



RACING TO EXCELLENCE AT THE **FIVE-YEAR MARKER**







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When **Dr. Aminta Breaux** became the 10th President of Bowie State University (BSU) on July 7, 2017, her goal was to build upon the historic legacy and tradition of excellence of a great institution. With focus on the Racing to Excellence vision of the 2019-2024 strategic plan, Dr. Breaux and her new leadership team have been committed to advancing three priorities: academic excellence, student success and long-term viability of the university. They have been laser-focused on strategically guiding the university's growth while enhancing its position as a regional and national leader in higher education with an emphasis on innovation and entrepreneurship.

In 2022, at the five-year mark of the Breaux administration, Bowie State University is celebrating many achievements that reflect the collective efforts and commitment of faculty, students, staff and administrators. The university is experiencing a significantly improved financial outlook. New undergraduate and graduate degree programs have been launched. Admissions applications are surging and expanding partnerships offer students enhanced opportunities for experiential learning. New buildings and facility improvements invigorate the campus environment.

Bowie State is a university on the move. Expanded marketing efforts and community engagements have erased the notion of Bowie State as "the best kept secret in Prince George's County." The successes highlighted here provide just a snapshot of work that lays the foundation for continued progress toward providing accessible and affordable quality educational experiences for 21st century learners.



Establishment of a robust, professional fundraising operation sparked a growing culture of philanthropy among alumni and friends to provide students with more opportunities for scholarships rather than burdensome loans. New relationships with corporations and foundations added even more resources to enhance student support and programmatic improvements.

BSU launched a \$50 million fundraising campaign, BSU Bold: The Campaign for Excellence, the largest in the university's history.

EXPONENTIAL GROWTH IN PRIVATE GIVING

\$7M

Enhanced fundraising operations led to more than **\$7 million in private donations** in fiscal year 2022, up from an average of \$1.4 million before 2017.

\$25M

Sound fiscal operations and strong academic programs earned recognition from philanthropist Mackenzie Scott and a **transformative \$25 million gift** that supports scholarships and the endowment to assure the long-term viability of BSU.

58

More donors recognized the power of endowments, establishing **58 new endowed funds** since 2017 and increasing the university's endowment from \$7 million to over \$36 million in five years.

500

Private scholarships **supported nearly 500 students** in FY2023 compared to only 171 in FY2018

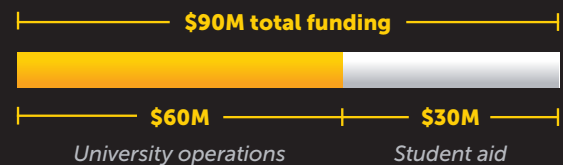


MANAGING THE PANDEMIC

The arrival of COVID-19 in March 2020 brought many unexpected challenges, but also led to many opportunities. The priority from day one was to maintain a safe environment for teaching, learning and campus operations and to be agile in adapting to change.

- Sudden transition to remote operations led to more than 200 faculty trained for online teaching
- Remote operation of all university services led to customer-friendly online processes
- Limited computer and WIFI access for many students led to distribution of 1,531 laptops and 333 hotspots to close the digital divide
- Challenge to sustaining first-year experience for new students led to Hybrid First-Year Intensive enrollment model for Fall 2020 with a 19% uptick in new freshmen
- Wide-spread concern for safe operations upon returning to campus led to comprehensive COVID-19 safety protocols that maintained a low positivity rate throughout 2021-22

FEDERAL CARES ACT FUNDING SUSTAINED UNIVERSITY OPERATIONS





**GROWING
PARTNERSHIPS &**

**COMMUNITY
ENGAGEMENT**

Under President Breaux's leadership, Bowie State's influence is making a mark in local, regional and national forums. Her position at the table of multiple organizations adds new perspectives to important discussions.

- Board of Directors, Capital Region Health
- Board of Directors, Prince George's Roundtable
- Board of Directors and former Chair, CIAA
- White House Board of Advisors for HBCUs
- Board of Directors, Strada Education Network
- Governor's P-20 Council
- Board of Directors, Prince George's Chamber of Commerce

FEDERAL 2022
EARMARKS TARGET

BSU SPECIAL INTERESTS

Maryland **Senators Ben Cardin** and **Chris Van Hollen** and **Congressman Steny Hoyer** championed federal support for Bowie State:

\$3M

Bowie Business Innovation Center for 8a certification program

\$1.75M

BSU research labs in hydroponics and aquaponics

\$750K

BSU Restorative Justice Institute

NEW CONNECTIONS OPEN DOORS FOR STUDENTS

Expanded partnerships with major corporations and the federal government have resulted in more scholarships, internships and permanent positions for Bowie State students. The partnerships allow BSU to develop long-term relationships and provide students with more career opportunities.



State of Maryland allocates \$577 million over 10 years to fund new academic programs at the four state HBCUs.



INNOVATIVE

ACADEMIC PROGRAMS & INITIATIVES

BSU is committed to building the next generation of innovators ready to excel in the 21st century workplace. With a major emphasis on instilling entrepreneurial thinking throughout the curriculum and launching new innovative programs, particularly in STEM disciplines, BSU is preparing our students to assume leadership roles in government, private industry and non-profit sectors.

