Issues, Goals, and Objectives
Louisiana Tech Strategic Plan 2001-2006

Issue 1: Increase opportunities for student access and success

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

Objective 1.1.1 Maintain first-time freshman enrollment at no less than 1,785 students (using Fall 1998 as a benchmark).

Objective 1.1.2 Stabilize retention of first-time freshmen to the sophomore year at a minimum of 75% by Fall 2005.

Objective 1.1.3 Increase graduation rate, using the IPEDS calculation, to at least 46% by 2006.

Goal 1.2: Attract, recruit, and retain high quality graduate students in the University’s areas of strength.

Objective 1.2.1: Post program descriptions and admissions procedures for all graduate degree programs on the Internet and have written policies governing the maintenance and updating of information available through the Internet by June 30, 2002.

Objective 1.2.2: Report periodically on College web pages the awards received by and accomplishments of faculty, staff, and students, with emphasis on those items that will help attract quality graduate students.

Objective 1.2.3: Develop a comprehensive plan for centralized graduate recruitment initiatives.

Objective 1.2.4: Develop a plan to address the ways and means of providing competitive comprehensive support for students in each graduate program.

Objective 1.2.5: Determine the level of graduate student interest in participating in the decision-making process. If sufficient interest exists, mechanisms will be identified and provided through which graduate
students will have the opportunity to participate both formally and informally in the decision-making process. For example, the University may provide a position for graduate students on the Student Technology Fee Committee, student government, and other University committees.

Goal 1.3 Enhance educational opportunities by developing selected programs to ensure sufficient access to campus-based and outreach initiatives.

Objective 1.3.1 Collect baseline data from academic departments to determine the breadth of programming and current target audiences by May 2002.

Objective 1.3.2 Develop an on-campus database of faculty and staff expertise by May 2002.

Objective 1.3.3 Identify area needs that are not being addressed by current programs by May 2002.

Objective 1.3.4 Identify current trends and exemplary programming models by May 2002.

Issue 2: Ensure quality and accountability

Goal 2.1 Enhance the quality of services to all University stakeholders.

Objective 2.1.1 Complete renovation and begin utilization of the Ropp Center for faculty/staff activities and professional conferences during the 2001-2002 academic year.

Objective 2.1.2 Offer a course annually (beginning with the Fall Quarter 2001) for staff that focuses on advanced service skills, teamwork, problem prevention, and other topics that will help move to a higher level of service for all stakeholders.

Objective 2.1.3 Respond to 100% of all work orders received by the Physical Plant over the web or via mail within 24 hours of receipt.

Objective 2.1.4 Renovate with new furniture and/or technology a minimum of 25 residential rooms per year over the next five years.
Objective 2.1.5 Increase use of the University purchasing card by 10% per year over the next five years.

Goal 2.2: Develop and integrate the effective use of information technology in University activities.

Teaching and Learning

Objective 2.2.1 Provide for students and faculty the computer-based capability for self-learning from beginning to advanced levels on common software applications such as WWW browsers, E-mail, word processing, spreadsheets, databases, and presentations by 2002.

Objective 2.2.2 Eliminate all computer skills classes which have as a substantial portion of their content the use of common software applications such as WWW browsers, E-mail, word processing, spreadsheets, databases, and presentations by 2003.

Objective 2.2.3 Support transparent access to all campus information services from any connection point on the campus network infrastructure by 2004.

Objective 2.2.4 All students will be expected to have dedicated access to a suitable computing device for high-speed access to all campus information services by 2005.

Research

Objective 2.2.5 Install core data switches with redundant data paths in two additional field locations to enhance the bandwidth and reliability of the campus network infrastructure by 2002.

Objective 2.2.6 Expand and enhance Library services for delivery of electronic information resources, such as the Web of Science, by 2002.

Objective 2.2.7 Equip all academic buildings with current generation network switching equipment permitting high-speed access to local and remote information resources by 2003.

Administration
Objective 2.2.8 Develop a master plan for paperless processing of all routine administrative functions such as purchasing, physical plant work orders, and curriculum approvals by 2002.

Objective 2.2.9 Provide fully functional Web for Students, Web for Faculty, and Web Registration systems for academic records management by 2002.

Objective 2.2.10 Implement a Louisiana Tech integrated e-mail-for-life communication system by 2003.

Objective 2.2.11 Provide all payroll functions exclusively in electronic form by 2004.

Goal 2.3: Ensure that curricula, educational program requirements, and teaching and learning strategies are responsive to stakeholders’ needs.

Objective 2.3.1 Increase faculty awareness of the Expected Outcomes for All Tech Graduates.

Objective 2.3.2 Increase development opportunities for faculty that specifically related to Expected Outcomes for All Tech Graduates.

Objective 2.3.3 Identify areas where faculty course loads are consistently above the national norm for a particular discipline, and to work toward reducing these loads in order to make participation in faculty development activities more feasible.

Objective 2.3.4 Create, by April 2002, a matrix of assessment instruments/tools currently used by each academic unit and selected administrative units.

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

Objective 2.4.1 Increase support and participation of the student population involved in research by 10%.

Objective 2.4.2 Increase internal and external support of faculty/staff research by 15%.
Objective 2.4.3 Develop a five-year plan to publicize scholarly/research activities and begin implementation of a first-year action plan by Spring 2002.

**Issue 3: Enhance service to the community and state**

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

- Objective 3.1.1 Inventory the economic and cultural development accomplishments, activities, and resources of the University by May 2002.
- Objective 3.1.2 Enhance communication with constituencies on economic and cultural contributions by students, faculty, and staff by May 2002.
- Objective 3.1.3 Develop a minimum of two resource mechanisms for leveraging the intellectual and human capital contributions of the University by May 2003.

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

- Objective 3.2.1 Reconstitute the PK-16+ Council to include members from the community, hence ensuring open lines of communication and promoting partnerships, by September 2001.
- Objective 3.2.2 Identify three to five research areas related to PK-12 issues that enhance service to the community and state by May 2002.
- Objective 3.2.3 Identify an advisory body from each College within the University representing PK-16 school, business, and community constituents to enhance PK-16 education by December 2001.

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

- Objective 3.3.1 Establish a comprehensive and cohesive marketing/public relations policy by Spring 2002. This program would be tasked to increase communication significantly with alumni, community, and other stakeholders through the use of web, broadcast, and print media.
Objective 3.3.2  Hire or appoint a Development Officer in each College responsible for alumni relations and outside revenue gifts by Spring of 2002.

Objective 3.3.3  Appoint a committee representing a cross-section of University and community leaders headed by a Director of Community Affairs by the Spring of 2002. This committee will be charged with seeking out and utilizing the Tech campus for a broad spectrum of community events.

Objective 3.3.4  Establish an advisory board in each College by Spring 2002 with membership drawn from its alumni and friends for the purpose of providing accountability for the College=s goals as well as feedback on the viability of its various disciplines in the marketplace.

June 1, 2001