



# 2025 Welcome Celebration

**Dr. Darlene Brannigan Smith**

**Dr. Mike Mathias**



# Middle States Reaccreditation

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- Reaccreditation through 2032!
- Congratulations to all for this achievement!

# Invested in Marketing and Advertising

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- Affordable Excellence
- New collateral materials for admissions
- Increase in social media presence



# Solidified our Admissions Team

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Associate Vice President  
of Admissions  
Dave Garcia



Director of  
Graduate Admissions  
Autumn Becker

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# Expanded Outreach to Community

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- Community of Treasures
- Banners on Main Street
- Homecoming Parade
  - October 2 | 6 PM



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# Strengthened Academic Leadership

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- New provost
  - Dr. Michael Mathias



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# Reconfigured Colleges

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- Combined academic departments
- Renamed new colleges
  - College of Business, Engineering, Computing, and Analytics (BECA)
  - College of Education, Behavioral and Health Professions (EBHP)
  - College of Humanities, Arts, and Sciences (HAS)

# Exceeded Capital Campaign Goal

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- Forging Futures: \$35 million and climbing
- 40% faculty and staff giving --highest giving percentage of faculty and staff since start of campaign

## Expanded Community Engagement & Workforce Development

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- Summitt Station
- Small Business Development Center
- FOREI
- TGCC Partnership
- Cultural Event Series
- Engagement Across FSU

## **Connecting Frostburg to the Universe – Reopening of Planetarium**

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- Grateful for individuals who redirected restricted gifts from the Challenger Center to the planetarium rehabilitation
- NASA approved reallocating \$750,000 FY' 23 earmark
- Collectively made it possible to purchase \$1.1 million in new equipment

# Redesigning the Taste of Frostburg – Upgraded Food Services

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- Redesigned Chesapeake Dining Hall
- Chick-fil-A
- Firehouse Subs
- Starbucks
- Other Retail Options
  - Good Habit  
(an American Eatery)
  - Taco Santo
  - Santorini
  - Buona Napoli
  - Hisho Sushi

# **Athletics: Standout Performances On and Off the Field**

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- 7 Mountain East Conference Championships
- 9 National Post-season Appearances
- 18 All-Americans
- 25 Scholar All-Americans
- Division II Leading Scorer in Women's Basketball
- Last Year's Cumulative GPA – 3.12
- Over 150 Local Service Projects

# Growth in China Programs

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- Exceeding expectation
- Support long-term sustainability of FSU
  - Expand and diversify market reach
  - Increase net enrollment
  - Generate additional resources

# HUTB

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- Two undergraduate programs
  - Economics
  - Art
- Current enrollment: 670
- Expected enrollment: 850 within two years

# HUBEI

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- Signing agreement soon with university in Wuhan
- Offering additional degree in economics starting in Fall 2026
- Capacity to increase enrollments by 400 students in the next four years

# China: The Good News Story

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- \$1.2 million in accumulated net proceeds to date

# China: The Challenge

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- Original business model not always congruent with program growth
- Operations diffused across two colleges
- No centralized framework to manage additional resources
- No model for how additional resources would be strategically allocated across the University

## Challenges cont.

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- Net proceeds from these programs not included in annual operating budget to fund permanent university operations
- Revenue held in a discretionary account within each college with balances were carried forward from year to year
- Little or no use of the proceeds has been used during this time frame

# Solution

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- Established a dedicated self-supporting cost-center
  - All direct expenses, indirect and overhead cost recovery, and revenue associated to Chinese programs are assigned to this new cost center to determine net incremental revenue
  - Development and management of annual budget for the cost center will be approved by the Provost and President

# Use of Net Revenue / Proceeds

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- To be used for one-time strategic investments within the participating colleges and across the university
- Balances will carry forward from year to year
  - 50% distributed to the two participating colleges and placed in a college-designated strategic investment fund
  - 50% held in a university-level strategic investment fund

# Use of Strategic Investment Funds

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- Committed to having annual spend rate between 10 and 20% of investment funds to support:
  - faculty research and support
  - faculty development and in-service training programs
  - center and program support
  - curriculum development
  - student engagement and research support
  - equipment and technology acquisition
  - related one-time investments

## Use of Strategic Investment Funds cont.

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- Call for proposals each fall
- Awards made no later than December 1
- Finalizing this year's spend rate and the process for soliciting proposals
- More details forthcoming in the next few weeks



