

LEGISLATIVE PRESENTATION

SALISBURY UNIVERSITY 2024



Presented To
The House Subcommittee on Education and Economic Development
The Senate Subcommittee on Education, Business and Administration

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Salisbury
UNIVERSITY

STUDENT SUCCESS

Student Enrollment

In fall 2023, Salisbury University welcomed one of its largest classes of incoming students ever, with nearly 1,400 students embarking on their journey to a college degree. Hailing from 27 states and 18 countries, almost a third of these students come from underrepresented backgrounds, with 41% identifying as first-generation students. In the last 10 years, SU has seen its enrollment of minority students increase steadily and anticipates further growth in this area.



Class of 2027

1,400 incoming students, largest ever

27 states

18 countries

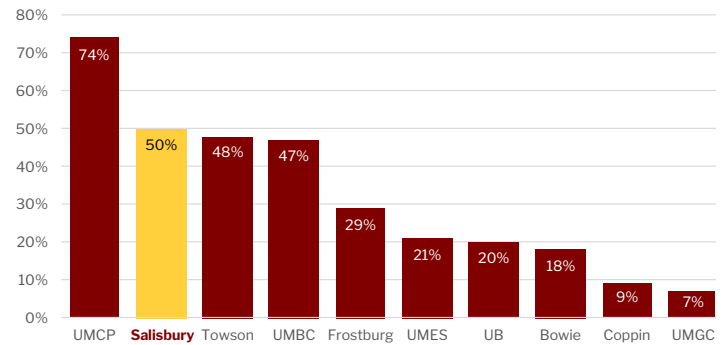
41% identifying as first-generation

STUDENT GRADUATION

SU's six-year graduation rates have also increased slightly (from 68% to 69%). This slight growth is contrasted against a relative trend of decline faced by other institutions in the state of Maryland and elsewhere in the country. And an examination of four-year graduation rates shows SU is second only to the USM's flagship institution (University of Maryland College Park).

When students transfer to SU, they are given the same hands-on attention to support their educational success. SU graduates 66% of its Maryland community college transfer students within four years. This is a 7% higher rate than the USM average.

Four-Year Graduation Rate 2016 Cohort

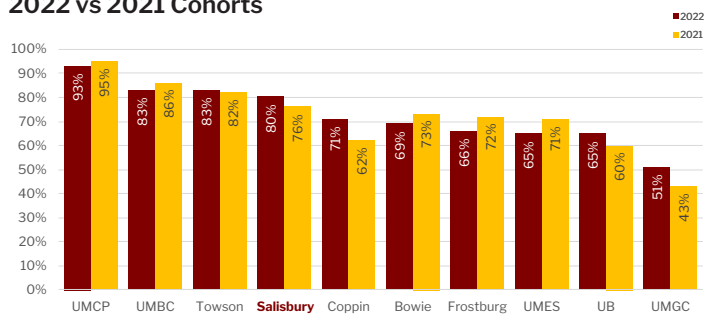


Source: Utilizing data form IPEDS database.

STUDENT RETENTION

SU's retention of students between 2021 and 2022 increased by 4%, with the University now retaining 80% of its second-year students. By investing in student resources and student-centered initiatives, SU is finding new ways to keep students enrolled and engaged in their education.

Retention Rate Comparisons 2022 vs 2021 Cohorts



Source: Utilizing data form IPEDS database.

MENTAL HEALTH SERVICES

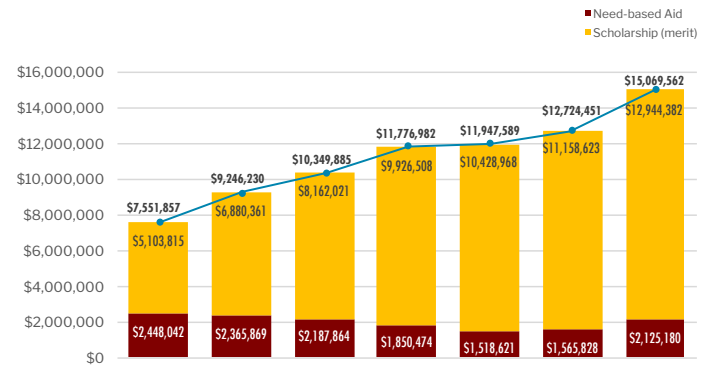
Enrollment, graduation, and retention are highly intertwined with student well-being and mental health. SU has given significant attention and investment to the growing challenges related to student mental health. The University's Counseling Center and Student Health Services provides essential in-person resources and services to students. To make sure SU students have all the resources needed, day or night, the University has engaged with a telehealth provider to bring mental health services to students 24/7 and at no cost to them.



LOW DEBT UPON GRADUATION

The combined total of need- and merit-based financial aid awarded to students has increased substantially over the last seven years. Approximately 95% of incoming students receive scholarships and financial aid. In 2023, SU awarded a record total of more than \$15 million to students, ensuring an education at SU is affordable and obtainable for all its students.

