Vision 2025 Updates

Southeastern Louisiana University's Strategic Plan
April 4, 2022

Mission

To lead the educational, economic and cultural development of southeast Louisiana

Core Values

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.

Strategic Priorities

I. To engage a diverse population of undergrad and graduate learners with powerful experiences.

II. To enrich and strengthen faculty and staff support and morale.

III. To increase and manage resources effectively.

IV. To advance Southeastern's brand, strengths and value to all audiences.

V. To expand Southeastern's distance education offerings in response to student and programmatic needs.

VI. To foster a physical environment and efficiently allocate space in a way that directly affects higher rates of recruitment and retention of students, faculty, and staff.

I. To engage a diverse population of undergraduate and graduate learners with powerful experiences.

1.1 The University will expand an aggressive and effective recruiting program that attracts and enrolls highly qualified and diverse students.

1.2 The University will provide relevant curricula, emphasizing scholarship and an innovative, engaging pedagogy that creates an intellectually stimulating environment.

1.3 The University will pursue non-traditional markets and non-traditional delivery methods.

1.4 The University will provide programs, services, resources and infrastructure that maximize student success.

1.5 The University will create an academic environment supported by well-qualified and diverse faculty and staff.

1.6 The University will create an environment that promotes accessibility and safety, and supports understanding and acceptance of individual differences.

1.7 The University will offer a broad array of non-degree, mission-appropriate activities that meet the needs of the region.

I. To engage a diverse population of undergraduate and graduate learners with powerful experiences.

Academic Programs & Initiatives

- MS in **Athletic Training**

- MS in **Population Health Management**

- BA in **Theatre**

- BS in **Integrated Science & Technology**

- UC in **Digital Health Management**

- UC in **Population Health Management**

- UC in **TESOL**

- MS in **Computer Networking and Administration** *(in progress - BoR)*

- **MBA with Technology** focus *(in development - Business and S&T)*

- **Go for Gold Learning Community** *(Tailored for double-developmental students; Math, English, CSE, NTCC)*

- **ROTC –** *now stand-alone in HIPS*

- **Lions Connected** (LC)

- Courses for **substitute teachers** (in response to teacher shortage)

- Workforce Talent Initiative (**WTI**) AWS courses 100% online; 900+

Scholarship
Support

Diversity

- Diversity Inclusion and Advisory Council
- Young Hispanics Leadership Workshop
- College Beyond

LINK
Lion Intervention Network

Student-Athletes Excel

In the Classroom

3.184 GPA highest average in Athletics Department history

In the Community

Highest number of service hours ever to earn Southland Conference Community Service Award

In Competition

Multiple conference championships and 170 student-athletes earning All-Conference honors over the past decade

II. To enrich and strengthen faculty and staff support and morale.

2.1 The University will provide programs, services, resources and infrastructure that support professional development.

2.2 The University will recognize and reward efforts to recruit, support and engage students.

2.3 The University will enhance collaborative university governance.

2.4 The University will promote open and interactive communication.

II. To enrich and strengthen faculty and staff support and morale.

Recognition and Development

- Honors Faculty Status
- Center for Faculty Excellence
  - Faculty Pride Podcast; e-learning Ambassadors; Travel and Enhancement grants
- Office of Sponsored Research & Programs
  - Go for the Gold...Get the Green; Showcase Day
- Endowed Chair and Professorships

Responding to Faculty/Staff Needs

- Enhanced benefits
- Remote Work Policy
- Faculty pay structure

III. To increase and manage resources effectively.

- 3.1 The University will increase the number of external relationships and explore various opportunities for private philanthropic support.

- 3.2 The University will pursue new markets and funding sources.

- 3.3 The University will expand sustainability efforts as a means of reducing costs and enhancing educational opportunities.

III. To increase and manage resources effectively.

Southeastern Foundation

- Public/Private Partnerships
- Facilities
- Campaign

Student Philanthropic Resources

- Emergency Fund
- Food Pantry
- Career Closet
- SGA Swipe Out Hunger
- Aramark Meal Donation

Lion Pride
FOOD PANTRY

WESLEY FOUNDATION
LION PRIDE
CAREER CLOSET

Expansion of Sustainability

IV. To advance Southeastern's brand, strengths and value to all audiences.

- 4.1 The University will engage in ongoing assessment and validation of its brand identity.

