

Mission and Goals Statement
University of Maryland, College Park

Approved by the Board of Regents on February 1, 2006

Summary Mission Statement

The University of Maryland, College Park is a public research university, the flagship campus of the University System of Maryland, and the original 1862 land-grant institution in the State. It is one of only 62 members of the Association of American Universities, an organization composed of the leading research universities in the United States and Canada. The University of Maryland is committed to achieving excellence as the State's primary center of research and graduate education and the institution of choice for undergraduate students of exceptional ability and promise.

The University creates and applies knowledge for the benefit of the economy and culture of the State, the region, the nation, and beyond. As the flagship of the University System of Maryland, the University shares its research, educational, cultural, and technological strengths with businesses, government, and other educational institutions. The University advances knowledge, provides outstanding and innovative instruction, and nourishes a climate of intellectual growth in a broad range of academic disciplines and interdisciplinary fields.

The University counts among its greatest strengths -- and a major component of its excellence -- the diversity of its faculty, students, and staff. The University of Maryland, College Park is committed to equal educational opportunity and strives to hire a diverse faculty and staff of exceptional achievement through affirmative actions, to celebrate diversity in all of its programs and activities, and to recruit and retain qualified graduate and undergraduate minority students.

Institutional Identity

The University of Maryland, College Park is a public research university, the flagship campus of the University System of Maryland, and the original 1862 land-grant institution in the State. As a Carnegie Doctoral/Research University—Extensive institution, the University ranks among the very best public research universities in the United States. To continue to realize its aspirations and fulfill its mandates, the University advances knowledge, provides outstanding and innovative instruction, and nourishes a climate of intellectual growth in a broad range of academic disciplines and interdisciplinary fields. It also creates and applies knowledge for the benefit of the economy and culture of the State, the region, the nation, and beyond. As the flagship of the University System of Maryland, the University shares its research, educational, cultural, and technological strengths with other institutions and their constituencies in the USM and throughout the State. The University strives for excellence in academics, performing arts, and intercollegiate athletics. The University's academic programs and computer and information technology infrastructure serve many audiences, and the entire State has access to and depends on the University's libraries. In conjunction with the University of Maryland Eastern Shore, the University serves the State's agricultural needs through the Maryland Cooperative Extension and the Agricultural Experiment Station. The University delivers continuing education programs that are consistent with its research mission and core competencies to an increasing number of degree-seeking and professional audiences. Using technology and other instructional contexts, the University provides selected quality programs to audiences worldwide to share its knowledge and extend and enhance educational opportunities. The University also provides administrative support to other USM institutions in the areas of accounting, communications, engineering and architectural services, environmental safety, personnel management, and purchasing.

The University values the Ph.D. and terminal professional degrees such as the M.B.A., M.F.A., and M.P.H. as its signature degrees, but also awards a wide range of bachelor's, master's and other doctoral degrees. Degree programs are offered in agriculture and natural resources; architecture; behavioral and social sciences; business and management; computer, mathematical and physical sciences; creative and performing arts; education; engineering; humanities; journalism; life sciences; information studies; public affairs; and public health. The University's faculty achieve national and international renown for their research and scholarship, serve society at a distinguished level, are innovative and creative teachers, and participate in the tradition of shared governance. The highly-qualified academic, professional, and non-exempt members of the staff provide both support and leadership for the University's educational, research, and service activities.

The University counts among its greatest strengths -- and a major component of its excellence -- the diversity of its faculty, students, and staff. It is committed to equal educational opportunity. It strives to hire a diverse faculty and staff of exceptional achievement through affirmative action, to celebrate diversity in all of its programs and activities, and to recruit and retain qualified graduate and undergraduate minority students. We will work to expand international opportunities for our students and to attract first-rate international students to Maryland. We will continue to build partnerships abroad to

facilitate the offering of our programs to international audiences as well as the collaboration of research.

