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.

*Vision 2020 Link:* Objectives 1.1, 1.6, 2.10, 2.12, 2.14, and 3.1
*BoR Master Plan for Higher Education Link:* Objective 1.1, 1.3, 1.4
*UL System Strategic Plan Link:* Objective 1.1, 1.3, 1.4
*BoR/Louisiana Tech University Strategic Plan Link:* Objective 1.1, 1.3, 1.4

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

**Strategy 1** Complete a minimum of two institution-specific transfer articulation agreements per year (in addition to the transfer articulation agreements set forth in the annual Board of Regents Statewide Student Transfer Guide) to provide an automatic course equivalency calculation when transfer transcripts are entered.

**Strategy 2** Offer an on-line admission application for undergraduate and international students.

**Strategy 3** Establish information technology initiatives between the Colleges of Administration & Business and Engineering & Science to increase enrollment in computer technology-related majors/minors.

**Strategy 4** Hire additional faculty and provide more research opportunities for students to enhance enrollment in the biomedical engineering program and to attract highly academically qualified students.

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

**Strategy 1** Offer web-based administrative student services (including on-line access to billing, grades,
transcripts, and financial aid information, as well as demographic update capabilities) and web-based registration.

**Strategy 2** Establish integrated science curriculum initiatives in mathematics, physics, chemistry, biology, and science education to enhance retention in science programs.

**Strategy 3** Continue to revise, refine, and enhance the University Seminar course.

**Strategy 4** Implement the Noel Levitz Advanced Connections program to raise faculty/staff awareness of and sensitivity to customer service issues.

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

**Strategy 1** All Strategies listed under Objective 1.1 will contribute to an improved graduation rate.

**Strategy 2** Continue to monitor, revise, and refine lower division course offerings (dates, times, number of sections) to facilitate students’ abilities to complete their programs in four (4) years.

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

_A Vision 2020 Link:_

BoR Master Plan for Higher Education Link:

UL System Strategic Plan Link:

BoR/Louisiana Tech University Strategic Plan Link: Objective 1.1

**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.

**Strategy 1** Collect information on student evaluations and link to the College or Department.

**Strategy 2** Make recruiting CD’s for students, faculty, etc., and make available on the Internet.

**Strategy 3** Each College will update and maintain its information on the Internet regularly.

**Strategy 4** Include student evaluation summaries and testimonials of graduates on the Internet.

**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.

**Strategy 1** Specify a location from which prospective students may obtain information about specific graduate degree programs.

**Strategy 2** Provide international students with a PIN# so they can check on the status of their application through the Graduate School.

**Strategy 3** Counsel, study, and report on recruiting activities of peers.

**Strategy 4** Develop a comprehensive plan for centralized graduate recruitment initiatives.

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

**Strategy 1** Offer an on-line admission application for graduate and international students.

**Strategy 2** Hire additional faculty and provide more research opportunities for students to enhance enrollment in the biomedical engineering program and to attract highly academically qualified students.

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

**Strategy 1** Survey graduate students from institutions about financial status.

**Strategy 2** Establish competitive benchmarks for assistantships.

**Strategy 3** Develop a plan to offer competitive packages.

**Strategy 4** Develop a plan to address means of providing competitive comprehensive support with peer institutions 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.

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

\textit{Vision 2020} Link:  
BoR Master Plan for Higher Education Link:  
UL System Strategic Plan Link:  
BoR/Louisiana Tech University Strategic Plan Link:

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.

\textbf{Goal 1.4} While higher admission standards are phased in, establish strategies to maintain minority enrollment.

\textit{Vision 2020} Link: \textit{Objectives 1.1, 1.6, and 3.1}  
BoR Master Plan for Higher Education Link: \textit{Objective 1.2}  
UL System Strategic Plan Link: \textit{Objective 1.2}  
BoR/Louisiana Tech University Strategic Plan Link: \textit{Objective 1.2}

Objective 1.4.1 Minority enrollment will decrease no more than 8.13% (195 students) from the baseline enrollment of 2,595 in Fall 2000.

\textbf{Strategy 1} Increase the number of recruiting visits to minority high schools.