- 4.2 The University will enhance efforts to gather narratives from the campus community to better illuminate Southeastern's brand.

- 4.3 The University will evolve and expand its digital presence.

- 4.4 The University will develop and launch brand advertising to targeted audiences and markets.

- 4.5 The University will ensure consistency among all external and internal marketing and communications.

- 4.6 The University will use innovative relationship building to enhance stakeholders' engagement.

IV. To advance Southeastern's brand, strengths and value to all audiences.

Marketing and Branding Renewal

- Multi-year, comprehensive brand renewal and launch
  - New Logos launched 2021
  - Website refreshed 2021
  - Comprehensive brand identity and campaign launch 2022
- Faculty/Staff Recruitment Integration

Innovation Hub (iHub)

Southeastern Connect

Academic Alignment

- Summer Smart
- Align Degree Names With Career Paths

Summer Semester

Year	Enrollment
2017	3,516
2018	3,757
2019	3,817
2020	4,215
2021	3,952
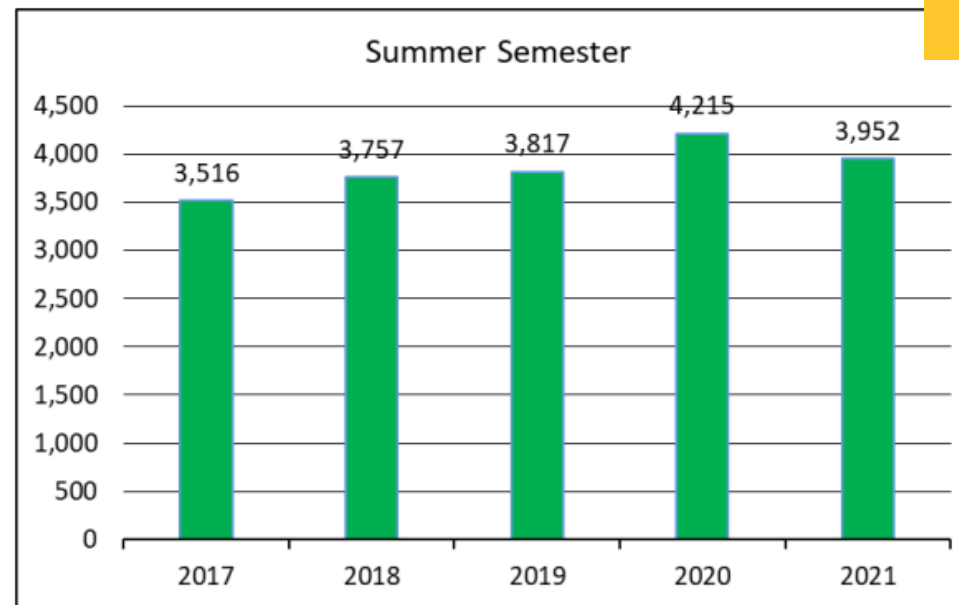
Academic Alignment

BA World Languages (From Spanish)

BS Health Sciences (From Health Education and Promotion)

BS Human Sciences (From Family and Consumer Science)

MA Strategic Communication (From Organizational Communication)

Study Abroad and Global Engagement (SAGE)

V. To expand Southeastern's distance education offerings in response to student and programmatic needs.

- 5.1 The University will promote and market distance education offerings.

- 5.2 The University will increase access to and participation in distance education.

- 5.3 The University will establish a comprehensive centralized center to support distance delivery.

- 5.4 The University will implement focused strategies to strengthen the foundation for quality distance education.

- 5.5 The University will increase distance learning programs for working adults.

