

# From Data to Direction: An Analysis of Towson University's Performance and Rankings



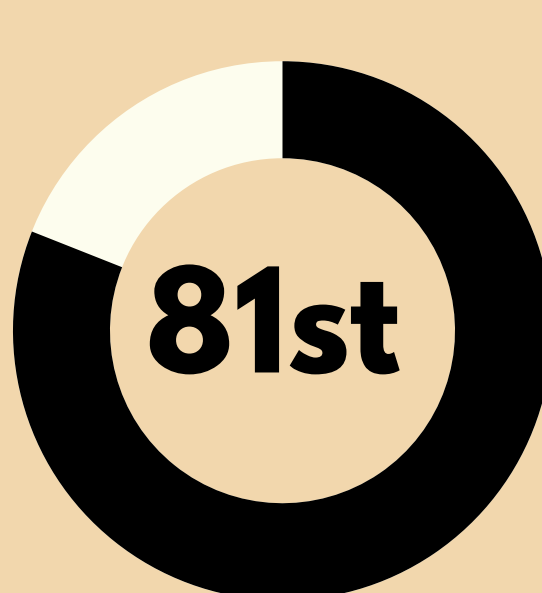
## Performance Percentiles

This report analyzes Towson University's performance using 2023 IPEDS data to highlight strengths, identify gaps, and guide future investment.

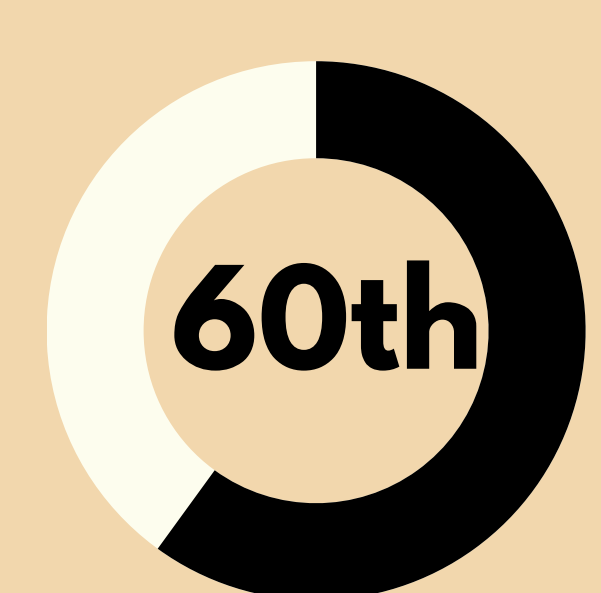
Institutions were ranked across four categories: Student Success, Affordability, Academic Resources, and Access & Equity, with Towson's standing highlighted throughout.

In addition to category rankings, we evaluated how efficiently schools turn resources (inputs) into outcomes like graduation and retention, giving deeper insight into what success actually costs.

