USM - Salisbury University

MISSION

Salisbury University (SU) is a premier comprehensive Maryland public university, with four privately endowed schools, offering excellent, affordable education in undergraduate liberal arts, sciences, business, nursing, education, social work, and applied master's and doctoral programs. Our highest purpose is to empower students with the knowledge, skills, and core values that contribute to active citizenship, gainful employment, and life long learning in a democratic society and interdependent world.

VISION

Salisbury University, a Maryland university of national distinction, will be acknowledged by its peers as a globally oriented, widely recognized comprehensive university for excellence in education both in and out of the classroom and for its commitment to model programs in civic engagement. Undergraduate research, international experiences, and a broad range of internships and community outreach activities will be the hallmark of the institution, enriching the traditional academic curriculum and enabling students to connect research to practice and theory to action. Salisbury University will grow to meet the education and workforce needs of the State by providing nationally distinguished undergraduate programs as well as specialized master and doctoral programs that uniquely serve the region. We will attract superior students who are academically exceptional and who embrace their role as involved citizens. We will empower students for a life of leadership and cultural appreciation through their participation in campus artistic and athletic activities and in campus clubs and organizations. We will graduate students who are recruited by the best employers and graduate schools and who will contribute to the economic and social vitality of the State and the nation.

KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. Provide a quality undergraduate and graduate academic and learning environment that promotes intellectual growth and success.

Obj. 1.1 Increase the percentage of nursing graduates who pass on the first attempt the nursing licensure exam from 89 percent in fiscal year (FY) 2014 to a rate of 95 percent in FY 2019.

Obj. 1.2 Maintain the percentage of teacher education graduates who pass the teacher licensure exam at the FY 2014 rate of 100 percent into FY 2019.

Obj. 1.3 Increase the percentage of SU graduates who are satisfied with their level of preparation for graduate or professional school from 97 percent in Survey Year (SY) 2014 to 98 percent in SY 2017.

Obj. 1.4 Increase the percentage of SU graduates who are satisfied with their level of preparation for employment from 95 percent in SY 2014 to 98 percent in SY 2017.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Nursing National Council Licensure Exam (NCLEX) pass rate	89%	90%	93%	91%	99%	99%	99%
Teaching (Praxis II) pass rate	97%	100%	100%	100%	99%	100%	100%
Satisfaction with preparation for graduate school (triennial measure)	N/A	N/A	99%	N/A	N/A	99%	N/A
Satisfaction with preparation for employment (triennial measure)	N/A	N/A	94%	N/A	N/A	95%	N/A

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Goal 2. **Utilize strategic collaborations and targeted community outreach to benefit the University, Maryland, and the region.**

Obj. 2.1 Increase the estimated percentage of graduates employed in Maryland from 77.1 percent in SY 2014 to 78 percent in SY 2017.

Obj. 2.2 Maintain the percentage of graduates employed one-year after graduation at the SY 2014 rate of 100 percent into SY 2017.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Percentage of bachelor's degree graduates employed in Maryland one year after graduation (triennial)	N/A	N/A	65.5%	N/A	N/A	67.0%	N/A
Percentage of bachelor's degree graduates employed one year after graduation (triennial)	N/A	N/A	94.2%	N/A	N/A	95.0%	N/A

Obj. 2.3 Increase the number of teacher education graduates from 332 in FY 2014 to 350 in FY 2019.

Obj. 2.4 The number of graduates in science, technology, engineering and math (STEM) related fields will increase from 287 in FY 2014 to 341 in FY 2019.

