G2G Talking Points
Revised July 27, 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 1a.1: Increase international opportunities within faculty development program.

Implementation Strategy 1a.2: Evaluate and adjust as appropriate the teaching/work assignments of faculty.

Implementation Strategy 1a.3: Evaluate and adjust as appropriate the work assignments of staff.

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 1b.1: Implement Louisiana Tech’s Undergraduate Retention Plan.

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• Revise and implement plan to move advising of undecided majors from Admissions to the Office of Retention and Advising.

**Implementation Strategy 1b.2**: Create an Honors College for exceptional students (also listed as a stand-alone strategy in this plan).

**Implementation Strategy 1b.3**: Establish a Center for Student Development and Learning (also listed as a stand-alone strategy in this plan).

**Implementation Strategy 1b.4**: Create an Honors College experience for all students (also listed as a stand-alone strategy in this plan).

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

**Implementation Strategy 1c.1**: Market stellar academic programs at special conferences and conventions.

**Implementation Strategy 1c.2**: Develop and implement a comprehensive plan for recruiting master’s and doctoral students, both domestic and international.

**Implementation Strategy 1c.3**: Explore hiring Noel-Levitz to help develop the plan.

• Attend at least one conference per year that focuses on graduate recruiting to ensure current knowledge of graduate student recruiting best practices.
• Explore purchasing names of GRE and/or GMAT test takers who indicate an interest in programs Tech has to offer.
• Develop a communications flow for purchased names and other prospective students.
• Develop a series of informational brochures (print and electronic/Web) that focus on the various graduate and doctoral programs.
• 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 1c.4**: Ensure that Tech has a competitive graduate assistantship and scholarship program.

**Implementation Strategy 1c.5**: Aggressively pursue external funding that supports research projects and stipends for graduate students (such as NSF IGERT).

**Implementation Strategy 1c.6**: Develop and strengthen selected niche interdisciplinary graduate and research programs.

• Establish Technology Entrepreneurship MBA concentration with an emphasis on rural environments.
• Establish MS in Aviation Management.
• Reinvigorate MA in Speech Communication.
- Establish an MS program in Health Information Management.
- Expand Professional Development and Research Institute on Blindness (PDRIB) research and academic/training programs.
- Establish an interdisciplinary research center related to organization and/or industrial psychology.
- 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 2: Recruit an increasingly selective and diverse undergraduate student body

Implementation Strategy 2.1: Implement Louisiana Tech’s Undergraduate New Student Enrollment Plan

- Create and distribute fact sheets for each academic major and frequently asked questions to assist in recruiting activities at all levels.
- Increase communications to high school sophomores, juniors, and their parents.
- Increase target marketing to seniors who are most likely to enroll (if possible use predictive modeling to help identify most likely to enroll).
- Continue to make improvements in the Web and Web-based services.
- 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.
- Improve communication flow with transfer students.
- Cultivate relationships with two-year feeder colleges.
- Increase the number of program specific articulation agreements with two-year colleges.

Implementation Strategy 2.2: 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 3.1: Develop a comprehensive plan for retaining and graduating master’s and doctoral students.

Implementation Strategy 3.2: Explore hiring Noel-Levitz to help develop the plan.

Implementation Strategy 3.3: Establish a Center for Student Development and Learning (also listed as a stand-alone strategy in this 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 1b.1: Establish an Office of Study Abroad Programs and National Student Exchange Program

Implementation Strategy 1b.2: Develop interdisciplinary service-learning and residential experiential learning programs

Implementation Strategy 1b.3: Develop and interdisciplinary and integrated curricula that span 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 1c.1: Establish a Center for Student Development and Learning
- see notes above

Primary Strategy 2a: Establish a model P-16 education experience (also listed as a stand-alone strategy for economic development in this plan)

Implementation Strategy 2a.1: Expand and enhance 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 2b.1:** Continue support for women’s basketball to ensure a Top 5 program is maintained

**Implementation Strategy 2b.2:** Add two new sports required by the NCAA

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

**Implementation Strategy 3a.1:** Expand distance education opportunities

**Implementation Strategy 3a.2:** Expand access to campus-based opportunities to rural school systems, continuing education clients, small businesses, and other constituents

**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 3b.1**: Establish an Institute of Ethics and Values Education

**Implementation Strategy 3b.2**: Strengthen the 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 expanding our engine for economic growth

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

**Implementation Strategy 1a.1**: Establish an organizational structure for research centers and a platform for pursuit of major cross-cutting research and economic development initiatives.

**Implementation Strategy 1a.2**: Develop programs and infrastructure that support the number of high quality proposals to funding organizations.

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 1c: Develop innovative business and technology incubation infrastructure

Implementation Strategy 1c.1: Establish the Louisiana Tech Business and Technology Incubator

Implementation Strategy 1c.2: Convert Shreveport Technology Transfer Center into Louisiana Tech Business and Technology Incubator, Shreveport Location

Implementation Strategy 1c.3: Establish the Louisiana Tech Business and Technology Research Park

Implementation Strategy 1c.4: 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 1c.5: 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?
- 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 attract other mezzanine-level companies into the region
- 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: Increase production of doctoral completers per year

Implementation Strategy 2a.1: Develop selected niche doctoral programs, such as

- Interdisciplinary humanities doctorate.
- Interdisciplinary doctoral programs in nanotechnology, bioinformatics, and engineering physics.
- PhD program in biology.
- PhD program in Industrial Organizational (I/O) Psychology.
- Interdisciplinary doctoral program in disability studies.
- PhD program in Health Promotion/Disease Prevention.

Group Discussion

WHY?
- attain SREB Four-Year Doctoral II status
- 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 P-16 model school and laboratory to support the economic enterprise (also listed as a stand-alone strategy to integrate learning, discovery, and development in an unparalleled education in this plan) model P-16 education experience to support the economic enterprise

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

Group Discussion:

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 3.1: 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