

2020 Legislative Presentation

PRESENTED TO

The House Subcommittee on Education and
Economic Development

The Senate Subcommittee on Education,
Business and Administration

By President Charles A. Wight, Ph.D.
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Salisbury
UNIVERSITY

Supporting State Workforce Needs

SU remains committed to engaging with our community and providing highly skilled professionals for our State's most critical needs. We are proud to train and prepare successful graduates from around the world, but we also are cognizant of how important it is to focus on developing talent in the State of Maryland.

Salisbury University's mission as a public comprehensive university drives its focus on supporting workforce development for a wide variety of career fields and in preparing graduates for professional growth and career change.

SU's College of Health and Human Services (CHHS) develops career-ready students for professional practice and advanced study utilizing evidence-based, inter-professional and student-centered strategies. CHHS graduates are culturally competent, ethically grounded practitioners with comprehensive professional expertise. Not only does the CHHS carry out its mission on the Eastern Shore, but its impact also extends across the State and globe through collaborations with other USM institutions. Governor's Workforce Development Initiative (WDI) funding has supported the launch of SU's Community Health Program and expansion of our undergraduate and graduate Social Work Programs at the USM regional center in Hagerstown, the establishment of an M.S. in Applied Health Physiology at The Universities at Shady Grove, and planning for an online RN-to-B.S.N. Program.

Another focus at SU is the production of STEM graduates from the Henson School of Science and Technology and its programs in the biological, physical, geographic and computational sciences. The University recently received approval

to launch an undergraduate Data Science Program, the first such program in the State. WDI funding also supports expansion of SU's Information Systems and Computer Science programs, which have more than doubled in enrollment over the past 10 years.

SU's Perdue School of Business supports workforce needs in accounting, information systems, marketing, management, economics, finance, international business, entrepreneurship, sales and through its nationally recognized M.B.A. program. SU's new Center for Entrepreneurship will expand support of entrepreneurial, business development and commercialization skills for its students and the regional community. Similarly, through the Mid-Atlantic Marketing and Sales Institute, SU's Perdue School prepares students for marketing and professional sales careers in the corporate, small business and nonprofit sectors.

Critical for building pipelines to all careers are strong PK-12 schools. SU embraces its roots in teacher preparation and has redoubled efforts to recruit and retain students interested in education. SU's Seidel School of Education has received several grants that support its students, including scholarship funding for

secondary science and mathematics teacher candidates (National Science Foundation [NSF] Noyce Teacher Scholarship Program), mathematics teacher preparation and outreach (NSF Research Experiences for Undergraduates), and a college assistance program for children of migrant workers (U.S. Department of Education).

SU's Fulton School of Liberal Arts reflects the breadth of the world at large. With the opportunity to develop strong analytical, interdisciplinary and communication skills, and an understanding of art, culture, the humanities and social sciences, students are well prepared to pursue careers and advanced study in nearly any discipline. The Fulton School has launched several initiatives to connect its strong liberal arts foundation to workforce skills. These include the Institute for Public Affairs and Civic Engagement, a Nonprofit Leadership Alliance certificate program, international internships and interdisciplinary minors in several areas, including Cognitive Science; Health Humanities; Law, Justice and Advocacy; and Conflict Analysis and Dispute Resolution.



Education for All



Since 2009-10, there has been a 56.3% increase in ethnically diverse students (including undergraduate and graduate). During the same time period, student enrollment has only increased 5%, indicating our strong commitment to diversifying the student population at SU.

More recently, diverse undergraduate and graduate students increased by 3% between fall 2018 and fall 2019. Since 2014, diversity has increased 7%.

The diversity of new, incoming first-year students increased 21% between 2018 and 2019. **The 2019 first-year class was the largest and most diverse class in SU's history.** Students from diverse backgrounds represented 27.5% of SU's new, first-time students.

The diversity of our tenured/tenure-track faculty has also grown

dramatically between 2009-10 to 2019-20, increasing 55.1% during this time period. During the same time period, the total number tenured/tenure-track faculty increased by only 15.1%. Minority tenure/tenure-track faculty represent 21.8% of all tenured/tenure-track faculty.

For staff, the diversity has increased between 2009-10 to 2019-20, increasing 11.4% during this time period. Minority staff represent 36.2% of staff members on campus.

