Guiding Institutional Statement

Louisiana Tech University will be best at integrating experiential learning, discovery, and values development across selected prominent academic and research programs while supporting internal goals for enrollment, retention, and graduation rates to be a leader in emerging technology, research, and economic development.

Goal 1:
The Division of Enrollment Management will support the University’s goals for undergraduate enrollment, retention, and graduation rates by providing superior student (customer) service; remaining current in and implementing best practices in recruiting and retention efforts; performing detailed data analysis in areas related to recruiting, retention, and graduation rates to assist with goal and strategy development; and being a leader in emerging technology and academic, administrative, and student services related to the departments within Enrollment Management.

Rationale:

Peer Institutions:

<table>
<thead>
<tr>
<th>Strategic Initiatives</th>
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<th>Potential Impacts</th>
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</thead>
</table>
| Strategic initiatives are outlined in Tech’s current Undergraduate New Student Enrollment Plan and in Tech’s Retention Plan dated May 2003. Both of these plans will be updated in the spring and/or early summer of 2004. Note: the updated plans will include specific goals for enrollment, retention, and graduation rates which will reflect Tech’s good to great agenda. The specific goals will be forwarded to the Long-Term Planning Committee for placement in this document as soon as they are set. | • Graduation rate performance  
• Average freshmen retention rates  
• % of freshmen in the top 10% of high school graduating class  
• SAT/ACT 25th – 75th percentile  
• Admissions acceptance rate | • Enrollment, retention, and graduation rate goals will be achieved | Required resources are identified in Tech’s current Undergraduate New Student Enrollment Plan and in Tech’s Retention Plan dated May 2003. Resource requirements will be adjusted when the updated plans are completed in the spring or early summer of 2004. |
Goal 2:
Louisiana Tech University will establish an Honors College that will be highly ranked among comparable academic universities in the South.

Rationale:

Peer Institutions:

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<tbody>
<tr>
<td>• Establish international experience for Honors Students</td>
<td>• Increase in ACT scores and graduation rates</td>
<td>• Increase recruitment and retention of students</td>
<td>• Start-up costs for Honors College Office/Program—$13,000</td>
</tr>
<tr>
<td>• Establish Honors College as resource for international experiences available for all students</td>
<td>• Academic recognition for students and university</td>
<td>• Increase number of National Merit Scholars</td>
<td>• Establish annual operating budget for Honors College—$16,000</td>
</tr>
<tr>
<td>• Establish Honors College as central location for information on graduate and professional school and scholarships opportunities.</td>
<td></td>
<td>• Enhanced international experiences</td>
<td>• Establish increased personnel budget (support staff, student labor, course reduction for assistant director, faculty to cover increased course offerings and student advisement)—$65,000</td>
</tr>
<tr>
<td>• Increase the number of student participants by 10% per year.</td>
<td></td>
<td>• Increased number of outstanding alumni</td>
<td>• Endowment or gifts to support international travel experience—$$$$$$</td>
</tr>
<tr>
<td>• Consider expanded Honors housing for Honors College students</td>
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</tbody>
</table>
Goal 3:
Louisiana Tech University will ensure that curricula will enable students to compete for career positions in a global economy.

Rationale:

Peer Institutions:

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<tbody>
<tr>
<td>• Establish an Office of Study Abroad Programs within Honors College</td>
<td>• Recognition for students and faculty</td>
<td>• Increased recruitment and retention of students</td>
<td>• Increased funding for faculty presentations at national/international conferences—$25,000</td>
</tr>
<tr>
<td>• Increase international opportunities within faculty development program.</td>
<td></td>
<td>• Increased job placement with global companies</td>
<td>• National Student Exchange program—to be included in Honors operating budget</td>
</tr>
<tr>
<td>• Establish National Student Exchange Program</td>
<td></td>
<td></td>
<td>Study Abroad program—funding covered in Honors Program budget</td>
</tr>
</tbody>
</table>
**Goal 4:**
Louisiana Tech University will be the best public university in the world at integrating engineering, science, and business in interdisciplinary education, research, development, and entrepreneurship in emerging technologies (e.g., biotechnology, nanotechnology, and information technology).

**Rationale:**
Emerging Technology Institute

Technology Entrepreneurship
This program has a strong relationship to economic development for the region/state/nation and *Louisiana: Vision 2020*. It complements current Louisiana Tech initiatives and leverages assets of the University. Examples include CEnIT, Biosciences Initiative, and Louisiana Tech’s mission focus on graduate programs, technology, and interdisciplinary activities. Once this program is established and becomes recognized, a premium tuition is possible (similar premium tuition is charged for executive MBA programs at numerous universities). Program will appeal to graduates of undergraduate programs in engineering and science as well as business. Program would facilitate commercialization of University assets (patents, research ideas).

