

KEY GOALS AND OBJECTIVES

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

Objective 1.1 Increase the percentage of nursing graduates who pass on the first attempt the nursing licensure exam from 85% in 2004 to 90% in 2009.

| | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|-----------------------------|--------------------------------|---------------|---------------|---------------|---------------|------------------|------------------|
| Performance Measures | | Actual | Actual | Actual | Actual | Estimated | Estimated |
| Quality | Nursing (NCLEX) exam pass rate | 77% | 85% | 88% | 73% | 83% | 85% |

Objective 1.2 Increase the percentage of teacher education graduates who pass the teacher licensure exam from 91% in 2004 to 97% in 2009.

| | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|-----------------------------|---|---------------|---------------|---------------|---------------|------------------|------------------|
| Performance Measures | | Actual | Actual | Actual | Actual | Estimated | Estimated |
| Quality | Teaching (PRAXIS II) pass rate ¹ | 92% | 91% | 96% | 91% | 92% | 94% |

Objective 1.3 Through 2009, the percentage of SU graduates who are satisfied with their level of preparation for graduate or professional school will be no less than 98%.

| | | 2002 | 2004 | 2005 | 2006 | 2007 | 2008 |
|-----------------------------|---|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Performance Measures | | Actual | Actual | Actual | Actual | Estimated | Estimated |
| | | 2002 Survey | 2004 Survey | 2005 Survey | 2006 Survey | 2007 Survey | 2008 Survey |
| Quality | Satisfaction w/preparation for graduate school ^{2,3} | 98% | 100% | 99% | 99% | 99% | 99% |

Objective 1.4 Through 2009, the percentage of SU graduates who are satisfied with their level of preparation for employment will be no less than the 98% achieved in 2004.

| | | 2002 | 2004 | 2005 | 2006 | 2007 | 2008 |
|-----------------------------|--|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Performance Measures | | Actual | Actual | Actual | Actual | Estimated | Estimated |
| | | 2002 Survey | 2004 Survey | 2005 Survey | 2006 Survey | 2007 Survey | 2008 Survey |
| Quality | Satisfaction w/preparation for employment ^{2,3} | 97% | 98% | 97% | 99% | 99% | 99% |

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

Objective 2.1 The estimated number of Teacher Education graduates employed as teachers in Maryland will increase from 163 in FY 2005 to 185 in 2009.

| | 2003 MSDE Actual | 2004 MSDE Actual | 2005 MSDE Actual | 2006 MSDE Actual | 2007 Estimated | 2008 Estimated |
|---|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------|---------------------------|
| Performance Measures Estimated number of Teacher education graduates employed in MD as teachers ¹⁰ | | | | | | |
| Outcome | 181 | 178 | 163 | TBA | 165 | 170 |

Objective 2.2 The estimated number of graduates employed in IT-related fields in Maryland will increase from 59 in 2004 to 70 in 2009.

| | 2002 Actual 2002 Survey | 2004 Actual 2004 Survey | 2005 Actual 2005 Survey | 2006 Actual 2006 Survey | 2007 Estimated 2007 Survey | 2008 Estimated 2008 Survey |
|---|--|--|--|--|---|---|
| Performance Measures Estimated number of graduates employed in MD in an IT field ^{2,3} | | | | | | |
| Outcome | 40 | 59 | 31 | 46 | 52 | 59 |

Objective 2.3 The estimated number of Nursing graduates employed as nurses in Maryland will increase from 44 in 2004 to 70 in 2009.

| | 2002 Actual 2002 Survey | 2004 Actual 2004 Survey | 2005 Actual 2005 Survey | 2006 Actual 2006 Survey | 2007 Estimated 2007 Survey | 2008 Estimated 2008 Survey |
|--|--|--|--|--|---|---|
| Performance Measures Estimated number of Nursing graduates employed in MD as nurses ^{2,3} | | | | | | |
| Outcome | 34 | 44 | 57 | 71 | 72 | 72 |

