Tech 2020 Mission:
Tech 2020 is a roadmap for Louisiana Tech University’s transition from a very good institution to a great one – one that most effectively serves the citizens of the State of Louisiana and prepares us to be competitive in this complex and rapidly changing world.

Our vision is bold:
Louisiana Tech University will be recognized as a top public research university with an unparalleled, integrated educational experience...nothing less will do.
Tech 2020 sets challenging goals by which the University will benchmark its progress

- Graduation rate of 70%
- First-year retention rate of 85%
- 25% of first-time freshmen in the top 10% of their high school class
- 20-25% graduate students
- Triple our research productivity
- 10 patents granted per year
- 20 active tenants & five graduates per year from our Technology Incubators
- Research Park with six tenant companies
- Triple our endowment

It is the considered judgment of the Louisiana Tech University Family that an enrollment of 15,000 students would maximize achievement of these goals.
Tech 2020: Themes

**THEME 1**
Recruiting and Retaining a Diverse Undergraduate and Graduate Student Body and University Community

**THEME 2**
Integrating Learning, Discovery, and Development for an Unparalleled Education

**THEME 3**
Elevating Our Research and Graduate Programs to National Prominence

**THEME 4**
Maximizing the Economic Impact of Our Innovation Enterprise
INSTITUTIONAL HIGHLIGHTS

North Louisiana’s only Carnegie Foundation Research University/High Research Activity (RU/H) and SREB Doctoral Four-Year 2 Research University

North Louisiana’s only Tier One “National University” (US News & World Report’s Best Colleges)

Top 40 in the nation for graduating students with the least amount of debt in five of past six years (US News & World Report Best Colleges)

One of the nation’s Top 100 Best Values in Public Colleges according to rankings by Kiplinger Magazine (2009, 2010, 2012)

Highest ranked university in Louisiana in overall return on investment and starting median pay for graduates (PayScale.com 2013-2014 College Salary Report)

Ranked as one of the nation’s 25 Most Affordable Colleges (for both in-state and out-of-state students) by Newsweek and The Daily Beast

A.E. Phillips Lab School’s School Performance Score (SPS) of 126.3 was the highest in north central Louisiana and one of the highest in the State of Louisiana.
Tech 2020: Themes and Strategic Priorities

**THEME 1:**
Recruiting and Retaining a Diverse Undergraduate and Graduate Student Body and University Community

**STRATEGIC PRIORITY 1.1:**
Reevaluate recruitment strategies and processes.

**STRATEGIC PRIORITY 1.2:**
Reallocate and reorganize existing human, financial and web-based resources.

**STRATEGIC PRIORITY 1.3:**
Implement a comprehensive undergraduate and graduate retention model.
Student Success = Tech 2020

Recruitment and Retention Project (AROS)
Marketing (Marketing Class project)
Internships in University Communication
First-Year Experience
Freshman Convocation and Medallion Tradition
Tenets of Tech
BARC expansion of centralized services to students
FIRST-TIME FRESHMAN ENROLLMENT

SOURCE: Louisiana Board of Regents

![Bar graph showing enrollment numbers for Fall 2010 to Fall 2014]

- Fall 2010: 1600
- Fall 2011: 1632
- Fall 2012: 1307
- Fall 2013: 1551
- Fall 2014: 1853
AVERAGE FRESHMAN ACT SCORE

SOURCE: Office of Institutional Research

- Fall 1991 (selective admissions begins): 20.9
- Fall 2011: 23.8
- Fall 2012: 24.1
- Fall 2013: 24.5
- Fall 2014: 24.7
Tech 2020: Themes and Strategic Priorities

**THEME 2:**
Integrating Learning, Discovery, and Development for an Unparalleled Education

STRATEGIC PRIORITY 2.1: Design, develop, and implement an interdisciplinary, integrated seminar series at sophomore/junior level focused on knowledge and skills that are hallmarks of Louisiana Tech graduates, regardless of degree program.

STRATEGIC PRIORITY 2.2: Enhance the quality of online education and coordinate the development of new online programs for academic degrees, professional development courses, and academic and workforce certificate programs.

STRATEGIC PRIORITY 2.3: Increase interdisciplinary research experiences for both undergraduate and graduate students.

STRATEGIC PRIORITY 2.4: Design and implement a cultural and artistic exhibition center.
Student Success = Tech 2020

Innovative teaching and learning
Integration of research into student experience
Use of Advisory Boards
Enterprise Center
Collaborations with business and industry
SACSCOC Quality Enhancement Plan (QEP)
Extensive student services (academic and co-curricular)
Quality Enhancement Plan (QEP)

Built upon the strategic objectives of Theme 2 and in concert with the mission and vision of Tech 2020, Louisiana Tech’s SACSCOC QEP will improve student effectiveness in communication skills and improve student engagement in personal development skills through a robust first-year interdisciplinary experience, regardless of academic discipline or plan of study.

Student learning outcomes will be measured and achieved through implementation of a 4 semester hour General Education Requirement course experience.
GRADUATION RATE
(SAME INSTITUTION - 1st award, 150% time)

SOURCE: Louisiana Board of Regents – 2007 FTF Cohort
RETENTION RATE
(Freshman – SAME INSTITUTION)

SOURCE: Louisiana Board of Regents – 2011 to 2012 FTF Cohort
Tech 2020: Themes and Strategic Priorities

THEME 3:
Elevating Our Research and Graduate Programs to National Prominence

STRATEGIC PRIORITY 3.1: Assess current research policies and procedures related to increase research success.

STRATEGIC PRIORITY 3.2: Improve data-driven decision-making in research, technology transfer, and graduate studies.

STRATEGIC PRIORITY 3.3: Increase research success.