**Peer Institutions:**

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</table>
| • Establish an Emerging Technology Institute that serves as an umbrella for existing research centers and a platform for pursuit of major cross-cutting research and economic development initiatives. | • Total research funding  
• Federal research expenditures  
• Doctorates granted  
• Post-doctoral appointees  
• New business start-ups | • Total research expenditures of $50 M/year  
• Federal research expenditures of $20 M/year  
• 25 doctorates/year  
• 40 post-docs  
• 2 new technology-based business start-ups/year  
  National ranking of Technology Entrepreneurship MBA  
• Cohort MBA program with 20 additional graduates per year (2003-2004 baseline) | • 10 research faculty in emerging technology areas  
• 2 faculty for Technology Entrepreneurship program  
• industrial liaison  
• communications director  
• technical support staff  
• facility enhancement |
Goal 5:
Louisiana Tech University will be the best public university in the nation in supporting long-term economic growth in rural communities through the stimulation of technology-based businesses and the advancement of P-16 education in information technology.

Rationale:

Peer Institutions:

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</table>
| Establish a technology incubator, teacher education labs, research park, and related infrastructure to serve as a magnet for business development and high-paying jobs while enhancing the pathway for students in rural communities to enhance preparation and skills for technology-based jobs. | • Endowment assets  
• Regional business growth  
• National peer assessment  
• Total research funding  
• Federal research expenditures  
• Doctorates granted  
• Post-doctoral appointees  
• Recruiting and retention                                                                 | • Gifts & royalty income of $10 M per year  
• Total research expenditures of $30 M/year  
• Federal research expenditures of $10 M/year  
• 10 doctorates/year  
• 20 post-docs                                                                 |                                           |
Goal 6:
The College of Liberal Arts will elevate itself to a prominence competitive with that of liberal arts colleges at major research universities in the south and southwest.

Rationale:
Interdisciplinary humanities doctorate
- Unique Program in the State
- Proven success @ FSU, UT/Dallas, etc.
- Marketable to variety of constituents
- Uses strengths of several units (History, English, Art)
- Economical in terms of startup costs and maintenance costs
- Support Research II standing for Tech
- Increase research output in publications and grant funding
- Elevates the Public’s image of the College and University a major competitive scholarly and research institution
- Enhances the recruitment and retaining of Ph.D. faculty

MS in Aviation Management
- Unique Program to state and region
- One of very few available nationally
- Significant potential for large graduate enrollment
- Economical in terms of startup and maintenance costs
- Potential for attracting significant grant funding
- Elevates the Public’s—especially the major airline companies and our accreditation agency’s—image of the major role of Professional Aviation at Tech.

Enhancement of School of Performing Arts: NAST accreditation
- Enhance national reputation of the Theatre Program
- Increase recruiting potential of the Program at both undergrad and master levels by bringing it on par with the LSU Theatre’s accreditation status
- Economical. Would require comparatively few resources—as per recent report of outside consultant’s report from NAST
- Would add to this program’s credentials and role as an important part of Tech’s Creative & Performing Arts which holds the distinction of being recognized as an Area of Excellence at Tech

Enhancement of School of Performing Arts: Professor in Strings
- Would enhance the unit’s ability in scoring well on the upcoming accreditation visit by NASM—National Association of Schools of Music—in 2005, and thus maintaining its national accreditation ranking
- Would enhance recruiting in a major area presently unavailable to many high school music students seeking such training
- Would also allow considerable expansion of university orchestra and a major ensemble
- Would enhance College’s reputation in Music and strengthen its role within the Creative & Performing Arts, recognized as an Area of Excellence
- Economical. Relatively cost effective—salary wise

Enhancement of School of Performing Arts: Professor in Dance
- Addition would increase dance faculty to two members and enable Performing Arts to offer a Concentration or major in Dance at the undergraduate level
Economical. Relatively cost effective salary wise.
Would increase recruitment numbers and satisfy current demand by Performing Arts students now at Tech for additional training in Dance
Would be a popular minor for Theatre majors who would be even more marketable having considerable dance training
Would strengthen the reputation of Tech’s Creative and Performing Arts, already recognized as an Area of Excellence

