

FY 2026 – FY 2029 Strategic Plan

Working Draft - August 2024



Goal - Academic Distinction and Agility

Bowie State University is committed to enhancing its reputation as a center of excellence in research, education, and innovation. The university will strive to elevate its academic programs, faculty development, and student experiences to meet the evolving demands of higher education and the workforce.

Objectives:

High Research Activity - Amplify research, scholarship, and creative work activities of faculty and staff across all disciplines through the active pursuit of external grant and research opportunities supported by the creation of the Research and Innovation Unit to propel the university to research distinction.

Bowie Bold-Undergraduate Core Competencies - Examine and refine general education core competencies to incorporate contemporary expectations for undergraduate learning and professional/workforce skill development.

Workforce Preparedness – Assess and modify (as necessary) current academic programs to ensure alignment with Maryland and regional workforce competencies, abilities, and professional skills and create new programs to meet emerging workforce needs.

Experiential and Entrepreneurial Activities - Employ a university-wide comprehensive model that aligns experiential learning and entrepreneurial activities, allowing students to transfer knowledge into action.

Faculty Growth and Advancement -Elevate the culture of continuous professional growth among faculty members, aiming to enhance teaching effectiveness, scholarship and research capabilities, and overall academic distinction.

Graduate Education - Position Bowie State as a leading institution for graduate education by enhancing program offerings, increasing enrollment, and improving the overall graduate student experience.

Assessment of Student Learning - Foster continuous programmatic improvements that enhance student learning and success by integrating student learning outcomes assessment with academic program and student success data.

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Goal - Transformational Student Experience

Bowie State University will transform the student experience by enhancing internal processes and supportive resources campus-wide, contributing to student's academic, well-being, and career-related needs.

Objectives:

Student Success – Evaluate post-pandemic challenges to student completion across the student life cycle and implement proven practices and technologies that increase retention and graduation rates.

Holistic Student Care – Reimagine student academic, mental health, and well-being support systems to establish Bowie State as a leader in holistic care by examining best practices, use of technologies, and innovative care models.

Affordability - Promote the financial health of students by advocating for additional need-based aid, enhancing financial literacy, and improving affordability.

Being Bowie BOLD - Cultivate a strong sense of belonging and pride among students by providing a culture of care, offering diverse opportunities for leadership development and campus life, and aligning experiences to students' unique goals.

Learning and Academic Commons - Design an innovative learning commons that integrates academic, research, scholarship, and career resources that enable student learning and exploration.

Equitable Onboarding - Examine and enhance onboarding processes to ensure equitable access to resources and support for all new students, with a deliberate focus on international students and students from historically marginalized backgrounds.



Goal - Empowering Diversity, Ensuring Equity, and Practicing Inclusive Excellence

At Bowie State University, our commitment to “Empowering Diversity, Ensuring Equity towards Inclusive Excellence” is foundational to our mission to prepare the next generation of leaders, scholars, and change agents. To uphold this commitment, we will be dedicated to critically evaluating and transforming our institutional-wide practices and policies, including recruitment, onboarding, retention and promotion of students, leadership and service opportunities, and professional development.

Objectives:

Enhancing Student Recruitment - Implement targeted recruitment strategies to attract a diverse student body that reflects our community’s rich diversity.

Equitable Promotion or Ensuring Fair Advancement - Enhance transparent promotion criteria and pathways that foster equitable academic and professional growth opportunities among faculty and staff.

Nurture Leaders - Expand leadership development programs prioritizing diversity, equity, and inclusion, preparing students, faculty, and staff to lead globally.

Empower Student Service and Engagement - Empower students to address social justice issues through community engagement, experiential learning, study abroad, and academic research.

Cultivate Inclusive Excellence - Promote inclusive excellence in academic programs, research initiatives, and co-curricular experiences that explore and address issues of equity and social justice supported by ongoing professional development opportunities for faculty and staff focused on diversity, equity, and inclusion of best practices in teaching, research, and administrative roles.

One Campus - Establish a University Council committee for diversity, equity, and inclusion to regularly assess and enhance institutional practices and policies across recruitment, retention, leadership, and professional development.

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Goal - Ensuring our Legacy through Growth and Innovation

Bowie State University will evolve into a model institution known for its innovative community engagement, philanthropy, work environment, and partnerships.

Objectives:

Becoming a Community Hub - Reshape Bowie State University into a vibrant community hub that fosters engagement, collaboration, and inclusivity between the university and the broader community.

Being Bowie Bold - Continue elevating the university's brand image and credibility to build stakeholder trust and commitment.

Living the Core Values – Position Bowie State as an employer of choice by creating a supportive environment where all employees understand and live the core values and are committed to student success.

Diversify Revenue Streams - Strengthen the institution's financial health through fundraising efforts, new enrollment streams, athletic facilities, entrepreneurial activities, sponsored research, and sound fiscal management practices to support long-term sustainability and growth.

Transform Business Practices – Invest in infrastructure, technology, and training to innovate business processes to enhance efficiency, improve service delivery, and support academic and administrative excellence.

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Current CORE VALUES

Excellence

Bowie State University expects students, faculty, staff, and administrators to demonstrate outstanding levels of performance by fostering a stimulating learning and work environment.

Inclusivity

Bowie State University is intentional about creating a community that encourages involvement, respect, and connection among students, faculty, staff, and administrators regardless of differences of race, gender, ethnicity, national origin, culture, sexual orientation, religion, age, and disability.

Integrity

Bowie State University students, faculty, staff, and administrators demonstrate high ethical standards in their interactions with one another and the larger community.

Accountability

Bowie State University expects each member of the university community to be responsible and accountable for the outcomes of their efforts and actions.

Innovation

Bowie State University aspires to infuse innovative practices into academic and administrative functions by encouraging students, faculty, staff, and administrators to utilize best practices and pursue new opportunities.