G2G Talking Points
Revised July 20, 2004

THEME: Recruiting and retaining a model student body and university community

Primary Strategy 1a: Recruit, develop, and retain faculty and staff committed to Tech’s vision of going from “Good to Great”

Implementation Strategy: Increase international opportunities within faculty development program

Implementation Strategy: Reduce teaching loads of non-graduate faculty in Liberal Arts

Group Discussion:

- 1st – competitive compensation packet (salary, benefits, teaching load) = recruiting package
- how to retain? = comprehensive, systematic incentive package (hiring and retention) – i.e., an objective, rather than subjective, process and structure
- comprehensive programming for children at P-level (state will pay for it) (recruitment)
- well-being of employee (overall = kids, retirement, entertainment)
- WHY? – human resource approach rather than a “personnel” model - to keep the right people on the bus after putting them there. If we don’t do this one, we won’t get to “Great”—mirror of importance of student retention, research program, research engine
- Employees want their contribution to be significant
- Recognition, merit compensation (professional development valued activities, probably defined at unit level because of diversity across campus)
- [survey – what is, in fact, motivational to faculty/staff?]  
- employer expectations on performance
- this “new” structure MUST be comprehensive, but the analysis is most effective and informative at the unit level; i.e., we must challenge the existing structure and processes

Primary Strategy 1b: Implement a comprehensive undergraduate student retention and graduation performance plan

Implementation Strategy: Implement Louisiana Tech’s undergraduate Retention Plan.
Implementation Strategy: Create and distribute fact sheets for each academic major and frequently asked questions to assist in recruiting activities at all levels.

Implementation Strategy: Increase communications to high school sophomores, juniors, and their parents.

Implementation Strategy: Increase target marketing to seniors who are most likely to enroll (if possible use predictive modeling to help identify most likely to enroll).

Implementation Strategy: Continue to make improvements in the Web and Web-based services.

Implementation Strategy: Increase the number of brochures for target populations (i.e. transfer, out-of-state, minority, high ability, low income), and increase the number of personalized communications with these groups of students.

Implementation Strategy: Improve communication flow with transfer students.

Implementation Strategy: Cultivate relationships with two-year feeder colleges.

Implementation Strategy: Increase the number of program specific articulation agreements with two-year colleges.

Implementation Strategy: Create an Honors College for exceptional students (also listed as a stand-alone strategy in this plan).

Implementation Strategy: Evaluate admissions staff size and individual responsibilities to ensure adequacy for goal achievement.

Primary Strategy 1c: Recruit an increasingly selective and diverse graduate student body

Implementation Strategy: Market stellar academic programs in College of Education at special conferences and conventions

Implementation Strategy: Develop a comprehensive plan for recruiting masters and doctoral students.

Implementation Strategy: Explore hiring Noel-Levitz to help develop the plan.
**Implementation Strategy:** Attend at least one conference per year that focuses on graduate recruiting to ensure current knowledge of graduate student recruiting best practices.

**Implementation Strategy:** Explore purchasing names of GRE and/or GMAT test takers who indicate an interest in programs Tech has to offer.

**Implementation Strategy:** Develop a communications flow for purchased names and other prospective students.

**Implementation Strategy:** Develop a series of informational brochures (print and electronic/Web) that focus on the various graduate and doctoral programs.

**Implementation Strategy:** Ensure that Tech has a competitive graduate assistantship and scholarship program.

**Implementation Strategy:** Investigate the purchase and installation of a state-of-the art recruitment computer system that supports daily operations, enrollment planning, and decision making.

**Implementation Strategy:** Aggressively pursue external funding that supports research projects and stipends for graduate students (such as NSF IGERT).

**Primary Strategy 2:** Recruit an increasingly selective and diverse undergraduate student body

**Implementation Strategy:** Implement Louisiana Tech’s Undergraduate New Student Enrollment Plan

**Implementation Strategy:** Revise and implement plan to move advising of undecided majors from Admissions to the Office of Retention and Advising.

