

VISION

2017

Strategic Planning Progress Report

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.

SOUTHEASTERN
LOUISIANA UNIVERSITY

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.
- 1.2 The university will expand an aggressive and effective recruiting program that attracts and enrolls highly qualified and diverse students.
- 1.3 The university will provide programs, services, resources and infrastructure that maximize student success and degree completion.
- 1.4 The university will recruit, retain, develop, engage, and support a diverse and well-qualified faculty and staff.
- 1.5 The university will create an environment that promotes accessibility and safety and supports understanding and acceptance of human differences.
- 1.6 The university will offer distance learning courses, programs and technologies that are responsive to student needs.
- 1.7 The university will offer undergraduate and graduate degree programs and post-degree certificate programs to meet regional needs.

Opened living-learning communities in Cardinal Newman Hall—STEM; Livingston Hall and Louisiana Hall—Honors; and Tangipahoa Hall—College of Business lounge. (1.1)



Cardinal Newman Hall



College of Business lounge

+10

Increased Endowed Professorships from 54 to 64, enhancing the university's ability to recruit and support faculty. (1.4)



Commenced construction on Ascension Hall and Twelve Oaks Hall student housing project. (1.3)



Opened the Student Food Pantry. (1.5)



Kinesiology and Health Studies



Student Union



Faculty Excellence



Computer Science and Technology

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; renovated/converted Subway Café. (1.3)

Developed and began implementation of a new Marketing and Recruitment Plan that will be in effect through 2022. (1.2)

Expanded online offerings with 455 completely online courses taught in the past five years. (1.6)

Enrollment Services and Administration and Finance collaborated to create iDashboards, a tool for targeted retention and recruitment efforts. (1.2)

Added BS in Information Technology; BS in Health Systems Management; BS in Occupational Safety, Health and Environment with either Safety, Health or Environment minors; post-Master of Science in Nursing to Doctor of Nursing Practice and BS in Nursing to Doctor of Nursing Practice programs. (1.7)



2

TO SPEARHEAD COLLABORATIVE EFFORTS

- 2.1 The university will partner with area K-12 schools through programs such as dual enrollment.
- 2.2 The university will increase the number of community college transfer students.
- 2.3 The university will enhance its partnership with Northshore Technical Community College.
- 2.4 The university will expand interaction with business, community and educational groups.



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)

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. (2.4)



College of Education partnered annually with an average of 359 schools throughout 14 school systems and across 12 parishes for student field experiences. (2.1)

359
Schools

14
Systems

12
Parishes

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.
- 3.2 The university will enrich relationships through interactive communication.

Lion Athletics completed a Southland Conference-wide record number of community service hours, 4,896, and received the Southland Strong Community Service Award. (3.1)

4,896
Service Hours

+21%

The number of annual community service hours by students increased 21 percent from 4,341 to 5,551.75 hours. (3.1)

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.
- 4.2 The university will promote student/faculty exchanges with international institutions.



Increased international beginning freshman applications by 38 percent. (4.1)



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. (4.2)

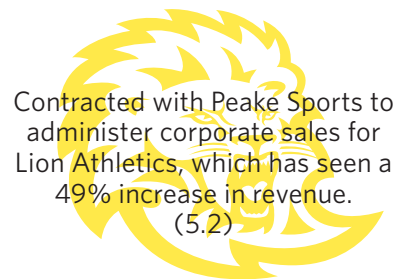
5

TO INCREASE, DIVERSIFY AND MANAGE FUNDING EFFECTIVELY

- 5.1 The university will effectively manage its share of state appropriations.
- 5.2 The university will increase alternate sources of revenue.
- 5.3 The university will expand sustainability efforts as a means of reducing costs and enhancing educational opportunities for students.

+100% Increased total Foundation assets 100 percent to reach a record \$60 million. (5.2)

Increased Event and Conference rental revenue by 43.3 percent. (5.2) **+43.3%**



Contracted with Peake Sports to administer corporate sales for Lion Athletics, which has seen a 49% increase in revenue. (5.2)

Implemented Peoplesoft Asset Management system resulting in five consecutive years of reporting decreased un-located inventory dollars to Louisiana Property Assistance Agency. (5.1)



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)

6

TO COMMUNICATE THE UNIVERSITY'S IDENTITY AND VALUE

- 6.1 The university will identify and promote its strengths.
- 6.2 The university will develop and implement an integrated marketing and communication plan.

Developed a research-based brand platform to guide communications strategies across all university divisions. (6.1)

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)



Developed campus-wide research-based Integrated Marketing Plan through a Marketing Committee process. (6.2)

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. (6.1)

