

# Towson University 2010: Mapping the Future

## 2008 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

Targeted Hispanic student recruitment at Destination Towson and National Hispanic Youth Symposium events; Increased summer enrollment by 10 percent through marketing the pilot trimester program; Increased total TU enrollment for the fifth consecutive year with 21,111 students enrolled in fall 2008; Increased graduate student headcount in the College of Business and Economics over previous year; Increased UB/TU MBA students by 17 percent; Saw a 66 percent increase in the M.S. in accounting and business advisory services program.

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

# A

Launched TU Freshman Transition Program in partnership with Community College of Baltimore County to ease the change from a two- to four-year college; Became a GoArmyEd institution, a virtual gateway for active-duty soldiers to pursue postsecondary education; Increased the number of full-time faculty by 97, improving the ratio of full-time to part-time faculty; Retained status as the only USM institution with AACSB accreditation for the College of Business and Economics' accounting and business programs.

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

# A

Received approval for the College of Business and Economics project management and business analysis track for business administration majors; Developed art and animation track and game design and experimental media track in the College of Fine Arts and Communication to meet industry needs; Launched the Center for Adults with Autism Spectrum Disorders engaging nearly 50 TU students in direct work with young adults with autism; Readied the M.S. in applied information technology program at the HEAT Center in Harford County in preparation for BRAC-related jobs moving to Aberdeen Proving Ground; Piloted and converted the National Sheriff's Association Executive Course to an online course that will be made available to more than 60,000 sheriffs via TU's Extended Education and Online Learning unit.



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

**A-**

Established the Research Seed Fund for new faculty; Offered mini-grants through the Honors College to faculty and staff who develop seminars and provide research resources for Honors College students working in research projects; Increased federal grant opportunities for faculty through collaboration between Division of Economic and Community Outreach and Academic Affairs; Graduated nearly 350 faculty from the year-long President's Leadership Institute.

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

**B+**

Reviewed and adjusted exempt staff pay based on market value analysis; Launched the Building Bridges program, a development program for support staff that was a collaborative effort of eight area colleges, universities and the TU Office of Human Resources; Offered 45 employee-training classes and on-line training to more than 4,000 employees; Graduated more than 200 staff from the year-long President's Leadership Institute.

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

**A**

Planned the West Village Housing Phase II, West Village Commons and a new Towson Center addition; Completing construction of the first phase of the College of Liberal Arts building for fall 2009 opening; Opened the Paca and Tubman Houses in August 2008, adding 668 new beds to the campus housing inventory.

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

**A-**

Increased extramural funding by 21 percent over the previous fiscal year; Developed the CAIT fellows program, which supports faculty working on research and economic and community outreach programs in AIT; Raised more than \$33 million for the Capital Campaign: Growing a University, reaching 66 percent of the \$50 million campaign goal; Received two \$1 million gifts in 2008, one from France Merrick and one from Ruth Marder.

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

**B**

Implemented "Cook Delivers," a service that hand-delivers library materials directly to faculty and staff offices; Enhanced a half-day workshop on library resources and services for annual new faculty orientation program; Created a new digital media classroom for training clients and teaching academic courses; Allocated \$1.5 million to improve academic technology; Launched PeopleSoft Financials in July 2008.

# Student Experience and Success

## Support initiatives that promote diversity

# B+

Provided leadership and support to implement the Reflective Process for Diversity with 25 facilitators; Enhanced LGBT student programming and support and hired a director of LGBT student development; Completed expansion and remodeling of the Center for Student Diversity; Enrolled over 3,000 undergraduate minority students in fall 2008—about 19 percent of total enrollment.

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

# B+

Ranked third among our 10 new performance peer institutions in six-year graduation rates; Ranked second among our 10 new performance peer institutions in second year retention rates; Ranked second among our 10 new performance peer institutions in six-year graduation rates of African American and all minority students.

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

# A

Increased support and programming for commuter students by hiring a coordinator of off-campus student services; Instituted a Greek social event policy and notification process, launched the Greek Chapter Assessment Program, and conducted a Greek housing feasibility study; Hosted eight *New York Times* Talk lunches on topics related to the 2008 presidential election; Launched the single-stream RecycALL program campus-wide.

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

# B+

Improved transfer student experience with the on-line Transfer To-Do List; Enhanced TU CARES experience, and Students in Transition committee; Created the University Career Advisory Board to double internships and create an alumni survey; Offered 16 faculty-led study abroad programs and enabled 549 students to study outside the U.S.; Opened the new Towson Opportunities in STEM (TOPS) Learning Center in Smith Hall; Provided more than 18,000 SafeRides over the previous year through the TUPD.

