

Southern University *at* **NEW ORLEANS**

Strategic Plan Progress Report 2007/2008





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INTRODUCTION



We are at a very important stage of this process where we are refining the Strategic Plan to evaluate our growth and progress.

This document represents an update on the five-year Strategic Plan that Southern University at New Orleans (SUNO) adopted in 2006. It provides a summary of detailed reports submitted by the Strategic Implementation Council, which includes students, faculty, community representatives, vice chancellors, deans, directors, and chairpersons affiliated with SUNO.

Since the spring of 2006, we have accomplished several objectives that are outlined in the Strategic Plan. However, we recognize that there is a great deal to be done as we strive to conquer challenges, create new pathways, and ensure that we provide the best possible educational experience for our students.

The Strategic Plan represents SUNO's compass for purposefully responding to challenges and opportunities both internally and externally. The various strategic objectives ensure the university's growth as we use them to channel both our immediate and long-range activities.

We are at a very important stage of this process where we are refining the Strategic Plan to evaluate our growth and progress. Therefore, it is essential that everyone associated with the University realizes that their thoughts, suggestions, and recommendations are needed, valued and encouraged.

The Strategic Plan is an evolving document which will, at times, reflect changes in the marketplace. Through our collective efforts, we will make our long-term vision a reality by ensuring that SUNO garners success in the future by adhering to the goals, objectives and strategies detailed in the Strategic Plan.



Southern University at New Orleans

Strategic Plan Goals 2006-2011

Goal I

Increase opportunities for student access and success.

Goal II

Ensure academic and operational quality and accountability.

Goal III

Enhance academics, research and services to best support the university, state, national and global communities.

Goal IV

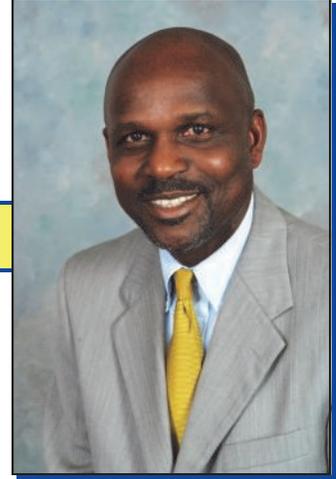
Establish and maintain uniqueness and competitive advantages in the higher education arena.

Goal V

Enhance major university-wide infrastructure and resources.



MESSAGE FROM THE CHANCELLOR



Southern University at New Orleans is pleased to provide an update on the current Strategic Plan. Given the many challenges our institution has overcome in the three years since Hurricane Katrina and Hurricane Rita flooded our Park Campus, this update shows that much progress has occurred. The Strategic Plan, crafted by a variety of SUNO stakeholders, represents a benchmark for accomplishing significant progress in numerous areas of our operations.

In keeping with our practice of involving our stakeholders in the planning process, I ask that you review this document and communicate any and all feedback to the chairpersons of the Strategic Planning Committee. Having your insight is critical to the ultimate success of this endeavor.

Thanks for everything that you already have contributed to the Strategic Planning process. As you know firsthand, SUNO has overcome tremendous odds toward winning several victories upon adopting the Strategic Plan. It is a pleasure working with each of you to chart a dynamic course for this institution in the years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Ukpolo". The signature is fluid and cursive, written in a professional style.

