

Vision 2017
Southeastern Louisiana University's Strategic Plan
With Action Plans for the Division of Academic Affairs Embedded in
Green Font

Mission Statement

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

Core Values

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 you can expect from 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, to an interactive world of knowledge creation and sharing, and to a wealth of online collaboration and communication.

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 relationships 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.

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.a (AA). Colleges and academic departments will regularly examine and refine curricula in accordance with discipline-specific trends, accreditation requirements, and current and future workforce/economic development needs, including student preparation for (a) job placement upon graduation using information from regional and state workforce and economic development agencies, including the Louisiana Workforce Development Office's [Star Rating System](#) and (b) graduate education.

1.1.a.i (AA). Review existing degree programs, concentrations, minors, post-baccalaureate and post-master's certificate programs for alignment with workforce/economic development needs and/or graduate education preparation; modify as needed and implement, upon approval through University curriculum review process.

1.1.a.ii (AA). Identify, propose, and implement new concentrations, post-baccalaureate and post-master's certificate programs, minors, and degree programs aligned with workforce/economic development needs.

1.1.b (AA). Provost will appoint and task a committee for reviewing and recommending as deemed appropriate changes to Southeastern's General Education requirements in light of recent Board of Regents changes to the statewide General Education requirements (also addresses objective 1.3).

1.1.c (AA). Academic departments, colleges, and the Provost's office will promote a culture of educational excellence that recognizes and encourages innovative and engaging pedagogy and scholarship associated with student success.

1.1.c.i (AA). Each academic degree program and the University's General Education curriculum will have an ongoing assessment process for determining direct and meaningful student learning outcomes, with results informing curricular, pedagogical, and delivery mode changes .

1.1.c.ii (AA). Tenure and Promotion Guidelines and Faculty Annual Evaluation Guidelines will encourage innovative and engaging faculty pedagogical and professional activities associated with demonstrated success of student learning in the classroom and/or in the pursuit of a career and/or graduate/professional school placement upon graduation (e.g., individualized instruction of students outside of the classroom; supervision of service learning, student research, creative activities; faculty-student research/scholarly/creative collaborations; active participation in programs/activities designed to better prepare students for university-level work).

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

1.2.a (AA). The Provost will appoint a committee to develop an aggressive and competitive undergraduate and graduate student recruiting plan that includes but is not limited to

- the use of available databases and other technological tools for targeting recruitment efforts
- an increase in the quantity and quality of targeted communications to prospective students
- updated and high quality print materials
- high quality electronic communications
- funnel management – from prospect to inquiry to application to enrollment

1.3 The University will provide programs, services, resources and infrastructure that maximize student success and degree completion.

1.3.a (AA). Policies and practices that might hinder student retention and progression will be identified and improved upon. Examples:

- Financial Aid issues
- Student Appeal processes
- Drop Policy and Tuition/Fee Refunds
- “Last 30 Hours” Residency Policy
- A general “*Students’ First*” (students’ best interests) approach as the baseline expectation for all University employees
 - Class schedules (course offerings and day/time of offerings) based on student needs for progressing through degree program and graduating
 - Students’ questions and concerns are addressed in a respectful and constructive manner
 - Answer student questions accurately; if don’t know answer, consult University web site or call appropriate person to obtain answer
- University-wide Retention and Progression plan – Provost will form and task a committee with proposing a plan, identifying three to five core retention and progression strategies for implementation
- The Library will provide online reference services and electronic resources 24/7
- Provost’s Office will coordinate efforts for creating a single web page for students containing all important University policies and procedures relevant to students

1.4 The University will recruit, retain, develop, engage, and support a diverse and well-qualified faculty and staff.

1.4.a (AA). The Office of Institutional Research will provide the Provost, deans, and department heads with annual reports that will enable them to monitor compliance with the SACS standard that at least 25% of the course hours required for each baccalaureate degree program, excluding general education and general elective requirements, are taught by faculty members with a terminal degree in the teaching discipline.

1.4.b (AA). As funds become available, faculty lines will be replenished where needed and in accordance with University strategic priorities.

1.4.c (AA). As funds become available, resources for recruiting new tenure-track faculty (e.g., start-up funds) will be provided.

1.4.d (AA). The Center for Faculty Excellence will coordinate a review of existing faculty development opportunities and incentives and will modify as deemed appropriate; faculty development activities that impact groups of faculty as opposed to individuals will be encouraged.

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

1.5.a (AA). Academic Affairs will support and provide programming designed to promote accessibility and understanding and acceptance of human differences.