# **Enrollment and Retention**

## **Fall 2025**



# Enrollment

Category	Fall 2025	Fall 2024	Fall 2023
Undergraduate - First Time Student	519	603	613
Undergraduate - Transfer*	269	411	406
Undergraduate - Continuing*	2573	2338	2256
Undergraduate - Re-Admit	35	25	46
Undergraduate - Other (IIR, USD, etc.)	40	45	23
<b>Total Undergraduate</b>	<b>3436</b>	<b>3422</b>	<b>3344</b>
<b>Total Graduate</b>	<b>548</b>	<b>594</b>	<b>638</b>
Doctoral - EDD	81	81	81
<b>Grand Total (All Levels)</b>	<b>4065</b>	<b>4097</b>	<b>4075</b>

# Undergraduate by Location

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	Fall 25	Fall 24	Fall 23
Frostburg	2,296	2,413	2,459
Hagerstown	70	93	75
Arundel Mills	0	4	4
Cecil CC	3	4	3
Online Program	397	370	355
Hunan University	670	538	448
<b>Total Undergraduate</b>	<b>3,436</b>	<b>3,422</b>	<b>3,344</b>

\*For comparison purposes: [Fall 2015](#) there were 4275 UG on the Frostburg Campus.



## Graduate by Location

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<b>Graduate</b>	<b>Fall 25</b>	<b>Fall 24</b>	<b>Fall 23</b>
Frostburg	178	202	201
Hagerstown	60	94	94
Online Program	310	298	343
<b>Total Graduate</b>	<b>548</b>	<b>594</b>	<b>638</b>
<b>Total Doctoral</b>	<b>81</b>	<b>88</b>	<b>93</b>

# Retention and Persistence

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- Early retention is a strength (73.3%)
- Mid-Term Retention is the National Pressure Point (50-55%)
- Transfer Students Show Higher Retention (86%)- A Strategic Opportunity
- Graduation Rate (49% in 6 years) Track with National Averages
- Early Wins Point to Scalable Strategies
- Mission Focused Framing
- Call to Action: Persistence Planning

## **Institutional Aid and Foundation Scholarships**

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- Institutional Aid = \$12.2 Million
- Foundation Scholarships = \$1.5 Million
- Waivers = \$1.1 Million



# Academic & Student Affairs



# **College of Business, Engineering, Computing & Analytics**

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- Dr. Xunyu Pan, Professor of CSIT and Dean Sudhir Singh awarded a three-year, \$400,000, institutional grant from the National Science Foundation (NSF)
- Entered a new institutional partnership with Hubei University of Economics (HBUE), Wuhan, Hubei Province, China

# **College of Education, Behavioral & Health Professions**

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- Offering closed cohort programs with Washington County Public Schools and Howard County Public Schools
- PA Program Class of 2025 earned 100% pass rate on the National Certification Exam
- 98% completion rate for the new pre-licensure nursing programs

# College of Humanities, Arts & Sciences

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- Music achieved NASM accreditation
- Dr. Haiyun Ma organized international conference with the International Islamic University of Malaysia in Kuala Lumpur
- Dr. Angela Luvra secured a \$30,000 research grant from the Foundation for Appalachian Kentucky
- Dr. Kumudini Munasinghe published a research article with four undergraduate co-authors

# Student Affairs

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- Captain James A. Graham Veterans Center
- Adams/Wyche Multicultural Center
- ASTAR and SAFE secured \$633,382 to benefit FSU students and the community
- Opening Week 2025

# Maryland Transfer Intensive

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- Strengthens Community College Pathways and Boosts Statewide Bachelor Degree Attainment
- Transfer-Dedicated Staff



# Western Maryland Community College Partners

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Meeting at FSU - October 17<sup>th</sup>



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# Digital Accessibility

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## Accessibility in Action

*Accessible by Design.  
Inclusive for All.*



UNIVERSITY SYSTEM  
*of* MARYLAND

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# Digital Accessibility

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- Kris McGee, Associate Professor
  - Educational Professions
- Wenjuan Xu, Professor
  - Computer Science and Information Technologies

# The Beall Institute for Public Affairs

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Jake Shade  
Executive Director

Established to promote civic responsibility and increase knowledge of government affairs and the political process

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# Awards



# President's Distinguished Faculty Award

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## Dr. Jason Speights

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# President's Distinguished Staff Award

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## Dr. Sara-Beth Bittinger

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# Staff Award for Excellence - Exempt

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**Bill Wiltout**  
Information Technology

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## **Staff Award for Excellence – Non-Exempt**

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**Alexandra 'Alec'  
Edwards  
Printing Services**

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## **Staff Award for Excellence – Non-Exempt - Facilities**

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**Kenny Felker**  
Facilities

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**Looking forward to celebrating more successes with you in the year ahead as we change lives, one Bobcat at a time.**