Victor Ukpolo, Ph.D.
Chancellor

STRATEGIC PLAN COMMITTEE MEMBERS

2006-2007

Rose Duhon-Sells, Chair

Vice Chancellor for Academic Affairs

Gloria Moultrie

Vice Chancellor for Community Outreach/
University Advancement

Janice Winder

Vice Chancellor for Student Affairs

Gerald Williams

Vice Chancellor for Administration and Finance

Wesley Bishop

Associate Vice Chancellor for Academic Affairs

Robert Cannon

Assistant Vice Chancellor for Administration/Facilities

George Amedee

Director, University Rebuilding America Partnerships
Program/Associate Professor

William Belisle

Director, Research and Strategic Initiatives

Mary Gross-Penny

Director, Library

Brenda Jackson

Director, Title III Programs

Renée Johnson

Director, Internal Audit

Igwe Udeh

Dean, College of Business

Leatrice Warren

Captain, SUNO Police Department

Alvin Bopp

Professor

William Guillory

System Analyst

Atwood Luter

Associate Professor

Julianna Padgett

Associate Professor

James Takona

Chair, Associate Professor

Chris Jackson

President, Student Government Association

Avis White

Ronnie Griffin

Antonio Matthews

Robert Thomas

Student Representatives

Frank Williams

Alumni Representative

2007– 2008

Rose Duhon-Sells, Chair

Vice Chancellor for Academic Affairs

Gloria Moultrie

Vice Chancellor for Community Outreach/University Advancement

Janice Winder

Vice Chancellor for Student Affairs

Gerald Williams

Vice Chancellor for Administration and Finance

David Adegbeye

Associate Vice Chancellor for Academic Affairs

Robert Cannon

Assistant Vice Chancellor for Administration/Facilities

Igwe Udeh

Dean, College of Business & Public Administration

Ricky Warner

Dean, School of Graduate Studies

George Amedee

Director, University Rebuilding America Partnerships Program/
Associate Professor

William Belisle

Director, Research and Strategic Initiatives

Chauncey Cammon

Interim Director, E-Learning

Edmund Cummings

Director, Information Technology Center

Donna Grant

Executive Director, Enrollment Services

Brenda Jackson

Director, Title III Programs

Renée Johnson

Director, Internal Audit

Shatiqua Mosby-Wilson

Director, Library Services

Harold Clark

Executive Associate to the Chancellor

Ada Kwanbunbumpen

Interim Coordinator, Office of Institutional Effectiveness

Jamaal Amedee

President, Student Government Association

FACULTY

College of Arts and Sciences

Alvin Bopp

Lora Helvie-Mason

**College of Business &
Public Administration**

Louis C. Mancuso

James E. Pittman

College of Education

Pamela Wanga

James Takona

School of Social Work

James Smith

Frank Williams



MISSION

Southern University at New Orleans (SUNO) primarily serves the educational and cultural needs of the Greater New Orleans metropolitan area. SUNO creates and maintains an environment conducive to learning and growth, promotes the upward mobility of students by preparing them to enter into new as well as traditional careers, and equips them to function optimally in the mainstream of American society.

The university provides a sound education tailored to special needs of students coming to an open admissions institution and prepares them for full participation in a complex and changing society. It offers a liberal education directed toward the achievement of higher literacy and broad intellectual development, which in turn serve as a foundation for training in one of the professions. SUNO provides instruction for working adults of the area who seek to continue their education in the evening or on weekends.

VISION

Building on a legacy of educational excellence, equal access and opportunity to students from all walks of life, Southern University at New Orleans envisions itself as a state university which values excellence in teaching, research, and public service.

Our vision is to build upon this legacy through the provision of academic excellence, to link all aspects of university activities with community needs and economic development, and to help students become productive citizens.

CORE VALUES

Excellence, Responsibility, Integrity, Accountability, Diversity, Nurturing and Service.

