

Department of Legislative Services
Maryland General Assembly
2019 Session

FISCAL AND POLICY NOTE
Third Reader

Senate Bill 201

(Senator Pinsky)

Education, Health, and Environmental Affairs

Appropriations

University of Maryland University College - Renaming

This bill renames the University of Maryland University College (UMUC) to be the University of Maryland Global Campus. To that end, the bill also contains various provisions related to the continuity of transactions, employment, entities, records, real property, contracts, and other related topics. **The bill takes effect July 1, 2019.**

Fiscal Summary

State Effect: Any costs associated with the renaming are anticipated to be minimal and absorbable into the university's budget. Revenues are not affected.

Local Effect: None.

Small Business Effect: None.

Analysis

Bill Summary: The bill specifies that letterhead, business cards, and other documents reflecting the renaming of the university may not be used until all existing letterhead, business cards, and other documents already in print before the effective date of the bill are used.

Current Law/Background:

Renaming University of Maryland University College

UMUC has proposed renaming itself the University of Maryland Global Campus as it seeks to grow its presence as an online university beyond the Maryland and Virginia area. According to *The Daily Record*, 85% of the university's enrollments are online, and 95% are either online or a hybrid format.

In January 2019, the name change was approved by the University System of Maryland Board of Regents and presented to the Maryland Higher Education Commission. On January 23, 2019, the Board of Public Works approved contracts totaling \$500 million over six years for the university to market itself to the country.

Market research commissioned by UMUC in 2017 found that prospective students found the UMUC name redundant and confusing. UMUC's competitors include the University of Phoenix, Southern New Hampshire University, and Purdue University Global (formerly Kaplan University).

University of Maryland University College

UMUC specializes in providing access to higher education for Maryland's adult learners. Most UMUC students have career or family commitments that lead them to study part time. UMUC services its students through traditional and innovative delivery of undergraduate and graduate degree programs, noncredit professional development programs, and conference services.

UMUC provides courses at 21 locations throughout the State and the Washington, DC metropolitan area and has offered online education programs since 1994. The institution also offers special programs in other states and programs overseas for U.S. service members and their families, U.S. citizens, and international students. UMUC's vision is to be the global university of Maryland.

Academic programs offered by UMUC include Bachelor of Arts and Bachelor of Science degrees with 33 majors and 38 minors. The most extensive offerings are in business and management and computer studies. Master's degrees are offered in management and technology areas that, like bachelor's degree concentrations, represent fields with significant current or anticipated workforce needs. UMUC also offers a Doctor of Management and a noncredit professional program emphasizing management and executive development. The university has a role in renewing and upgrading the skills of an experienced workforce.

The Governor's proposed fiscal 2020 budget for UMUC includes \$550.6 million in total revenue. Of that amount over 74% is from tuition and fees and approximately 8% is State general and special funds. According to the fall enrollment report, UMUC enrolled 60,270 full- and part-time undergraduate and graduate students, a 1.5% increase over 2017.

State Fiscal Effect: It is assumed that the university will make any changes associated with renaming the university such as updating its signage, website, and marketing material as its budget allows; thus, it is assumed that any costs are minimal and absorbable within the university's budget. To that end, the bill specifies that existing documents with the current name must be used prior to using documents reflecting the name change. Although the Board of Public Works has approved \$500 million for advertising over the next six years, these expenditures are not directly attributable to the name change or the bill as those dollars could be used for advertising the university under the current name.

Additional Information

Prior Introductions: None.

Cross File: HB 319 (Delegate McIntosh, *et al.*) - Appropriations.

Information Source(s): University System of Maryland; Maryland Higher Education Commission; Board of Public Works; *The Daily Record*; Department of Legislative Services

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