposium and a Go Green Orientation that engaged students, faculty and staff in Towson's green programs, giving them the opportunity to share ideas for making sustainability more approachable to the campus community. Those ideas were incorporated into the campaign.

### A Commitment from the Top

President Robert L. Caret signed the American College and University President's Climate Commitment in August 2007. As part of the commitment, the university pledged to reduce greenhouse gas emissions and create a plan for pursuing carbon neutrality.

The division partnered with Aramark to conduct a greenhouse gas audit which provides a baseline of the overall amount and specific sources of our carbon emissions. To help immediately reduce our carbon emissions, we implemented a hybrid parking program and off-campus shuttle service. We've also begun incorporating electric vehicles into our campus fleet to make our facilities operations more sustainable.

### A New Approach to Campus Recycling

Administration and Finance is working diligently to create a culture of recycling at Towson University. This summer we launched the RecycALL single stream recycling program which simplifies campus recycling and maximizes the use of available recycling bins. We are adding more than 2,800 recycling bins to campus residence halls, academic buildings, administration buildings and exteriors as part of the program. The program is the latest in our ongoing recycling efforts, which included the launch of a residence hall recycling program, participation in the RecycleMania competition, and the creation of commuter recycling for off-campus students who do not have pick-up services at their apartment buildings. The programs are increasing the university's recycling numbers. In 2007 we recycled more than 330 pounds of material per student.

## Sustainability in Design and Construction

The division is continuing its model of sustainable growth within the campus master plan. Towson University is committed to pursuing Leadership in Energy and Environmental Design (LEED) certification for all future campus buildings and has set a goal of attaining LEED silver certification for the West Village Commons building and phase one of the College of Liberal Arts project. The buildings will contain sustainable features such as green roofing, solar panels and low-flush toilets.

While creating sustainable structures to meet the needs of our campus population, we also recognize the importance of preserving campus green space. Since 2001 we have placed more than 15 acres of high-priority forest stand areas on campus into perpetual conservation easements for preservation—a feat considering we have simultaneously grown by more than 235,000 gross square feet of building space. We have also implemented a “smart growth” strategy into the campus master plan to enable us to convert more than 20 acres of paved campus area to open green space, helping to restore our environment and offset our carbon footprint.



*“The Division of Administration and Finance and Aramark’s shared commitment to sustainability has enabled Towson University to make great strides toward a greener campus. Our recent move to single stream recycling, combined with our commitment to add more than 2800 recycling bins to Towson’s campus, will change the face of recycling and waste management at Towson University.”*

### **Jim Ramos**

Aramark Operations Manager  
for Towson University

**20.85%**

Minority Business Enterprise (MBE) participation for FY08

**3**

Consecutive years Towson University has been named one of the "Best Places to Work in Baltimore" by the *Baltimore Business Journal*

**23**

Number of consecutive years TUPD has won the Governor's Crime Prevention Award

**3**

Number of years the campus Inspiration Award has gone to Administration and Finance in its seven years of existence

**48**

Number of A&F programs, divisions or projects that were featured in the *Towerlight* and *eTU* from July 2006 – July 2007

**83**

Number of Administration and Finance staff members that donated to the 2007-2008 Annual Campaign

**\$17,922**

Total donor contributions from the division

**2**

Number of consecutive years that Towson's Chartwells team has been named the Regional Account of the Year

## Well-Deserved Recognition

The division's commitment to building momentum and delivering progress throughout Towson University has resulted in an abundance of awards and honors. We have been recognized both within and outside of the university for work in campus safety, design, construction, human resources and compliance.

Most recently the division's Facilities Management department and Physical Plant unit were honored with the Inspiration Award, which is given to a department or unit that serves as an unsung hero on campus. Awarded annually by the Interfaith Campus Ministry Association, three Administration and Finance departments have been given the honor in its' seven-year history; the TUPD and Childcare Center have also received the award.

Units within the Facilities Management department has also received honors for the outstanding design and construction of campus buildings. In fall 2007 Towson received two of the twenty-five honors given at the Maryland Design Awards, hosted by the American Institute of Architects (AIA). Towson's Center for the Arts building and Childcare Center were selected to receive a merit award and citation award, respectively, from a field of more than 140 submissions. We have since received additional awards for those buildings from the AIA and Masonry Institute of Maryland, as well as an award for the exceptional design of the University Club. The division hopes to continue its strong history of excellent design with current and future construction, including the College of Liberal Arts and West Village Commons buildings.

That standard of excellence applies not only to the output of our work—according to the *Baltimore Business Journal* (BBJ), it applies to our work environment as well. In September 2008 the BBJ named Towson University one of Baltimore's Best Places to Work for the third year in a row, citing a high level of employee satisfaction and superior benefits at our institution. Rankings were determined solely through anonymous employee surveys. The award is a testament to the division's Office of Human Resources, which is dedicated to making Towson University synonymous with an enjoyable and productive work environment for faculty and staff alike.

One aspect of the work environment that has remained a constant throughout the university's history is safety, and it shows. The TUPD has received the Governor's Crime Prevention Award for 23 consecutive years—more than

any other college or university in the state of Maryland. The award is given to law enforcement agencies and other organizations and individuals that demonstrate outstanding proactive crime prevention. The TUPD was recognized for its overall dedication to community crime reduction and also given specific awards for its' Operation Keepsafe program and campus safety video, which were created with the explicit intent of preventing crime on campus. We also received the Chief's Challenge Award for a high rate of seat belt usage on campus.

The division's awards extend beyond our staff and into our vendors. The university's Chartwells team, which works hand-in-hand with our Auxiliary Services department, was named the mid-Atlantic Regional Account of the Year by the national Chartwells organization, an honor which they also received in 2007. The award was given to Towson's team as a result of their wide range of community involvement and environmental programs, including donations to the university's Go Green initiative, participation in Project Green Thumb and Project Clean Plate, and sponsorship of the Crone's Disease Walk. The division is proud to work with such superior vendors, and we fully support Chartwells as they enter the running for National Account of the Year.



*"The work you do behind the scenes to keep our campus running is admirable, and we want to thank you for all of the things you do on campus that are known and unknown. We recognize—and if even if they don't tell you, the students we work with recognize—all of the work you do on campus."*

**Ken Krivitsky** (pictured above, at right) presenting the Inspiration Award to Facilities Management's Physical Plant on behalf of the ICMA.

Division of Administration  
and Finance

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