



**SOUTHERN UNIVERSITY**  
**NEW ORLEANS**

**STRATEGIC PLAN**  
**PROGRESS REPORT**  
**2008 - 2009**



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*On cover 2nd floor corridor of the SUNO  
Administration Building. Photo by Eddie Francis*

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## ***INTRODUCTION***

The *Strategic Plan Progress Report* represents an update on the five-year Strategic Plan that Southern University at New Orleans adopted in 2006. This update 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 that needs 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 our challenges and opportunities both internally and externally. The various strategic objectives ensure our 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.

Please understand that our 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.

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# **SOUTHERN UNIVERSITY NEW ORLEANS**



## ***STRATEGIC PLAN GOALS 2006-2011***

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### **GOAL I**

**Increase opportunities for student access and success.**

### **GOAL II**

**Ensure academic and operational quality and accountability.**

### **GOAL III**

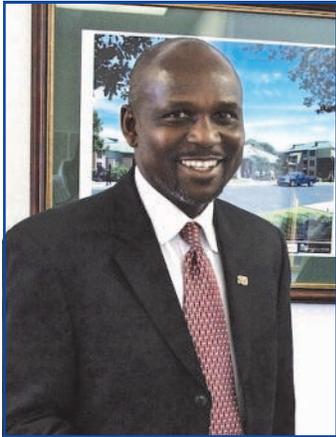
**Enhance academics, research and services to best support the university, state, national and global communities.**

### **GOAL IV**

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

### **GOAL V**

**Enhance major university-wide infrastructure and resources.**



Greetings,

Southern University at New Orleans is pleased to provide yet another update on the current Strategic Plan. The 2009-2010 academic year is a critical one in which significant progress will be realized. Some of this progress will come with the opening of SUNO’s first-ever student housing facility, and the groundbreaking for our new Information Technology Center building.

This year, we successfully earned reaffirmation of accreditation from NCATE for our College of Education. Similar strategies used for that process have been adopted with preparations for garnering accreditation for the College of Business and Public Administration from AACSB International and reaffirmation from SACS.

Ever since embarking on the Strategic Plan, every effort has been made to involve SUNO’s numerous stakeholders in the planning process. As you have done in the past, please review this document and share your thoughts with the chairperson of the Strategic Planning Committee. Your participation is critical to the success of the plan. I thank all who contributed in anyway to the development of this strategic plan, planning council and committee members, faculty, students, staff and other internal and external stakeholders.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Ukpolo". The signature is fluid and cursive.

Victor Ukpolo, Ph.D.



**STRATEGIC PLAN COMMITTEE MEMBERS 2008–2009**

**Dr. Rose Duhon-Sells**

Vice Chancellor for Academic Affairs

**Dr. David Adegboye**

Associate Vice Chancellor for Academic Affairs

**Mr. Woodie White**

Vice Chancellor for Administration & Finance

**Dr. Igwe Udeh**

Dean, College of Business and Public Administration

**Dr. George Amedee**

Associate Professor, College of Arts and Science  
Director, SUNO-Universities Rebuilding America  
Partnership

