

TU MATTERS TO MARYLAND

FY24 TESTIMONY

TO THE MARYLAND GENERAL ASSEMBLY

Presented by **Melanie Perreault**
Interim President, Towson University
February 2023



TOWSON UNIVERSITY'S MOMENTUM IS RISING

30% OF THE GROWTH ON
USM CAMPUSES HAS COME FROM TU

2000–20

TU PRODUCES MORE THAN

1 IN 5

BACHELOR'S DEGREES AWARDED BY THE USM

*Excludes UMGC

TU HAS
MORE THAN DOUBLED
ITS RESEARCH EXPENDITURES
FROM FISCAL YEAR 2021 TO 2022



TU'S AWARD FUNDING HAS INCREASED **26%** IN THE LAST FIVE YEARS

TU RECEIVED 121 GRANT AWARDS TOTALING \$15.5 MILLION IN FY2022

TOWSON UNIVERSITY'S MOMENTUM IS RISING



NATIONALLY RECOGNIZED

NO. 9

public university in the North region, U.S. News & World Report

NO. 95

public university in the nation, Forbes

NO. 50

in value among all national universities, Money

NO. 15

master's university in the nation, Washington Monthly

NO. 75

public research university in the nation, Forbes



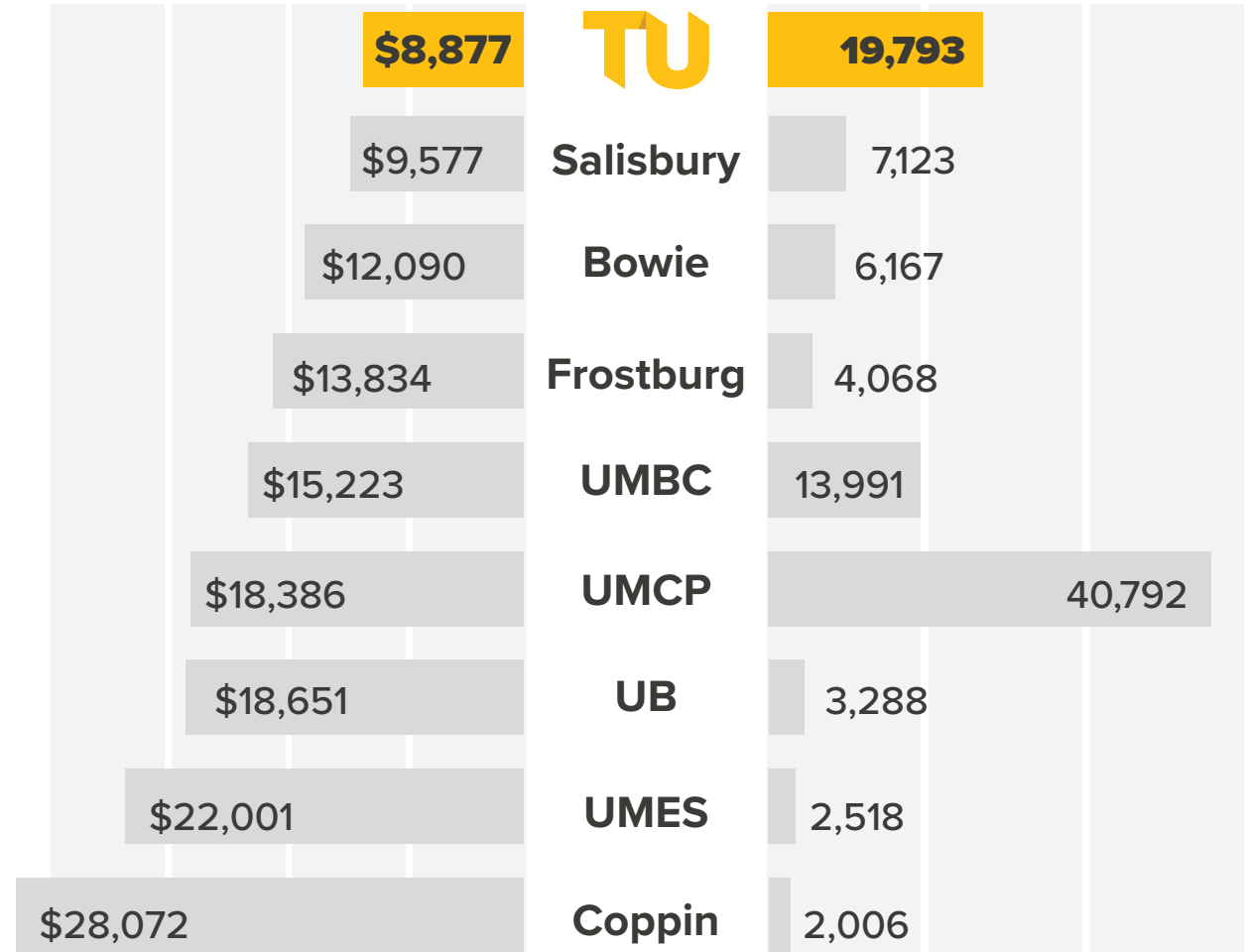
A GREAT RETURN ON MARYLAND'S INVESTMENT

TOWSON UNIVERSITY ACHIEVES THE **SECOND-HIGHEST GRADUATION RATE** IN THE USM



FY23 ESTIMATED FUNDS PER STUDENT FTE

USM INSTITUTION HEAD COUNT



Governor's FY23 Budget Book

Source: USM Institutional Research Information System; Fall 2022 Report

DELIVERING ECONOMIC VALUE FOR MARYLAND



ACCELERATING BUSINESS DEVELOPMENT

The StarTU at The Armory, TU's business engagement center, is a state-wide hub for entrepreneurship and innovation. In October 2022, this one-of-a-kind facility earned national recognition as the winner of the Engaged University Award by the UEDA.

IN FY2022, TOWSON UNIVERSITY GENERATED:

\$2.1 BILLION
IN ECONOMIC ACTIVITY

7,544 MARYLAND JOBS

TU ACCOUNTS FOR **20%** OF
THE TOTAL ECONOMIC IMPACT
GENERATED BY USM INSTITUTIONS

\$746 MILLION
IN EMPLOYEE COMPENSATION

\$135 MILLION