**Implementation Strategy:** Establish a student success facility (also listed as a stand-alone strategy in this plan).

**Implementation Strategy:** Create an Honors College experience for all students (also listed as a stand-alone strategy in this plan).

**Implementation Strategy:** Create an Honors College for exceptional students (also listed as a stand-alone strategy in this plan).
Primary Strategy 3: Implement a comprehensive graduate student retention and graduation performance plan

**Implementation Strategy:** Develop a comprehensive plan for retaining and graduating masters and doctoral students.

**Implementation Strategy:** Explore hiring Noel-Levitz to help develop the plan.

Group Discussion

GRADUATE & UNDERGRADUATE

**Comprehensive student success center for undergraduate and graduate students**

- Identify space for the center.
- Hire appropriate staff for the center.
- Establish reporting lines
- Establish a budget for the center that includes technology (i.e. computers, software), student labor, etc.
- Develop a plan to provide academic assistance (i.e., tutoring).
- Plan and establish a writing, speaking (oral presentations), and technology support lab/function within the center.
- Develop a plan to incorporate life-skills, personal, and career development services that are either coordinated in or referred through the student success center.
- Develop a plan for research support/data analysis
- Develop plan for follow-up support and student career direction

THEME: Integrating learning, discovery, and development for an unparalleled education

Primary Strategy 1a: Create an Honors College for exceptional students

Group Discussion:
WHY?
- Recruit and retain high-level students – expectation of high-ability students and their families.
- Recruit faculty.
- Advance undergraduate research opportunities.
- Long-term support for doctoral programs.
- Market the university as high-profile program.
- Collaboration (student/faculty) across curriculum.
- Enlarge academic opportunities in HC among colleges (e.g., philosophy, integrated offerings
- Student expectation (intangible) of “special” treatment

Primary Strategy 1b: Enhance interdisciplinary, experiential learning, international experiences, and student involvement in campus organizations and community activities

Implementation Strategy: Establish an Office of study Abroad Programs and National Student Exchange Program

Implementation Strategy: Develop interdisciplinary service-learning and residential experiential learning programs

Implementation Strategy: Establish BS in Nanosystems Engineering

Implementation Strategy: Enhance integrated curricula in engineering and science

Implementation Strategy: Develop new interdisciplinary and integrated curricula across multiple colleges.

Group Discussion:

WHY?
- recruitment, retention of students and faculty
- established “best practice”
- enhance international experience (diversity?) “non-American” (ref: Board)
- the “whole” student; in recognition of global economy/village of 21st century
- interdisciplinary niche (ref Mission 2003)
- provides for graduates an outstanding opportunity to separate themselves from other graduates (marketability, competitive edge) in terms of their experiences at Tech beyond traditional academics; i.e., pull students through undergraduate experience
- enhances perception of Tech in global perspective (rather than pastoral)
send students/faculty out AND bring global in (i.e., exhibits, speakers) systematically with accountability component (i.e., “required” part of curriculum, professional development, archived on video)

Primary Strategy 1c: Establish a student success facility to provide centralized academic, technical, life-skills, and personal development/support

Implementation Strategy: Establish a Center for Student Development and Learning

- see notes above

Primary Strategy 2a: Establish a teacher education model school and laboratory

Implementation Strategy: Site-based modeling practice at A.E. Phillips Laboratory School (school of academic excellence)

Group Discussion

WHY?
- leveraging (potential revenue stream) to finance it
- recruit and retain faculty and staff
- State will not finance it
- Partner with IDEA place, local school systems, state 4-year-old funding
- Professional development for all areas/entire community of best practices
- 4 year olds through 12, increased number of sections of each grade
- early childhood development
- secondary education – ability to recruit to post-secondary (e.g., concurrent enrollment)
- enhance research productivity of students and faculty
- get ABDs to complete (retain AND complete)
- economic incentive – model for community of education, commercialization of IP
- question – opposition in Lincoln Parish from high school and Cedar Creek—are we creating a fire storm? (Charter School?—LSU has one—will it make us competitive with other research institutions?)
- Outreach to underadvantaged school sites and systems with on-line technology component available to rural parishes
- Pieces: no football program, no athletics programs, look at co-curricular (e.g., forensics, literary rallies, music, theatre, performing arts, fine arts)
- Faculty team-teaching in school; creative incentives for faculty to participate in school curriculum (e.g., lectures, team teaching, special topics)
- Academic calendar – 12-month school model
- Institution is being held accountable on Higher Education Report Card for students in its professional development schools
- Model school for involving students in research, especially in traditionally underrepresented areas such as math and science
- IDEA Place, Planetarium as part of concept/site