Examples include:

- TRIO/Upward Bound
- Study Abroad
- Dual Language Program at the Livingston Center
- Safe Space

1.6 The University will offer distance learning courses, programs and technologies that are responsive to student needs.

1.6.a (AA). Courses and entire degree programs will be offered via distance technology based on analyses of the following:

- extent to which the degree program instruction can be delivered via distance technology
- extent to which the expected student learning outcomes, as stated in degree program assessment plan, can be achieved via distance technology
- student stop-out data (for determining potential student demand for particular degree programs offered via distance learning technology)
- surveys and other analyses conducted by Institutional Research for determining demand for particular online degree programs
- existence of other similar degree programs offered via distance technology at public universities in the state

1.6.b (AA). Where appropriate, faculty will use embedded technology to enhance face-to-face instruction

1.6.c. (AA). Enrollment Services will determine the extent to which various services can and should be offered online. Examples include

- Streamlining online application process
- Course substitutions
- Change of Grade

1.7 The University will offer a broad array of non-degree educational, economic, and cultural activities that meet the changing needs of the region.

1.7.a. (AA). Division of Extended Studies will offer non-credit courses/programming, basing offerings on analyses of community/regional demand/needs

1.7.b. (AA). The Columbia Theatre, Fanfare, KSLU, and the Center for Southeast Louisiana Studies will offer cultural and non-credit educational programming, basing offerings on mission-related analyses of regional/community demand

1.7.c. (AA). Southeastern Channel will offer non-degree educational, economic, and cultural programming, basing offerings on mission-related analyses of regional/community demand

1.7.c. (AA). Turtle Cove will offer non-credit scientific educational programming, basing offerings on mission-related analyses of regional/community needs/demand

1.7.d. (AA). The Office of Honors and International Initiatives and academic departments as appropriate will offer non-credit Study Abroad opportunities for Southeastern students as well as to individuals who are not Southeastern students, based on mission-related analyses of community/regional demand

1.7.e. (AA). The Library will offer cultural and educational programming based on mission-related analyses of community/regional demand (e.g., book discussions, art lectures and art shows in collaboration with the Department of Fine and Performing Arts)

1.7.f. (AA). Colleges and academic departments will offer as appropriate and practical educational, economic, and/or cultural activities for or that include non-Southeastern student participants or audiences

1.8 The University will offer undergraduate and graduate degree programs and post-degree certificate programs to meet regional needs.

1.8.a. (AA). Based on information from entities such as regional economic development agencies (GNO, Inc.; Northshore Business Alliance), the Louisiana Economic Development Office, and professional discipline-specific boards/agencies, faculty, departments heads, deans, and the Provost will work to

identify, propose, and implement new concentrations, certificate programs, and/or degree programs that address regional needs; faculty and department heads will work to modify as necessary and appropriate existing degree programs to better align with regional needs (see 1.1.a. AA)

2. To spearhead collaborative efforts.

2.1 The University will partner with area K-12 schools through programs such as dual enrollment.

2.1.a (AA). The Office of Transfer and Dual Enrollment Programs will review and modify dual enrollment agreements with high schools as needed to continue to provide dual enrollment opportunities that are both cost-effective and beneficial to students.

2.1.b (AA). Departments and/or colleges will establish, develop, and/or maintain mutually beneficial discipline-specific partnerships with area K-12 schools as appropriate.

2.2 The University will increase the number of community college transfer students.

2.2.a (AA). The Office of Transfer and Dual Enrollment Programs and the Office of Admissions will work together to expand opportunities to build relationships with community college representatives to facilitate the sharing of knowledge, ideas, and expertise in monitoring and promoting student transfer and progression (e.g., transfer and articulation meetings/workshops).

2.2.b (AA). The Office of Transfer and Dual Enrollment Programs and Enrollment Services will work together to evaluate, update, and establish as appropriate dual application and 2+2 agreements with community colleges.

2.2.c. (AA). The Office of Admissions and the Office of Transfer and Dual Enrollment Programs will work together to evaluate and modify as appropriate the Transfer Student website and other methods of communicating with prospective transfer students.

2.2.d. (AA). Enrollment Services will identify means of improving the efficiency of processing transfer student information, including the application process and evaluation of transcripts.

2.2.e. (AA). The Office of Admissions will expand opportunities to actively recruit transfer students at community college sites and on Southeastern's campus.

2.3 The University will enhance its partnership with Northshore Technical Community College.

2.3.a (AA). The Director of Transfer and Dual Enrollment Programs and Southeastern's SACS Liaison will assist as necessary Northshore Technical Community College (NTCC) in finding SACS-qualified faculty, assessing the credentials of potential faculty, and documenting the credentials of faculty hired until such time that NTCC is SACS-accredited.