Speech
• Ph.D. line will definitely increase Graduate Enrollment and satisfy student demand for pursuing MA in Speech Communication
• Ph.D. line will also strengthen BA degree in Speech
• Ph.D. and additional MA will provide additional ability for meeting GER course availability for undergraduates
• Lines will enhance national reputation of Debate at Tech
• Scholarships for Debate are the primary tool of recruiting top students in Debate at High School Level
• Travel Budget will enable Debate Team to perform more often at the national level where competition receives national media attention

Liberal Arts Education
• Ph.D. in Philosophy would provide needed training for all majors at Tech but especially Ethics for all pre-med areas, and for all professional degrees. Logic, too, would meet GER goals for critical thinking training; also needed for Pre-Law.
• Economical salary wise; requires no startup costs.
• Ph.D in Political Science needed to meet majors’ demand. Political Science majors are now one of the highest four areas in the College, after Art, Arch., and P/Aviation

Reduction of Teaching Loads
• Will enhance Tech’s reputation for quality teaching. Reduction will increase teaching effectiveness; increase student satisfaction in instruction and advising; decrease non-passage rate in killer courses; improve undergrad retention; and definitely improve ability of the College to recruit excellent undergrad faculty at both doctoral and master’s level
• 24 hour is the recognized maximum load for instructors nationwide in the Humanities.

Peer Institutions:
University of Alabama
Auburn University
Old Miss
Texas A&M
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</table>
| • Add one new interdisciplinary humanities doctorate and an MS in Aviation Management  
• Increase publications and grants  
• Increase graduate enrollment and retention of doctoral faculty.  
• Strengthen School of Performing Arts by (a) achieving NAST (National Association of Schools of Theatre) accreditation; (b) strengthening music faculty by hiring a new strings professor; and (c) expanding dance faculty by at least one new hire so as to offer major in Dance.  
• Reinvigorate MA in Speech Communication; reintroduce undergraduate course offerings in Philosophy; enlarge Political Science (ethics, logic, etc.)  
• Reduce teaching loads of non-graduate faculty                                                                                                                                                                                                                                                                                                                                                                              | • Peer assessment  
• Doctorates & MS’s granted  
• Increased grants and publications  
• Availability of sought-after, but scarce, doctoral/master’s programs  
• Interdisciplinary programs of study  
• Number of doctoral faculty  
• Student selectivity  
• Nationally accredited theatre program  
• Grant funding at state and national levels  
• Graduate degrees awarded  
• Creative/performance activities  
• Faculty resources  
• Graduate degrees  
• Graduate enrollment  
• Student satisfaction  
• Peer assessment  
• Retention  
• Graduation rate                                                                                                                                                                                                                                                                                                                                                                                                     | • 5 to 7 doctorates per year  
• 10 master’s degrees per year  
• Interdisciplinary technical writing internships  
• FAA funding for special airport safety training  
• Increase in MA students and graduates in theatre  
• Increased retention at all levels  
• Increase in undergraduate music and dance majors recruited and degrees awarded  
• Increase in number of creative/performance activities  
• Increase in awards of NEA, LEA, and NEH and BOR grants  
• Increase MA graduates in Speech; provide training in ethics, logic, etc.; provide greater opportunity to expand international education; expand Honors Divisions offerings; expand GER choices in Humanities  
• Increase teaching effectiveness, increase student satisfaction in instruction and advising, decrease non-passage rate in “killer” courses, and improve undergraduate retention; improve ability to recruit faculty at all ranks                                                                                                                                                                                                 | • 9 instructors (30K)  
• 2 faculty in Technical Writing (100K)  
• Pankey Chair in Tech Writing at 45K from Tech plus 45 from Endowment  
• Fund professional activities for graduate faculty (20K)  
• NAST visit (4k)  
• 2 faculty in music and dance (80k)  
• 1 faculty in Speech Comm (40k)  
• 1 faculty in Philosophy (40k)  
• 2 faculty in Political Science (80k)  
• 3 instructors (Sociology, Political Science and Speech) 90K  
• Adjuncts in Geography, Foreign Languages, and Professional Aviation) 24K                                                                                                                                                                                                                                                                                                                                                       |
Goal 7:
The College of Engineering and Science can be the best in the world at integrating engineering and science in education and interdisciplinary research.

