

BOLDLY FORWARD»»»

FY26-29 STRATEGIC PLAN

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BOWIE
STATE UNIVERSITY
— 1865 —



BOLDLY FORWARD»»»

FY26-29 STRATEGIC PLAN

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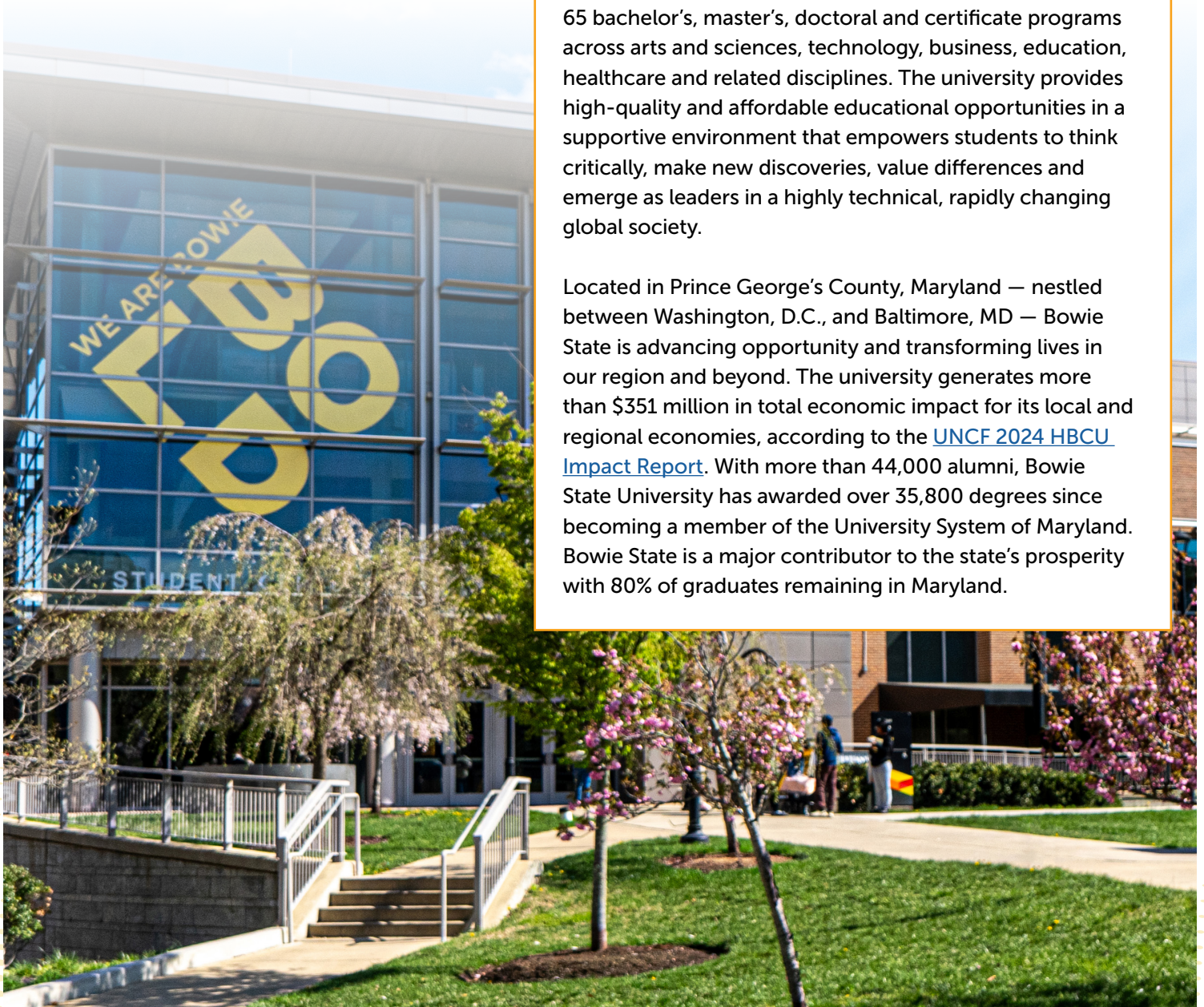
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BOWIE STATE UNIVERSITY

Founded in 1865, Bowie State University is the first Historically Black College/University (HBCU) in Maryland and one of the ten oldest in the country. As a leading institution of higher learning, Bowie State offers more than 65 bachelor's, master's, doctoral and certificate programs across arts and sciences, technology, business, education, healthcare and related disciplines. The university provides high-quality and affordable educational opportunities in a supportive environment that empowers students to think critically, make new discoveries, value differences and emerge as leaders in a highly technical, rapidly changing global society.

