



Towson University 2010: Mapping the Future

2006-07 Report Card



Enrollment Management, Growth and Mix

Improve/Expand targeted outreach programs to allow us to achieve our goals for enrollment size and student mix

A

Established and staffed the Hackerman Academy of Mathematics and Science; received a \$2,000,000 NSF grant for targeted recruiting of students interested in STEM fields; doubled to 220 the number of students in Business Administration Program in Panama; completed the business plan for implementing the pilot trimester and received Board of Regents approval; implemented fully on-line programs in Allied Health; added a second Nursing cohort at Hagerstown; MBA Program grew to nearly 400 students.

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

A

SAT mean for enrolled freshman increased to 1,084 and average high school GPA increased to 3.46; completed NCATE accreditation review and met all national and Maryland standards for teacher education; increased admissions applications by approximately 1,600 over the previous year; redeveloped undergraduate marketing, branding the “Challenging Your Thinking” series to engage students in research, internships, service learning and student involvement.

Develop select undergraduate and graduate programs and initiatives to meet workforce needs

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2+2 agreement with Anne Arundel Community College for a new B.S. in Information Technology; brought the MS-AIT courses on-line; developed dual enrollment program with CCBC in Respiratory Care Therapy; major \$219,000 MHEC grant will enhance Nursing Masters Program linked to the Hagerstown Nursing Program; continued developing the MS in Forensic Science.



2006-07 Report Card

Student Experience and Success

Support initiatives that promote diversity

B+

Enrolled nearly 3,000 minority undergraduate, 18.2% of all students, including over 1,800 African American; 40% of new tenure-track faculty in CLA added diversity to the faculty; completed five-year agreement with Baltimore City Public Schools to serve as managing partner for selected City schools; expanded opportunities for faculty and students to address urban problems; expanded opportunities for Towson students to work with urban populations as tutor and teacher interns.

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

B+

Increased six-year graduation rates over past three years and now rank 4th among 11 peers; eliminated the achievement gap between African Americans and all students, a gap once more than 14% is now less than one percentage point; expanded Disability Support Services Center to better accommodate special need students.

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

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Launched “Go Green” campaign including green orientation for incoming freshmen; offered over 2,000 programs and community development activities for on-campus residents; improve the Commuter Student Organization and expanded programming for off-campus students; increased the number of sports clubs; developed additional intramural sports leagues; increased student attendance at athletic events over 25%.

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

B

Completed intentional advising pilot and continued implementation; provided \$1,200,000 for technology enhancement of classrooms and labs; launched civic engagement website; created “Involved at TU” website to promote greater involvement of students in organizations; piloted on-line chat/message board to provide career advising; launched “Resource 25” space allocation software and “University Master Calendar”.

Affirm and enhance the educational experience we provide, grounded in traditional values of a liberal education, while addressing workforce needs of the State

B+

Institutional-wide review of General Education expectations underway; offered scholarships to all incoming Honors College students; expanded Towson Principles of Community in orientation and new student handbook; established a Community Principles Committee on Civic Engagement; sponsored speakers including American Democracy Program and Carnegie Foundation who encourage personal responsibility and participatory citizenship.

Engage students in off-campus educational experiences

B+

At “Helping Up Mission” for homeless, Nursing students provide health screenings; Honors College tutoring program for Baltimore City High School students; Cherry Hill Program seminars on resumes, interviewing to help high school seniors; increased Career Center internships by 10% over previous year; with area community associations, over 150 students launched the first “Towson Clean-Up Day”.

**Serve and continue to evolve as
a workforce engine for the State**

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Increased by 50 Occupational Therapy students, 56 B.S. Nursing majors and 40 Allied Health students over previous year; created Applied Doctorate in AIT; \$300,000 NSF grant for MS-AIT to better prepare faculty at area colleges and community colleges to teach computer information security and information assurance.

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

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Formed external partnerships to build additional housing, a 670 bed facility will open in fall 08; planning for a partnership for additional housing for 600 beds underway; with Foundation grants, partnered with University of Maryland Dental School to support oral health needs of underserved adults; with Baltimore County, opened Towson Global Incubator; expanded working relationships at Fort Meade, Detrick, Aberdeen Proving Grounds and Edgewood identifying security related workforce needs.

**Strengthen linkages to local,
state and federal governments**

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Received three Federal designated funds totaling \$743,000 for BRAC, Cherry Hill and Forensic Science; Applied Mathematics Lab partnered on a \$41,000 program with the National Institute of Justice; opened three additional fitness centers and Balance Center in contract with Baltimore County Department of Aging and received Maryland Fitness Award for work with seniors; DECO established new relationships with Governor's Office and Maryland Highway Safety Office and provided customized training statewide for employees of Maryland Retirement System.

