



# VISION 2017

## STRATEGIC PLAN

### REPORT CARD

*Southeastern, you have set, reached and exceeded goals. These achievements were made despite a near decade-long erosion of state operating dollars. In true Southeastern family fashion, you rose to the occasion and found ways to benefit our students and the communities we serve. The accomplishment of such feats is applauded and appreciated.*

**The mission of Southeastern Louisiana University is to lead the educational, economic and cultural development of southeast Louisiana.**

Core Values are the underpinning of a university's culture and character, and serve as the foundation on which everything else is built. Southeastern Louisiana University's core values of Excellence and Caring reflect who we are and what can be expected of us.

**EXCELLENCE:** Continually striving for the highest level of achievement; overcoming challenges with reflection, improvement, innovation and reinvention.

**CARING:** Serving the needs of others with respect, understanding and compassion; affirming the differences among individuals, values and ideas.

Guided by our core values, Southeastern creates engaging learning opportunities such as residential, distance education and international experiences that extend knowledge and its application in the classroom and beyond. Southeastern uses technology to provide access to global ideas and information, an interactive world of knowledge creation and sharing, and a wealth of online collaboration and communication.

## VISION 2017 STRATEGIC PRIORITIES

1. To engage a diverse population of learners with powerful experiences
2. To spearhead collaborative efforts
3. To foster a climate that nurtures relationship and engages people in the life of the university
4. To prepare the university community to thrive in a global society
5. To increase, diversify and manage funding effectively
6. To communicate the university's identity and value

*The following is a list of initiatives and endeavors with supporting quantitative data that evolved from Southeastern's Vision 2017 strategic plan. Although not comprehensive, it serves as an illustration of the myriad accomplishments achieved.*

### **1. TO ENGAGE A DIVERSE POPULATION OF LEARNERS WITH POWERFUL EXPERIENCES**

- 1.1 The University will provide relevant curricula, emphasizing scholarship and an innovative, engaging pedagogy that creates an intellectually stimulating environment.
  - 1.1.1 Developed Math 105 - Finite Math as an option to meet college algebra general education mathematics requirements for non-STEM majors.
  - 1.1.2 College of Education selected as one of five in nation for the U.S. PREP Coalition, funded by the Gates Foundation, to help redesign teacher education training and to pilot year-long teacher residencies.
  - 1.1.3 College of Education endorsed by the International Baccalaureate Organization to offer courses leading to certification diploma IB programs. Southeastern is only university in southern U.S. with this distinction.
  - 1.1.4 Opened living-learning communities in Cardinal Newman Hall - STEM; Livingston Hall and Louisiana Hall – Honors; and Tangipahoa Hall – College of Business lounge.
- 1.2 The University will expand an aggressive and effective recruiting program that attracts and enrolls highly qualified and diverse students.
  - 1.2.1 Enrollment Services and Administration and Finance collaborated to create iDashboards, a tool for targeted retention and recruitment efforts.
  - 1.2.2 Installed Hobson's Customer Relationship Management system to streamline the student application processes and communications.
  - 1.2.3 Developed and began implementation of a new Marketing and Recruitment Plan that will be in effect through 2022.
- 1.3 The University will provide programs, services, resources and infrastructure that maximize student success and degree completion.
  - 1.3.1 Achieved the highest average student-athlete GPA in Lion Athletics history.
  - 1.3.2 Completed Student Union renovation and expansion; constructed Computer Science and Technology Building; renovated/expanded Kinesiology and Health Studies Building; renovated/relocated Center for Faculty Excellence; demolished of Wilson Hall and the Child Development Center Building; renovated/converted