Located in Prince George's County, Maryland — nestled between Washington, D.C., and Baltimore, MD — Bowie State is advancing opportunity and transforming lives in our region and beyond. The university generates more than \$351 million in total economic impact for its local and regional economies, according to the [UNCF 2024 HBCU Impact Report](#). With more than 44,000 alumni, Bowie State University has awarded over 35,800 degrees since becoming a member of the University System of Maryland. Bowie State is a major contributor to the state's prosperity with 80% of graduates remaining in Maryland.



OVERVIEW

As Bowie State University celebrates 160 years of excellence in 2025 and beyond, we stand at a pivotal moment in our history. One that honors our rich legacy as Maryland's first HBCU while embracing the future with renewed purpose and a bold vision.

The **BOLDLY FORWARD** strategic plan charts the course for the next chapter of our evolution, rooted in our mission to educate, empower and inspire. This plan builds on our longstanding commitment to access, academic excellence and innovation, while advancing a bold agenda that reflects the urgent needs of today's students and the shifting demands of a global society.

Our transformative vision elevates academic distinction, reimagines the student experience and fosters a culture grounded in equity, inclusivity, civic engagement and social justice. At the same time, it prioritizes long-term institutional growth, operational advancement and financial sustainability to ensure Bowie State's continued impact for generations to come.

BOLDLY FORWARD is more than a strategic plan — it is a call to action that affirms our shared responsibility to shape the future of higher education, expand opportunity and transform lives through public education for the public good. As we look to the future, this plan reflects our unwavering belief in the transformative power of higher education and our shared responsibility to push boldly forward through research, innovation and a steadfast commitment to community impact.



MISSION»»»

As Maryland's first Historically Black College and University, Bowie State University empowers a diverse population of students to reach their potential by providing innovative academic programs and transformational experiences as they prepare for careers, lifelong learning and civic responsibility. Bowie State University supports Maryland's workforce and economy by engaging in strategic partnerships, research and public service to benefit our local, state, national and global communities.

VISION»»»

Bowie State University will be widely recognized as one of the nation's best public comprehensive universities that is a model for academic excellence, innovation and student success.



CORE VALUES

EXCELLENCE»»»

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

INCLUSIVITY»»»

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

INTEGRITY»»»