IN STATE & COUNTY TAXES

\$246.8 MILLION
IN STUDENT SPENDING AT
OFF-CAMPUS BUSINESSES

*Regional Economic Studies Institute, November 2022

REFLECTING MARYLAND

TU'S CAMPUS EDUCATES MORE BLACK STUDENTS & THE HIGHEST PERCENTAGE OF LATINX STUDENTS OF ANY INSTITUTION IN THE USM

TU HAS ACCOUNTED FOR 70% OF MINORITY ENROLLMENT GROWTH FOR USM OVER THE LAST 5 YEARS

DIVERSITY IN TU ENROLLMENT VS. MARYLAND POPULATION

	AFRICAN AMERICAN	ASIAN	LATINX
TOWSON UNIVERSITY*	27.9%	6.5%	9.5%
STATE OF MARYLAND**	31.4%	6.9%	11.1%

**Source: USM Institutional Research Information System; Fall 2022 Report*

***Source: 2020 U.S. Census Data*

54.2%
OF TU STUDENTS IDENTIFY AS A RACIAL OR ETHNIC MINORITY

90%
OF STUDENTS ARE FROM MARYLAND



REFLECTING MARYLAND

MARYLAND'S ONLY INSTITUTION WITH
NO COMPLETION GAP

SIX-YEAR GRADUATION RATE

	OVERALL	AFRICAN AMERICAN	LATINX	ALL MINORITIES	PELL RECIPIENTS
TOWSON UNIVERSITY	73%	74%	63%	70%	73%
MARYLAND PUBLIC INSTITUTIONS*	68%	53%	66%	61%	53%
NATIONAL AVERAGE	63%	46%	57%	57%	52%

*Primary State Control Only
Including Morgan State University and Saint Mary's College of Maryland

IPEDS - 2014 cohort data

TU IS MARYLAND'S UNIVERSITY OF OPPORTUNITIES—FOR EVERYONE

NO. 1

No 1. in the nation and No. 30 worldwide for gender equality
Times Higher Education Rankings

7TH-BEST

The nation's seventh-best university for veterans
U.S. News & World Report

TOP 40

Top 40 LGBTQ+ friendly campus in America
Campus Pride Index

SUPPLYING MARYLAND'S WORKFORCE



TU IS THE LARGEST PRODUCER OF EDUCATORS AND UNDERGRADUATE HEALTH PROFESSIONALS IN THE STATE.

IPEDS - 2021-22 Academic Year

**IN THE 2021-22 ACADEMIC YEAR,
TU CONFERRED 36% OF THE USM'S
EDUCATION DEGREES**

*Source: USM Institutional Research Information System; FY2022

TU GRADUATES MAKE AN IMMEDIATE IMPACT ON OUR WORKFORCE.