- Subway Café; and created passive recreation space along Railroad Avenue and new parking lot on southeast corner of campus.
- 1.3.3 Commenced construction on Ascension Hall and Twelve Oaks Hall student housing project.
  - 1.3.4 Installed 887 wireless access points, as well as supporting switches and other network infrastructure across campus in order to increase wireless access and capacity.
- 1.4 The University will recruit, retain, develop, engage, and support a diverse and well-qualified faculty and staff.
- 1.4.1 Increased Endowed Professorships from 54 to 64, enhancing the university's ability to recruit and support faculty.
  - 1.4.2 Created an Employee Wellness Committee to coordinate special offerings and activities to promote the general wellbeing of faculty and staff members.
- 1.5 The University will create an environment that promotes accessibility and safety and supports understanding and acceptance of human differences.
- 1.5.1 Opened the Student Food Pantry.
- 1.6 The University will offer distance learning courses, programs and technologies that are responsive to student needs.
- 1.6.1 Department of Chemistry and Physics partnered with Southeastern Channel to develop TV-based courses to be delivered in conjunction with the lecture classes for PHYS 191 and ESSC 101. On average, students using this format for PHYS 191 have achieved one letter grade higher.
  - 1.6.2 Expanded online offerings with 455 completely online courses taught in the past five years.
- 1.7 The University will offer undergraduate and graduate degree programs and post-degree certificate programs to meet regional needs.
- 1.7.1 Added BS in Information Technology; BS in Health Systems Management; BA in Psychology with an Applied Behavior Analysis concentration; BA in Art with a Theatre Design concentration; Interdisciplinary Minor in Publishing Studies; BA in Marketing with a Professional Sales concentration; BS in Occupational Safety, Health and Environment with either Safety, Health or Environment minors; pre-MBA concentration in Computer Science; Post-Baccalaureate Certificate in Sustainability; post-Master of Science in Nursing to Doctor of Nursing Practice and BS in Nursing to Doctor of Nursing Practice programs.

## **2. TO SPEARHEAD COLLABORATIVE EFFORTS**

- 2.1 The University will partner with area K-12 schools through programs such as dual enrollment.
- 2.1.1 College of Education partnered annually with an average of 359 schools throughout 14 school systems and across 12 parishes for student field experiences.
- 2.2 The University will increase the number of community college transfer students.

- 2.2.1 To ease and encourage the transfer student process, MOUs were signed with Baton Rouge Community College for a 2+2 program in Computer Science and Northshore Technical Community College for a Biological Sciences Pathway, a Business Pathway and an accelerated LPN to RN program. Enrollment of NTCC transfers rose by 69 percent.
- 2.3 The University will enhance its partnership with Northshore Technical Community College.
  - 2.3.1 Created Connect to Success, an admissions bridge partnership, with Northshore Technical Community College for students who do not meet university admission standards. Worked with NTCC to grow enrollment in the program to over 600 students.
  - 2.3.2 Southeast Louisiana Business Center partnered with Northshore Technical Community College's Workforce Training Department for shared referrals and joint business visits.
  - 2.3.3 Executed MOU with NTCC for shared professional development opportunities.
- 2.4 The University will expand interaction with business, community and educational groups.
  - 2.4.1 Began working with 20 industry professionals in Welding Technology with intent to eventually expand offerings to include Materials Joining Technology degree program.
  - 2.4.2 Funded by two U.S. Department of Agriculture grants, the College of Nursing and Health Sciences partnered with North Oaks Health System to create a health coaching program that provides authentic field experiences for students. Reduced hospital readmission rates 72 percent among at-risk patients.

### **3. TO FOSTER A CLIMATE THAT NURTURES RELATIONSHIPS AND ENGAGES PEOPLE IN THE LIFE OF THE UNIVERSITY**

- 3.1 The University will offer a broad array of athletic, cultural, and community events and programs.
  - 3.1.1 Family Day attendance has grown by 65 percent.
  - 3.1.2 The number of annual community service hours by students increased 21 percent from 4,341 to 5,551.75 hours.
  - 3.1.3 Over the past five years, more than 3,600 students volunteered in excess of 18,000 service hours during The Big Event, a day of service throughout the community.
  - 3.1.4 The university named annually to the President's Higher Education Honor Roll for Community Service and was the only Louisiana institution to receive a Student Actions Award from Purposeful Networks in 2015.
  - 3.1.5 Lion Athletics completed a Southland Conference-wide record number of community service hours, 4,896, and received the Southland Strong Community Service Award.

- 3.2 The University will enrich relationships through interactive communication.
  - 3.2.1 Increased the number of social media impressions to over 1 million (monthly average) in three of the months of 2016. One month was almost 2 million impressions alone.
  - 3.2.2 The Southeastern Channel expanded its distribution to include mobile (iPhone/Android) delivery and major social media formats (Facebook, Twitter, Instagram, YouTube, iTunesU, GooglePlus, etc.).

