

USMH Mission Statement

I. Summary of Identity and Purpose

The University System of Maryland at Hagerstown (USMH) is a regional higher education center located in Hagerstown, MD. USMH operates under the auspices of the USM and is administered by Frostburg State University. At USMH, five USM institutions (FSU, TU, SU, UMCP, UMUC) offer upper-division undergraduate and graduate programs, chosen to meet regional workforce demand and advanced education needs. One institution (UMB) offers non-credit training to professional social workers. USMH offers local access to higher education and affordable educational options for students in the underserved western Maryland region. Students graduating from USMH programs will be prepared with the knowledge and skills necessary to make positive contributions to society and to thrive in the economy.

USMH focuses on the following:

- Bringing undergraduate and graduate programs that meet student demand, economic development and workforce needs, and can be sustained over time;
- Offering a range of USM programs that accommodate full-time, part-time, day and evening students;
- Maintaining state-of-the-art technology to maximize the range of program offerings available to students;
- Providing a range of student services and student life activities;
- Partnering with local businesses, agencies and educational institutions to most effectively meet the workforce and economic development needs of the region.

II. Statement of Performance Goals and Expected Outcomes

USMH is a facility supporting the teaching/learning process. Faculty teaching in academic programs at USMH are often involved as consultants in special projects within the community. They provide research skills and discipline specific expertise to local businesses and organizations. They maintain memberships in associations vital to economic development. USMH will reach its full potential as a resource to the community by continuing to provide academic access and opportunity to an underserved population; by providing a skilled and educated workforce to the region; by being recognized as a knowledge resource available to assist the community in a variety of ways; by providing space to those activities that support and enhance the public good; and by continuing to encourage the economic development of the surrounding area.

III. Long-Range Goals and Measurable Objectives

Since opening in 2005, USMH has grown from offering twelve academic programs to twenty-one; two institutional partners to five; and three hundred eighty two students to nearly five hundred. USMH expects to offer nine additional academic programs; attract three new institutional partners; and enroll three hundred fifty more students over the next five years, bringing the total number of programs to thirty; the total number of institutional partners to eight; and the total number of students to seven hundred fifty by 2015.

1. Increase the percentage of Washington County residents who have earned post-secondary and advanced degrees. (USM Strategic Plan Themes 1& 2)

USMH will play a lead role in increasing the number of Washington County residents who go to college. USMH will provide residents with information, advice, and assistance in order to help them achieve their goals. USMH will raise scholarship money and present financial aid information to students.

2. Strengthen the unique and fluid partnerships with local high schools, regional community colleges, selected USM institutions, as well as the business and civic community in Washington County. (USM Strategic Plan Themes 1 and 2)

USMH will take the lead in creating partnerships between Washington County Public Schools, Hagerstown and Frederick Community Colleges, and participating USM institutions. Articulation agreements will be distributed to demonstrate educational pathways and seamless transfer for students. Programs will be offered that address community needs.

3. Continuously assess programs and services in an effort to improve efficiency and effectiveness, ensure success, and reach our desired future. (USM Strategic Plan Theme 4)

USMH will continuously assess programs and services to be sure we are operating at the highest levels of efficiency and effectiveness. USMH will gather outcomes data for all operational departments and make quality data-driven decisions in a timely manner. Institutional priorities will be tied to budget resources through the annual planning process.

4. Become the education clearinghouse providing answers and opportunity to the citizens of western Maryland. (USM Strategic Plan Themes 1 and 2)

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USMH will strive to become a one-stop shop for information concerning higher education in Washington County. By maintaining strong relationships with Washington County Public Schools, Hagerstown and Frederick Community Colleges, and the participating USM institutions, USMH will provide information and answers to questions concerning academic programs and how to go to college.

5. Begin the process of acquiring additional space to facilitate growth.

USMH is quickly reaching capacity. Classroom, office, and student services spaces are nearing complete utilization. A needs assessment of additional space should be completed in support of expected growth. (USM Strategic Plan Themes 1, 2, 3, and 4)

IV. Short-Term Strategic Initiatives

The immediate concerns for USMH include: attracting more academic programs and institutional partners; continued growth in new students and FTES; expanding student services; raising scholarship funds and additional revenue; and implementing green campus initiatives. There is also a need to outline the beginning stages of establishing a capital improvement plan that will address capacity issues, parking issues, conference needs and wellness issues. To maintain USM's competitive edge and provide a safe environment for students and staff, USMH will continuously upgrade technology and implement security enhancements.

- 1. Attract and sustain new academic programs from new and existing USM institution partners.** Outcomes assessment for this priority: Obtain two new academic programs and one new university partner per year.
- 2. Expand student service offerings.** Outcomes assessment for this priority: Establish food service and bookstore. Create disability services MOU's.
- 3. Implement and maintain proactive enrollment management strategies.** Outcomes assessment for this priority: Increase 20 FTE per year.
- 4. Implement and maintain proactive marketing and public relations strategies.** Outcomes assessment for this priority: Increase number of website hits by 10%. Increase number of HCC and FCC transfers by 5%. Increase attendance at open houses by 10%.
- 5. Increase financial aid opportunities and the scholarship endowment fund. Increase rental revenue. Establish unrestricted endowment fund.** Outcomes assessment for this priority: Increase the scholarship

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endowment to \$750,000. Increase total revenue to 75,000 annually. Establish an unrestricted endowment fund.

- 6. Support current information technologies while seeking to enhance and develop technology for students, faculty, and staff.** Outcomes assessment for this priority: Compile databases around technology need and technology staff response. Document requests and services provided.
- 7. Maintain and enhance the facility. Continue to upgrade security measures.** Outcomes assessment for this priority: Performance of building features as measured by incident reports. Evaluation of staff, faculty, and students during emergency drills.
- 8. Begin the process of planning for additional space.** Outcomes assessment for this priority: Complete the needs assessment.
- 9. Promote “green campus” initiatives.** Outcomes assessment for this priority: Increase recycling efforts to include glass, plastic and metal. Reduce consumption of electricity. Increase use of environmentally safe products. Reduce paper consumption by moving more services on-line.
- 10. Implement continuous improvement and quality assessment systems.** Outcomes assessment for this priority: Set employee goals consistent with USMH goals. Review performance evaluations. Review student and staff satisfaction surveys. Create annual report.