Develop co-curricular activities to encourage student engagement in the University community.

- Implemented a “Welcome to Towson” first week program and a First Year Student Planner; Increased student grant funding to expand student research; Expanded and improved Homecoming and weekend events to ensure broader student participation.

Provide an academic organizational structure, support services, library, and technology to create an enriched environment to serve student needs in a dynamic marketplace.

- Re-engineered the Career Center to better meet campus and student needs; Reorganized major units in Student Affairs and hired a new Associate Vice President to provide a strong focus on the student experience and success; Implemented a Healthy Campus initiative and published a resource guide, “Helping Students in Distress.”

Affirm and enhance the educational experience we provide, grounded in the rich cultural and educational traditions of a liberal education, while addressing workforce needs of the State.

- Developed a Language Consortium with College of Notre Dame and Loyola College; Redefined and clarified General Education Requirements; Launched first “Leadershape” student leadership development program.

Support initiatives that promote diversity.

- Reorganized Office of Diversity Resources and hired a new Associate Vice President to provide leadership; Created a Diversity Action Council chaired by the Provost to oversee progress.

Improve our graduation and retention rates to place us among the top 10 percent of our peers.

- Established a new mandatory undergraduate advising program and enhanced academic support; Expanded use of software support, including PeopleSoft and ARTSYS, to help students with academic planning.

Align resources and retention efforts to meet our enrollment goals and make Towson a first choice institution for an increasing percentage of students.

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Expand outreach efforts to promote economic development and address social issues within the State.

- Designated as an Economic Development Administration (EDA) Center by the U.S. Dept. of Commerce; Founded and hosting the Maryland Alliance for Information Security Assurance (MAISA) and developed partnerships with Leadership Baltimore County, the Mid-Atlantic CIO Forum and Maryland Economic Development Commission and serve in the home for all three; Completed a feasibility study for a business incubator in Baltimore County.

Strengthen linkages to local, state and federal governments.

- Recertified by Department of Homeland Security and NSA as a National Center of Academic Excellence; Deployed EMMA (GIS mapping software for coordination of disaster recovery) in Maryland’s Emergency Operations Center; Extended and expanded contract with Baltimore County Department of Aging to staff fitness centers for senior citizens.

Develop a strong shared governance structure that involves stakeholders throughout the University and assure a responsive organization structure.

- Created a Council of Student Leaders to encourage collaboration among student organizations and to increase student voice; Hosted Town Meetings, Round Tables and Study Breaks with the President for over 1,500 faculty, staff and students; Engaged in dialog, planning and regular participation with the University Senate, the AAUP and TUSC.

Establish new partnerships.

- Designated as the new National Headquarters for the Coalition of Urban and Metropolitan Universities; Achieved NPR Affiliate status for WTMD Radio; Launched a new alliance with the Cherry Hill neighborhood of Baltimore City involving the community, City, Baltimore Public School System and State School Board.
Convey Towson’s message to the external community.

- Increased significantly the number of full-time faculty;
- Developed a workload policy for faculty that provides broad flexibility for the individual, department, college and university;
- Reorganized Faculty Development to meet the current needs of faculty.

Enhance recruitment and retention efforts and development opportunities for faculty.

- Implemented a new on-line HR career development program; Ensured that annual reviews for employees are explicitly linked to compensation decisions.

Implement the Master Plan to address the educational, research, housing, recreation, and co-curricular space needs to support the student experience.

- Completed the Fine Arts Building on time and on budget nearly doubling the size of the building from 165,000 to over 300,000 square feet; Received final approval for construction of the Liberal Arts Complex and the new Child Care facility; Aligned student housing needs and developed plans for new housing to meet enrollment growth.

Enhance recruitment and retention efforts and development and training opportunities to open career paths for staff.

- Enhanced use of the Daily Digest and ETU, linking ETU to TU 2010;
- Instituted UpTU Date, a periodic memo highlighting major achievements;
- Expanded mid-level management town meetings with the President.

Make the arts and athletics key components of campus life and use both as links to the external community.

- Increased the number of major performances at the new Center for the Arts;
- Launched the “Pat’s Cats” basketball marketing campaign and developed a broadcast partnership with WBAL Radio; Strengthened collaboration among students, the marching band and athletics to increase school spirit and attendance.

Solicit feedback from our graduates and their employers to measure our success.

- Continued to survey graduates in specific professional areas, nursing, business, and education; Studying the expansion of a database of employment and graduate school placements for graduates.

Office of the President
Towson University
8000 York Road
Towson, MD 21252-0001
www.towson.edu

2004-05 Report Card
Resources for Success

2004-05 Report Card
Telling and Selling the Story

2004-05 Report Card
Towson University 2010: Mapping the Future

2004-05 Report Card
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