\textbf{Strategy 2} Set aside and award twenty-five (25) Academic Performance Scholarships for minority students who score one to two points below the normal ACT cutoff for receiving Louisiana Tech Scholarships. Reducing the GPA required to maintain the scholarship 2.7 for these scholarships only.
Strategy 3  Increase the percentage of admission over-rides for minority students.
Strategy 4  Work with the Monroe City School System to focus on professional development activities for students and teachers at the middle and high school levels to increase the number of minority students being prepared for and attending college.

**Issue 2: Ensure quality and accountability**

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

*Vision 2020* Link:
BoR Master Plan for Higher Education Link:
UL System Strategic Plan Link:
BoR/Louisiana Tech University Strategic Plan Link:

**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.

*Vision 2020* Link:
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.

Vision 2020 Link:
BoR Master Plan for Higher Education Link:
UL System Strategic Plan Link:
BoR/Louisiana Tech University Strategic Plan Link:

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

Strategy 1 Prepare brochure that clearly outlines “Expected Outcomes for All Tech Graduates” and distribute it to all faculty at the Fall Faculty Meeting, 2001.

Strategy 2 Distribute this brochure at each new faculty orientation meeting annually.

Strategy 3 List “Expected Outcomes for All Tech Graduates” on the Center for Educational Excellence web page with links to sites that address listed skills.

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

Strategy 1 During 2001-2002 academic year, schedule five professional development offerings through the Center for Educational excellence that focus on integrating selected “Expected Outcomes for All Tech Graduates” into coursework across the disciplines.

Strategy 2 Offer multiple sections of these programs in order to increase faculty participation.
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.

Vision 2020 Link:
BoR Master Plan for Higher Education Link:
UL System Strategic Plan Link:
BoR/Louisiana Tech University Strategic Plan Link:

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.

Strategy 1 Performance metrics must be required as part of the plan submitted by 2002.

Goal 2.5: Maintain 100% accreditation of “mandatory” programs through 2005.

Vision 2020 Link: Objectives 1.6 and 3.1
BoR Master Plan for Higher Education Link: Objective 2.2
UL System Strategic Plan Link: Objective 2.2
BoR/Louisiana Tech University Strategic Plan Link: Objective 2.1

Objective 2.5.1: Continue to evaluate program quality and to target resources to maintain accreditation of mandatory programs.
**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.

*Vision 2020 Link:* Objectives 1.5, 2.1, 2.6, 2.7, 2.8, 2.10, 2.11, and 3.5  
*BoR Master Plan for Higher Education Link:* Objective 3.2  
*UL System Strategic Plan Link:* Objective 3.2  
*BoR/Louisiana Tech University Strategic Plan Link:* Objective 3.2

**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.

**Objective 3.1.4** Increase the number of new Reports of Invention (ROIs) by 10% by 2005 using 2000 as a baseline when 16 ROIs were recorded.

- **Strategy 1** Establish new relationships with business institutions for the development and/or commercialization of proprietary technology.
- **Strategy 2** Develop new patent applications, issued patents, signed licenses, and royalty income statements.
- **Strategy 3** Actively engage the Research Foundation Board in industrial research and licensing discussions.
- **Strategy 4** Establish the institutional framework for working with a closely held spin-off organization designed to commercialize Louisiana Tech University’s technology.
- **Strategy 5** Continue to work with the Colleges of Administration & Business and Engineering & Science to develop entrepreneurial and intern programs.
Goal 3.2: Enhance P-16 education by increasing University partnerships with schools, businesses, and communities.

Vision 2020 Link: Objectives 1.1, 1.6, and 3.1
BoR Master Plan for Higher Education Link: Objective 3.1
UL System Strategic Plan Link: Objective 3.1
BoR/Louisiana Tech University Strategic Plan Link: Objective 3.1

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.

Objective 3.2.4 Increase the number of students earning baccalaureate degrees in education at Louisiana Tech University by approximately 8%, from 77 in baseline year 1999-2000 to 83 in 2005-2006.

Strategy 1 Design and implement Teacher Cadet Programs with local school systems.
Strategy 2 Expand Partnerships with local school systems.
Strategy 3 Expand financial aid programs for education majors.
Strategy 4 Redesign existing teacher education programs.

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

Vision 2020 Link:
BoR Master Plan for Higher Education Link:
UL System Strategic Plan Link:
BoR/Louisiana Tech University Strategic Plan Link:
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.

August 8, 2001