Rationale:

Peer Institutions:

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<tr>
<td>• Establish new interdisciplinary doctoral programs in nanotechnology biotechnology and engineering physics.</td>
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<tr>
<td>• Establish BS in Nanosystems Engineering</td>
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</tr>
<tr>
<td>• Enhance integrated curricula in engineering and science.</td>
<td>• Doctorates granted</td>
<td>• 15 doctorates per year beyond those listed for ETI above</td>
<td>• Addition of research faculty for ETI can satisfy requirements for proposed doctoral programs</td>
</tr>
<tr>
<td></td>
<td>• Graduation rate performance</td>
<td></td>
<td>• 5 additional faculty for undergraduate integrated curricula</td>
</tr>
<tr>
<td></td>
<td>• Median SAT scores</td>
<td></td>
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</tbody>
</table>

- 15 doctorates per year beyond those listed for ETI above

Addition of research faculty for ETI can satisfy requirements for proposed doctoral programs

5 additional faculty for undergraduate integrated curricula
Goal 8:
The School of Biological Sciences aims to be great at graduate and undergraduate education and research. Our vision of research includes activities involving basic research, applied research, and interdisciplinary research with faculty and graduate/undergraduate students.

Rationale:

Peer Institutions:

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<tr>
<td>Establish a Ph.D. degree program in biology building on existing expertise to create strengths in cell and molecular biology and in environmental biology</td>
<td>Total research funding</td>
<td>Five doctorates/year initially</td>
<td>8–10 additional research faculty</td>
</tr>
<tr>
<td></td>
<td>Doctorates granted</td>
<td>Five post-docs</td>
<td>graduate assistantships</td>
</tr>
<tr>
<td></td>
<td>Post-doctoral appointees</td>
<td>Increases in federal expenditures</td>
<td>start-up packages for new faculty</td>
</tr>
<tr>
<td></td>
<td>Recruiting and retention</td>
<td>More biology graduate courses available for students in biology, biomedical engineering, and bionanotechnology areas</td>
<td>technical support staff</td>
</tr>
<tr>
<td></td>
<td>Reduction of student/faculty ratios for undergraduates</td>
<td>Resident faculty expertise to support entrepreneurship/start-up companies</td>
<td>additional laboratory space</td>
</tr>
<tr>
<td></td>
<td>Federal research expenditures</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Publications/presentations nationally and internationally</td>
<td></td>
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</table>
Goal 9:
The Department of Health Information Management can be the best in the world at electronic delivery of degree programs in Health Information Technology (A.S.), Health Information Administration (B.S.), and Health Information Management (M.S.).

Rationale:

Peer Institutions:

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</thead>
</table>
| Expand the on-line progression program (A.S. to B.S. with electronic delivery) to include the complete two- and four-year degrees with electronic delivery of all course work. | Only M.S. program available electronically in the nation.  
Third M.S. program in nation.  
Graduation rate performance.                                                                 | Workforce development.  
In 2003, Bureau of Labor Statistics reports that by 2008, the healthcare industry needs 49% more trained Health Information Management professionals. |  
| Establish a Master of Science program in Health Information Management and include electronic delivery of the course work leading to the M.S. degree. |  
|  |  |  |  

Goal 10:  
Louisiana Tech will have the most successful athletic program in the country among schools with similar resources and continue an athletic tradition of a program that wins with integrity.

Rationale:

Peer Institutions:

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<tr>
<td>• Continue support for women’s basketball to ensure a Top 5 program is maintained</td>
<td></td>
<td></td>
<td>• An additional $750,000 annually to fund two new sports required by the NCAA and provide necessary operating costs</td>
</tr>
</tbody>
</table>
Goal 11:
Louisiana Tech University will be the best public university in the world at providing an interdisciplinary and co-curricular program that enhances the experiential learning environment and complements the classroom experience to provide for cognitive and psychosocial development of students.

Rationale:

Peer Institutions:

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</tr>
</thead>
</table>
| - Establish a Center for Student Development and Learning that uses a co-curricular model to provide programs and services for students. | - Retention, recruitment, and graduation rates  
- Co-curricular activities programming assessment model  
- New interdisciplinary programs created  
- New international and national travel opportunities created  
- Total on-campus residential occupancy rates  
- Capstone courses developed for senior students  
- Academic and Student Affairs research and grant $$$ | - Enrollment in capstone classes, 1/3 of all graduating seniors per quarter  
- Increase in recruitment, retention, and graduation rates  
- Research/grant funding opportunities  
- Revenue from student travel and interest income from travel payment plan  
- "SCHs" created from student travel  
- New business start-ups/year from residential interdisciplinary programs  
- $1M increase in auxiliary services revenue  
- Corporate sponsors for residential interdisciplinary programs | - Interdisciplinary programs  
- Facility space for Center  
- Staffing for Center  
- Coordinator for travel program  
- Funding for new residential facilities  
- Faculty to teach capstone courses  
- Co-curriculum programming dollars |
Goal 12:
Louisiana Tech University will be the best public university in the world at developing students' understanding of their values, identity development, morals and ethics and the ability to use good judgment in making decisions through the use of deductive reasoning and responsible thinking.