Primary Strategy 2b: Ensure a nationally competitive athletic program that wins with integrity

Implementation Strategy: Continue support for women’s basketball to ensure a Top 5 program is maintained

Implementation Strategy: Add two new sports required by the NCAA

Primary Strategy 3a: Expand availability and accessibility to campus resources

Implementation Strategy: Expand on-line program in Health Information Management

Implementation Strategy: Increase distance education offerings in College of Education

Group Discussion:

WHY?
- additional geographic markets we can serve
- professional development/continuing education opportunities
- to be competitive in marketplace; to have presence in distance learning arena
- library, financial aid, fee payment, registration processes developed to support on-line education
- expands availability of faculty and other resources (e.g., Small Business, Tegrity resources, notable lecturers/researchers, cultural events)
- attract non-traditional students

Primary Strategy 3b: Create an Honors College experience for all students
Implementation Strategy: Establish an Institute of Ethics and Values Education

Implementation Strategy: Strengthen School of Performing Arts in strategic areas

Group Discussion:

WHY?
- integration and interdisciplinary connections will set Tech apart and provide a niche-type experience that we can market
- affirms what we’re doing and why we’re doing it to bring people to Ruston
- continue to send a consistent message to general population, not just Honors College students
- see rationale for HC

THEME: Elevating our research and graduate program to national prominence and expand our engine for economic growth

Primary Strategy 1a: Increase volume of externally supported research and scholarly activity

Implementation Strategy: Establish an organizational structure for research centers and a platform for pursuit of major cross-cutting research and economic development initiatives

Implementation Strategy: Expand competitive stipends and research support through external funding for specialized graduate training programs

Implementation Strategy: Develop programs and infrastructure that supports the number of high quality proposals to funding organizations

Implementation Strategy: Build new Integrated Engineering and Science building

Group Discussion:

WHY?
- to achieve status as a top Public Research University; recognition and dollars—it’s one of the distinguishing marks
- must obtain funding beyond state to achieve status
- recruit/retain faculty
- need funding to continue and enhance research
- graduate recruitment
- involvement of undergraduates in research broadens participation and
enhances our graduates’ abilities to participate in the nation’s R&D
enterprise
- enhances opportunities for economic development, commercialization,
incubation, research parks, investment

**Primary Strategy 1b: Expand the endowment of the Foundation to support the university community**

**Group Discussion:**

**WHY?**

- To remain competitive with other institutions that have such resources to
  support their missions
- we are state-assisted—need to enhance external funding
- commitment to growth and quality of institution from alumni base and corporate/external constituents

**Primary Strategy 1b: Develop innovative business and technology incubation infrastructure**

**Implementation Strategy:** Convert a part of the “Old” Lincoln Parish
Library into Phase 1 of the Louisiana Tech Business and Technology Incubator

**Implementation Strategy:** Convert Shreveport Technology Transfer Center
into Louisiana Tech Business and Technology Incubator, Shreveport Location

**Implementation Strategy:** Create Phase 2 of the Louisiana Tech Business
and Technology Incubator in the new Biomedical engineering building

**Implementation Strategy:** Create Phase 1 and 2 of the Louisiana Tech
Business and Technology Research Park

**Group Discussion:**

**WHY?**

- essential for driving economic engine
- models well-established programs at other institutions across the country that use university-related incubation programs to launch businesses related to the research stemming from the universities
- incubators provide an initial bridge between start-ups and the university
- research parks support the further growth of businesses from the incubators and attracts other mezzanine-level companies into the region

