

*A Maryland University
of National Distinction*

Salisbury
UNIVERSITY

Testimony Presented To

The Senate Capital Budget
Subcommittee

The House Subcommittee
on Education and Economic
Development

By Janet Dudley-Eshbach
President

March 2006

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TESTIMONY OF DR. JANET DUDLEY-ESHBACH

President of Salisbury University

Good afternoon, Mr. Chairman and members of the Committee. For the record, my name is Janet Dudley-Eshbach, and I am proud to be completing my sixth year as President of Salisbury University. I am grateful for this opportunity to discuss the projects that are included in the Governor's proposed Fiscal Year 2007 Capital Budget for Salisbury University, to underscore their importance to the mission and future of our institution, and to respectfully ask for your support.

OVERVIEW

In recent years, Salisbury University has earned national distinction for our ability to provide students with an extraordinary academic and campus experience at a relatively low cost. We have balanced rigorous standards of competitiveness and quality with a firm commitment to affordability, accessibility and student diversity.

In addition to earning acclaim from publications like *U.S. News & World Report*, *The Princeton Review*, *Newsweek-Kaplan's America's Hottest Colleges* and *Kiplinger's Personal Finance*, Salisbury University has become a destination of first choice for Maryland's best and most accomplished students. Salisbury University has established this record of success despite receiving a lower level of state funding, per student, than all but one of our performance peers, and despite charging one of the lower tuition rates within the University System of Maryland (USM).

Based upon our ability to accomplish more with less, the Board of Regents has designated Salisbury University as one of two "enrollment growth institutions" within the USM. Assuming we have the financial resources to prepare accordingly, we will serve 323 additional students in the 2006-07 academic year and as many as 1,500 additional students over the next five years.

We are grateful for this vote of confidence and look forward to opening the doors of higher education and opportunity to a larger number of deserving students. However, we must point out that the student growth we have

already accommodated in recent years has stretched our physical resources to the limit.

Salisbury University has dedicated only one new academic building since 1992—Henson Science Hall, which opened in 2002. Increasingly, our most popular academic programs are being housed in aging, outdated facilities that lack modern learning equipment and technology. Salisbury University's ability to accommodate enrollment growth in the years ahead—while maintaining the appropriate balance between access and quality—depends entirely upon our ability to increase our classroom, laboratory, faculty and meeting space.

It is in that spirit that we are greatly encouraged by the two major investments provided in Governor Ehrlich's proposed Fiscal Year 2007 capital budget for Salisbury University. Together, the construction funds that are provided for our new Teacher Education and Technology Complex (TETC) and the planning money for our new Perdue School of Business building will help transform the institution. The construction of new academic buildings will provide Salisbury with the physical space we need to accommodate our expected enrollment growth. The new facilities will also provide our future teachers, accountants, finance officers and corporate executives with the equipment and technology they need to excel in today's knowledge-based economy. I will briefly describe these two projects, including their scope, timing and institutional benefits.

TEACHER EDUCATION AND TECHNOLOGY COMPLEX (TETC)

FY 2007 Total: \$49.6 million (Construction)

Project Total: \$57.5 million

Salisbury University's proposed Teacher Education and Technology Complex (TETC) will be a three-story, 165,000 square-foot facility that houses our Seidel School of Education and Professional Studies and several departments within our Fulton School of Liberal Arts. It will ultimately replace our aging and outdated Caruthers Hall, a 53,500 square-foot facility that opened in 1955 and underwent renovation in 1979. The TETC will be located on the northeast corner of Salisbury's main campus, near the intersection of U.S. Route 13 and College Avenue. Construction on the TETC is

Architectural rendering of the Teacher Education and Technology Complex



scheduled to begin late this summer, with completion slated for summer 2008.

The TETC will provide Salisbury University with the modern facilities necessary to accommodate enrollment growth and sustain our growing national reputation for teacher education and workforce development. The TETC will include tiered classrooms with seating capacities of 60, 80 and 120 seats, respectively; a “mega-computer lab” with over 120 stations; teaching methods labs; a Distance Learning Center; a multi-media Reading and Resource Center; and an Adult Education Clinic. Students in Salisbury’s communication arts program—the largest in our Fulton School of Liberal Arts, with 441 majors—will have access to an integrated media center that includes video and audio production studios and editing facilities, a multi-media lab and a photography center.