SYMBOL KEY:  = Overall Success  = Success  = Progress  = Did Not Achieve Goal

Strategic Goal		Performance Measure Objective		2006 / 2007	2007 / 2008	Was Goal Achieved?	
1	Increase opportunities for student access and success	1.1	(A) To increase the number of students enrolled by a minimum of 5% annually.	2,185 enrollment	2,600 enrollment (20% increase)		
			(B) To increase the percentage of other race student enrollment by a minimum of 3% annually.	69	96 (39% increase)		
			(C) To increase the percentage of first-time, full-time entering freshmen retained to the second year by a minimum of 5% annually with the goal of meeting the state's average for four year institutions.	Exempt, Last reported data in 2005 retention at 55%	50.3%		
			(D) To expand physical access beyond Orleans Parish.	In Progress			
2	Ensure academic and operational quality and accountability	2.1	(A) To increase the number of students earning associate, baccalaureate, and master's degrees in all majors by a combined total of 3% each year	380	268 (29.5% decrease)		
			(B) To increase the 6-year graduation rate from the baseline of 13.38%, 2000 cohort by 3% annually	8.45% 2001 cohort	Not Available 2002 cohort		
			(C) To increase the percentage of graduates passing licensure examinations with goal of achieving 100%.	94.1 % Praxis passage	100% Praxis passage		
		2.2	(A) To maintain accreditation through SACS.	Yes	Yes		
			2.3	(A) To maintain accreditation of the LA Board of Regents mandatory programs (Education and Social Work).	Yes	Yes	
		(B) To achieve accreditation of LA Board of Regents Business Program by 2010.		In Progress			
		(C) To perform academic reviews for all programs every three to five years.	Yes	Yes			
		2.4	To increase the campus-wide use of technology by 5% annually and maintain the highest level of technology possible over the next five years.	140 computers available for students. 35 technology workshops provided.	160 computers. 4 laptops available for students. 40 technology workshops provided (8% increase).		
3	Enhance academics, research, and services to best support the university, state, national, and global communities	3.1	To increase the number of partnerships with community, businesses, organizations and agencies by ten percent annually.	180	200		
		3.2	To strategically align teaching and learning, research, and service activities to address the needs of the community.	In Progress			

SYMBOL KEY:  = Overall Success  = Success  = Progress  = Did Not Achieve Goal

Strategic Goal		Performance Measure Objective		2006 / 2007	2007 / 2008	Was Goal Achieved?	
4	Establish uniqueness and competitive advantages in the higher education arena	4.1	To clearly define and publicize immediately the unique aspects of higher education at SUNO.	16 positive media articles, releases, broadcast, etc	40 positive media articles, releases, broadcast, etc		
5	Enhance major infrastructure and resources	5.1	(A) To increase the quality of facilities. *based on student satisfaction survey.	Yes	Yes		
			(B) To restore Park Campus. *Based on use/occupancy of building	0 of 11	1 of 11		
			(C) To construct new facilities.	In Progress			
			(D) To provide student housing.	In Progress			
		5.2	(A) To increase the amount of state appropriations by at least 3% annually from a baseline of 12.8 million dollars in fiscal year 2006.	12.8 million	8.75% increase		
			(B) To increase self-generated funding by 5% annually from the baseline of 6.3 million dollars in fiscal year 2006.	6.3 million	0.1 % decrease		
			(C) To increase the amount of grants and contracts by 3% annually from the baseline of 16.5 million dollars in fiscal year 2006.	16.5	59.6% decrease		
		5.3	(A) To increase the amount of alumni giving by 10% annually.	188 donors	271 donors (35% increase)		
			(B) To increase the amount of other donations by 10% annually.	\$1.9 million	\$1.8 million		
			(C) To develop a comprehensive alumni program and database increasing the number of participants by 25% annually.	In Progress			



GOAL 1

Increase opportunities for student access and success.

The Office of Academic Affairs entered into articulation agreements with Nunez Community College and Delgado Community College . These agreements will allow more students to have access to SUNO resources and ease the transition from the community college to SUNO. In addition to these agreements, a location in St. John the Baptist Parish has been secured to offer students in the River Parishes the opportunity to matriculate at SUNO.

Students Affairs provided multiple workshops, programs and events to assist students with study, job placement, scholarships, stress and graduate school opportunities. World renowned motivational speaker Les Brown delivered the keynote address during the kickoff luncheon for SUNO’s Leadership and Mentoring Program for Students (LAMPS).

LAMPS will increase the access of students from around Louisiana to SUNO and increase campus diversity. We have students of various nationalities, ages and economic backgrounds coming together for the pursuit of academic success.

GOAL 2

Ensure academic and operational quality and accountability.

Many efforts have been made across campus to achieve the components of this goal. The College of Education has worked with consultants to ensure their reaffirmation of the NCATE review. The College of Business & Public Administration is aggressively preparing its documentation for the AACSB review which will take place in 2010. Drs. Sells and Adegbeye have held town hall meetings with the academic departments and solicited input from all levels of campus involvement to develop the QEP topic.