In our ongoing efforts to ensure access to higher education for all who seek it and with the continued support of Maryland's Governor and the General Assembly, we were able to **lower the net cost of attendance for fall of 2019.** We did this by increasing institutional aid. Over the last four years, SU has more than doubled support for student aid.



The University's Center for Equity, Justice and Inclusion is being developed to provide research, programming and casual recreation space for historically marginalized populations on campus.

Committed to Our Community

This year, Salisbury University participated in the Governor's Day of Service. Students, faculty and staff annually participate in thousands of community service hours.

In 2020, the University received the Carnegie Foundation's coveted Community Engagement designation for "excellent alignment among campus mission, culture, leadership, resources, and practices that support dynamic and noteworthy community engagement."



At the start of the 2019-2020 school year, **over 400 current students volunteered** to help move-in our new students.



Best Buddies **meets every Friday**, matching SU students as buddies to local adults with disabilities.



At SU's most recent annual I Love Salisbury neighborhood clean-up event, **466 students volunteered** at 56 sites for an approximate total of **1,788 hours**.



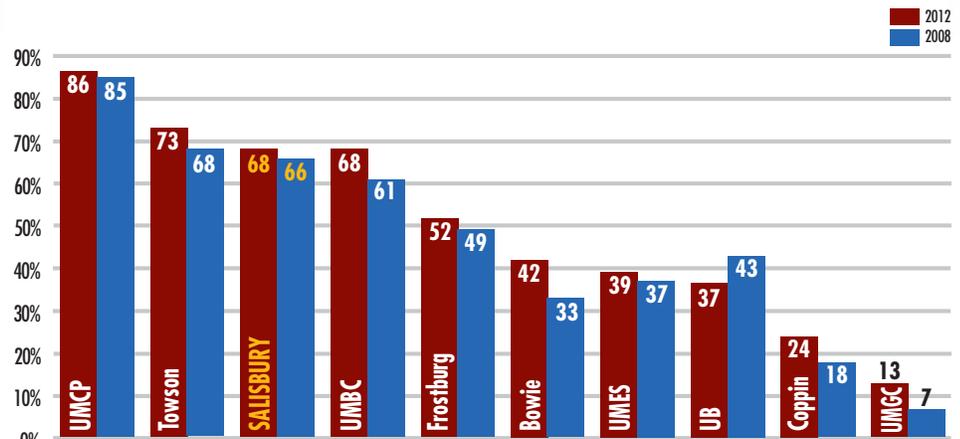
The Center for Entrepreneurship, to be located in downtown Salisbury designed to **support the members of the larger Salisbury community and SU students** by providing expertise, workspace and programming to budding entrepreneurs. The Center will offer opportunities for members of the business community to share their expertise, resources and insights with those individuals interested in starting new ventures. The Center will serve as a focal point for a **collaborative community** of scholars, business leaders and the entrepreneurs of yet-to-be-developed enterprises.

Producing More for Less

Salisbury University is among the 400 or so broad-access “comprehensive” public four-year colleges and universities that are the workhorses of American post-secondary education. Nationally, comprehensives enroll nearly 70% of all undergraduate students who attend four-year institutions. Given the statistics, a national commitment to increase student access and success will require that these institutions be front and center in the effort.

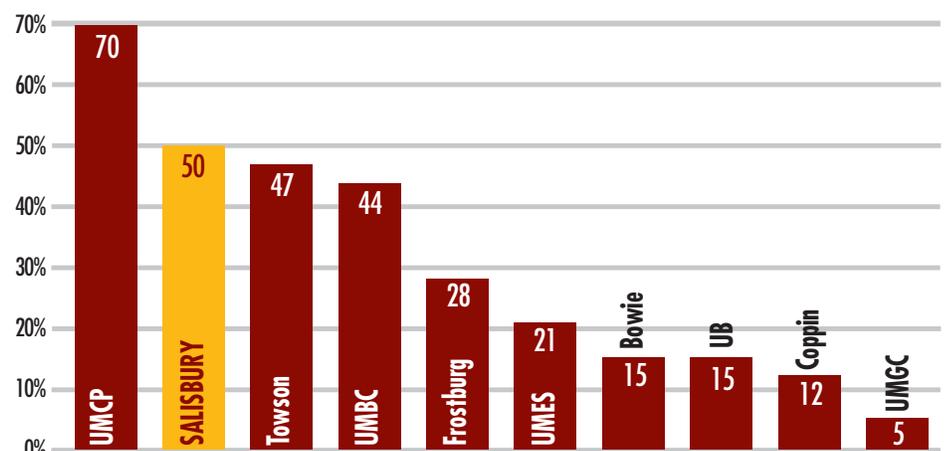
Similarly, Maryland’s comprehensive institutions are critical to the State’s efforts to improve degree attainment for our citizens. Salisbury University continues to be recognized across the State and nation as an efficient and effective institution, graduating more students at lower cost than most other Maryland public institutions (Figure 1). As Figures 2 and 3 show, SU consistently boasts some of the **highest graduation and retention rates**, while maintaining among the **lowest average time-to-degree**; in fact, our four-year graduation rate is second highest in the USM.