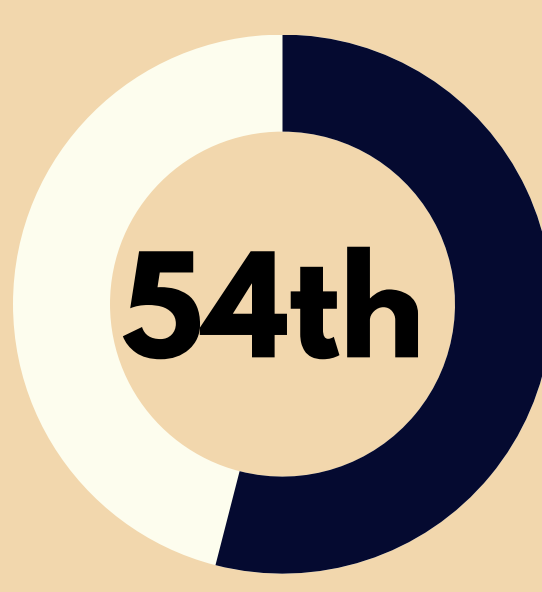
### Student Success



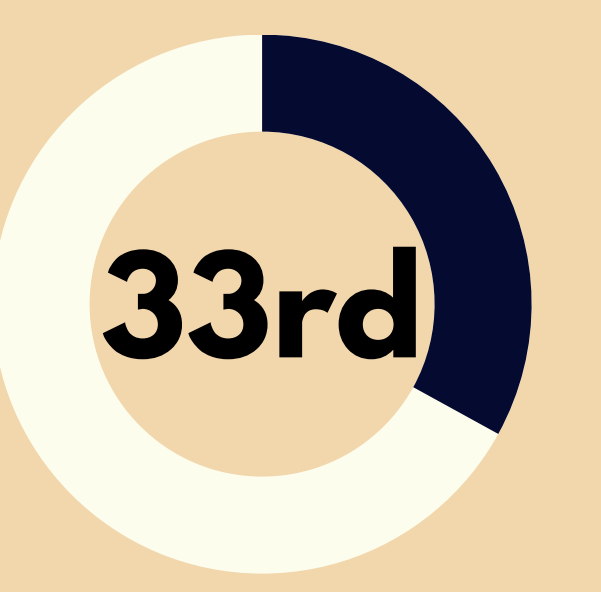
### Academic Resources



### Equity & Access

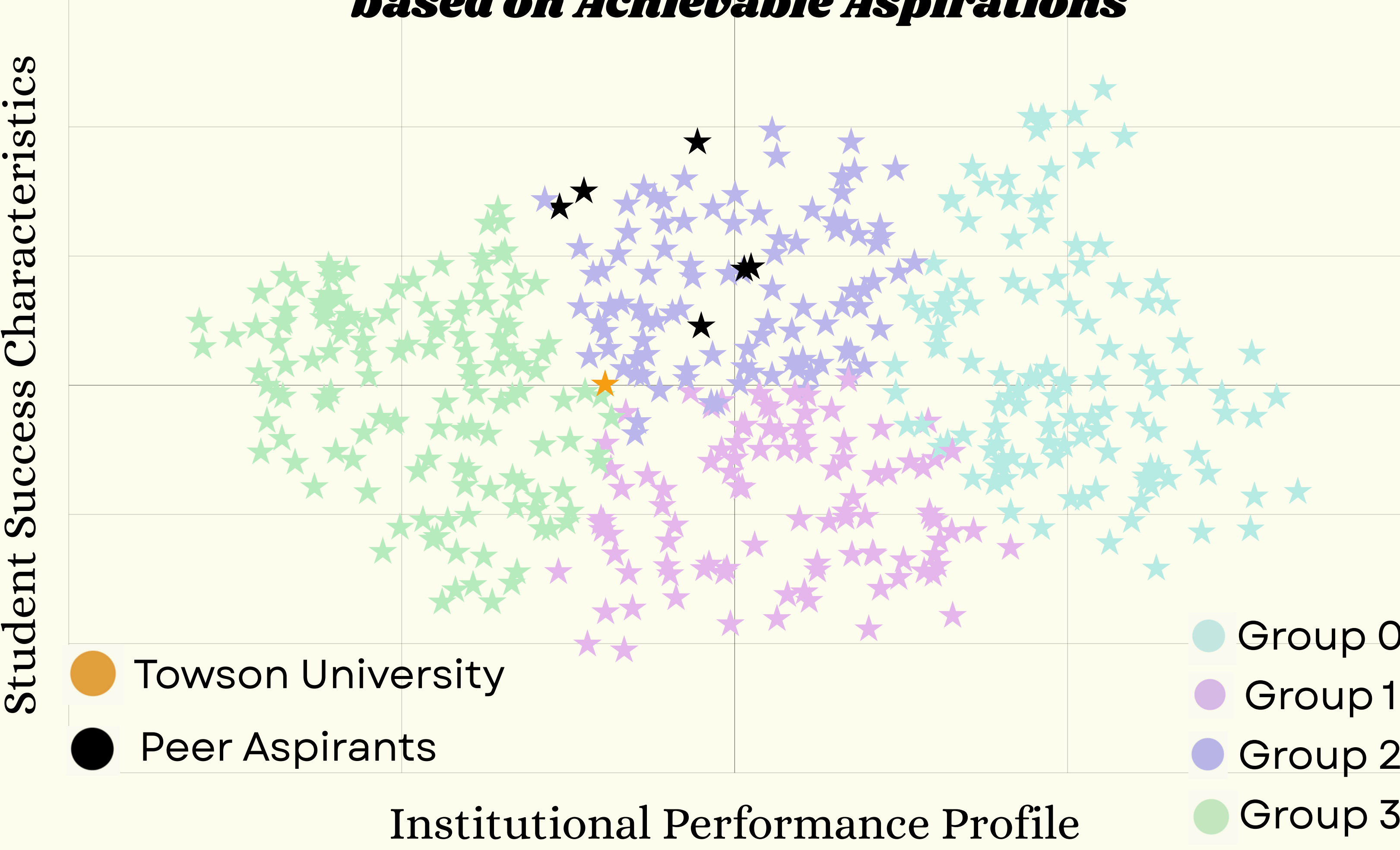


### Affordability



Towson ranks in the top 20% for student success, and above average in most categories.

## Determining Towson's Peer Institutions based on Achievable Aspirations



This chart groups schools based on their 4 ranking category profiles.

**Group 0** : Strong in access and affordability

**Group 1**: Lower-resourced institutions

**Group 2**: Well-rounded, high-performing schools

**Group 3**: Strong student outcomes, moderate resources.

**Towson** falls in Group 3, alongside schools with similar student success scores. **Peers** were selected from Group 2. institutions that outperform TU in key growth areas while maintaining comparable outcomes.

## Ranking Percentiles : Efficiency In Funding



## Why Efficiency Percentiles Matter

Efficiency metrics help us understand how well institutions convert resources into results. Here, we can see how effectively Towson University supports student success relative to its investment

Towson ranks in the top quartile nationally across most efficiency measures.