The university has pushed forward with assessing the use of technology on campus compared to the other campuses in Louisiana. We are looking at the availability of computers in and out of the classroom as well as the use of scanners, projectors and other technology in and out of the class as well as workshops to train students and faculty in technology applications. The university is also looking at the delivery of course content through electronic media. Overall we are happy to report that more than 40 instructional sessions were hosted by E-Learning to train students and faculty on Blackboard.

The library hosted more than 120 individual and group sessions on electronic library resources, MS Word, MS Excel, MS PowerPoint and MS Publisher. Video resources are also being developed for students and faculty.



GOAL 3

Enhance academics, research and services to best support university, state, national and global communities.



If we are to enhance academics and research, we must attract the type of faculty that will help us achieve this goal. In order to do, so we require funding to pay salaries, purchase equipment for research and provide necessary resources.

We are happy to report that the Louisiana Board of Regents awarded funding for the Millie M. Charles Eminent Scholar Endowed Chair in Social Work. The total amount of the Endowed Chair is \$1 million.

The academic partnership between Middle Tennessee State University (MTSU) and SUNO was expressed in music during the Presidential “Prism” Gala Concert in 2007. It was a benefit for SUNO which featured an array of bands, orchestras and choral ensembles from MTSU’s McLean School of Music. The benefit also featured special guests Cedric Dent of the Grammy Award-winning Take 6 and David Pruett, world-renowned percussionist.

Each unit on campus worked with the Strategic Plan Committee to review their departmental goals and activities for alignment with the university strategic plan. More work in this area will proceed during the fall of 2008 to align units.

GOAL 4

Establish uniqueness and competitive advantages in the higher education arena.

What sets SUNO apart from the rest? Why do students choose to attend SUNO? Why do faculty from across the nation desire to work at SUNO? Everyone wants to know how we are able to make it, how we are able to attract more students to SUNO when we did not even have permanent buildings and how is it that our students outshined others at national competitions.

The answers to these questions and many more have been discussed in more than 40 positive media broadcasts, press releases, newspaper articles and national journals during the past 24 months. Below are two remarks about this great university.

The Times-Picayune, September 2007

“SUNO ranks as the city’s fastest growing 4-year institution in New Orleans.”

An article *The Times-Picayune* examined enrollment at New Orleans area colleges and universities. Based on our analysis of the article’s enrollment data from fall 2006 to fall 2007, SUNO’s nearly 14% percent enrollment increase made us the fastest-growing 4-year institution in New Orleans!

Louisiana Department of Health & Hospitals, Fall ‘07

I would like to inform you that the student, Ms. Marcelin, who you sent to participate in the DHH/OPH statewide "Pandemic Flu Drill", performed the task very well. She did a great job As a result, we would like other SUNO students to participate in future similar events as they arise... ..Thank you for allowing SUNO to be a valuable player in this endeavor.

*Adrian M. Boutin,
Regional Social Worker,
Department of Health &
Hospitals/Office of
Public Health
Metropolitan Region I*



GOAL 5

Enhance major infrastructure and resources.

During the past two years we have engaged in negotiations and strategies to not only restore the Park Campus, but to also develop and build permanent facilities on our Lake Campus. Through hard work and perseverance, we have acquired funding to build student and faculty housing. We have also acquired funding to assist in the construction of two additional buildings on the Lake Campus. Don Watson, Executive Director of the HBCU Capital Financing Program and one of his associates, Derek Hansel, visited SUNO’s administration and student leaders in March of 2008 to assess the progress the University is making toward returning to the Park Campus.

In addition to securing permanent facilities and improving the temporary facilities, efforts have been made to develop a comprehensive alumni program. The Chancellor was greeted by SUNO alumni during his “Chat with the Chancellor” gatherings. More events such as this are being planned to help reunite alumni with SUNO. We were also successful in hosting three university wide fundraisers— the Tom Joyner Foundation matching funds challenge, the Steppin’ in Style Men of Distinction Fashion Show and The BASH III.





Rendering of SUNO's Student & Faculty Housing



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