

USM - Towson University

MISSION

Towson University (TU) fosters intellectual inquiry and critical thinking, preparing graduates who will serve as effective leaders for the public good. Through a foundation in the liberal arts and a commitment to academic excellence, interdisciplinary study, research and public service, Towson University prepares students for careers in high demand today and in the future. TU is recognized as a leader in community engagement, including entrepreneurial efforts that provide collaborative opportunities between the campus and the larger Maryland community. Our graduates leave with the vision, creativity and adaptability to craft solutions that enrich the culture, society, economy and environment of the state, the region and beyond.

VISION

Towson University is a national leader in student-centered education, where students will develop the knowledge, skills and dispositions to become ethical leaders in a global society. Our faculty model the highest values of the scholar-educator, with a steadfast devotion to intellectual rigor and the pursuit of innovative scholarly and creative activities. We embrace our role and responsibilities as an anchor institution for the Greater Baltimore region and the state of Maryland.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Create and maintain a well-educated work force.

Obj. 1.1 Increase the annual number of bachelor's degree recipients at approximately 4,100 or higher by FY 2029, up from 3,986 in FY 2024.

Obj. 1.2 Increase the number of TU students receiving degrees or certificates in teacher training programs to 500 by FY 2029 from 401 in FY 2024.

Obj. 1.3 Increase the number of TU degrees or certificates conferred in STEM (science, technology, engineering, mathematics) to 950 by FY 2029, from 893 in FY 2024.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Total enrollment	21,917	20,856	19,793	19,527	19,401	19,677	19,965
Total degree recipients	5,647	5,486	4,958	4,892	4,473	4,405	4,455
Bachelor's degree recipients	4,628	4,529	4,064	3,986	3,641	3,565	3,600
Number of students in teacher training programs	1,190	1,163	1,106	1,038	1,087	1,137	1,209
Number of students receiving degrees or certificates in teacher training programs	520	520	500	401	389	439	545
Percent of students who completed a degree or certificate in a teacher training program and passed Praxis II	93%	87%	95%	94%	92%	90%	91%
Number of undergraduate students enrolled in STEM programs	3,906	3,759	3,674	3,776	3,825	3,784	3,800
Number of graduate students enrolled in STEM programs	666	564	540	562	606	660	665
Number of credentials conferred in STEM programs	1,071	977	928	893	930	935	935

Obj. 1.4 Increase the number of degrees awarded in nursing to 290 by FY 2029, from 250 in FY 2024.

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Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Number of qualified applicants who applied to nursing programs	429	500	285	277	281	278	302
Number accepted into nursing programs	228	176	151	156	165	176	183
Number of undergraduates enrolled in nursing programs	818	763	649	596	632	702	780
Number of graduate students enrolled in nursing programs	11	4	19	19	16	35	51
Number of students graduating from nursing programs	333	288	233	264	255	271	303
Percent of nursing program graduates passing the licensing examination	85%	87%	90%	96%	91%	92%	92%

Goal 2. Promote economic development.

Obj. 2.1 Increase the 2nd-year median earnings of TU graduates from \$47,633 in FY 2024 to \$54,703, in FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Median annualized wages for TU graduates, second year after graduation.	N/A	\$44,054.00	\$46,920	\$47,633	\$52,482	\$54,079	\$55,155

Goal 3. Increase educational access and student success, particularly for disadvantaged and veteran/military students.

Obj. 3.1 Maintain the percentage of enrolled first-generation students at 16% or above, through FY 2029.

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Obj. 3.2 Increase the retention rate of first-time students who are first-generation students to 85% by FY 2029.

Obj. 3.3 Increase the six-year graduation rate of first-time students who receive Pell grants to 70% by FY 2029.

Obj. 3.4 Increase the share of enrolled undergraduate students who are Pell Grant recipients to 40% by FY 2029.

Obj. 3.5 Increase the retention rate of first-time students who receive Pell grants to 85% by FY 2029.

Obj. 3.6 Increase the six-year graduation rate of first-time students who receive Pell grants to 70% by FY 2029.

Obj. 3.7 Increase the second-year retention rate of incoming veterans and service members to 85% by FY 2029, up from 80.6% in FY 2024.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
% of undergraduate students who are first-generation.	0	0	0	0	0	0	0
Second-year retention rate at TU, for first-generation students	1	1	1	1	1	1	1
Six-year graduation rate from TU of first-generation students	70.4%	69.4%	67.2%	58.8%	64.8%	60.6%	62.0%
% of undergraduate students who receive Pell grants.	0	0	0	0	0	0	0
Second-year retention rate at TU, for students who receive Pell	1	1	1	1	1	1	1
Six-year graduation rate from TU of students who receive Pell	72.8%	70.3%	69.0%	64.2%	66.1%	61.2%	67.0%
Number of incoming undergraduate veterans and service members	60	69	44	31	37	39	45
¹ Second-year retention rate at TU of veterans and service members	56.7%	59.4%	65.9%	80.6%	89.2%	85.0%	85.0%

Goal 4. Achieve and sustain national eminence in providing quality education, research and public service.

Obj. 4.1 Increase the second-year retention rate of TU undergraduates to 87 percent or above by FY 2029.

Obj. 4.2 Increase the six-year graduation rate of TU undergraduates to 75 percent or above by FY 2029.

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Obj. 4.3 Maintain the level of student satisfaction with education received for employment at or above 90 percent through FY 2029.

Obj. 4.4 Maintain the level of student satisfaction with education received for graduate/professional school at or above 90 percent through FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Second-year retention rate of students at TU (or another public university in Maryland)	87.3%	86.4%	83.4%	84.7%	85.3%	85.5%	86.0%
Six-year graduation rate of students from TU (or another public university in Maryland)	77.3%	76.6%	74.4%	71.4%	74.1%	72.0%	74.0%
Percent of employed graduates satisfied with education received for employment (annual survey of graduating seniors)	86.9%	87.9%	94.4%	95.6%	94.8%	95.0%	95.0%
Percent of students satisfied with education received for graduate/professional school (annual survey of graduating seniors)	88.2%	86.5%	94.5%	97.5%	98.4%	95.0%	95.0%

Goal 5. Maximize the efficient and effective use of State resources.

Obj. 5.1 Maintain or increase expenditures on facility renewal at 2 percent through FY 2029.

Obj. 5.2 Maintain the number of full-time equivalent students enrolled in TU courses delivered off campus or through distance education at approximately 2,700 or above through FY 2029.

Performance Measures	2021 Act.	2022 Act.	2023 Act.	2024 Act.	2025 Act.	2026 Est.	2027 Est.
Percent of replacement cost expended on facility renewal and renovation	3.10%	1.05%	1.43%	1.23%	1.10%	2.00%	2.20%
Full-time equivalent students enrolled in distance education and off-campus courses	18,109	2,821	2,759	2,641	2,726	2,848	2,850

NOTES

¹ TU's Military & Veterans Center (MVC) partnered with TU's Registrar to implement new indicators to track students who are serviced by the MVC. The new indicators went into effect for the fall 2023 term (2024 Est. column in this report).