# SOUTHEASTERN LOUISIANA UNIVERSITY
# Vision 2015

(Adopted by University Planning Council on February 10, 2010)

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## MISSION of SOUTHEASTERN LOUISIANA UNIVERSITY

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

## CORE VALUES

Excellence, Scholarship, Integrity, Diversity, Service, Caring

## STRATEGIC PRIORITIES, VISION STATEMENTS and STRATEGIES

**1. To provide competitive educational opportunities that attract diverse well-prepared students who progress and graduate**

Southeastern attracts a diverse, well-prepared student body through reputation, geographic location, and creative marketing approaches. Using technology resources and support programs, students make viable degree program choices and progress in a timely manner toward graduation. Completion of undergraduate and graduate degree programs, success in the job market, and acceptance into graduate programs are indicators of success.

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

1.2 The University will provide academic support programs and services that maximize student success and degree completion.

**2. To provide relevant curricula and an intellectually stimulating environment**

Students at Southeastern engage in challenging degree programs in an atmosphere of student excellence. Educational opportunities extend beyond the confines of the classroom through programs such as undergraduate research, learning communities, service learning and international study. Southeastern's safe, friendly, and inclusive campus culture encourages educational activities and dialogue that promote an understanding and appreciation of individual differences.

2.1 The University will provide challenging, innovative, and relevant academic and co-curricular programs.
2.2 The University will create an environment of inclusion that promotes accessibility and safety.
2.3 The University will provide opportunities and support for dialogue and discussion to increase understanding and acceptance of human differences.

**3. To facilitate lifelong learning that meets the ever-changing educational and cultural needs of our community**

Southeastern addresses the lifelong learning of individuals by offering a broad array of non-degree educational programs and cultural activities. The University's timely response to the unique and changing needs of our region moves learning beyond the traditional classroom. Southeastern embraces active partnerships that leverage collaborative opportunities.

3.1 The University will offer a broad array of non-degree educational and cultural activities that meet the changing needs of the region.
3.2 The University will identify and deliver non-degree educational and cultural activities through partnerships and collaborations.

**4. To recruit, retain, develop, and engage a diverse and well-qualified faculty and staff**

Southeastern recruits a talented and diverse workforce. The University promotes and supports collegiality, participation, and empowerment of and among employees. Southeastern provides positive working environments that maximize ability and productivity while appreciating individual differences. The University publicly acknowledges the success of faculty and staff and provides the opportunity for active participation in professional organizations and scholarly disciplines. The University provides competitive salaries to all employees and rewards outstanding performance.

4.1 The University will recruit a well-qualified and diverse workforce.
4.2 The University will provide support and services that maximize ability and productivity.
4.3 The University will reward outstanding faculty and staff performance.

**5. To increase, diversify, and manage funding effectively**

Southeastern generates and allocates the resources necessary to achieve our strategic goals and to support technological advancement. The University receives an equitable distribution of state appropriations among institutions of higher learning. Creative fund raising campaigns provide substantial public support. Other funding sources include grants and sponsored programs, continuing education opportunities, and entrepreneurial ventures.

5.1 The University will increase its share of state appropriations.
5.2 The University will increase Continuing Education revenue.
5.3 The University will leverage evolving technology and technology transfer to generate new revenue.
5.4 The University will expand sponsored research support.
5.5 The University will complete focused fund raising activities for special projects.
5.6 The University will pursue innovative revenue sources.

**6. To promote the University's excellence clearly and accurately**

Southeastern's public image is well established and recognized both internally and externally for its excellence. The University communicates this excellence to regional, state, national, and international audiences through institutionally integrated and aggressive marketing and public relations plans. All members of the University community project and share their pride in Southeastern's accomplishments and status as a premier regional university.

6.1 The University will promote awareness of and develop pride in the achievements within its community.
6.2 The University will implement a comprehensive and aggressive external marketing plan that portrays Southeastern's excellence.

**7. To enhance and effectively utilize a progressive technological infrastructure**

Southeastern remains on the forefront of evolving technologies. Recognizing that advanced technology is an integral component of all academic and administrative activity, state-of-the-art information delivery systems and academic computing resources are available to all faculty, staff, and students. A contemporary, reliable, and consistent technological foundation is fundamental to the operations of Southeastern.

7.1 The University will enhance and expand the technological services and resources that support academic and administrative initiatives.
7.2 The university will aggressively seek opportunities to advance its technological infrastructure for research.