89% of graduates secured a job or enrolled in continued education

87% of working graduates are employed in Maryland

SUPPLYING MARYLAND'S WORKFORCE

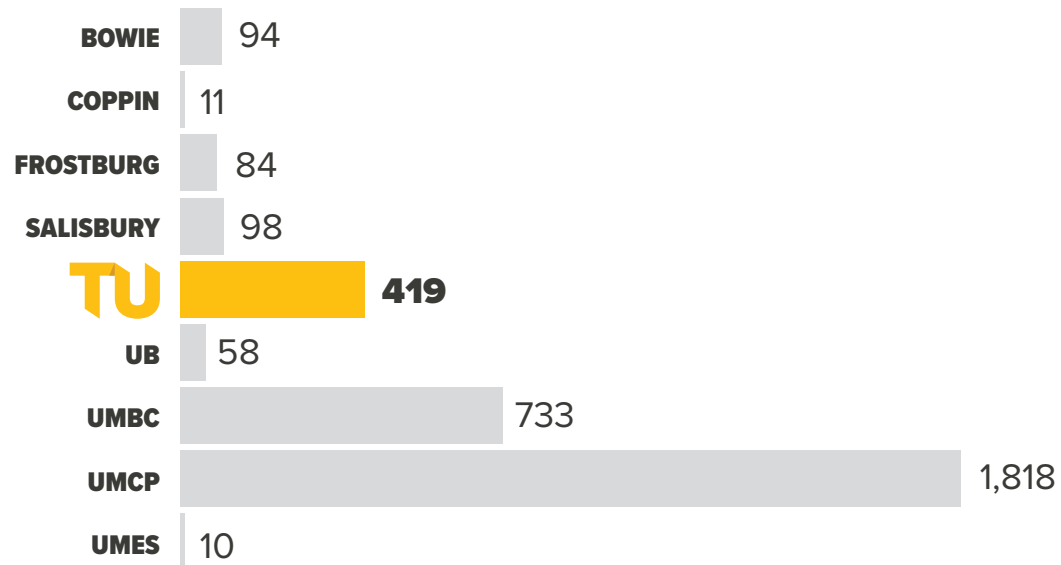
TU FILLS CRITICAL CYBERSECURITY NEEDS IN MARYLAND AND IN THE U.S.

The Baltimore–Washington region is home to more than

20% OF THE NATION'S 500,000

unfilled cyber job openings

**CYBER
DEGREES
AWARDED
IN THE
USM IN
2022**



AN ANCHOR FOR GREATER BALTIMORE

TU STRENGTHENS DOWNTOWN TOWSON.

TU's record investment in its physical campus has helped fuel \$1.7 billion in public-private partnership development in the downtown Towson region.

TU ELEVATES COMMUNITY PARTNERSHIPS.

Through 238 active engagements with more than 525 partner organizations, TU is creating a positive impact in every county in Maryland.

TU GENERATES ENTREPRENEURSHIP.

The StarTUP at The Armory is a national award-winning business engagement center, where new business ventures develop and thrive. It is home to the StarTUP Accelerator, an intensive, cohort-based fellowship that extends the talents of TU students, faculty and staff beyond campus boundaries to engage the community and create opportunities for leadership, entrepreneurship, civic involvement and experiential learning.



TU LEADS CIVIC ENGAGEMENT.

With a student voter registration rate above 85%, TU has been recognized as one of America's best colleges for student voting. In 2022, TU served as a polling election for the 2022 midterm election, where more than 10,800 Maryland residents cast their ballots.

TU MAKES A DIFFERENCE.

TU students contribute a combined one million hours of student community service each year.

MARYLANDERS BELIEVE IN TU.

In FY2022, TU received record-breaking philanthropic support totaling \$14.86 million.

UNIVERSITY RESPONSES

COMMENT ON CAUSES FOR THE CONTINUING DECLINE IN STUDENTS AND EFFORTS BEING TAKEN TO STABILIZE ENROLLMENT AND RETAIN STUDENTS.