Objective 2.4 Through 2009, the percentage of graduates employed one-year after graduation will be no less than the 95% achieved in 2004.

| | 2002 Actual 2002 Survey | 2004 Actual 2004 Survey | 2005 Actual 2005 Survey | 2006 Actual 2006 Survey | 2007 Estimated 2007 Survey | 2008 Estimated 2008 Survey |
|--|--|--|--|--|---|---|
| Performance Measures Percent employed one-year after graduation ^{2,3} | | | | | | |
| Outcome | 96% | 95% | 96% | 93% | 95% | 95% |

Objective 2.5 Increase expenditures on facility renewal from .5% in 2004 to .9% in 2009.

| Performance Measures | | 2003 Actual | 2004 Actual | 2005 Actual | 2006 Actual | 2007 Estimated | 2008 Estimated |
|-----------------------------|---|------------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|
| Efficiency | Percentage of annual state appropriation spent on facility renewal ⁴ | .5% | .5% | .4% | .6% | .7% | .8% |

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

Objective 3.1 Increase the percentage of African-American undergraduates from 8.8% in 2004 to 12.0% in 2009.

| Performance Measures | | 2003 Actual | 2004 Actual | 2005 Actual | 2006 Actual | 2007 Estimated | 2008 Estimated |
|-----------------------------|--|------------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|
| Input | Percentage of African-American undergraduates ⁵ | 8.4% | 8.8% | 10.3% | 10.5% | 11.0% | 11.5% |

Objective 3.2 Increase the percentage of minority undergraduates from 14.0% in 2004 to 18.0% in 2009.

| Performance Measures | | 2003 Actual | 2004 Actual | 2005 Actual | 2006 Actual | 2007 Estimated | 2008 Estimated |
|-----------------------------|--|------------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|
| Input | Percentage of minority undergraduates ⁵ | 12.6% | 14.0% | 15.8% | 16.2% | 16.7% | 17.2% |

Objective 3.3 Increase the percentage of economically disadvantaged students attending SU from 40% in 2004 to 46% in 2009.

| Performance Measures | | 2003 Actual | 2004 Actual | 2005 Actual | 2006 Actual | 2007 Estimated | 2008 Estimated |
|-----------------------------|---|------------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|
| Input | Percentage of economically disadvantaged students attending SU ⁹ | 39.4% | 40.9% | 42.4% | 39.2% | 42.0% | 44.0% |

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

Objective 4.1 The second-year retention rates of SU first-time, full-time freshmen will increase from 84.2% in 2004 to 85.0% in 2009.

| Performance Measures | | 2003 Actual | 2004 Actual | 2005 Actual | 2006 Actual | 2007 Estimated | 2008 Estimated |
|-----------------------------|--|------------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|
| Output | 2 nd year first-time, full-time retention rate: all students ⁶ | 85.2% | 84.2% | 84.3% | 87.4% | 87.4% | 87.4% |

Objective 4.2 The second-year retention rates of SU first-time, full-time African-American freshmen will increase from 78.6% in 2004 to 85.0% in 2009.

| | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
|-----------------------------|--|---------------|---------------|---------------|------------------|------------------|------------------|
| Performance Measures | | Actual | Actual | Actual | Actual | Estimated | Estimated |
| Output | 2 nd year first-time, full-time retention rate: African-American students ⁶ | 77.9% | 78.6% | 83.6% | 80.0% | 82.0% | 84.4% |
| Objective 4.3 | The second-year retention rates of SU first-time, full-time minority freshmen will increase from 80.4% in 2004 to 85.0% in 2009. | | | | | | |
| Performance Measures | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| Actual | Actual | Actual | Actual | Actual | Estimated | Estimated | Estimated |
| Output | 2 nd year first-time, full-time retention rate: minority students ⁶ | 81.3% | 80.4% | 83.2% | 84.0% | 84.2% | 84.6% |
| Objective 4.4 | The six-year graduation rates of SU first-time, full-time freshmen will be at least 73% annually through 2009. | | | | | | |
| Performance Measures | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| Actual | Actual | Actual | Actual | Actual | Estimated | Estimated | Estimated |
| Output | 6-year graduation rate of first-time, full-time freshmen: all students ⁶ | 71.8% | 73.0% | 72.8% | 72.9% | 73.0% | 73.2% |
| Objective 4.5 | The six-year graduation rates of SU first-time, full-time African-American freshmen will increase from 53.3% in 2004 to 63.0% in 2009. | | | | | | |
| Performance Measures | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| Actual | Actual | Actual | Actual | Actual | Estimated | Estimated | Estimated |
| Output | 6-year graduation rate of first-time, full-time freshmen: African-American students ⁶ | 55.0% | 53.3% | 58.5% | 65.7% | 65.7% | 65.7% |
| Objective 4.6 | The six-year graduation rates of SU first-time, full-time minority freshmen will increase from 53.2% in 2004 to 63.0% in 2009. | | | | | | |
| Performance Measures | | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 |
| Actual | Actual | Actual | Actual | Actual | Estimated | Estimated | Estimated |
| Output | 6-year graduation rate of first-time, full-time freshmen: minority students ⁶ | 55.5% | 53.2% | 60.6% | 63.7% | 63.7% | 63.7% |

Additional Indicators⁷

| | | 2003 Actual | 2004 Actual | 2005 Actual | 2006 Actual | 2007 Estimated | 2008 Estimated |
|--|---|------------------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|
| AI.1. Performance Measures ⁸ | | 2002 Survey | 2004 Survey | 2005 Survey | 2006 Survey | 2007 Survey | 2008 Survey |
| Outcome | Median salary of SU graduates | \$32,014 | \$33,853 | \$34,711 | \$35,909 | \$36,000 | \$37,200 |
| | Ratio of the median salary of SU graduates (one year after graduation) to the median salary of the civilian workforce w/bachelor's degrees ^{2,3} | | | | | | |
| Outcome | | .79 | .81 | .82 | .71 | .75 | .77 |

Notes to MFR

¹ PRAXIS II test results are reported on a cohort basis. The test period for 2006 Actual ran between 10/1/2004 and 9/30/2005.

² Salisbury University annually surveys its baccalaureate degree recipients one-year after graduation. Those surveyed for 2006 Actual graduated in August or December 2004, or January or May 2005. This survey cycle differs from MHEC's triennial alumni survey cycle. As a result, SU's data are updated annually and reflect the most recently surveyed classes. However, due to fiscal and personnel resource limitations, the 2003 survey of the 2001-02 baccalaureate degree recipients was delayed one year. Data gained from this cohort represents alumni responses two-years after graduation disqualifying their data for comparison purposes. As a result, data from the 2001-02 baccalaureate degree recipients have been omitted and the trend years rolled back as necessary to include three years of historical data.

³ Because of fiscal and personnel resource limitations, SU was unable to include survey updates in time for their inclusion in the 2004 Performance Accountability Report and MFR. These data reflect those updates with the exception of the data describe in Note 2.

⁴ Data provided by the USM. Actual 2006 data reflect the fiscal year beginning 7/1/2005 and ending 6/30/2006.

⁵ Percentages are based on headcounts as of fall census. Actual data for 2006 reflects Fall 2005 enrollment.

⁶ Data provided by the MHEC. For second year retention rates, actual data for 2006 reports the number of students in the Fall 2004 cohort who returned in Fall 2005.

For graduation rates, actual data for Fall 2006 report the number of students in the Fall 1999 cohort who graduated by Spring 2005.

⁷ Additional Indicators are institutional measures that are important to external and internal constituents. They are indicative of institutional performance but are not driven by any institutional targets.

⁸ No performance goal is targeted for this indicator. If SU produces more teachers and social work majors, the ratio will decrease; however, produce more nurses and IT majors and the ratio will increase. Competing interests make a performance target for this objective indistinct.

⁹ Actual 2006 data are from Fall 2005.

¹⁰ Actual 2006 data are reported from MSDE as of October 2006.