Rationale:

Peer Institutions:

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</thead>
<tbody>
<tr>
<td>• Establish an Institute of Ethics and Values Education that advances the academic integrity/honor code through campus-wide promotions, through student presentations on campus and in area schools, and through the creation of an ethics class</td>
<td>• Retention, recruitment, and graduation rates</td>
<td>• Increase in recruitment, retention, and graduation rates</td>
<td>• Facility space for Institute</td>
</tr>
<tr>
<td>• Continued development and integration of the University's core values in promotional pieces, recruitment literature, and strategic planning efforts</td>
<td>• Co-curricular activities programming assessment model</td>
<td>• Research/grant funding opportunities</td>
<td>• Staffing for Institute</td>
</tr>
<tr>
<td>• Develop an interdisciplinary service-learning program that allows students and faculty to help the local community resolve issues and problems and that allows students to gain knowledge and skills to develop personally</td>
<td>• Total on-campus residential occupancy rates</td>
<td>• $1M increase in auxiliary services revenue</td>
<td>• Funding for promotional pieces for ethics and values education</td>
</tr>
<tr>
<td>• Create a residential experiential learning program that provides residential incubator space for interdisciplinary programs</td>
<td>• Decrease in University crime statistics, behavioral standards violations, and honor code violations</td>
<td>• 3 nationally known speakers presenting annually through a lecture series</td>
<td>• Faculty to teach ethics class</td>
</tr>
<tr>
<td></td>
<td>• 2 Endowed professors for ethical and values education</td>
<td>• Increase in annual giving</td>
<td>• Funding for lecture series</td>
</tr>
<tr>
<td></td>
<td>• Increase in annual giving to support the development of ethics and values</td>
<td>• Economic growth for the University, local community, and state</td>
<td>• Funding for new residential facilities</td>
</tr>
<tr>
<td></td>
<td>• Creation of a University lecturer series</td>
<td>• Funding for two endowed professorships</td>
<td>• Funding for co-curricular programming</td>
</tr>
</tbody>
</table>
Goal 13:
Louisiana Tech will be recognized at state and regional levels as the Professional Development Center for educational leaders, national board-certified teachers, mentorship and school improvement initiatives.

Rationale:
Every citizen in the United States is impacted by the quality of education in P-12 schools. Education lays the foundation for all other disciplines. It is imperative that the COE produce highly qualified educational leaders and teachers. The economic future of Louisiana depends, in large measure, on the quality of public education in the state and the extent to which that system produces a highly qualified workforce possessing the technical skills necessary to attract and retain industry. The CIL department has formed an advisory team composed of P-12 administrators, teachers, school board members, and community leaders to gather input on current trends. With adequate funding, the CIL department will work with P-12 school systems in Louisiana and beyond to address educational problems. A research center (Academic Center of Excellence (ACE)) will be developed to identify problems, develop and implement strategies so they could improve education for all students.

Peer Institutions:
University of Kansas at Lawrence

Aspirant Peer Institutions:
Indiana University
Vanderbilt University—Peabody College
Southwest Educational Development Laboratory, Austin, TX

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<tr>
<td>Market stellar academic programs (Master of Educational Leadership, Ed.D. in Educational Leadership and Ed.D. in Curriculum and Instruction), special conferences, and conventions</td>
<td>Graduation rate performance</td>
<td>Highly qualified education leaders and teachers</td>
<td>Graduate assistants to assist with research</td>
</tr>
<tr>
<td>Site-based modeling practice at A. E. Phillips Laboratory School (school of academic excellence)</td>
<td>Increase in distance learning</td>
<td>5 doctorates granted per year in each concentration</td>
<td>Additional faculty in Educational Leadership and Curriculum &amp; Instruction</td>
</tr>
<tr>
<td>Increase distance education offerings</td>
<td>Increase state and federal research funds by 30%</td>
<td>Increase in National Board-Certified Teachers from Louisiana Tech</td>
<td>Increased/upgraded technology (increase smart classrooms and another compressed video classroom)</td>
</tr>
<tr>
<td></td>
<td>Increase in P-12 partnerships and improved programs for existing partnerships</td>
<td>Increase student achievement in P-12 schools</td>
<td>Faculty enhancements</td>
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<tr>
<td></td>
<td></td>
<td>Increased SChs</td>
<td>Funds for faculty professional development</td>
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<td>Sponsor regional, state, and national conferences</td>
<td>Recruiting and marketing</td>
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<td>P-12 teachers receive additional certifications</td>
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<td></td>
<td></td>
<td>Produce outstanding school leaders and teachers who receive state, regional, and national honors</td>
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</table>
Goal 14:  
SCI-TEC (The IDEA Place, NASA Educator Resource Center, and Planetarium) will achieve national prominence for design, development, and implementation of renowned programs in science, mathematics, and technology for P-12 students, teacher candidates, and other educators while contributing to the economic development of the region.