**4. TO PREPARE THE UNIVERSITY COMMUNITY TO THRIVE IN A GLOBAL SOCIETY**

- 4.1 The University will increase the presence on campus of students from outside the region and country.
  - 4.1.1 Increased international beginning freshman applications by 38 percent.
  - 4.1.2 Initiated the Panama Bilingue Program, which to date has brought 214 students from the Central American country to Southeastern's campus.
- 4.2 The University will promote student/faculty exchanges with international institutions.
  - 4.2.1 Executed 15 additional partnerships with universities across the globe. Our network of partnerships now includes universities in Canada, Colombia, El Salvador, Japan, Panama, Peru, South Korea and Spain.

**5. TO INCREASE, DIVERSIFY AND MANAGE FUNDING EFFECTIVELY**

- 5.1 The University will effectively manage its share of state appropriations.
  - 5.1.1 Compliance with the Louisiana Office of Risk Management's safe campus requirements earned a 5% overall cost reduction.
  - 5.1.2 Implemented Peoplesoft Asset Management system resulting in five consecutive years of reporting decreased un-located inventory dollars to Louisiana Property Assistance Agency.
- 5.2 The University will increase alternate sources of revenue.
  - 5.2.1 Increased total Foundation assets 100 percent to reach a record \$60 million.
  - 5.2.2 Set new record of funds raised at Chefs Evening, up from \$79,710 in 2012 to \$107,941 in 2017.
  - 5.2.3 Initiated All In for Southeastern Day of Giving with number of participants increasing 73 percent in two years since inception and over \$395,000 raised in total.
  - 5.2.4 Contracted with Peake Sports to administer corporate sales for Lion Athletics, which has seen a 49% increase in revenue.
  - 5.2.5 Lion Traxx Shuttle Services has increased supplemental revenue through a new rental program.
  - 5.2.6 Sold Hill House and Dameron House properties in nearby neighborhood to generate funds for campus capital improvements.
  - 5.2.7 Increased Event and Conference rental revenue by 43.3 percent.
- 5.3 The University will expand sustainability efforts as a means of reducing costs and enhancing educational opportunities for students.
  - 5.3.1 Reduced annual energy costs by \$1.2 million through solar power for heated water and electricity, plant propagation, bio-mass electricity generation and direct digital temperature controls.
  - 5.3.2 Increased revenue from recycling through installation of a cardboard baler.

- 5.3.3 New student housing project incorporates the first-ever geothermal system in the state, projected to reduce electricity costs by 50 percent.

## **6. TO COMMUNICATE THE UNIVERSITY'S IDENTITY AND VALUE**

- 6.1 The University will identify and promote its strengths.
  - 6.1.1 Conducted comprehensive review in order to create an authentic brand package for the university.
  - 6.1.2 Developed a research-based brand platform to guide communications strategies across all university divisions.
  - 6.1.3 Developed enhanced communications to ensure that brand position and key strengths are communicated throughout the Southeastern lifecycle - from prospective student to student to alumnus to donor.
  - 6.1.4 Re-launched Southeastern Magazine with fresh design, content and larger page count. With Foundation support, increased publication from annual to biannual and distribution from 5,000 to 20,000.
  - 6.1.5 University website completely overhauled in 2013. With modern technology trends changing at such a rapid pace, a refresh of the homepage and several top level pages was also completed in 2017.
- 6.2 The University will develop and implement an integrated marketing and communication plan.
  - 6.2.1 Developed campus-wide research-based Integrated Marketing Plan through a Marketing Committee process.
  - 6.2.2 Success Matters campaign contributed to measurable positive changes in attitudes and understanding about Southeastern among prospective students. Research found 11.6 percent increase in perception of strong academics; 9.2 percent increase for its fun factor; 3.2 percent increase for its value; 5.7 percent increase for its customer service and 8.1 percent increase for its excellent reputation.

*While we have so much for which to be thankful, our work is never done as we strive to continually enhance the Southeastern experience. There is little doubt we will exceed expectations as we now turn attention toward crafting and creating a vision for the next seven years - Vision 2025.*