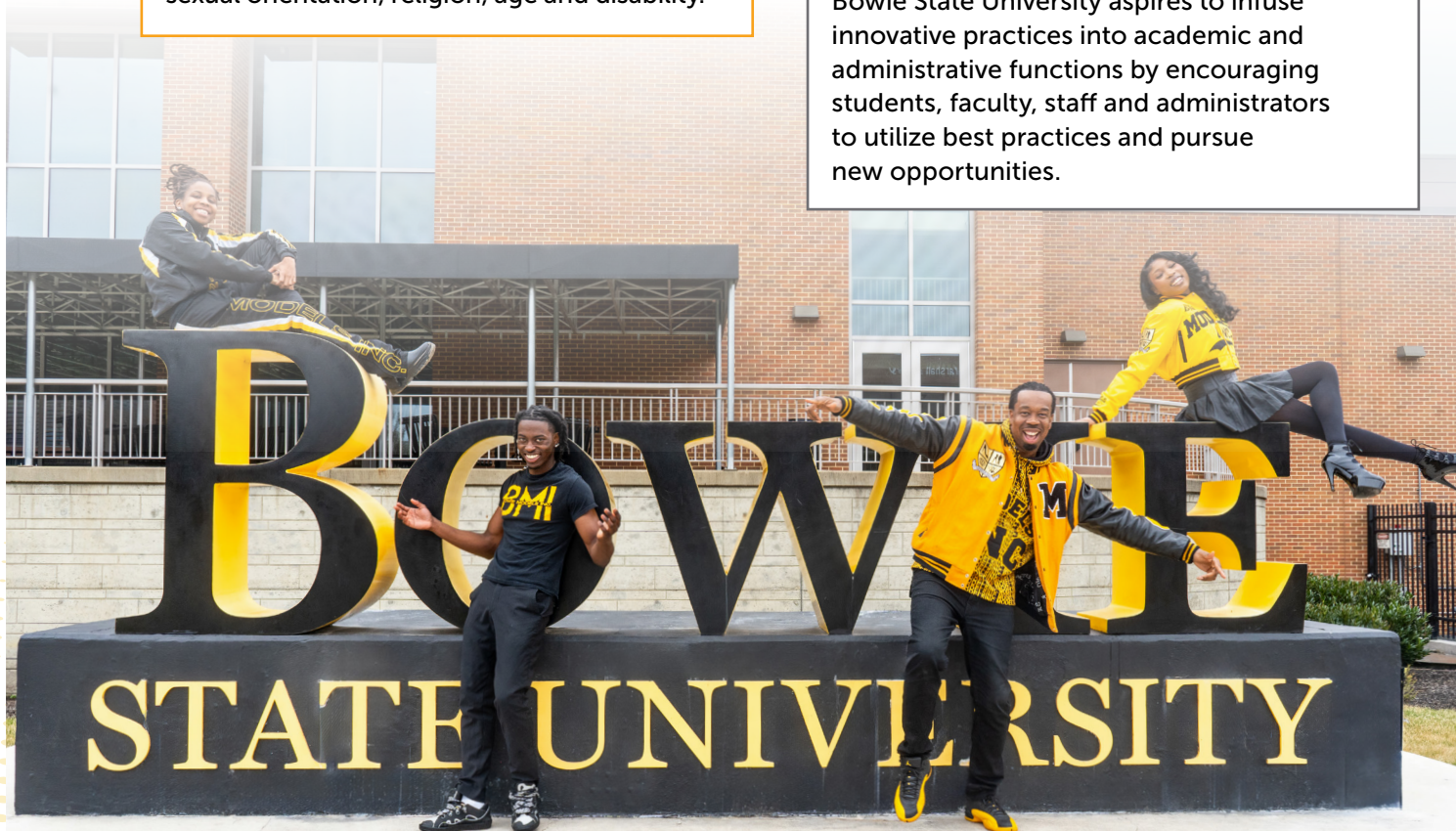
Bowie State University students, faculty, staff and administrators demonstrate high ethical standards in their interactions with one another and the larger community.

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»»»