Rationale:  
SciTEC has a proven track record at the state and regional level for developing exemplary professional development projects for practicing teachers as well as integrating many of the other outstanding programs in the COE (teacher candidates, teacher cadets, alternative certification programs, etc.). The potential for achieving national prominence will be strengthened through the commitment of resources suggested below. Public access to Louisiana Tech’s facilities provides many additional recruiting opportunities that will contribute to the continuing growth of the University by attracting the best faculty and students in mathematics and science (critical shortage areas) from across the country. The potential economic impact and public recognition of enhanced facilities and programs in community outreach and professional development will further enhance the public perception of Louisiana Tech’s commitment to excellence.

Peer Institutions:  
University of Arkansas

Aspirant Peer Institutions:  
Lawrence Hall of Science, University of California, Berkeley, CA  
Science Epicenter and DNA Learning Center, Connecticut College  
The MIT Museum, Cambridge, MA

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</table>
| • State and federal research funding  
• Increase annual giving | • Increased research  
• Best Practice models (teachers and teacher candidates)  
• Establish funded scholarships for promising mathematics and science educators | • Enhanced professional development for teachers and teacher candidates  
• Hands-on science and mathematics for P-12 students  
• Increased enrollment at the graduate level  
• Economic impact from potential annual visitation of 60,000 | • $5 million for enhanced facilities: combine IDEA Place, NASA Resource Center, Planetarium, and model classrooms into one dedicated building  
• Increase funding for staff  
• Additional graduate assistants  
• Line item for director’s salary |
Goal 15:
Louisiana Tech University will have an Industrial/Organizational Ph.D. program that is considered among the top ten in the United States.

Rationale:
Expertise of psychologists is being sought by private and public sector organizations. Private and public sector organizations are focusing on performance improvement. Industrial Organization Psychologists are trained to assist in maximizing human performance and job satisfaction. Psychologists are the scientists of human behavior and mental processes. Faculty would collaborate with industrial partners to investigate the use of mobile technologies and their application.

Peer Institutions:
University of Arkansas at Lafayette
University of North Texas

Aspirant Peer Institutions:
Georgia Tech
Michigan State University

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<tr>
<th>Strategic Initiatives</th>
<th>Prominence Indicators Impacted</th>
<th>Potential Impacts</th>
<th>Resources Required</th>
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<tbody>
<tr>
<td>• Establish a Ph.D. program in Industrial Organizational (I/O) Psychology</td>
<td>• Total research and contract funding</td>
<td>• Total research expenditures of $.5 M/year</td>
<td>• Research faculty</td>
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<td></td>
<td>• Doctorates granted</td>
<td>• 5 doctorates awarded per year</td>
<td>• Release for current faculty to complete research</td>
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<td></td>
<td>• Placement of graduates in business/industry and academia</td>
<td>• Total contract revenues $75 K/year</td>
<td>• Enhanced research lab space/facilities</td>
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</table>
**Goal 16:**
The Psychology and Behavioral Sciences Department at Louisiana Tech University will be known for its research and development of mobile device technologies in psychological research and treatment.

**Rationale:**
Expertise of psychologists is being sought by private and public sector organizations. Private and public sector organizations are focusing on performance improvement. Industrial Organization Psychologists are trained to assist in maximizing human performance and job satisfaction. Psychologists are the scientists of human behavior and mental processes. Faculty would collaborate with industrial partners to investigate the use of mobile technologies and their application.