Institutional Capabilities

The University of Maryland has a clear vision of its role as a nationally- distinguished public research university. To more fully achieve this goal, the University expects to perform and be funded at the level of the public research institutions that have historically been the very best. Five such AAU members serve as the University's peers: the University of California-Berkeley, the University of California-Los Angeles, the University of Illinois-Urbana-Champaign, the University of Michigan-Ann Arbor, and the University of North Carolina-Chapel Hill. With increasing numbers of nationally- ranked graduate programs, a distinguished faculty, and research leading to the discovery of knowledge, the University is in a position to provide graduate education at the forefront of research and scholarship, which will attract the most highly qualified graduate students. The University also provides enriched and challenging undergraduate educational experiences including: a core arts and sciences curriculum; opportunities for undergraduate research; living-learning communities such as College Park Scholars and the nationally renowned Honors Program; the President's Promise, our new signature initiative to enrich the academic experiences of all undergraduates; and other unique, intensive, and innovative programs such as Gemstone, Global Communities, the Hinman-CEOs, and Civicus.

The University of Maryland shares its research, educational, and technological strengths with businesses, government, and other educational institutions. With productive scholars and researchers of the highest caliber, the University will continue to raise the entire level of business and commerce throughout the State. Because of the depth of knowledge possessed by the faculty across many disciplines, the University of Maryland is uniquely positioned to forge relationships with corporations, non-profit organizations, other educational institutions, local school districts, and major federal agencies, laboratories, and departments. Because of the breadth of strength in many disciplines, the University of Maryland is at the forefront in advancing knowledge in areas that increasingly depend on multi-disciplinary approaches. The University of Maryland serves as a hub of knowledge from which flow cultural, intellectual, and economic benefits to the State and region. University of Maryland faculty share with many segments of society the fruits of knowledge and foster and participate in an entrepreneurial culture that is essential to the development of new industries based on knowledge. Faculty are a resource for federal, State, and local governments in shaping public policies on a variety of social concerns. They are leaders in the preservation and interpretation of history and culture, innovators in the creative and performing arts, and major contributors to the advancement of knowledge in biology, mathematics, computer and physical sciences, information science and technology, and engineering. The University of Maryland is a leader in research on teaching and learning that contributes to educational reform in the State and the nation, provides future administrators and teachers with up-to-date knowledge of the best pedagogical methods in all disciplines in an extremely diverse educational system, and is innovative in providing pathways to teacher certification.

Institutional Objectives and Outcomes

In accordance with the 2004 State Plan for Higher Education and the USM Strategic Plan, the University will:

1. Continue to elevate the quality of undergraduate education by: providing enriched educational opportunities and personally fulfilling and challenging academic curricula that prepare all graduates for productive roles in society; developing and implementing a University assessment plan that includes undergraduate learning outcomes at the campus, program, and course level; remaining the school of choice for the most talented students in Maryland and for outstanding out-of-state students by strengthening efforts to recruit students who will contribute to and benefit from an enriched educational environment; improving the conditions for their enrollment and success, including expert advising; increasing retention and graduation rates for all undergraduate students; creating an ethnically and racially diverse undergraduate student body; enhancing and promoting the training of teachers by engaging faculty from the arts and science disciplines in teacher training; increasing the pathways to certification, and by mentoring of new teachers; working to increase the availability of financial aid to ensure access to all qualified students; and systematically integrating the use of information technology into instructional programs so that all faculty and students can fully exploit new advances in technology as essential tools in teaching and learning.

Objectives:

- 1.1 Remain the school of choice for the most talented students in Maryland and for outstanding out-of-state students by strengthening efforts to recruit students who contribute to and benefit from a rich educational environment and by improving the conditions for their enrollment and success.
- 1.2 Increase the number and percentage of undergraduate students who participate in enrichment programs such as campus-based living-learning programs, research activities, internships, study abroad or special projects with off-campus institutions.
- 1.3 Increase the number of our undergraduate programs and offerings at the Universities at Shady Grove.
- 1.4 Increase the retention and graduation rates of all University of Maryland undergraduate students.
- 1.5 Evaluate the effectiveness of our CORE-General Education undergraduate curriculum.
- 1.6 Provide undergraduates in the arts and sciences with increased opportunities to acquire Teacher Certification either as part of their B.A. or B.S. degree or as part of a fast-track master's in education.
- 1.7 Complete the development and implementation of a University assessment plan for undergraduate learning outcomes at the campus, program, and course levels.

1.8 Systematically integrate the use of information technology into all instructional programs so that all faculty and students can fully exploit new technology as an essential tool in teaching and learning.