Financial Aid Comparisons 2017-2023



Source: Salisbury University, Office of Financial Aid & Scholarships



STUDENT EXPERIENCES

NCAA Community Service Award

No. 1 in Division 3

3,062 Student-Athlete Hours of Community Service

74% Student-Athlete Participation

ATHLETICS

Salisbury University students thrive outside the classroom. In 2023, SU celebrated two national championships. Men's lacrosse earned their 13th NCAA national championship and cheerleading won their first national championship in program history. SU's student-athletes were the recipients of the 2023 Division III NCAA Community Service Award in recognition of their cumulative 3,062 hours of community service.

STUDY ABROAD

It is SU's goal to become the Maryland public university with the greatest percentage of students with study abroad experiences. To create as many opportunities as possible for students, SU has expanded partnerships with the American Institute of Foreign Study and Anqing Normal University in China and celebrated a 10-year partnership with Chonnam National University in South Korea.

NATIONALLY COMPETITIVE SCHOLARSHIP

SU students and faculty have been awarded more than 100 national and international fellowships over the last decade. The hard work and dedication displayed resulted in SU becoming the number one producer of Fulbright master's students in the nation.

3.12
AVERAGE STUDENT-ATHLETE GPA

No. 1

Men's Lacrosse & Cheerleading National Championships in 2023

238

Academic All-Conference Honorees (22-23)

659

Student-Athletes



Tomorrow Makers

Community Service

SU's ShoreCorps is an AmeriCorps State Program, working under the oversight of the Governor's Office on Service and Volunteerism in Maryland. The University boasts the largest AmeriCorps program in the State of Maryland with more than 200 members (most of whom are students). This program provides roughly \$300,000 in tuition assistance to SU students. ShoreCorps participants give approximately 83,000 hours of community service to over 30 non-profit organizations across the Eastern Shore of Maryland each year.



200+

Members/Students
Participating

\$300K

in Tuition Assistance Provided

30+

Local Non-Profits Served

83K

Hours of Community Service



COMMUNITY IMPACT

Critical Need Workforces

Salisbury University is a top producer of exceptionally qualified and proven professionals in critical need workforces like teaching and nursing. In 2023, SU had five alumni recognized as Teachers of the Year in their respective counties and representing more than 20% of the finalists for Maryland Teacher of the Year. On the lower Eastern Shore, 35 of the 46 Teacher of the Year semi-finalists for Wicomico, Worcester, and Somerset counties were graduates of SU.

In nursing, SU has the highest pass rate on the NCLEX exam (National Council Licensure Examination [for] Registered Nurses) of all Bachelor of Science in Nursing programs in the State of Maryland with 92%. In the last 10 years, SU nursing students have achieved a 100% pass rate on the nurse practitioner certification exam.

MARYLAND TEACHERS OF THE YEAR

COUNTY TEACHER OF THE YEAR
AWARD WINNERS

5

(Dorchester, Frederick,
Somerset, Wicomico,
Worcester Counties)

47

STATEWIDE
SEMI-FINALISTS
SU ALUMNI

SEMI-FINALISTS IN TRI-COUNTY AREA

35 of 46

(Wicomico, Worcester,
Somerset Counties)

76%

OF SEMI-FINALISTS
ARE SU ALUMNI



BUSINESS & ENTREPRENEURIAL SUPPORT

SU's Business Economic and Community Outreach Network (BEACON) offers applied business and economic research and targeted outreach programs to a variety of organizations. BEACON has assisted in distributing \$16 million in external funding toward 750 projects. In addition to providing students a wide variety of experiential learning opportunities, BEACON also has facilitated more than 200 strategic plans and completed more than 40 economic impact studies.

The University's Rommel Center for Entrepreneurship is dedicated to building a community of entrepreneurs to support one another for economic development and job creation. Through two critical competitions – the Student Entrepreneurship Competition and the Shore Hatchery Competition – SU has awarded more than \$3 million to student and community-based entrepreneurs. The Student Entrepreneurship Competition was founded more than 30 years ago and is the second longest continually running student business competition in the United States.

COMMUNITY/MUNICIPAL SUPPORT

Growing the communities around SU on the Eastern Shore is fundamental to the University's mission and vision for the future. BEACON is working with the neighboring town of Berlin in Worcester County to help them develop a new strategic plan. SU also has grown its presence in the downtown area of the City of Salisbury and plans on opening the new Museum of Eastern Shore Culture there this summer. This new museum will join SU Art Galleries and the Rommel Center for Entrepreneurship as fixtures of the University's downtown campus, contributing to ongoing revitalization efforts of the city.



200+
strategic plans
facilitated

40+
economic impact
studies completed

Salisbury
UNIVERSITY

Make Tomorrow Yours



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