

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** Maintain the percentage of nursing graduates who pass the nursing licensure exam on their first attempt within 5 percentage points of the fiscal year (FY) 2019 rate of 99 percent into FY 2024.
- Obj. 1.2** Maintain the percentage of teacher education graduates who pass the teacher licensure exam at the FY 2019 rate of 100 percent into FY 2024.
- Obj. 1.3** Maintain the percentage of SU graduates who are satisfied with their level of preparation for graduate or professional school at 99 percent into FY 2024.
- Obj. 1.4** Increase the percentage of SU graduates who are satisfied with their level of preparation for employment from 94% in FY 2017 to 95 percent in FY 2024.

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Nursing National Council Licensure Exam (NCLEX) pass rate | 93% | 91% | 99% | 92% | 95% | 96% | 96% |
| Teaching (Praxis II) pass rate | 100% | 100% | 100% | 97% | 79% | 97% | 97% |
| Satisfaction with preparation for graduate school | 99% | N/A | N/A | 100% | 95% | 95% | 95% |
| Satisfaction with preparation for employment | 94% | N/A | N/A | 97% | 94% | 95% | 95% |

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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 65.5 percent in FY 2017 to 66 percent in FY 2024.

Obj. 2.2 Maintain the percentage of graduates employed one-year after graduation at the FY 2017 rate of 94 percent into FY 2024.

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percentage of bachelor's degree graduates employed in Maryland one year after graduation | 65.5% | N/A | N/A | 63.0% | 77.0% | 78.0% | 79.0% |
| Percentage of bachelor's degree graduates employed one year after graduation | 94.2% | N/A | N/A | 97.0% | 94.0% | 95.0% | 95.0% |

Obj. 2.3 Increase the number of teacher education graduates from 254 in FY 2019 to 260 in FY 2024.

Obj. 2.4 The number of graduates in science, technology, engineering and math (STEM) related fields will increase from 326 in FY 2019 to 340 in FY 2024.

Obj. 2.5 Maintain the number of nursing degree recipients at the FY 2019 of 96 into FY 2024.

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Number of teacher education enrollments | 1,163 | 1,131 | 1,190 | 1,196 | 1,170 | 1,070 | 1,080 |
| Number of teacher education graduates | 303 | 324 | 287 | 242 | 298 | 285 | 270 |
| Number of STEM enrollments | 1,501 | 1,508 | 1,453 | 1,397 | 1,294 | 1,266 | 1,305 |
| Number of STEM graduates | 312 | 316 | 326 | 321 | 313 | 293 | 291 |
| Number of undergraduate nursing majors | 547 | 563 | 542 | 561 | 513 | 525 | 550 |
| Number of baccalaureate degree recipients in nursing | 90 | 97 | 87 | 89 | 98 | 89 | 90 |
| Number of graduate nursing majors | 34 | 42 | 39 | 38 | 34 | 37 | 30 |
| Number of graduate degree recipients in nursing | 3 | 2 | 9 | 7 | 9 | 6 | 17 |
| Total number of nursing degree recipients | 93 | 99 | 96 | 96 | 107 | 95 | 107 |

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 14.4 percent in FY 2019 to 15.4 percent in FY 2024.

Obj. 3.2 Increase the percentage of minority undergraduates from 26.3 percent in FY 2019 to 26.8 percent in FY 2024.

Obj. 3.3 Increase the percentage of economically disadvantaged students attending SU from 52.1 percent in FY 2019 to 54.1 percent in FY 2024.

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Percentage of African-American undergraduates | 14.3% | 14.5% | 14.4% | 14.7% | 14.2% | 14.5% | 14.8% |
| Percentage of minority undergraduates | 26.0% | 26.2% | 26.3% | 26.8% | 26.6% | 26.9% | 27.3% |
| Percentage of economically disadvantaged students | 53.3% | 54.4% | 52.1% | 52.7% | 51.6% | 52.2% | 52.8% |

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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 84.2 percent in FY 2019 to 85.3 percent in FY 2024.

Obj. 4.2 The second-year retention rates of SU first-time, full-time African-American freshmen will increase from 84.4 percent in FY 2019 to 85.5 percent in FY 2024.

Obj. 4.3 The second-year retention rates of SU first-time, full-time minority freshmen will increase from 83.7 percent in FY 2019 to 84.8 percent in FY 2024.

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Second-year first-time, full-time retention rate at SU (or another public university in Maryland): All students | 84.7% | 84.9% | 84.2% | 80.5% | 79.3% | 80.0% | 80.2% |
| African-American students | 83.8% | 83.8% | 84.4% | 86.5% | 76.4% | 79.7% | 80.0% |
| Minority students | 84.0% | 83.0% | 83.7% | 78.1% | 75.2% | 78.8% | 79.1% |

Obj. 4.4 The six-year graduation rates of SU first-time, full-time freshmen will increase from 72.0 percent in FY 2019 to 73.5 percent in FY 2024.

Obj. 4.5 The six-year graduation rates of SU first-time, full-time African-American freshmen will increase from 66.4 percent in FY 2019 to 67.9 percent in FY 2024.

Obj. 4.6 The six-year graduation rates of SU first-time, full-time minority freshmen will increase from 65.6 percent in FY 2019 to 67.1 percent in FY 2024.

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Six-year graduation rate of first-time, full-time freshmen from SU (or another public university in Maryland): All students | 74.6% | 76.6% | 72.0% | 75.4% | 73.0% | 73.4% | 73.8% |
| African-American students | 70.5% | 74.7% | 66.4% | 69.1% | 67.5% | 68.0% | 68.5% |
| Minority students | 68.9% | 73.5% | 65.6% | 71.5% | 65.0% | 67.2% | 67.5% |

ADDITIONAL MEASURES

| Performance Measures | 2017 Act. | 2018 Act. | 2019 Act. | 2020 Act. | 2021 Act. | 2022 Est. | 2023 Est. |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Median salary of SU graduates (one year after graduation) (triennial) | \$41,227 | N/A | N/A | \$48,000 | \$50,000 | \$51,000 | \$52,000 |
| 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) | 79% | N/A | N/A | 76% | 75% | 76% | 76% |
| Estimated number of nursing graduates employed in Maryland as nurses (triennial) | 75 | N/A | N/A | 70 | 34 | 35 | 35 |
| Number of applicants to the professional nursing program | 177 | 171 | 190 | 149 | 158 | 195 | 190 |
| Applicants accepted into the professional nursing program | 103 | 98 | 99 | 109 | 107 | 130 | 120 |
| Applicants not accepted into the professional nursing program | 74 | 73 | 91 | 40 | 51 | 65 | 70 |
| Number of applicants enrolled in the professional nursing program | 94 | 97 | 97 | 97 | 96 | 113 | 112 |