

Louisiana Tech Strategic Plan 2001-2002 to 2005-2006

Goal 1: Increase opportunities for student access and success

Objective 1.1: Attract, recruit, and retain undergraduate student enrollment consistent, at a minimum, with the Louisiana Selective II Profile.

<i>Vision 2020</i> Link:	Objectives 1.1, 1.6, 2.12, 2.14, and 3.1
BoR Strategic Plan 2001-2005 Link:	Objective 1.1, 1.3, 1.4
UL System Strategic Plan Link:	Objective 1.1, 1.3, 1.4
BoR/Louisiana Tech University Strategic Plan Link:	Objective 1.1, 1.3, 1.4

- Strategy 1 Maintain first-time freshman enrollment at no less than 1,785 students (using Fall 1998 as a benchmark).
- Strategy 2 Stabilize retention of first-time freshmen to the sophomore year at a minimum of 75% by Fall 2005.
- Strategy 3 Increase graduation rate, determined by the IPEDS calculation, to at least 46% by 2006.

Objective 1.2: Attract, recruit, and retain high quality graduate students.

<i>Vision 2020</i> Link:	Objectives 1.1, 1.6, 2.12, 2.14, and 3.1
BoR Strategic Plan 2001-2005 Link:	Objective 1.1
UL System Strategic Plan Link:	Objective 1.1
BoR/Louisiana Tech University Strategic Plan Link:	Objective 1.1

- Strategy 1 Post program descriptions and admissions procedures for all graduate degree programs on the Internet, and have written policies governing the maintenance and updating of information available through the Internet by June 30, 2002.
- Strategy 2 Report periodically on College web pages the awards received by and accomplishments of faculty,

staff, and students, with emphasis on those items that will help attract quality graduate students.

Strategy 3 Develop a comprehensive plan for centralized graduate recruitment initiatives.

Strategy 4 Develop a plan to address the ways and means of providing competitive comprehensive support for students in each graduate program.

Strategy 5 Determine the level of graduate student interest in participating in the decision-making process through representation on University Committees and Councils. If sufficient interest exists, mechanisms will be identified and provided through which graduate students will have the opportunity to participate both formally and informally in the decision-making process.

Objective 1.3

Enhance educational opportunities by developing selected programs to ensure sufficient access to campus-based and outreach initiatives.

Vision 2020 Link:

Objectives 1.1, 1.5, 1.6, 1.7, 2.10 and 3.1

BoR Strategic Plan 2001-2005 Link:

Objective 1.1

UL System Strategic Plan Link:

Objective 1.1

BoR/Louisiana Tech University Strategic Plan Link:

Objective 1.1

Strategy 1 Collect baseline data from academic departments to determine the breadth of programming and current target audiences by May 2002.

Strategy 2 Develop an on-campus database of faculty and staff expertise by May 2002.

Strategy 3 Identify outreach area needs that are not being addressed by current programs by May 2002.

Strategy 4 Identify current trends and exemplary outreach programming models by May 2002.

Objective 1.4 **While higher admission standards are phased in, establish strategies to maintain minority enrollment.**

<i>Vision 2020</i> Link:	Objectives 1.1, 1.6, and 3.1
BoR Strategic Plan 2001-2005 Link:	Objective 1.2
UL System Strategic Plan Link:	Objective 1.2
BoR/Louisiana Tech University Strategic Plan Link:	Objective 1.2

Strategy 1 African-American enrollment will decrease no more than 7.95% (119) from the baseline enrollment of 1,496 in Fall 2000 through Fall 2005.

Strategy 2 Minority enrollment will decrease no more than 7.51% (195) students from the baseline enrollment of 2,595 in Fall 2000 through Fall 2005.

Goal 2: **Ensure quality and accountability**

Objective 2.1 **Enhance the quality of services to all University stakeholders.**

<i>Vision 2020</i> Link:	Objectives 1.7, 1.8, and 2.5
BoR Strategic Plan 2001-2005 Link:	N/A
UL System Strategic Plan Link:	N/A
BoR/Louisiana Tech University Strategic Plan Link:	N/A

Strategy 1 Complete renovation of the Ropp Center for faculty/staff activities and professional conferences during the 2002-2003 academic year.

Strategy 2 Offer a course annually (beginning with the Fall Quarter 2001) for staff that focuses on advanced service skills, teamwork, problem prevention, and other topics that will help move to a higher level of

service for all stakeholders.

- Strategy 3 Respond to 100% of all work orders received by the Physical Plant over the web within 24 hours of receipt or via mail within 72 hours of receipt by 2003.
- Strategy 4 Renovate with new furniture and/or technology a minimum of 25 residential rooms per year over the next five years.
- Strategy 5 Increase use of the University purchasing card by 10% per year over the next five years.

Objective 2.2

Develop and integrate the effective use of information technology in University activities.

Vision 2020 Link:

Objectives 1.6, 1.7, 1.8, 2.4, 2.5, and 2.11

BoR Strategic Plan 2001-2005 Link:

N/A

UL System Strategic Plan Link:

N/A

BoR/Louisiana Tech University Strategic Plan Link:

N/A

Teaching and Learning

- Strategy 1 Provide the computer-based capability for instruction from beginning to advanced levels on common software applications such as WWW browsers, E-mail, word processing, spreadsheets, databases, and presentations by 2002.
- Strategy 2 Support transparent web access to all campus information services from any connection point on the campus network infrastructure by 2004.
- Strategy 3 Expect all students to have dedicated access to a suitable computing device for high-speed access to all campus information services by 2005.

Research

- Strategy 4 Install core data switches with redundant data paths in two additional field locations to enhance access and reliability of the campus network infrastructure by 2002
- Strategy 5 Expand and enhance Library services for delivery of electronic information resources by 2002.
- Strategy 6 Equip all academic buildings with current generation network switching equipment permitting high-speed access to local and remote information resources by 2003.

