Goal 1: The University of Baltimore will enhance student success and career readiness through programmatic innovation, ongoing assessment of student learning and expanded student support services.

Success measures include:

- retention and graduation rates in all student populations
- student satisfaction indices related to student services and co-curricular programming
- student job placement and career-enhancement rates
- reduction in the Achievement Gap
- number of new online offerings, hybrid courses and fully-online programs
- increase in faculty and staff lines in support of student success.

Goal 2: The University of Baltimore will strategically grow enrollment in support of student success and in response to market demand, consistent with Maryland’s 55 percent college completion goal.

Success measures include:

- enrollment growth in targeted programs, schools and colleges, and student populations
- student retention and progression rates
- increase in financial aid resources
- increase in articulation agreements.

Goal 3: The University of Baltimore will enhance its commitment to innovation across the institution.

Success measures include:

- funding awarded for academic transformation and course redesign
- number of campus events, speakers and conferences related to the digital initiative
- number of administrative processes revised or implemented to support institutional innovation
- number of CELTT training programs offered and faculty cohorts launched
- number of internal grants submitted and awarded in support of innovative activities
- benchmarks met or exceeded for Langsdale Library renovation
- benchmarks met or exceeded for repurposing of the Learning Commons.
Goal 4: The University of Baltimore will strengthen scholarship, research and creative activities across the institution.

Success measures include:

- percentage of faculty engaged in funded scholarly activities as appropriate to each discipline
- number of scholarly and creative work products generated by the UB community
- number of scholarly and creative work products appearing in top-ranked venues
- number of citations regarding UB scholarship and creative works as appropriate to each discipline
- number of students engaged in scholarship, research and creative activities
- number of internally-funded grants submitted and number awarded
- number of grant and contract proposals submitted for extramural funding and number awarded
- media coverage of UB scholarship and creative works
- number of faculty participating in the Experts Guide.

Goal 5: The University of Baltimore will be recognized for responsible stewardship of institutional resources and for its prominent role as an anchor institution in midtown Baltimore.

Success measures include:

- number of research grants funded that are focused on local initiatives
- civic and community engagement of UB community members
- maintaining the Carnegie community engagement classification
- number of effectiveness and efficiency metrics met or exceeded
- number of new public/private partnerships for campus and area development
- meeting or exceeding the goals of the president’s climate commitment and state targets for carbon reduction
- meeting or exceeding the goals of the capital campaign.

Goal 6: The University of Baltimore will be a preferred workplace and destination of choice for faculty, staff, students and alumni.

Success measures include:

- results of student, faculty, staff, alumni and stakeholder surveys and satisfaction indices
- faculty and staff retention rates
- recruitment success rates of top-level faculty and staff
- number of graduate assistantships and on-campus student employment opportunities.