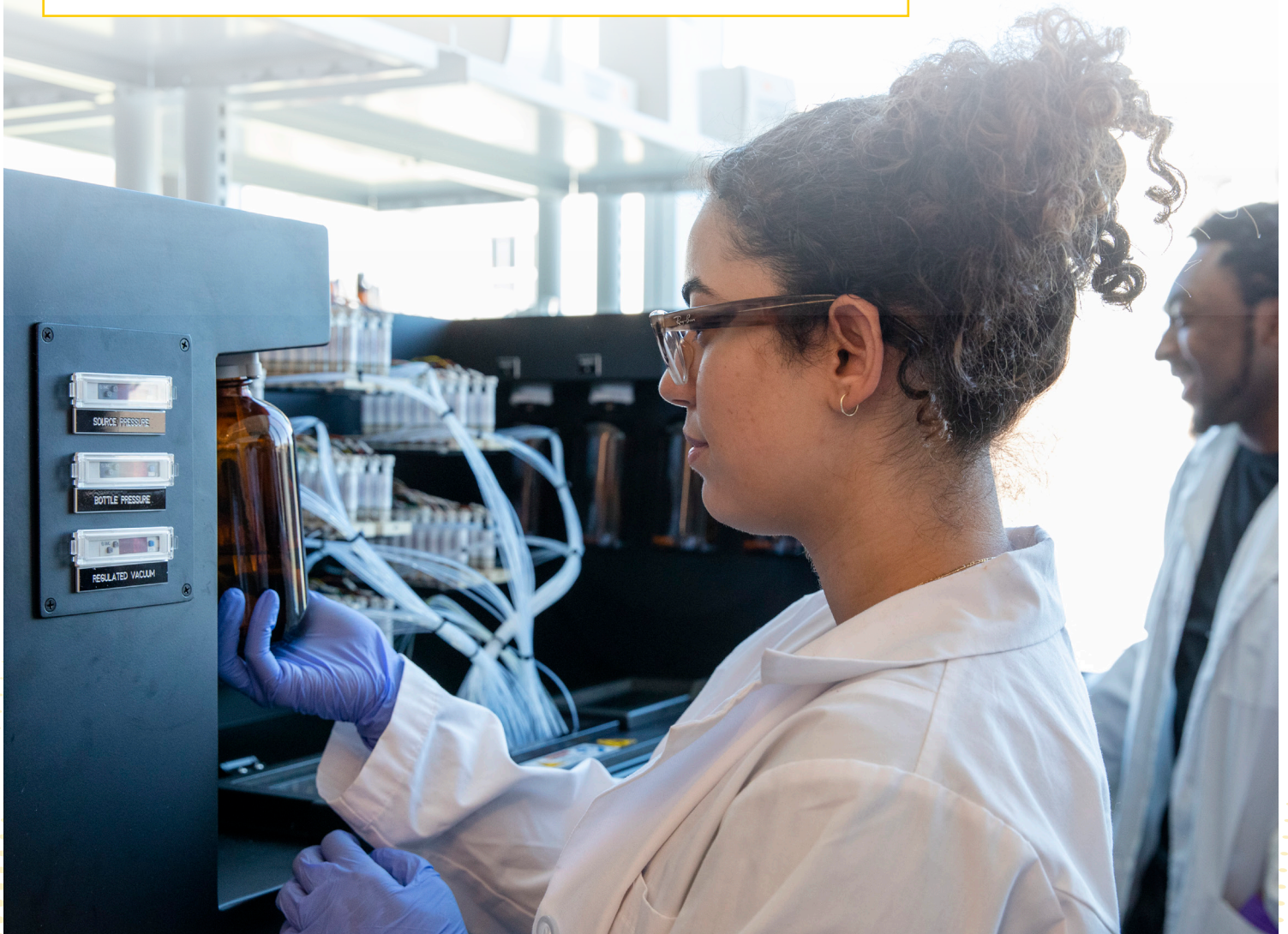
Bowie State University aspires to infuse innovative practices into academic and administrative functions by encouraging students, faculty, staff and administrators to utilize best practices and pursue new opportunities.