**Peer Institutions:**
University of Arkansas at Lafayette
University of North Texas

**Aspirant Peer Institutions:**
Georgia Tech
Michigan State University

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<tr>
<td>• Establish a center for psychological research using mobile devices</td>
<td>• Number of national and international publications and presentations generated by faculty and students • Total research and contract funding</td>
<td>• Total research and contract expenditures of $.25 M/year • Recruitment of higher quality doctoral students</td>
<td>• Laboratory and administrative space • Release for faculty to complete grants and to research and manage the enterprise • 2 graduate assistants</td>
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Goal 17:
The HES program will be nationally recognized for expertise in programs and partnerships which advance the national agenda to enhance health delivery services.

Rationale:
Health issues have gained national attention. The HES department has the potential to be the regional research center for health delivery services. A day rarely passes without our hearing of another layoff, labor strike, corporate takeover, bankruptcy, or lost lease. These looming possibilities have always been reason for concern in business, but today there is an even greater worry among owners and managers of companies, large and small: the rising cost of paying for employees’ health care. Business’ portion of American’s total health care bill has increased from 18% in 1965, to more than 30% in 1997. Over 50% of business profits are spent annually on employees’ and dependents’ health care. Although health care cost inflation has slowed in the past decade, it continues to rise nearly twice as fast as general inflation. If trends continue, within a few years health care spending will consume nearly 20% of the nation’s Gross Domestic Product. This compares to 12% in 1990. The combination of rising cost and the rising percentage of those costs borne by business makes health promotion a promising opportunity for American companies.

Although people live a little longer than they did in the late 1980s, the health status of the average American has not improved during the past decade. In fact, we are worse off than we were a decade ago. More women are smoking than ever before and thus risking lung cancer, heart disease, and other smoking-related ailments. And despite the plethora of fat-free foods and exercise options in today’s marketplace, more American adults are obese now than ever before.

Thus, there is a need for effective, practical and affordable model programs through which business and health agencies can forge partnerships with community organizations to provide effective prevention programming.

Aspirant Peer Institutions:
Health and Physical Education
   Spring Field College, MA
   Slippery Rock University, PA
Health and Exercise Science
   Ball State University, IN
   University of Northern Colorado, CO

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<tr>
<td>• Focused academic programs at bachelor’s and master’s levels&lt;br&gt;• Research and development of health promotion programming&lt;br&gt;• Forging partnerships with school systems, health departments, hospitals, and other community agencies including churches</td>
<td>• State and federal funding&lt;br&gt;• Graduation rate&lt;br&gt;• Health awareness</td>
<td>• Increased SCHs&lt;br&gt;• Increased community partnerships for health programs&lt;br&gt;• Increased research opportunities</td>
<td>• Graduate assistants&lt;br&gt;• Additional faculty</td>
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Goal 18
The Professional Development and Research on Blindness will become nationally renowned for its research agenda on issues related to blindness and its academic programs for preparing teachers of blind children and special training initiatives in orientation and mobility. The Institute on Blindness will be the best in the world in research on educational and rehabilitation issues in blindness using critical theoretical models.

Rationale:
The Professional Development and Research on Blindness is a unique center with potential for interdisciplinary research, patents, and nationally prominent academic programs. The Institute on Blindness is poised to emerge as the leader in graduate and professional development programs and research in the business field. We have the best O & M program in the nation and are working on creating a rehabilitation counseling master’s degree program and rehabilitation teaching master’s degree program that will become the best programs in the country. We are also the best at preparing O & M instructors and conducting research using critical theoretical methodologies. A research area, we can become the best in mobility for persons who are deaf/blind. With the resources available in the College of Engineering & Science and the College of Liberal Arts (Audiology) and with collaboration between these colleges, we can establish research agendas that are the vanguard for this population. Therefore, we have created three goals to outline our plan to be the best in the world: 1. provide university programs and professional development to prepare educators and rehabilitation professionals in work with the blind; 2. conduct research that focuses on educational and rehabilitation issues of the blind; and 3. collaborate with other university departments to do research in the area of deafness/blindness.

The grant that launched the O & M program in 1997 contained two mandates. First, to create an O & M program designed for blind persons to become O & M instructors. In addition to recruiting blind persons, the program was also charged to actively recruit minority students. Second, to create a certification that corresponded to this new alternative O & M program. There are currently 19 universities offering O & M preparatory programs. The creation of a program to prepare blind O & M instructors was innovative in that blind persons were historically denied certification by AER. Even though the certification policy has changed, Louisiana Tech has produced more blind O & M instructors than all the other 18 university programs combined. Our program is a unique program and is the only one that uses the alternative model we created to prepare instructors. We consider ourselves the best university O & M program in among the 19 university programs. We have plans to improve and expand our program. Therefore, funding is needed to hire additional faculty, expand our facilities, create on-line learning opportunities for some of our classes, recruit and fund students, and disseminate this training model and results to other university programs, conferences, and rehabilitation professionals.