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

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Provided new administrative support to AAUP, University Senate and Council of Chairs; strengthened TUSC participation; initiated additional roundtables with Senate, SGA and AAUP; strengthened all interaction between DECO and Academic Affairs including greater grant cooperation.

Establish new partnerships

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Honors College signed MOU's with five surrounding community colleges; MOU's showcased as a model for two and four year colleges at the National Collegiate Honors Council Annual Meeting; Art Department working on a 2+2 with community colleges on a BTPS in Interior Design; Hackerman Academy partnered with the Maryland Science Center to bring science to young people; WTMD partnered with WAMU (Washington) to stream WTMD signal on WAMU's side channel, first public station to attempt this; new partnership among NPR, Harris Corp. and Towson to make radio more accessible to hearing impaired worldwide.

**Enhance recruitment and retention efforts
and development opportunities for faculty**

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College of Business and Economics established a Summer Research Grant Program for faculty; established the France-Merrick Scholars Program for faculty in College of Education; awarded the second Fisher Endowed Chair in Natural and Biological Sciences; a Faculty Mentorship Program was established to develop more working relationships among faculty; instituted affirmative action educational program for chairs of faculty searches.

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

B+

Placed additional emphasis on the Annual Staff Development Day and involved more senior administrators; completed nearly 200 staff job analysis and salary studies; non-exempt staff pay structure was reviewed and adjusted based on market value analysis; an HR Mentorship Program was established to develop more relationships among faculty and staff.

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

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Construction of the new College of Liberal Arts building, and associated major infrastructure work, is well underway; Honors College moved into new technologically enhanced space; the 670 bed West Village housing is nearing completion and will open in Fall 08; the 500 space Townsontown Garage addition opened; renovations in Burdick Hall created new Nursing Skills Lab and a high-tech classroom and Nursing faculty offices; planning for renovation of Towson Center is moving ahead; the "E2 Campus" text notification system is implemented with near 6,000 users to date.

**Expand and improve campus infrastructure
to allow for extramural support of
faculty research and scholarship efforts**

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A College of Graduate Studies and Research created Advisory Board to increase faculty grant success, an all-time grant success was achieved; with three and one half years remaining of the Capital Campaign, half the goal has been achieved with \$28,000,000 raised; exceeded 2006-07 Annual Fund goal by over \$500,000; major gifts increased by 25%; Radio WTMD received \$100,000 CPB community service grant and a Digital Radio Conversion grant of \$75,000.

**Expand our resources for the Library and
campus technology as a critical resource
in support of existing programs**

B

Technology enhancements to classrooms throughout the campus; employed a University Archivist and Digital Collections Librarian; employed a Science and Mathematics Librarian to provide additional support to faculty and students in Fisher College of Science and Mathematics; approved renovation/funding of the storage and research areas of the Archival Room; met criteria for acceptance into the Homeland Security and Defense Education Consortium thereby gaining access to the Homeland Security Digital Library; created a Digital Media Classroom that enables simultaneous live and remote instruction.

Telling and Selling the Story

Convey Towson's message to the external community

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For the second consecutive year Baltimore Business Journal designated Towson as Baltimore Metro Area's "One of the Best Places to Work"; through radio and TV ads the Cherry Hill initiative has created wide awareness of Towson's metropolitan efforts; WTMD's partnership with the Downtown Partnership, City Paper and First Thursday in Mt. Vernon brings Towson to thousands; had over 150 press and magazine photo placements; WTMD continues growth, reaching 75,000 listeners, from 10,000 in five years.

Improve campus inter and intra-divisional communication

B+

Reintroduced "To Do @ TU" as a means of marketing upcoming events to students and the campus community; continue to develop "eTU"; continued emphasis on "Resource 25" and the "Master Calendar"; fine-tuned "Daily Digest"; increased emphasis on President's Roundtables and have instituted Provost's Roundtables

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

B+

Theatre Arts Department co-hosted bi-annual two-week "QuestFest," a visual theatre; College of Fine Arts & Communication received a grant to host a summer program for gifted and talented students; instituted "Residence Hall Challenge" to encourage more student attendance at football and basketball; increased promotions and student half-time activities at basketball games.

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

C+

College of Business and Economics began administering a Student Satisfaction Survey; Honors College surveying students on satisfaction of honors experience; Student Affairs has created an institutional Alumni Survey group to coordinate alumni surveys; College of Education surveyed graduates as part of National Accreditation effort, employer survey had favorable results about Towson prepared teachers.

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