V. To expand Southeastern's distance education offerings in response to student and programmatic needs.

Flat rate for 100% online programs

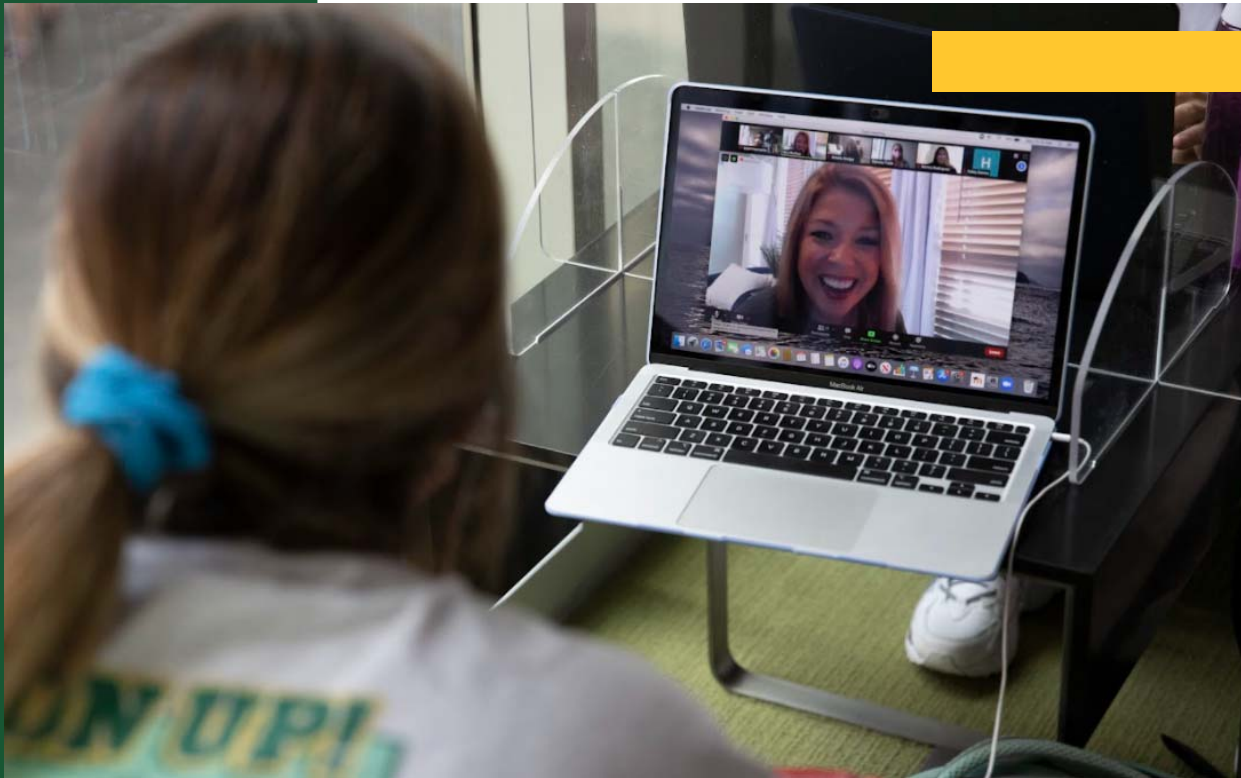Infrastructure and Other Support

Southeastern Online

- Centralized center of support
- Director; Instructional designers
- *Teaching Online at Southeastern*
- CAP – Course Alignment process
- eLearning Ambassadors
- D&D -Design and Development
- Virtual Resource Center

Strategic Program Offerings

100% Online

- BA Criminal Justice
- BSN Nursing
- MS Child Life
- MS Population Health Management
- MS in Nursing
- DNP Nursing Practice
- EDD, MEd Educational Leadership
- PMC Family Nurse Practitioner
- PMC Psychiatric Mental Health
- MEd Special Education
- MEd Curriculum & Instruction
- MA Teaching

VI. To foster a physical environment and efficiently allocate space in a way that directly affects higher rates of recruitment and retention of students, faculty, and staff.

- 6.1 The University will enhance the appearance and usability of campus.

- 6.2 The University will expand and/or upgrade access to technology.

- 6.3 The University will develop and implement a strategy for optimizing use of facilities.

VI. To foster a physical environment and efficiently allocate space in a way that directly affects higher rates of recruitment and retention of students, faculty, and staff.

Residential Changes

- Living-Learning Communities
- Geothermal Technology

Tinsley Hall Renovations

- New Student Tutoring Center
- Student Accessibility Services
- Student technology access

Advance and Increase Access to Technology

Thank You for Your Continued Work Toward Vision 2025!

SOUTHEASTERN LOUISIANA UNIVERSITY