With the resources available in engineering and audiology combined with the Louisiana Center for the Blind, the National Federation of the Blind, and our expertise in blindness, we can be the world leader in research and training in deaf/blindness. By pursuing this area we would be the pre-eminent institution in the nation.

Aspirant Peer Institutions:
Syracuse University

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<tbody>
<tr>
<td>Increase marketing of unique program</td>
<td>Increase in federal funding</td>
<td>Increase of gift income of $500,000/year</td>
<td>Federal funding</td>
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<tr>
<td>Establish a new interdisciplinary doctoral program in disability studies with an emphasis on blindness</td>
<td>National recognition</td>
<td>Research expenditures of $500,000/year</td>
<td>Additional faculty</td>
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<tr>
<td>Establish a foundation to support doctoral and post-doctoral appointments, and research programs</td>
<td>Endowment assets</td>
<td>Sponsor regional and national conferences</td>
<td>Technical support staff</td>
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<td>Federal research expenditures</td>
<td>Preparation of teachers of blind children</td>
<td>Facility enhancement</td>
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<td>Doctorates granted</td>
<td>Special training initiatives in orientation and mobility</td>
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<td>12 masters and 1 doctorate per year</td>
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Goal 19:
The College of Education’s Institute on Blindness will be the best in the world in research on educational and rehabilitation issues in blindness.

Rationale:
See Goal 18.

Peer Institutions:

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<tr>
<td>• Establish a new interdisciplinary doctoral program in disability studies with an emphasis on blindness.</td>
<td>• Endowment assets • Federal research expenditures • Doctorates granted</td>
<td>• Gift income of $500,000/year • Research expenditures of at least $500,000/year • Federal research expenditures of at least $200,000/year • 1 doctorate/year • 1 post-doc/year</td>
<td>• 10,000 sq. feet of office, classroom, and library space: $1 Million • $200,000 for equipment and furniture • $50,000 for books for library</td>
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<td>• Establish a foundation to support doctoral, post-doctoral, and research programs.</td>
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<td>• Expand the research library on blindness</td>
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**Goal 20:**
The Director for Research Development and the Louisiana Tech Research Foundation’s support of the University; its Colleges, Departments, and Staff; and support of the Region through novel and innovative approaches will be recognized as the pre-eminent program of its kind among Louisiana Tech peer universities.

**Rationale:**

**Peer Institutions:**

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<tr>
<td>Convert a part of the “Old” Lincoln Parish Library into Phase 1 of the Louisiana Tech Business and Technology Incubator</td>
<td>Increased funding for the Louisiana Tech Research Foundation Grants State Funds Federal Funds License Revenue Equity Revenue Endowments Reports of Invention per year Patents granted per year Incubator start ups per year Incubator graduates per year Business and Technology Park increases per year Increase in Lincoln Parrish jobs and economy</td>
<td>Measurable economic development for Louisiana Tech, Ruston, Lincoln Parish, North Louisiana, and the State North Louisiana I-20 Technology Center of Excellence</td>
<td>Research Foundation Capital-$500,000 Operating Budget-$500,000 Phase 1 LTB&amp;TI(Library) Capital-$350,000 Operating Budget-$300,000 LTB&amp;TI Shreveport Capital-$350,000 Operating Budget-$300,000 Phase 2 LTB&amp;TI(Bio-Med) Capital-$100,000 Operating Budget-$350,000 Phase 1 LTB&amp;TP(South Campus) Capital-$7,000,000 Operating Budget-$420,000 Phase 2 LTB&amp;TP(1-20) Capital-$50,000,000 Louisiana Tech Entrepreneurship Institute-Priceless</td>
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<td>Convert Shreveport Technology Transfer Center into Louisiana Tech Business and Technology Incubator, Shreveport Location</td>
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<td>Create Phase 2 of the Louisiana Tech Business and Technology Incubator at the new Bio-Medical Center</td>
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<td>Create Phase 1 of the Louisiana Tech Business and Technology Park I-20 or South Campus</td>
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<td>Establish the Louisiana Tech Research Foundation as a proactive facilitator for the creation of new businesses associated with the “Louisiana Tech Family” including its intellectual property</td>
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<td>Create the Louisiana Tech Entrepreneurship Institute as a proactive facilitator for the support of existing businesses and the creation of new businesses in North Louisiana</td>
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Goal 21:

Rationale:

Peer Institutions:

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