By virtue of its placement on one of the Eastern Shore’s busiest thoroughfares, the TETC will finally provide Salisbury University with a distinctive visual identity for regional and interstate travelers, and it will become a more welcoming entrance to our main campus. Finally, we believe the design of the building and the quality of our facilities will help us recruit more of Maryland’s best and brightest students.

PERDUE SCHOOL OF BUSINESS BUILDING

FY 2007 Total: \$1.7 million (Planning)

**Project Total: \$45.1 million
(includes \$12 m. in private funds)**

The \$1.7 million in the FY 2007 capital budget will be used for preliminary design of a new 112,800 square-foot building which will replace and expand the facilities currently supporting the Franklin Perdue School of Business and its academic, research and public service programs.

The Perdue School has expanded its undergraduate student enrollment from 1,192 to 1,434 over the last five years—a 20 percent increase that ranks as the fastest rate of growth among Salisbury’s four academic schools. Currently, the primary classroom and office facilities for the Perdue School are located in Holloway Hall, which also serves as Salisbury’s main administrative building and a venue for larger performances and ceremonies. The space limitations of Holloway Hall have added to the challenge of accommodating additional students. For example, many Perdue School courses have been moved to other academic buildings on campus, an inconvenient short-term solution that restricts the space available for other departments. The new building will allow Salisbury to plan wisely for continued enrollment growth, which we expect as a result of market demand and the growing reputation of the Perdue School.

This new facility will also provide a hub of activity for many of our most successful corporate outreach and workforce development initiatives, which are now scattered at multiple sites due to space constraints. For example, our successful Business, Economic and Community Outreach Network (BEACON)—which provides our region’s business leaders with

information on consumer trends, demographic data, sector forecasts and other market information—is housed in a two-story residential unit off the main campus. The Eastern Regional Small Business Development Center is currently located in converted office space across U.S. Route 13, while our international student programs and activities—vital to preparing our students for success in the global economy—are divided between three campus venues. These programs, all of which make an important contribution to the workforce readiness of our graduates, will finally conduct business under the same roof.

We believe the Perdue School building represents a paradigm shift in the process of funding capital priorities within Maryland higher education. Salisbury University has committed to using the \$1.7 million in the FY 2007 Capital Budget as seed money to leverage \$12 million in private donations for the Perdue School building, which represents over 25 percent of the total project cost. Within the next several weeks, we anticipate making an announcement of an \$8 million gift, which will be the largest individual contribution in our 80-year history. The SU Foundation will raise another \$4 million in donations during our upcoming capital campaign.

In so doing, we are maintaining Salisbury University’s longstanding tradition of private philanthropy—all four of our academic schools are privately endowed, a relative rarity for a school like ours—while taking this entrepreneurial approach to a new level. This is consistent with the guidance provided by the Governor, the Board of Regents and the Chancellor, all of whom recognize the need for private donor support in this era of budget limitations. We believe that our ability to generate support of this magnitude for the Perdue School of Business underscores the extraordinary contribution it makes to our state’s economy, business climate and workforce.

The planning funds in this year’s capital budget represent the first major step toward providing Salisbury University with a state-of-the-art center for workforce training, business and corporate research, and entrepreneurship. It will allow Salisbury University to accommodate continued enrollment growth in business-related disciplines and provide our Perdue School of Business with an identity that is consistent with its stature and reputation.

CONCLUSION

We believe this capital budget proposal represents an acknowledgment of Salisbury University’s extraordinary record of success and a vote of confidence in our ability to sustain this momentum. The investments included in this budget will enable Salisbury to meet expectations for enrollment growth, secure unprecedented levels of private sector support and reinforce our status as one of the most dependable engines of Maryland’s knowledge-based economy. It is essential to our future success, and I respectfully ask for your support.

Thank you for this opportunity to testify and for your consideration.

RESPONSE TO LEGISLATIVE ANALYST RECOMMENDATION

The Department of Legislative Services recommends budget bill language restricting the use of the funds until the budget committees have been presented with a letter from the private donor that evidences the donor's commitment to provide a share of the funding for the project.

Concur. A formal announcement of the private donor and gift will occur within the month. A letter reaffirming the private donor's commitment to the Perdue School building, based upon the project funding schedule and amounts contained in the Governor's proposed capital budget, will be submitted to the budget committee chairmen after the announcement.



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