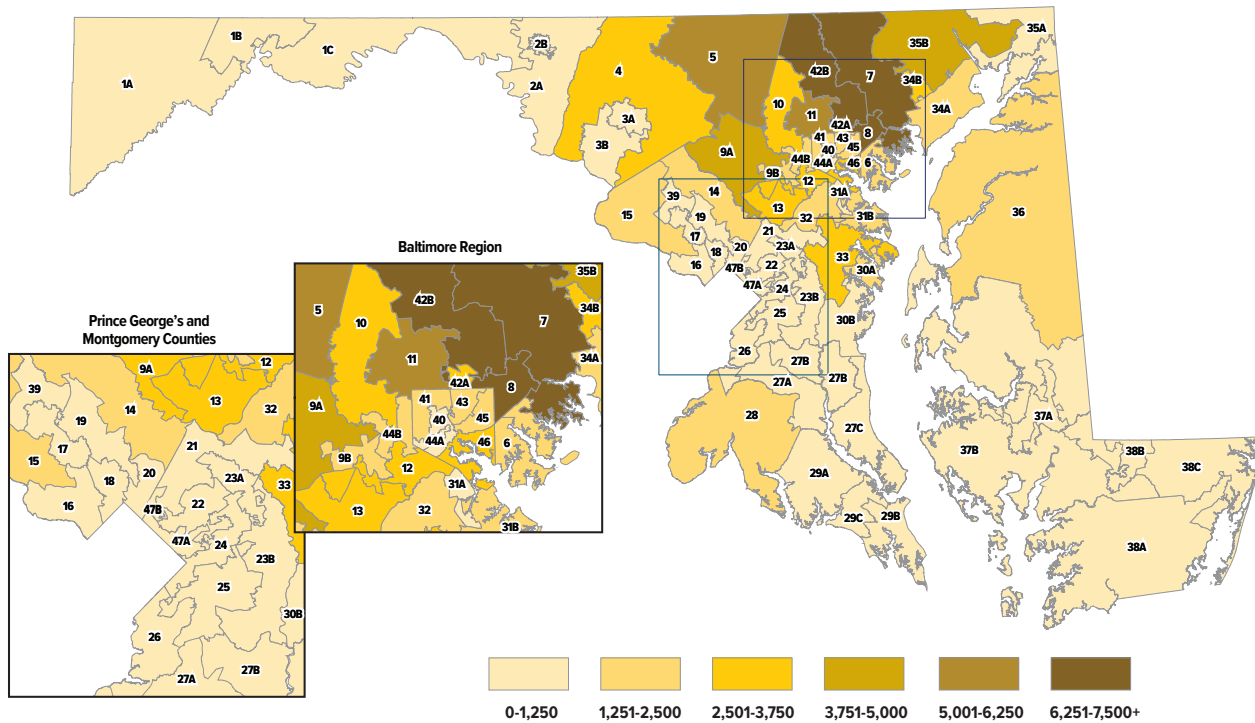
TU's decline in students is due largely to the impact of the pandemic, which caused significant attrition in returning students, as well as a decline in community college enrollments that led to a significant drop in transfer students, and a small drop in student retention attributed to learning loss during and immediately after the pandemic. TU recently adopted a strategic enrollment plan that focuses on the complete student lifecycle, with many strategies delineated between student success and student recruitment. The implemented efforts are already bearing fruit, as TU's first-time applications for fall 2023 are approaching record levels for the institution. TU has already started to see success around its student retention efforts by slowing down the attrition of students this spring. This

includes a recent program that provides tutoring specifically for freshmen who did not pass either ENGL 102 or our required first-year seminar, which are benchmarks for first-year success. Additionally, last semester we opened the Academic Commons, a one-stop location to support students who require additional academic interventions such as tutoring, academic advising and writing support.

COMMENT ON HOW TU PLANS TO USE THE AVAILABLE \$8.0 MILLION IN STATE FUNDS.

We expect that the bulk of the money will be devoted to mandatory cost increases, but should there be any leftover funds, we will devote them to TU's strategic priorities, including research and student retention.

TOWSON UNIVERSITY ALUMNI BY MARYLAND LEGISLATIVE DISTRICT



1A.....98	14.....2127	29A.....580	38C.....576
1B.....107	15.....1297	29B.....308	39.....1186
1C.....161	16.....625	29C.....547	40.....987
2A.....848	17.....1063	30A.....1272	41.....1684
2B.....208	18.....728	30B.....741	42A.....2928
3A.....1201	19.....1202	31A.....374	42B.....7225
3B.....832	20.....767	31B.....2294	43.....2193
04.....2895	21.....1252	32.....1977	44A.....211
05.....5268	22.....533	33.....3831	44B.....1938
06.....2340	23A.....417	34A.....2288	45.....1443
07.....8669	23B.....977	34B.....2983	46.....2585
08.....6633	24.....693	35A.....594	47A.....171
9A.....3762	25.....629	35B.....4497	47B.....76
9B.....1481	26.....561	36.....1508	
10.....3513	27A.....388	37A.....77	
11.....5847	27B.....669	37B.....725	
12.....3045	27C.....641	38A.....172	
13.....3207	28.....1332	38B.....195	



FOR ADDITIONAL INFORMATION

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