GOAL 1»»

ADVANCING ACADEMIC DISTINCTION

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



GOAL 1»»

ADVANCING ACADEMIC DISTINCTION

OBJECTIVES»»

High Research Activity

Expand 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.

Workforce & Lifelong Learning

Assess and modify (as necessary) current academic programs to incorporate experiential and/or entrepreneurial activities and ensure alignment with Maryland and regional workforce competencies, capabilities and professional skills, and create new programs to meet emerging workforce needs.

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.

Faculty Growth & Advancement

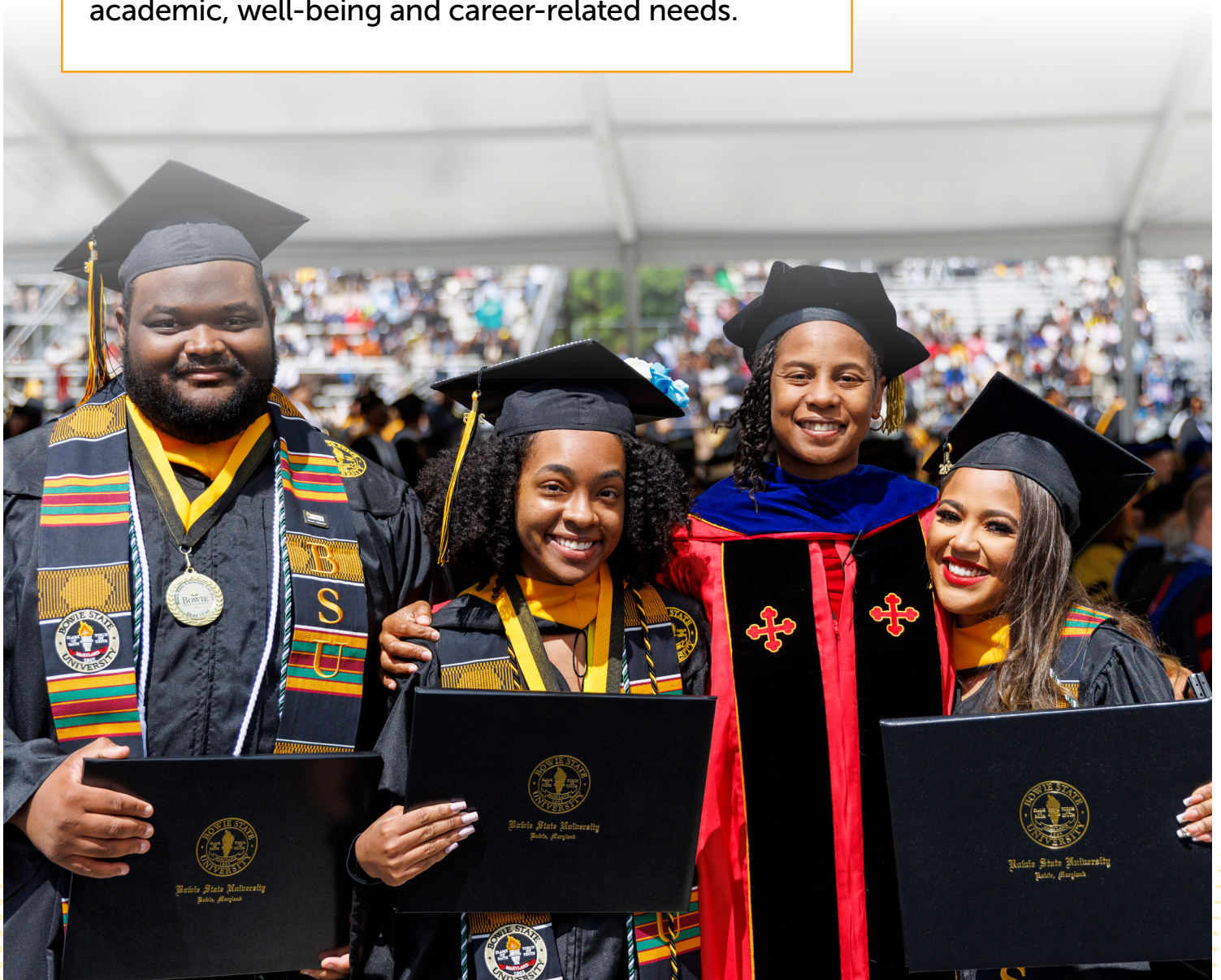
Cultivate an environment of continuous professional growth among faculty members, aiming to support advancement through teaching effectiveness, scholarship and research capabilities and service.



GOAL 2»»»

TRANSFORMING THE STUDENT EXPERIENCE

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



GOAL 2»»»

TRANSFORMING THE STUDENT EXPERIENCE



OBJECTIVES»»»

Student Success

Evaluate contemporary 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 mental health, well-being, financial health and academic support systems to establish Bowie State as a leader in holistic student care by incorporating the “8 Dimensions of Wellness,” best practices, use of technologies and innovative care models.

Bowie BOLD Students

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.

Athletics, the Arts & Student Life

Elevate Bowie State’s vibrant campus environment by fostering student engagement, personal growth and community spirit through athletics, the arts and student life.

GOAL 3»»

FOSTERING A CULTURE OF INCLUSIVITY, EQUITY, CIVIC ENGAGEMENT & SOCIAL JUSTICE

Bowie State University will build a diverse and inclusive campus environment that champions equity, civic engagement and social justice. The university will implement actions that ensure all campus community members feel valued, respected, and empowered to participate actively in societal and civic matters.



GOAL 3»»»

FOSTERING A CULTURE OF INCLUSIVITY, EQUITY, CIVIC ENGAGEMENT & SOCIAL JUSTICE

OBJECTIVES»»»

Civic Engagement & Social Justice

Empower students to engage in voter engagement, community service, public policy and research and advocacy work on social justice issues.

Equitable Promotion & Fair Advancement

Ensure transparent promotion criteria and pathways that foster equitable academic and professional growth opportunities among faculty and staff.

Future Leaders

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

Equitable Onboarding

Examine and enhance student 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 4»»»

ENSURING BOWIE STATE'S FUTURE THROUGH GROWTH & INNOVATION

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



GOAL 4»»»

ENSURING BOWIE STATE'S FUTURE THROUGH GROWTH & INNOVATION



OBJECTIVES»»»

Revenue Streams

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

Business Practices

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

Talent Development

Implement targeted talent development strategies to attract a diverse faculty, staff and student body that reflects Bowie State's rich diversity.

Community Hub

Transform Bowie State University into a dynamic community center that fosters engagement, collaboration and inclusivity between the university and broader community.

Bowie Bold

Continue elevating the university's brand image to build stakeholder partnerships and commitment.



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