G2G Strategic Plan
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”1

Implementation Strategy 1a.1: Increase international opportunities within the 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.

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

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

- 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.

- 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.3: Explore hiring Noel-Levitz to help develop the plan.

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 MS 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.

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).

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

**Primary Strategy 1a:** Create an Honors College for exceptional students
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 enhance interdisciplinary and integrated curricula that span across multiple colleges.

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.

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).

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.
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.

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

Primary Strategy 1a: Increase the 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.

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

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.

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.

Primary Strategy 2b: 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)

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

Primary Strategy 3: Expand undergraduate research experiences

Implementation Strategy 3.1: Develop and implement strategies to expand undergraduate research experiences.