

branding graduate education as an essential component of our regional comprehensive university mission. This will improve our ability to develop and improve comprehensive marketing strategies for our graduate programs. Graduate enrollment growth was highlighted by President Lepre as part of her State of the University address in Spring of 2023. The President challenged our campus to grow back to 8,500

(2) A Graduate School will align Salisbury University with our peers and enhance rankings.

It is important for Salisbury University to maintain and bolster reputational excellence. External perception of Salisbury University as a high-quality academic institution is enhanced by creating the GS, which helps our rankings.

Additionally, forming the GS will align SU with many of our peer institutions, aspirational peers and other University System of Maryland schools. *Appendix II* provides information from 20 of these institutions. Currently, 13 of them have either a school or college dedicated to graduate programs.

(3) A Graduate School will bolster graduate program presence and identity while providing a greater sense of

recruiting. There is a strong partnership with the MarComm office in place, providing specific resources for graduate marketing. A strong GS model will help solidify the opportunities to market more effectively.

While re-branding (website, printed materials, banners, etc.) for the School would require an estimated additional \$20-25K, these are viewed as one-time expenses that can be absorbed internally, as well.

Faculty Resources

As this proposal does not create any new existing academic programs, all faculty resources are currently in place to meet expected student demand. Currently, there are 300+ members of Graduate Faculty. Many of these faculty are in departments and schools that currently have graduate programs. However, there are also many graduate faculty outside of these areas. In some cases, there is interest in pursuing opportunities to expand graduate offerings into to new programs and modalities. As some graduate programs (especially Doctoral programs) mature and demand grows, faculty numbers may need to grow, and additional future needs will be addressed accordingly.

APPENDIX II Graduate Administrative Structure Summary

USM INSTITUTIONS

Bowie State University www.bowiestate.edu	Graduate School	Dean	Admissions Research Fellowships	3 Doctoral Degrees 17 Graduate Certificates
Coppin State University www.coppin.edu	School of Graduate Studies	Dean	Admissions Research Policies	

Radford University www.radford.edu	College of Graduate Studies and Research	Dean of College of Graduate Studies and Research	Admissions Enrollment Grad Assistantships Education Support	15 Certificates 6 Doctoral Programs
Rowan University www.rowan.edu	Global Learning and Partnerships (formerly Graduate School)	Vice President	Admissions Enrollment Counselor Education Support	63 15 Doctoral Programs 2 Post-Bac Certificates 59 Certificates of Graduate Study 14 Certificates of Advanced Graduate Study
	Graduate School of Biomedical Sciences	Senior Associate Dean	Admissions Enrollment Counselor Education Support	5 2 Doctoral Programs
University of North Carolina, Wilmington www.uncw.edu	Graduate School	Associate Provost or Research and Dean, Graduate School	Admissions Technology Support Budget	47 6 Doctoral Programs
SUNY Oswego www.oswego.edu	Division of Graduate Studies	Dean of Graduate Studies	Admissions ██████████	