2. Continue to build a strong, university-wide culture of excellence in graduate and professional education, research, scholarship and creative and performing arts by: increasing the number and proportion of its faculty who are regarded by their national and international peers as being among the best in their disciplines; continuing to improve the excellence of its best research and graduate programs while also increasing the number of programs of recognized excellence; increasing the University's success in recruiting, developing, and placing outstanding and diverse graduate students; and developing and facilitating access to scholarly information in all formats to support cutting-edge research, scholarship, teaching, and learning.

Objectives:

2.1 Increase the number and proportion of our faculty who are regarded by their national and international peers as among the best in their disciplines.

2.2 Continue to improve the excellence of our best research and graduate programs while increasing the number of programs of recognized and measurable excellence.

2.3 Develop and implement in collaboration with the University of Maryland, Baltimore, a University of Maryland School of Public Health that meets the national professional standards for accreditation.

2.4 Increase the University's success in recruiting, developing, and placing outstanding and diverse graduate students.

2.5 Continue to develop and facilitate access to scholarly information in all formats to support cutting-edge research, scholarship, teaching, and learning.

2.6 Complete the development and implementation of a University assessment plan for graduate learning outcomes at the campus, program, and course levels.

3. Ensure a university environment that is inclusive as well as diverse and that fosters a strong spirit of community among faculty, staff, and students by: increasing the diversity of its faculty and staff; recruiting outstanding and diverse graduate and undergraduate students; improving the graduation rate of ethnic minority students; and building a greater sense of community among faculty, staff, students, and alumni.

Objectives:

3.1 Continue to create an ethnically and racially diverse community by achieving a critical mass of 35% minority undergraduate students by 2009 through increased recruitment and retention.

3.2 Continue to develop and implement coherent and comprehensive strategies to increase the diversity of our faculty and staff.

3.3 Continue to develop and implement coherent and comprehensive strategies to build a greater sense of community among faculty, staff, students, and alumni.

4. Continue to engage the University fully in outreach and collaborative partnerships with the greater community by: extending the scholarly reach of our campus, extending the learning community beyond the campus boundaries, and promoting lifelong learning as an integral component of our academic programs; increasing the scope and impact of the University's international programs and activities; continuing to provide leadership for the University System of Maryland and its institutions where appropriate; and expanding the University family of friends and alumni.

Objectives:

4.1 Continue to extend the scholarly reach of our campus by forming strong collaborations and partnerships with other research universities, corporations, non-profit and community-based organizations, and State, federal, and international agencies.

4.2 Continue to extend our learning community beyond the campus boundaries through the development of programs that fill demonstrated needs for the State and are consistent with the objectives of our academic programs.

4.3 Continue to increase the scope, impact, and success of the University's international programs, partnerships, and collaborations.

4.4 Continue to expand the University's family of friends and alumni by developing greater opportunities to reach out and draw them back to campus – such as the Riggs Alumni Center and Maryland Day – and by communicating effectively the University's pride in our accomplishment.

5. Ensure an administrative, operational, and physical infrastructure that fully supports a first-class university by: establishing a top-performing University Relations operation; creating and maintaining an electronic networking infrastructure that provides the tools for faculty and staff to excel in their research and scholarship and to utilize innovative approaches to teaching and learning; developing the University's physical facilities so that they meet the needs of a leading research university; ensuring that the administrative operations of all campus units provide customer-oriented service; accelerating and supporting the migration of student and business services to an online environment; and building the human resource infrastructure to enable effective recruiting, retention, and first-class support of the academic mission.

Objectives:

5.1 Further build upon the successful establishment of our top-performing University Relations operation.

5.2 Continue to develop and successfully maintain an electronic networking infrastructure that provides the level of connectivity and data throughput required for our faculty and staff to excel in their research and scholarship and that continues to facilitate innovative and cutting-edge approaches to teaching and learning.

5.2 Further develop the University's physical facilities so that they fully meet the needs of a leading research university.

5.3 Continue to ensure that the administrative operations of all campus units, including academic units, provide responsive, customer-oriented service to all of the University's constituencies

5.4 Continue to build the human resources infrastructure of the University to enable effective recruiting, retention, and first-class support of the academic mission.