Money Magazine’s 2017 Best Colleges for Your Money list- one of the three highest-ranked Maryland institutions

1st – Monthly- public good in Maryland

10th The U.S. News’ 2018 America’s Best Public Regional Universities-North

Forbes- Towson University in its Best Value Colleges ranking.

23rd -U.S. News’ Best Colleges for Veterans

43rd - nation’s 100 top producers of African-Americans with bachelor’s degrees by Diverse Issues in Higher Education.
Our Campus
Our programs

College of Fine Arts & Communication
7 Master’s
2 Certificate

College of Business & Economics
3 Master’s
3 Certificate

Fisher College of Science and Mathematics
1 Doctoral Degree
8 Master’s
9 Certificates

College of Health Professions
2 Doctoral Degrees
5 Master’s
3 Certificates

College of Liberal Arts
1 Post Master’s
12 Master’s
5 Certificates

College of Education
1 Doctoral Degree
1 Post Master’s
7 Master’s 1 Certificate
2 Certifications
Current Tracking Systems

Opening the Door

Customer Relationship Management System (CRM) - Prospect to enrollment

• Year to date comparisons
  • College, program
  • Gender, ethnicity, race

• Weekly prospect and matriculation reports- email contacts
Formalizing Expectations

• University vs program tracking

• Academic warning
  • Admission GPA and English language proficiency requirements
  • Graduate program handbooks
  • Time and frequency limits

• English Language Center provisional admission pathway
Supporting Progression

- Rate of degree progression per program and college
- Continuous and intermittent course enrollment
- Degree requirements
- Enrollment stop outs
  - Thesis enrollment- thesis alternatives
  - Phone surveys – why students not taking classes
  - Notification to student and advisor for next three semester-
- Time limit notification- 2 years, one year prior to time limit
Supporting Progression

• Learning Supports
  • Mentors for specific programs
  • Writing Center utilization
  • Career Center utilization
  • Scholarly writing course for domestic students
  • Scholarly writing course for International students
  • Workshops on financial literacy, interviewing, negotiation salaries
Tracking Post Graduation Journey

• Exit Surveys
  • Demographics- employment status, time to employment, employment setting, salary range, future education plans, time to complete degree
• Quality of education
  • Think critically and creatively
  • Evaluate, apply integrate discipline specific knowledge
  • Design and execute scholarly projects
  • Organize and professional present discipline specific knowledge
  • Work collaboratively with people from diverse backgrounds
  • Uphold ethical and professional standards
Tracking Post Graduation Journey

• Exit Surveys
  • Overall satisfaction
    • Availability of classes
    • Education goals
    • Faculty and peer support
    • Academic and career advisement
    • Capstone, thesis or dissertation advisement
    • Library and technology support
    • Studio and lab resources
    • Clinical, internships, practicums
Tracking Post Graduation Journey

• One- year post graduation surveys-
  • Same questions as in exit survey related to demographics and quality of education
  • Weighted means across colleges
  • Program specific qualitative feedback
Tracking Program Quality

• Yearly program assessment plans report

• Yearly - Assessment Day- formative and summative feedback
  • % of students meeting SLO
  • continuous improvement initiatives
  • Programs who completed, not completed assessment plans
  • involvement of faculty in assessment review

• Result of assessment day disseminated to all programs
Tracking Systems- Next Steps

**Financial aid use** – bursar holds

**Advising Platform**- Student Success Collaborative- Campus

- Tags -track part time and full time students by cohorts
  - Cohorts – dynamic save – students added/deleted as enrolled per semester
  - Cohorts – watch list- all students who enter program at a given time until graduated

- Student- faculty appointments- Acquired Grades First

- Screening for students not yet registered for course for next semester

- Early warning request to and from professors and advisor

- # of students enrolled, w/d from a course in a semester
Tracking Systems- Next Steps

• Identification of courses needed by a number of students
• Attendance- early indicator
• Transcripts
• Open and confidential advising notes
• Early alerts feature to advisor- based on parameters advisor sets
• Success markers- - students, meeting, not meeting parameters
  • Student earned xx credits with yy time
  • Attempted vs earned credits
• Recruitment- UG students in XX programs with yy GPA- info sessions
• Mobile app- why not enrolled - potential
Tracking Systems- Next Steps

SSC- Campus limitations

• not yet available- Institutional reports at graduate level- Graduation rates, predictive analyses, graduation by attributes
• cannot remove holds
• cannot upload degree requirements