Figure 1: Comparison of Six-Year Graduation Rates (2008 and 2012 Cohorts)



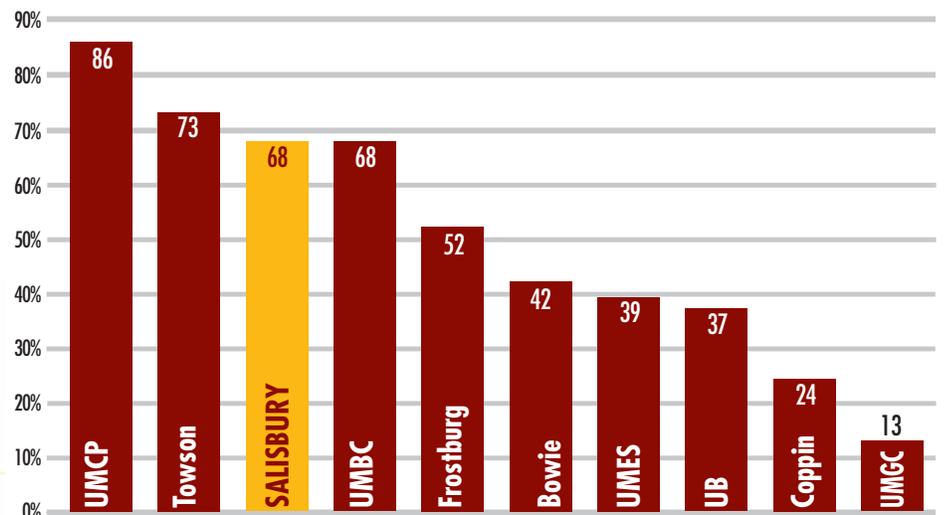
Source: Utilizing data from IPEDS database

Figure 2: Four-Year Graduation Rates (2012 Cohort)



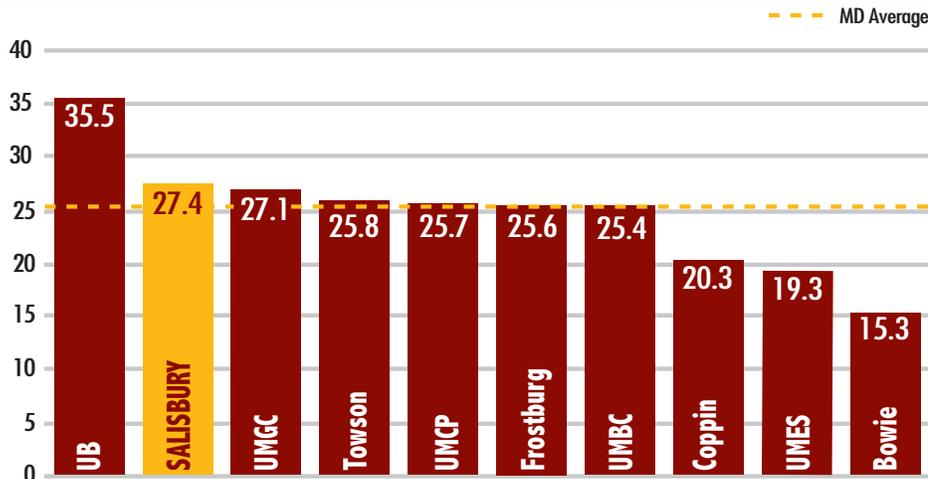
Source: Utilizing data from IPEDS database

Figure 3: Six-Year Graduation Rates (2012 Cohort)