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

# B+

Hosted the American Democracy's Deliberative Polling Project—one of 16 universities nationwide selected to discuss growth in a town hall setting; Launched Service Learning Faculty Fellows program in which seven faculty members created a service-learning component for a new or existing courses; Completed general education study and refined the process that assures all students have a broad educational experience that includes courses in arts and sciences.

## Engage students in off-campus educational experiences

# B+

Began the fourth year of K-5 TUTORS program which has expanded to five schools and from 21 tutors to 66 tutors in three years; Initiated more than 500 contracts/agreements between the College of Health Professions and external agencies to support student internship/clinical/practicum placements; Increased Career Center internships by 11 percent over previous year.

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

**A**

Provided training and workforce programs to over 3,000 state employees in 2008; Developed a model to create the Md. Construction Center hosted by TU in cooperation with education, government and industry; Created dual enrollment programs with CCBC-Essex in the Respiratory Therapy/Allied Health program and assistant to master's degree in nursing; Received BRAC-related grants for secondary STEM teachers, K-12 engineering education, and to expand the M.S.-AIT to Harford County.

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

**A**

Brought attention to environmental issues through WTMD broadcast of the Eco Tour, a series of interviews with environmental leaders; Developed and host the GreenPrint interactive mapping application for the governor's office, to monitor the health of the Chesapeake Bay; Via the Fisher College of Science and Mathematics's Hackerman Academy of Mathematics and Science, visited schools statewide, conducted the Saturday Morning Science Series on campus to excite school students about STEM careers; Designated by the state as the Holocaust Center.

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

**A**

Hosted the "TU Tornado," a disaster drill in partnership with TU's police department, College of Health Professions, state and local public safety agencies, and area hospitals; Expanded and continued outreach efforts with the GTCCA, Towson Chamber of Commerce and local legislative representatives to enhance community relations; Developed and host the Md. iMap infrastructure to support BRAC, StateStat, BayStat and smart-growth strategies; Deployed EMMA as a component of Delaware's Division of Public Health emergency preparedness plan.

**Develop a strong shared governance structure that involves stakeholders throughout the university and assure a strong organizational structure**

**A**

Developed a new "Outreach and Engagement" Web site that will facilitate collaboration between faculty and staff, and our community and business partners; Completed recommendations from Smoke-Free Campus task-force for campus implementation by fall 2010; Collaborated on policies establishing clinical faculty and a process for proposing new schools via the Deans' Council and University Senate.

**Establish new partnerships**

**A**

Named International Headquarters for the University Economic Development Association; Formed a partnership between the College of Liberal Arts with National Public Radio in 2008 and served as a one of five national demonstration sites for closed captioning of NPR's presidential election radio broadcasts; Provided leadership and support to establish the Md. Campus Compact; Launched the off-campus OneCard program in March 2008 through Auxiliary Services, enabling use of retail points on meal cards at 17 vendors in the greater Towson area.

# Telling and Selling the Story

## Convey Towson's message to the external community

# A

Debuted EMMA "Stretcher Lady" TV commercial and created an EMMA video presentation for TU's Thinking Outside ad campaign; Received the 2008 Carnegie Foundation Community Engagement Classification in the category of Curricular Engagement and Outreach and Partnerships; Designed a new performance peer group with MHEC and USM approval; Named one of the top 50 best values in public colleges by *Kiplinger's Personal Finance* magazine; Ranked in the top 10 among the best public master's institutions in the North by *U.S. News & World Report*.

## Improve campus inter- and intra-divisional communication

# B+

Hosted the first technology showcase of faculty/staff research projects where more than 250 attended; Surveyed faculty/staff on *eTU* and responded with revamped, more inclusive news vehicle, *Insider*; Launched use of SharePoint sites to improve communication across campus divisions; Launched the *Dollars, Cents and Common Sense* blog of the Division of Administration and Finance.

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

# B+

Expanded pre-game activities at all home football games to promote school spirit; Held two media festivals annually sponsored by the electronic media and film department: Women and Minority Media, and Media Arts Festival; Brought more than 2,000 attendees to the Many Moons Festival hosted by the Asian Arts Center for a day-long event of Asian performances, lectures, exhibits and vendors; Used Facebook and other social networking sites to communicate the art and cultural events available on campus.

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

# B-

Developed first annual survey of graduating seniors at commencement; Surveyed 700 Career Center employers using Hire@TU to learn of their satisfaction with Towson graduates and their workforce preparation; Solicited feedback through the College of Business and Economics from alumni, employers and members of the CBE Advisory Board to determine the efficacy of the MBA curriculum.

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