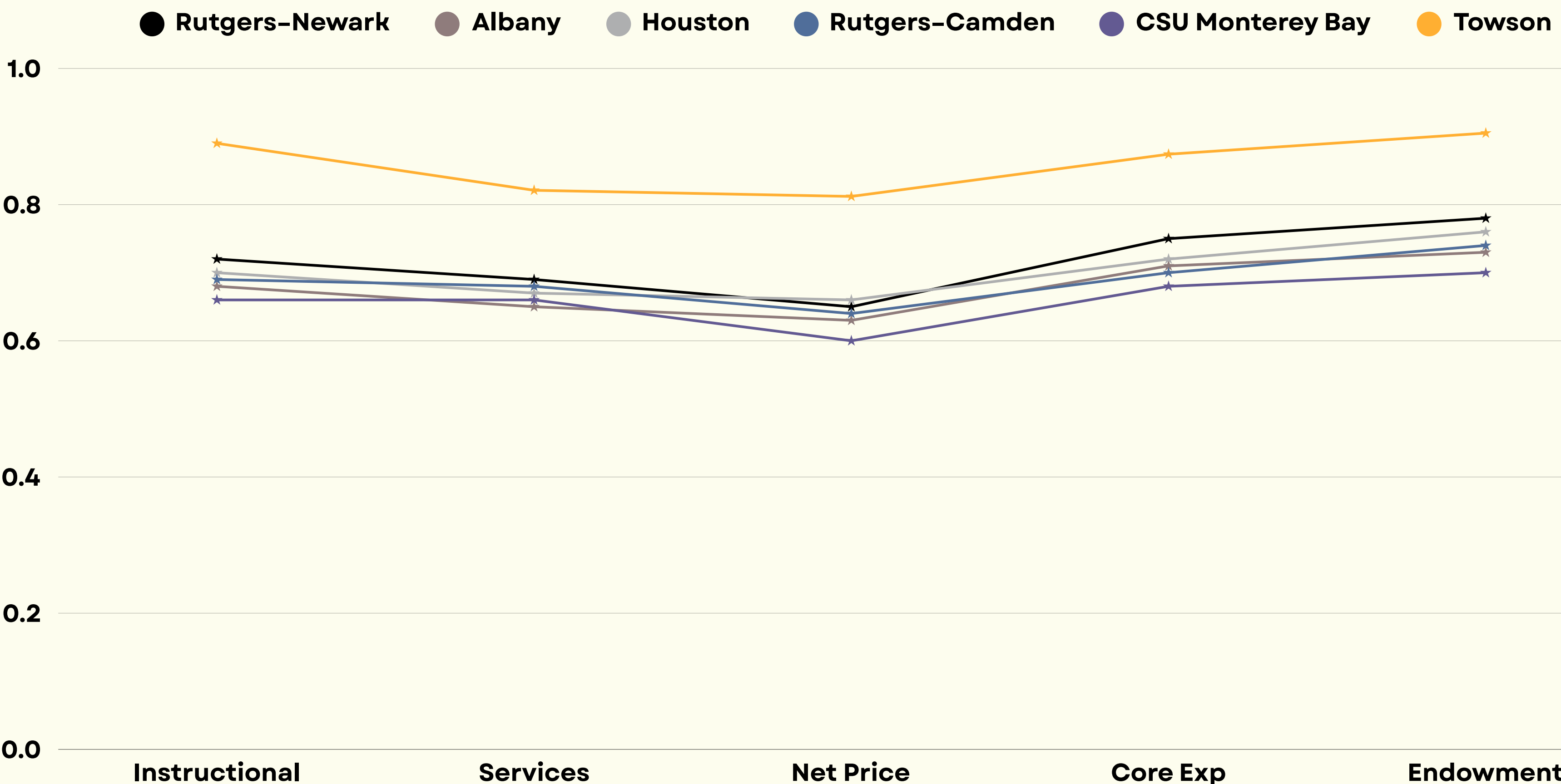
This chart compares Towson's funding efficiency to it's peer institutions:

- Rutgers-Newark
- University at Albany
- University of Houston
- Rutgers-Camden
- CSU Monterey Bay.

Towson leads across all six efficiency metrics, converting faculty, funding, and student services into outcomes more effectively than peers.

The results highlight TU's strong return on investment and offer leverage for strategic planning and resource advocacy.

## Towson outperforms high-performing peers in Funding Efficiency Metrics



**Strengths**  
Funding Efficiency  
Providing Academic Supports  
High Student Success Rate

**Areas of Growth**  
Low Student Affordability  
which holds back Equity

**Our 2-step Recommendation**  
1. Increase Fundraising from External Entities by Leveraging Towson's Funding Efficiency  
2. Use New Funds to Lower Student Expenses and therefore Increase Equitable Access to Resources

## Utilizing Towson's Strengths to Address its Areas of Growth

Given the metrics on Towson's efficiency in funding, ranging from ranking in the 77th percentile to the 91st percentile, we can tell that Towson ranks high amongst over 700 institutions for making sure their allocated methods of funding enable student retention and success.

However, a category in which Towson did not perform as well as other institutions was affordability for students to attend when we compare data such as student loans and grants to students' overall expenses.

Our recommendation is to utilize such great funding efficiency metrics to promote Towson to outside organizations and create more partnerships to provide more opportunities for grants and scholarships to students. This would guarantee a continued elevated level of support for students as well as help increase equitable access for all students to academic resources and successful graduation.