

TOPIC: University System of Maryland Strategic Plan Update

COMMITTEE: Finance

DATE OF COMMITTEE MEETING: January 25, 2018

SUMMARY: Following guidance provided by the Regents and USM presidents at the Board's November 2016 budget retreat, USM staff have worked over the past year to "update and refresh" the current USM strategic plan through the 2018-2020 time frame. A draft of the executive summary of the updated plan, highlighting its revised themes, goals, and strategies is attached for review and discussion.

At the Board's suggestion the refresh builds off progress achieved under the current USM plan (approved in December 2010), with goals and strategies revised and strengthened as appropriate to meet the System's commitment to improving the economic competitiveness of Maryland and the quality of life enjoyed by its citizens. Goals and strategies reviewed and updated as needed under the refresh include those tied to bachelor's degree completion, STEM degree completion, new company creation, technology transfer and commercialization, stewardship, and effectiveness and efficiency.

While a key goal for the refresh was to help set the stage for a strong and successful finish under the current strategic plan, the USM leadership and stakeholders also recognized that much has changed since the current plan was adopted in 2010. As a result, the refresh has been designed to include new goals and strategies that identify and seek to address critical areas of challenge and opportunity that have emerged over the last seven years. The most significant change to the revised plan is the introduction of a new theme specifically focused on ways the USM and its institutions can promote and enhance greater equity, diversity, inclusion and civic engagement among all our students, faculty, and staff. Other additions to the plan include goals and strategies addressing the needs and opportunities in Baltimore, advances in academic innovation and E&E made possible through advanced analytics, and new economic development opportunities represented under initiatives such as EXCEL and NIIMBL.

Drafts of the refreshed strategic plan goals and the executive summary were shared with the Council of University System Presidents (CUSP) on November 6, 2017 and January 6, 2018. A full draft of the refreshed strategic plan, along with the executive summary, is available online for review at www.usmd.edu/10yrplan/2018revision.

ALTERNATIVES: This is an information item.

FISCAL IMPACT: This is an information item.

CHANCELLOR'S RECOMMENDATION: This is an information item.

THE BOARD WILL CONSIDER AND TAKE ACTION ON THE STRATEGIC PLAN AT ITS FEBRUARY 9 MEETING

COMMITTEE RECOMMENDATION:

DATE:

BOARD ACTION:

DATE:

SUBMITTED BY: Ellen Herbst (301) 445-1923

University System of Maryland Strategic Plan: What's New for 2018

In 2010, the University System of Maryland (USM) launched a [10-year strategy](#) to increase the state's economic competitiveness -- and thereby improve Maryland residents' quality of life -- by increasing college completion rates, fueling the state's innovation economy, adopting new ways of teaching, reducing costs and achieving efficiencies, and elevating USM's national and international eminence. After taking office as USM chancellor in 2015, Robert L. Caret led a mid-term update of the plan.

"The USM through 2020: A Renewed Vision for Powering Maryland Forward" revises several original goals and creates a new initiative to support campus equity, diversity, inclusion and civic engagement. This update precedes the development of a new strategic framework, which is expected to be unveiled in 2020. An analysis of the USM's progress meeting goals originally set in 2010 is available at the [USM Scorecard](#). The full 2018 update is available online here [hyperlink]. New and revised goals are briefly summarized below.

New 2020 Goals:

Equity, Diversity, Inclusion and Civic Engagement: Valuing and Celebrating All Maryland Residents

Long an area of focus, the USM has adopted new targets to reflect the rich diversity of its students, faculty, and staff, and to ensure that all are more fully included, regardless of background, gender, gender identity, race or ethnicity, creed or national origin.

- Increase the number of bachelor's degrees awarded to underrepresented minority students by 900.
- Expand bachelor's degrees earned annually by underrepresented minority students in STEM and health fields by 14% and 50% (to over 1,800 and 1,000 respectively).
- Increase the number of underrepresented minority students, faculty, and staff studying, working, and/or teaching at USM institutions.
- Support safe, civil, and welcoming environments for all students, faculty, and staff at all USM campuses.
- Educate the next generation of citizens to build stronger, more engaged communities by increasing institutional participation and recognition in the American Democracy Project and the Carnegie Civic Engagement Classification.

Continuing and Updated 2020 Goals:

Increasing Access, Affordability and Degree Attainment

The USM will continue to advance student success and provide all Marylanders with access to affordable, quality education, in support of the state's 55% college completion initiative.

- Expand baccalaureate degree production to 28,000 annually.
- Increase enrollment to 180,000+ students, the level needed to efficiently achieve degree goal.
- Close the gap in educational achievement among undergraduates.

- Expand the numbers and types of defined pathways to degree completion.

From Research to Jobs: Leading in Research, Innovation, and Economic Competitiveness

An economic engine for Maryland, the USM bolsters the innovation economy by creating and filling jobs in such growing areas of opportunity as health care and cybersecurity.

- Award 11,000 STEM degrees annually (a 15% increase).
- Continue to address the state's need for well-trained teachers, including a commitment to produce at least 300 STEM teachers annually.
- Increase health care degrees by 25% and cyber degrees by 20% (to 4,100 and 5,500 awarded annually, respectively).
- Facilitate the creation of at least 100 new companies per year.
- Expand technology commercialization through greater use of licensing and patent agreements.
- Grow externally sponsored R&D funding by at least 1% annually.

Academic Innovation: Meeting Maryland's Changing Education Needs

The USM is reshaping how faculty and students teach and learn.

- Mine academic performance data to identify and support struggling students.
- Use technology to further reduce student costs (from tuition to textbooks).
- Expand flexible learning models, including online classes (through USMx) and alternative credentialing/certificate programs (such as digital badging).

Stewardship: Maximizing USM Resources

The USM maximizes every taxpayer, tuition, grant, and philanthropic dollar to accomplish its education and research mission more efficiently and at less cost.

- Use data analytics to build on the \$597.1 million already saved through USM Effectiveness and Efficiency initiatives.
- Maintain the USM's leadership role in environmental stewardship.
- Launch campus-based, comprehensive campaigns and build endowments to ensure sustained support for students, faculty, and programs.

Achieving and Sustaining National Eminence and Global Impact

By achieving the goals stated above, the USM and its institutions aspire to lead their peers in higher education.

- Foster "systemness" by creating an organization (USM) with impact greater than the sum of its parts (institutions).
- Attract talented students, faculty, and staff by promoting affordability, competitive salaries, and benefits.
- Build, support, and maintain world-class teaching, research, and living/learning facilities.