**Implementation Strategy:** Enhance the role of the Louisiana Tech Research Foundation as a proactive facilitator for the creation of new businesses including its intellectual property

**Implementation Strategy:** Create a campus network of entrepreneurship and business development entities as a proactive facilitator for the support of existing businesses and the creation of new businesses in North Louisiana

**Group Discussion:**

**WHY?**
- Provides a mechanism to focus the various resources across campus that can support the university, community and state in efforts to build an economic engine for growth
- interdisciplinarity is part of our Mission 2003
- mechanism to sell institution
- source of funding from IP
- increase research by faculty/students in collaborations, colleague-ship
- provides an opportunity for out-of-classroom experiences e.g., residential facility in living/learning activities
- economic development and partnerships with existing businesses
- expanding availability and accessibility to campus resources

**Primary Strategy 2a:** Develop and strengthen selected niche interdisciplinary graduate and research programs

**Implementation Strategy:** Establish Technology Entrepreneurship MBA concentration with an emphasis on rural environments

**Implementation Strategy:** Establish MS in Aviation Management

**Implementation Strategy:** Reinvigorate MA in Speech Communication

**Implementation Strategy:** Establish an MS program in Health Information Management
**Implementation Strategy:** Expand Professional Development and Research Institute on Blindness (PDRIB) research and academic/training programs

**Implementation Strategy:** Establish an interdisciplinary research center related to organizational and/or industrial psychology

**Implementation Strategy:** Enhance research and development of health promotion programming

**Group Discussion:**

**WHY?**
- enhances first 2 strategies by enlarging graduate programs
- niche programs will compete for external dollars
- elevates our brand-naming by identification with unique programs capitalizing on our strengths
- marketing opportunities to define the institution, do some things exceedingly well
- interdisciplinarity is part of our mission
- economic development spin-offs – potential recruitment of business, external resources, quality of programs,
- potential for cultivation of university advancement opportunities by our “specialness”

**Primary Strategy 2b: Increase production of doctoral completers per year**

**Implementation Strategy:** Interdisciplinary humanities doctorate

**Implementation Strategy:** Interdisciplinary doctoral programs in nanotechnology, bioinformatics, and engineering physics

**Implementation Strategy:** PhD program in biology

**Implementation Strategy:** PhD program in Industrial Organizational (I/O) Psychology

**Implementation Strategy:** Interdisciplinary doctoral program in disability studies

**Implementation Strategy:** PhD program in Health Promotion/Disease Prevention

**Group Discussion**
WHY?
- attain higher SREB status (moving beyond Doc II)
- to achieve status as a top Public Research University
- improving impact of Tech in field by providing doctoral graduates with “right” credentials
- increases research productivity
- impact on collaborative work/connections

Primary Strategy 2c: Establish a model P-16 education experience to support the economic enterprise

Implementation Strategy: Enhance SCI-TEC for P-12 students, teacher candidates, and other educators while contributing to economic development

WHY?
- Enhances the development of a scientifically prepared workforce which is the key to regional economic development
- Provides an excellent recruiting and retention tool for top-notch faculty/staff as well as new businesses that are being recruited to the research park
- Provides a laboratory for innovative approaches to the infusion of science, engineering, business research into meaningful P-12 educational experiences

Primary Strategy 3: Expand undergraduate research experiences

Implementation Strategy: Develop and implement strategies to expand undergraduate research experiences

Group Discussion:

WHY?
- nature and quality of students we are recruiting demands this
- enhances placement of graduates in competitive career opportunities
- establishes a passion for learning and application
- impact on student satisfaction
- competitive edge in graduate/professional schools
- enhance opportunity for faculty to work with diverse undergraduate/graduate students
- benchmark for high level of undergraduate participation in research
- enhance application of theory/classroom experience
- spill-over to out-of-classroom experiences (e.g., on weekends)
- increase number of contact hours with faculty by undergraduate students