Obj. 2.5 Maintain the number of nursing degree recipients at the FY 2014 of 110 into FY 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Number of teacher education enrollments	1,253	1,229	1,163	1,131	1,190	1,205	1,247
Number of teacher education graduates	338	282	290	302	254	256	259
Number of STEM enrollments	1,418	1,393	1,455	1,418	1,453	1,473	1,502
Number of STEM graduates	295	346	312	316	326	326	332
Number of undergraduate nursing majors	601	538	547	563	542	552	562
Number of baccalaureate degree recipients in nursing	86	94	90	97	87	89	97
Number of graduate nursing majors	33	29	34	42	39	38	40
Number of graduate degree recipients in nursing	6	14	3	2	9	6	11
Total number of nursing degree recipients	92	108	93	99	96	95	108

Goal 3. **The University will foster inclusiveness as well as cultural and intellectual pluralism.**

Obj. 3.1 Increase the percentage of African-American undergraduates from 12.0 percent in FY 2014 to 14.6 percent in FY 2019.

Obj. 3.2 Increase the percentage of minority undergraduates from 23.2 percent in FY 2014 to 26.8 percent in FY 2019.

Obj. 3.3 Increase the percentage of economically disadvantaged students attending SU from 52.6 percent in FY 2014 to 55.1 percent in FY 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Percentage of African-American undergraduates	12.9%	13.9%	14.3%	14.5%	14.4%	14.7%	14.8%
Percentage of minority undergraduates	24.1%	25.6%	26.0%	26.2%	26.3%	26.6%	26.8%
Percentage of economically disadvantaged students	53.4%	53.4%	53.3%	54.4%	52.1%	53.7%	53.8%

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Goal 4. **Improve retention and graduation rates while advancing a student-centered environment.**

Obj. 4.1 The second-year retention rates of SU first-time, full-time freshmen will increase from 82.5 percent in FY 2014 to 86.3 percent in FY 2019.

Obj. 4.2 The second-year retention rates of SU first-time, full-time African-American freshmen will increase from 85.0 percent in FY 2014 to 89.0 percent in FY 2019.

Obj. 4.3 The second-year retention rates of SU first-time, full-time minority freshmen will increase from 81.1 percent in FY 2014 to 86.1 percent in FY 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Second-year first-time, full-time retention rate at SU (or another public university in Maryland): All students	84.9%	84.0%	84.7%	84.9%	84.2%	84.6%	84.8%
African-American students	89.0%	81.4%	83.8%	83.8%	84.4%	84.6%	84.8%
Minority students	85.5%	80.1%	84.0%	83.0%	83.7%	84.0%	84.2%

Obj. 4.4 The six-year graduation rates of SU first-time, full-time freshmen will increase from 73.2 percent in FY 2014 to 75.0 percent in FY 2019.

Obj. 4.5 The six-year graduation rates of SU first-time, full-time African-American freshmen will increase from 62.0 percent in FY 2014 to 68.1 percent in FY 2019.

Obj. 4.6 The six-year graduation rates of SU first-time, full-time minority freshmen will increase from 59.5 percent in FY 2014 to 69.3 percent in FY 2019.

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Six-year graduation rate of first-time, full-time freshmen from SU (or another public university in Maryland): All students	73.0%	75.1%	74.6%	76.6%	72.0%	73.0%	74.0%
African-American students	66.1%	71.2%	70.5%	74.7%	66.4%	68.0%	69.0%
Minority students	68.4%	70.6%	68.9%	73.5%	65.6%	67.2%	68.2%

ADDITIONAL MEASURES

Performance Measures	2015 Act.	2016 Act.	2017 Act.	2018 Act.	2019 Act.	2020 Est.	2021 Est.
Median salary of SU graduates (one year after graduation) (triennial)	N/A	N/A	$41,227	N/A	N/A	$43,750	N/A
Ratio of median salary of SU graduates (one year after graduation) to the median salary of the civilian workforce with a bachelor's degree (triennial)	N/A	N/A	79%	N/A	N/A	80%	N/A
Estimated number of nursing graduates employed in Maryland as nurses (triennial)	N/A	N/A	75	N/A	N/A	70	N/A
Number of applicants to the professional nursing program	200	177	177	171	190	150	195
Applicants accepted into the professional nursing program	96	103	103	98	99	107	97
Applicants not accepted into the professional nursing program	104	74	74	73	91	43	98
Number of applicants enrolled in the professional nursing program	95	94	94	97	97	97	97