



TOWSON UNIVERSITY™

<https://youtu.be/1q8WD3MZ8qc>



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



TA
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al
INSHIPS
EXPER

Career Center

7800 York Road, Suite 206

410-704-2233 • www.towson.edu/careercenter



Our programs

**College of Fine
Arts &
Communication**

**7 Master's
2 Certificate**

**Fisher College of Science and
Mathematics**

**1 Doctoral Degree
8 Master's
9 Certificates**

**College of
Business &
Economics**

**3 Master's
3 Certificate**

**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