2.3.b (AA). The Office of Transfer and Dual Enrollment Programs and other appropriate Academic Affairs personnel will assist NTCC as needed to facilitate the creation of new academic programs, including but not limited to a Certificate of General Studies program, an Associate of General Studies programs, and the Louisiana Transfer Associate Degree programs.

2.3.c. (AA). The Office of Transfer and Dual Enrollment Programs, the Department of Computer Science and Industrial Technology, and the Dean of the College of Science and Technology will work in collaboration with NTCC to provide for a smooth transition of the eventual elimination of the Associate of Science degree in Industrial Technology at Southeastern to the establishment of the degree program at NTCC; timing is contingent upon NTCC's ability to offer the program.

2.4 The University will expand interaction with business, community and educational groups.

2.4.a (AA). The following units within the Division of Academic Affairs will develop and implement plans to expand or enhance the quality of specified mission-related interactions with business, community, and/or educational groups, as appropriate for the unit:

- Within the College of Arts, Humanities, and Social Sciences
 - Center for Southeast Louisiana Studies
 - Columbia Theatre
 - KSLU
 - (Academic departments/degree programs as appropriate)
- Within the College of Business
 - College-wide, with a focus on interactions with businesses
- Within the College of Education and Human Development
 - College-wide, with a focus on interactions with K-12 schools
- Within the College of Nursing and Health Sciences
 - Center for Nursing Research for Education and Practice
 - Speech-Language-Hearing Clinic
 - (Academic departments/degree programs as appropriate)
- Within the College of Science and Technology
 - Turtle Cove
 - Academic departments/degree programs as appropriate
- Extended Studies

2.5 The University will enhance international partnerships.

See Strategic Priorities 4.1.b AA, 4.2.d AA, 4.3.a AA, 4.3.b AA, and 4.3.c AA.

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.a (AA). The following units within the Division of Academic Affairs will develop and implement plans for offering cultural and/or other community events/programs designed to engage people in the life of the University, as appropriate for the unit:

- Within the College of Arts, Humanities, and Social Sciences
 - Center for Southeast Louisiana Studies
 - Columbia Theatre
 - KSLU
 - (Academic departments/degree programs as appropriate)
- Within the College of Business, as appropriate
- Within the College of Education and Human Development, as appropriate
- Within the College of Nursing and Health Sciences, as appropriate
- Within the College of Science and Technology, as appropriate
- The Southeastern Channel

3.2 The University will enrich relationships through interactive communication.

4. To prepare the University community to thrive in a global society.

4.1 The University will include more global perspectives in its curricula.

4.1.a (AA). Faculty and department heads will review curricula and include as appropriate more global perspectives, proposing any changes through the university curriculum review process.

4.1.b (AA). The Director of Honors and International Initiatives will work with deans, department heads, and faculty to develop and promote Study Abroad programs relevant to academic curricula and designed to enhance graduates' abilities to thrive in a global society.

4.2 The University will increase the presence on campus of students from outside the region and country.

4.2.a (AA). The Office of Honors and International Initiatives will work with deans, department heads, faculty, and other university personnel as appropriate to develop and promote activities that highlight the cultures and contributions of international students.

- 4.2.b (AA).** The Office of Honors and International Initiatives will develop and implement a plan to encourage and promote activities that highlight the cultures and contributions of international students.
- 4.2.c (AA).** The Director of Honors and International Initiatives will work with deans, department heads, and faculty as appropriate to develop programs that utilize the cultural knowledge of Southeastern's international students to help prepare other Southeastern students for international experiences.
- 4.2.d (AA).** The Office of Honors and International Initiatives and the Office of Admissions will work together to provide Southeastern's international partner institutions with information about international student admissions and support.
- 4.3 The University will promote student/faculty exchanges with international institutions.
- 4.3.a (AA).** The Office of Honors and International Initiatives and the relevant deans, department heads, and faculty will work to continue existing agreements of cooperation with international institutions.
- 4.3.b (AA).** The Director of Honors and International Initiatives will work with deans, department heads, and faculty as appropriate to increase the number of agreements with international institutions and organizations that promote student/faculty exchanges between institutions
- 4.3.c (AA).** The Office of Honors and International Initiatives and the relevant deans, department heads, and faculty will work to promote existing student/faculty exchange agreements with international institutions to encourage participation by Southeastern students and faculty.

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.

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.