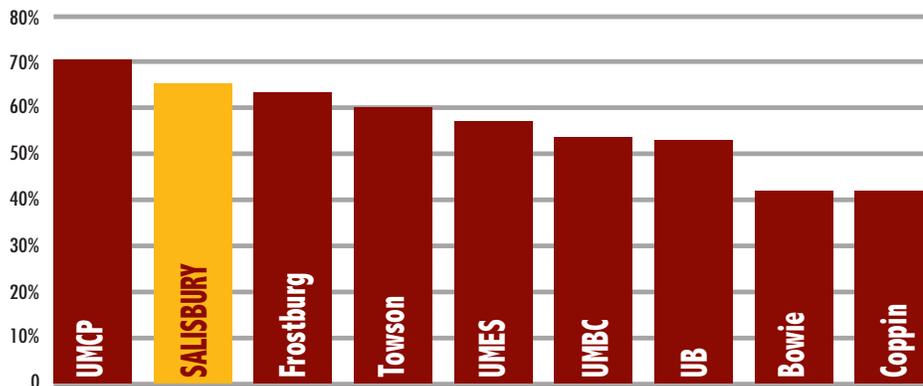
Source: Utilizing data from IPEDS database

Figure 4: Bachelor's Degrees Per 100 Students in MD Public Four-Year Institutions (2016-2017)



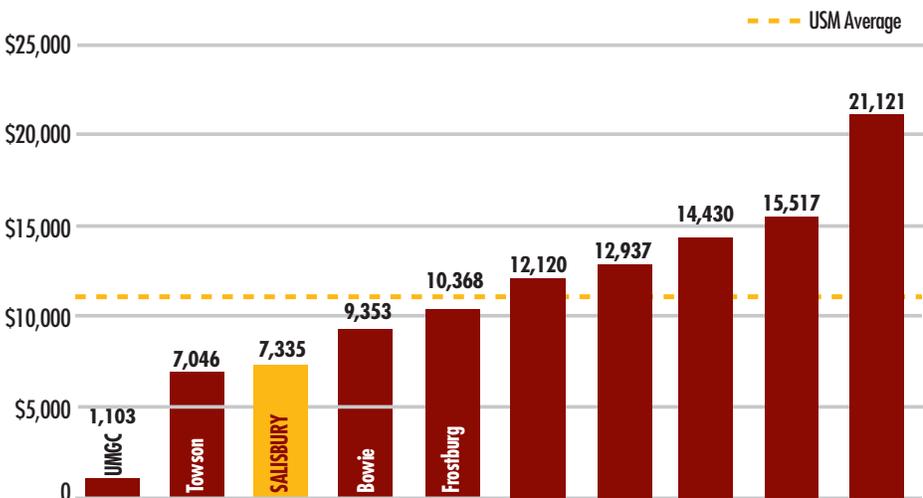
Source: MHEC Degree Productivity at Maryland's Public Four-Year Institutions from 2008 to 2017

Figure 5: Four-Year Graduation Rates of Maryland Community College Transfers (2014 Cohort)



Source: Transfer Students to the University System of Maryland: Patterns of Enrollment and Success Updated through FY 2017

Figure 6: State Funds Per FTES (FY 2020)



Source: University System of Maryland Fiscal 2020 Budget Overview

SU produced the greatest number of undergraduate degrees per 100 students of all public comprehensive institutions in Maryland and exceeded all USM institutions except UB which has less than 50% undergraduate enrollment (Figure 4). SU also produces the second highest four-year graduation rate of Maryland's community college transfer students among the USM institutions (Figure 5). Clearly, **additional investment at SU will increase the number of graduates in the most efficient and cost-effective manner.**

Salisbury University remains among the State's most affordable options for graduating high school seniors compared to our sister USM schools. While institutions across Maryland and the country are experiencing a decline in the number of applications, SU's demand remains strong. For the fall Class of 2020, we anticipate over 8,500 applications for approximately 1,400 seats. Additionally, SU expects to maintain its solid academic profile for its incoming students: To date, the average SAT for admitted students is 1217 and the average GPA is 3.825. We also continue to successfully attract a diverse pool of new students, including nearly 28% non-majority first-time students as well as students from 34 states and 58 foreign countries last fall. These students add to the richness of SU's academic community and make for a diverse and robust pool of graduates. As Figure 6 demonstrates, however, Salisbury University consistently receives among the lowest State funds per FTES.