Administration

- Strategy 7 Develop a master plan for paperless processing of all routine administrative functions such as purchasing, physical plant work orders, and curriculum approvals by 2003.
- Strategy 8 Provide fully functional Web for Students, Web for Faculty, and Web Registration systems for academic records management by 2003.
- Strategy 9 Implement a Louisiana Tech integrated e-mail-for-life communication system by 2003.

Objective 2.3

Ensure that curricula, educational program requirements, and teaching and learning strategies are responsive to stakeholders' needs.

Vision 2020 Link:

Objectives 1.1, 1.6, 1.7, and 2.13

BoR Strategic Plan 2001-2005 Link:

Objectives 1.1, 1.3, 1.4, 2.1, and 3.1

UL System Strategic Plan Link:

Objectives 1.1, 1.3, 1.4, 2.1, 3.1, and 3.2

BoR/Louisiana Tech University Strategic Plan Link: Objectives 1.1, 1.3, 1.4, 2.1, 3.1, and 3.2

Strategy 1 Increase faculty awareness of the “Expected Outcomes for All Tech Graduates.”

Strategy 2 Increase development opportunities for faculty that specifically relate to “Expected Outcomes for All Tech Graduates.”

Strategy 3 Create, by April 2002, a matrix of assessment instruments/tools currently used by each academic unit and selected administrative units.

Objective 2.4 Enhance the research and scholarly activity of students, faculty, and staff so as to elevate the national identity of the University.

Vision 2020 Link: Objectives 1.1, 1.3, 1.5, 2.4, 2.7, 2.11, and 2.13

BoR Strategic Plan 2001-2005 Link: N/A

UL System Strategic Plan Link: N/A

BoR/Louisiana Tech University Strategic Plan Link: Objective 3.2

Strategy 1 Increase participation of the student population involved in research by 10%.

Strategy 2 Increase internal and external support of faculty/staff research by 15%.

Strategy 3 Develop a five-year plan to publicize scholarly/research activities and begin implementation of a first-year action plan by Spring 2002.

Objective 2.5: Maintain 100% accreditation of “mandatory” programs through 2005.

Vision 2020 Link: Objectives 1.6 and 3.1

BoR Strategic Plan 2001-2005 Link: Objective 2.1
 UL System Strategic Plan Link: Objective 2.1
 BoR/Louisiana Tech University Strategic Plan Link: Objective 2.1

Strategy 1 Continue to evaluate program quality and to target resources to maintain Board of Regents mandated accreditation of programs.

Goal 3: Enhance service to the community and state

Objective 3.1: Leverage the intellectual property and human capital of the University to enhance the economic and cultural development of the community, state, and region.

Vision 2020 Link: Objectives 1.5, 2.1, 2.6, 2.7, 2.8, 2.10, 2.11, and 3.5
 BoR Strategic Plan 2001-2005 Link: N/A
 UL System Strategic Plan Link: N/A
 BoR/Louisiana Tech University Strategic Plan Link: Objective 3.2

Strategy 1 Inventory the economic and cultural development accomplishments, activities, and resources of the University by May 2002.

Strategy 2 Enhance communication with constituencies on economic and cultural contributions by students, faculty, and staff by May 2002.

Strategy 3 Develop a minimum of two resource mechanisms for leveraging the intellectual and human capital contributions of the University by May 2003.

Strategy 4 Increase the number of new Reports of Invention (ROIs) by at least 25% by 2005 using 2000 as a baseline when 16 ROIs were recorded.

Objective 3.2: Enhance P-16 education by increasing University partnerships with schools, businesses, and communities.

<i>Vision 2020</i> Link:	Objectives 1.1, 1.6, and 3.1
BoR Strategic Plan 2001-2005 Link:	Objective 3.1
UL System Strategic Plan Link:	Objective 3.1, and 3.2
BoR/Louisiana Tech University Strategic Plan Link:	Objective 3.1
Strategy 1	Reconstitute the PK-16+ Council to include members from the community, hence ensuring open lines of communication and promoting partnerships, by September 2001.
Strategy 2	Identify three to five research areas related to PK-12 issues that enhance service to the community and state by May 2002.
Strategy 3	Identify an advisory body with representation from each College within the University representing PK-16 school, business, and community constituents to enhance PK-16 education by December 2001.
Strategy 4	Increase the number of students earning baccalaureate degrees in education at Louisiana Tech University by approximately 8%, from 77 in baseline year 1999-2000 to 83 in 2005-2006.
Strategy 5	Increase the number of students enrolled in alternative certification programs in education at Louisiana Tech University 22% from 53 in baseline year 2000 to 65 in Spring 2003.

Objective 3.3: Enhance interaction with alumni, community, and other stakeholders.

<i>Vision 2020</i> Link:	Objectives 1.8 and 2.10
BoR Strategic Plan 2001-2005 Link:	N/A
UL System Strategic Plan Link:	N/A
BoR/Louisiana Tech University Strategic Plan Link:	N/A

- Strategy 1 Establish a comprehensive and cohesive marketing/public relations policy by Spring 2003. This program would be tasked to increase communication significantly with alumni, community, and other stakeholders through the use of web, broadcast, and print media.
- Strategy 2 Identify a Development Officer representing each College responsible for alumni relations and outside revenue gifts as funds become available. Development activities will be coordinated with University Advancement administrators.
- Strategy 3 Establish appropriate advisory boards in each College by Spring 2002 with membership drawn from its alumni and friends for the purpose of providing input for the College's goals as well as feedback on the viability of its various disciplines in the marketplace.

October 2001