STRATEGIC PRIORITY 3.4: Increase number of interdisciplinary doctoral degrees on campus.
RESEARCH & DEVELOPMENT

HIGHLIGHTS:

Top 15 in the nation among U.S. institutions for number of U.S. patents issued per research dollar and number of start-up companies formed per research dollar, according to AUTM.

Top 10 in the nation among U.S. institutions for Reports of Invention (ROI) per research dollar, according to AUTM.


2014 Humboldt Research Award for physics and 2008 Small Times Magazine Innovator of the Year - Dr. Yuri Lvov

2009 recipient of National Institute for Standards and Technology (NIST) Technology Innovation Program grant for $3.2M - Dr. Erez Allouche, Elxsi Corporation of Orlando, and Beyond Vision LLC (Ruston)
RESEARCH & DEVELOPMENT

RESEARCH CENTERS/INITIATIVES:

Louisiana Tech Enterprise Center
Center for Entrepreneurship & Information Technology (CEnIT)
Entrepreneurship & Innovation Center (EIC)
Office of Intellectual Property & Commercialization (OIPC)
Technology Business Development Center (TBDC)
Technology Transfer Center – Shreveport
The Institute for Micromanufacturing (IfM)
Trenchless Technology Center
Center for Secure Cyberspace (CSC)
Center for Information Assurance
Center for Biomedical Engineering & Rehabilitation Science (CBERS)
Center for Applied Physics Studies (CAPS)
Cyber Discovery Camp
Creating Connections
Center for Rural Development
Science and Technology Education Center (SciTEC)
RESEARCH & DEVELOPMENT

NEW COMPANY START-UPS:

Aura Nanotechnologies (2004)
BioPassword (2005)
BrainVital (2006)
Network Foundation Technologies (2006)
HoloChip (2006)
SensaCoil (2007)
Plutonyx (2007)
Ultrascan (Beyond Vision) (2008)
Macon Ridge Foods (2009)
Patin Research Group (2010)
Nanovations (2011)
American Strategic Technologies (2012)
Jupiter Fuels (2012)
OrganicNano (2013)
Tech 2020: Themes and Strategic Priorities

THEME 4:
Maximizing the Economic Impact of Our Innovation Enterprise

STRATEGIC PRIORITY 4.1: Create easily accessible, extra-curricular opportunities for entrepreneurial and multi-disciplinary experiences.

STRATEGIC PRIORITY 4.2: Initiate proactive marketing, recruitment, and development strategies for the Enterprise Campus and integrate student experiences.

STRATEGIC PRIORITY 4.3: Expand our workforce development partnerships with regional business partners (collaboration with Theme 2 group.)
Campus Innovation Infrastructure
Key Recent Innovation Partners

CenturyLink™
Fenway Group
CSC
Radiance Technologies
Cyber Innovation Center
TeCH
TeCH 2020
Tomorrow's Tech...TODAY
Small & Emerging Innovation Partners

Institutional Innovation Partners

[Logos and names of partnering organizations]
New Economic Activity
Tech 2020: Student Success

HIGHLIGHTS:

Louisiana Tech student-athletes achieved a Graduation Success Rate (GSR) of 80% and a Federal Graduation Rate (FGR) of 59% in the most recent NCAA Federal Graduation Rate Report.

Student-built eco-marathon car “Diesel Dawg” earned first place for vehicle design and third place for best diesel fuel mileage in the Urban Concept category of 2014 Shell Eco-marathon Americas competition.

A team of student researchers has developed an innovative method for using affordable, consumer-grade 3D printers to fabricate custom medical implants that contain antibacterial and chemotherapeutic compounds for targeted drug delivery.

Accounting graduate Timothy Smith received Elijah Watt Sells Award which is presented to those who obtain a cumulative average score of at least 95.50 across all four sections of the Uniform CPA Examination.
Tech 2020: Data-Driven Decisions

AROS Recruitment and Retention Project 2014

Forecast enrollments

Provide evidence-based insights to increase enrollments

Implement strategies based on evidence
Tech 2020: Data-Driven Decisions

Marketing & Communications Internship Course

Data collected and analyzed on prospective student populations in LA, TX, AR, and MS

Identification of student performance (ACT, scores, GPA, core completion, etc.) and population densities (heat mapping)

Deployment of resources and targeted marketing

Student experience in market analysis and presentation communications
Tech 2020: Data-Driven Decisions

Senior Marketing (MKTG 473) Analysis of Recruitment Materials

Student-driven analysis of and recommendations for printed recruitment and messaging materials.

Data received from survey and interview respondents used to improve materials and communications with prospective students.

Reliability and value of data by using evaluators who have recently been prospective students.

Students apply academic skills to real-world situations, gaining valuable and marketable experience.
Tech 2020: Data-Driven Decisions

Student Service and Recruitment Reorganization

Relocation of Enrollment Management under Division of Student Affairs
  • Admissions
  • Financial Aid
  • BARC

Bridge to Bulldogs

Institutional and program articulation agreements with regional community college
In His Own Words – President Les Guice’s Vision

“We must continue in our pursuits to encourage the growth of knowledge jobs in our state, and we must be responsive to the needs of those who have increasing demands for well-educated and highly skilled graduates.” – Investiture Speech, April 8, 2014

“At Louisiana Tech, you’ll have the unique opportunity to attend a Tier One university where exciting opportunities exist around every corner and where an entire campus is focused on you and your success.” - Thank You Letter to Each Prospective Students Who Attends ‘Time Out for Tech”

“The past year has been full, challenging, and rewarding. I am most grateful to our tremendously loyal faculty, staff and administrative team for their commitment to our students to provide them with unparalleled educational experiences.” – Happening XXXIII, August 22, 2014
Thank You for Visiting LOUISIANA TECH UNIVERSITY