- Entrepreneurship education integrated across the curriculum and an **Entrepreneurship Innovation Center** expanded to provide resources and mentors for student entrepreneurs

- **Six new degree programs** launched fall 2022:

BS degree programs

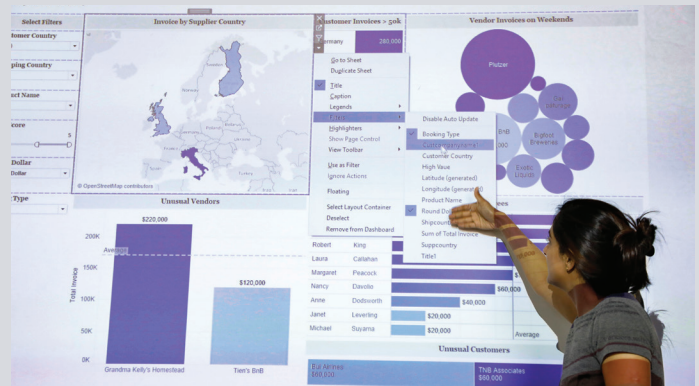
- Data Science
- Cyber Operations
- Software Engineering
- Philosophy, Political Science and Economics (PPE)

MS degree programs

- Applied Biotechnology
- The Internet of Things

- New **fully online degree programs** offered at the graduate and undergraduate level in education, computer science, computer technology and criminal justice
- New **upper division certificate programs** in data analytics, cloud computing and entrepreneurship opened to all students

- Computer Science Department earned designation as **National Center of Academic Excellence in cyber defense** through an initiative with the National Security Agency
- **Infusion of experiential activities** into classroom and co-curricular activities include hands-on research, increase in internships and expanded service in the community



- **Social Justice Alliance** created to honor Lt. Richard Collins III and formally integrate discussion of critical social issues into the student experience at BSU and the University of Maryland
- **Visiting Scholars Program** established to attract talented professionals to share expertise in the classroom: Hip Hop icon MC Sha-Rock, Major General Towanda Young and former County Executive Rushern Baker





ENROLLMENT &

STUDENT PROFILE





The more than 14,000 admission applications for the fall 2022 semester are just one indicator of the growing interest in a Bowie State University education. The rising grade point average of applicants is another, with the average high school GPA topping 3.1 in 2021. These changes reflect Bowie State's expanded focus on creating pathways to success for all students. From dual enrollment of high school students, partnerships with community colleges and new engagements with employers for internships and job placement, students will find support to take the next steps to achieve their goals.

- BSU Undergraduate enrollment increased 3.7% over five years while many Maryland institutions experienced declines
- Hispanic student enrollment increased by 28% from 2017 reflecting changing demographics in Prince George's and surrounding counties
- New Division of Enrollment Management and Student Affairs provides streamlined services to expedite the enrollment process
- Improved use of technology refined the financial aid and scholarship awarding process to help reduce financial barriers to student success
- Holistic support to students from recruitment through graduation

TALENTED BSU STUDENTS EARN NATIONAL ACCLAIM

MYLES FROST

Tony Award winner for Broadway production of MJ: The Musical

PAIGE BLAKE

First student named to President's Board of Advisors for Historically Black Colleges and Universities

SHARONE TOWNSEND

Clothing design selected by Target for national distribution during Black History Month 2022

BSU ROTC

Selected for the 2019-20 MacArthur Award recognizing ROTC students among the best in the nation



Sharone Townsend

CAMPUS

EXPANSION



Alumni who haven't visited the campus in more than five years are surprised at the transformation. New buildings, renovations to existing facilities, new landscaping, solar-powered amenities and much more are visible evidence of the growth of Bowie State University.

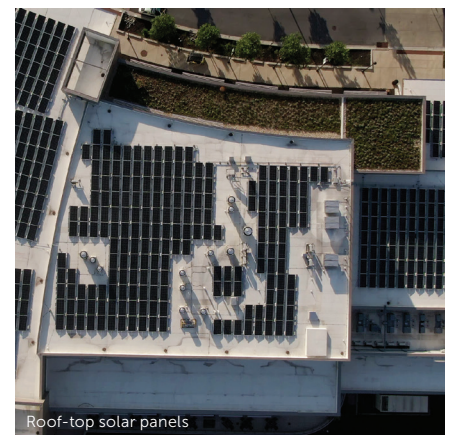
- The **Entrepreneurship Living Learning Community (ELLC)** opened in 2021 with 500 residential rooms and additional space for classrooms and entrepreneurship support
- Construction of a new **Martin Luther King Jr. Communications Arts and Humanities Building** began in Spring 2022 with plans to open in 2024
- The long unused swimming pool in the James Physical Education Complex was refurbished and opened for campus and public use in 2019
- Solar panels installed throughout the campus generate more than 15% of the power used by the university to reduce its carbon footprint
- Partnership for development of the Bowie Race Track property was formed with the City of Bowie
- A ten-year Campus Master Plan outlines a strategic plan for facilities upgrades and growth



Martin Luther King Jr. Communication Arts and Humanities Building



Entrepreneurship Living Learning Community



Roof-top solar panels





WHAT'S AHEAD

As Bowie State looks to the next five years and beyond, a clear path is apparent. Completion of the Racing to Excellence Strategic Plan will lay a solid foundation for continued growth and expansion of new relationships to assure viability of the university for years to come.

Key objectives on the horizon include:

- Concluding the *BSU Bold: Campaign for Excellence*, surpassing the \$50 million goal and solidifying BSU's new culture of philanthropy
- Amplifying the development of more innovative high-demand academic programs to attract diverse populations of students
- Expanding the scope of academic delivery modes and credentials to meet the changing needs of today's students
- Enhancing institutional processes to become more nimble in response to challenges and opportunities
- Becoming a hub for expanding entrepreneurship principles and practices to help reduce the wealth gap in communities of color
- Becoming a valued source for diverse talent to meet the needs of employers throughout the country and to provide solutions to societal challenges including sustainability and social justice
- Developing strategy to have a greater impact as a driver in the economic engine of Prince George's County, the state of Maryland and the mid-Atlantic region



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