National Honors

Each year, Salisbury University is recognized by several national and regional organizations as being among the best for quality and affordability, including the 2020 Best Colleges by *U.S. News & World Report*, The Best 385 Colleges by *The Princeton Review*, America's Top Colleges by *Forbes*, the Best Colleges for Your Money by *Money* magazine, Best Public College Values by *Kiplinger's Personal Finance* and a Best Bang-for-the-Buck College by *Washington Monthly*.

In 2019, SU was recognized by *The Chronicle of Higher Education* as producing the highest percentage of undergraduate female computer science graduates of any public university in the country. SU's online graduate programs also have won top honors, including our M.S. in Geographic Information Systems (GIS) Management, which is ranked No. 1 in the country by Best College Reviews.org, and our online Nursing and M.B.A. programs, which are included among the best in the country by *U.S. News & World Report*. SU's Seidel School of Education recently was recognized by the American Association of Colleges for Teacher Education with their Best Practice Award for the Innovative Use of Technology.

The campus also has received national recognition for its high-impact educational practices. For example, the U.S. Department of State has named SU a top producer of Fulbright students for the last three years. SU's Fulbright students, who study, conduct research or teach English abroad, are often the first in their families to attend college. Supported by SU's Nationally Competitive Fellowships Office, these students are inspiring examples of the tremendous opportunities higher education holds.

Engaging students in regional and national competitions is another important high-impact practice at SU. The University hosts regional and national competitions ranging from entrepreneurship to

philosophy. Students from SU's Mid-Atlantic Sales and Marketing Institute have won top honors at national championships, and in March, SU hosts the inaugural National Shore Sales Challenge with 40 teams from across the country and supported by more than \$200,000 in corporate sponsorships. SU's Entrepreneurship Competitions Program is the second oldest in the country, supporting entrepreneurs from across the region with more than \$200,000 in prize money each year. Last fall, SU hosted the Northeast Regional Ethics Bowl where 21 teams from 17 campuses (including three teams from SU) competed.

Salisbury University is proud of the outcomes achieved by its graduates and programs. SU's School of Nursing continues to hold the top pass rate (92.3%) of Maryland four-year institutions on the National Council Licensure Exam. SU graduates in other health care programs also have higher than national average pass rates on their certification exams. SU's students, alumni, faculty and staff regularly receive individual recognition for their achievements, including top dissertation awards, prestigious fellowships, internships, grants and national offices.

Salisbury University Athletics also has a strong tradition of excellence. Just in 2019, Salisbury had six teams qualify for the NCAA Championship Tournament; which includes the baseball, men's basketball, football, men's lacrosse, women's lacrosse and field hockey teams. On the field, Salisbury totaled 15 All-Americans, 29 All-Region and 94 All-Conference athletes with 10 conference major awards in 2019.



Anna Wehland and Arielle Johnston were recognized by the NCAA with the Elite 90 award as the student-athletes at the national championships with the highest grade-point average. In addition, Octavion Wilson was recognized at the NCAA College Football Playoff as the National Comeback Player of the Year, the first-ever Division III winner of the award. Off the field, Salisbury excels in the classroom and in the community. Over 51% of Salisbury student-athletes were recognized on the 2018-19 CAC All-Academic team. In the Salisbury community, Sea Gull student-athletes mentor area youth, volunteer at local charities and assist with the Special Olympics. In total, Salisbury has earned 179 conference championships, 20 NCAA team national championships, 24 NCAA individual national championships and 36 national Academic All-Americans.

Conclusion

We are encouraged by the State's continued commitment to public higher education and Salisbury University. Our students and, indeed, the State of Maryland benefit from the exchange of knowledge, research and ideas at SU and our sister institutions in the University System of Maryland. As the demand for resources increases, your commitment to our shared future through your support of higher education is what continues to set Maryland apart.

Salisbury University continues to build on a strong foundation for student success both in and out of the classroom. We do this with a renewed focus on **access and affordability, diversity and inclusion, community engagement, fiscal and environmental stewardship.**

We achieve our goals in these areas through the hard work of our committed faculty, dedicated staff, and our bright and talented students.

SU is fortunate to have the continued support of our State's leaders and elected officials, strong engagement from alumni and philanthropic supporters, as well as the commitment of the University System of Maryland Board of Regents, the Chancellor and USM staff.



President Charles A. Wight, Ph.D.

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Salisbury University is a proud member of the University System of Maryland.



"We are preparing the next generation of Maryland's most skilled teachers, nurses, scientists, entrepreneurs and civic leaders."

– Charles A. Wight, Salisbury University President