**Dr. Donna Grant**

Executive Director, Enrollment Services

**Ms. René Johnson**

Director, Internal Audit

**Mr. Harold Clark, Jr.**

Executive Associate to the Chancellor

**Mrs. Shatiqua Mosby-Wilson**

Director, Leonard S. Washington Library

**Dr. Pamela Wanga**

Professor, College of Education

**Dr. Adnan Omar**

Professor, College of Business & Public Administration

**Mr. Eddie Francis**

Interim Director, Public Relations

**Mrs. Gloria B. Moultrie**

Vice Chancellor for Community Outreach/  
University Advancement

**Dr. Janice Winder**

Vice Chancellor for Student Affairs

**Mr. Robert Cannon**

Assistant Vice Chancellor for Administration & Facilities

**Dr. Sara Hollis**

Dean, School of Graduate Studies

**Ms. Sheila Woods**

Interim Director, E-Learning

**Dr. Brenda Jackson**

Director, Title III Programs

**Ms. Ada Kwanbunbumpen**

Coordinator, Institutional Effectiveness

**Mr. Aaron Degruy**

President, Student Government Association

**Dr. William Belisle**

Director, Grants and Sponsored Programs

**Dr. Lora Helvie-Mason**

Professor, College of Arts and Science

**Dr. Michael Ralph**

Director, Institutional Effectiveness, Research and Strategic  
Planning



### ***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.

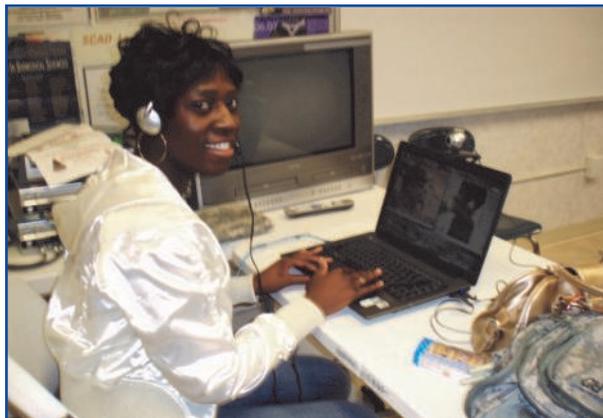


Strategic Goals		Performance Measure Objective				2006/2007	2007/2008	2008/2009	Was Goal Achieved?
1	<i>Increase opportunities for student access and success</i>	1.1	(A) Increase the number of students enrolled by a minimum of 5% annually.	2,185	2,600	3,104			
			(B) Increase the number of other race student enrollment by a minimum of 3.0% annually.	69	96	161			
			(C) 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%	53.8%			
			(D) To expand physical access beyond Orleans Parish.	IN PROGRESS	IN PROGRESS	Classes held in St. John the Baptist Parish			
2	<i>Ensure academic and operational quality and accountability</i>	2.1	(A) 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	391			
			(B) Increase the 6 year graduation rate from the baseline of 13.38% /2000 cohort by 3% annually.	8.45% 2001 cohort	5.24% 2002 cohort	Not available 2003 cohort			
			(C) Increasing the percentage of graduates passing licensure examinations.	94.1% Praxis passage	100% Praxis passage	100% Praxis passage			
		2.2	(A) Maintain accreditation through SACS	Yes	Yes	Yes			
		2.3	(A) Maintain accreditation of the LA Board of Regents mandatory programs (Education and Social Work).	Yes	Yes	Yes			
		2.4	(B) Achieve accreditation of LA Board of Regents Business Program by 2010.	IN PROGRESS					
			(C) Perform academic reviews for all programs every three to five years.	Yes	Yes	Yes			
			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 use. 40 tech workshops provided. 8% INCREASE	160 computers/14 laptops available for students use. 63 tech workshops provided. 1% INCREASE			

3	<b>Enhance academics, research, and services to best support University, State, national, and global communities</b>	3.1	Increase the number of partnerships with community, businesses, organizations and agencies by ten percent annually	180	200	250		
		3.2	Strategically align teaching and learning, research, and service activities to address the needs of the community.	IN PROGRESS				
4	<b>Establish uniqueness and competitive advantages in the higher education arena</b>	4.1	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	63 positive media articles, releases, broadcast, etc		
		5.1	(A) Increase the quality of facilities. *based on student satisfaction survey. (B) Restore Park Campus. *Based on use/occupancy of building (C) Construct new facilities. (D) Provide student housing.		Yes	Yes		
5	<b>Enhance major infrastructure and resources</b>			0 of 11	1 of 11	5 of 11		
				IN PROGRESS				
				IN PROGRESS				
		5.2	(A) Increase the amount of state appropriations by at least 3% annually from a baseline of 12.8 million dollars in fiscal year 2006. (B) Increase self-generated funding by 5% annually from the baseline of 6.3 million dollars in fiscal year 2006. (C) Increase the amount of grants and contracts by 3% annually from the baseline of 16.5 million dollars in fiscal year 2006.	12.8 million	8.75% increase	5.89% increase		
				6.3 million	0.1 % decrease	6% increase		
5.3	(A) Increase the amount of alumni giving by 10% annually.	16.5 million	59.6% decrease	74% increase				
			188 donors	271 donors 35% increase	167 donors			

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

## ACCOMPLISHMENT HIGHLIGHTS



### **GOAL 1: INCREASE OPPORTUNITIES FOR STUDENT ACCESS AND SUCCESS**

The Office of Academic Affairs entered into a two-plus-two articulation agreement with Delgado Community College in the spring of 2009. The agreement calls for Delgado graduates from its associate degree programs in Biology, Mathematics or Criminal Justice to seamlessly transition into their junior years at SUNO's Bachelor of Science programs in these three areas.

Annually, the top two-plus-two student(s) from Delgado will receive financial assistance to attend SUNO. Additionally, students who participate in two-plus-two academic programs will be eligible to reside in SUNO's Student & Faculty Housing which is slated to open in January 2010.

In addition to the agreement, the university extended its academic offerings beyond the metropolitan area. Students from St. John the Baptist Parish as well as the surrounding River Parishes were given the opportunity to take university courses at East St. John High School.

The staff in the offices of Recruitment, Admissions and Retention has worked tirelessly to refine office procedures and work towards an improved experience for students in order to build student retention. For example, the office focused a great deal of energy on improving the registration process for students. Students are now encouraged to get pre-advised for courses from their departments before they attend registration. As a result, the university provides a one-stop shop experience. At registration, representatives from all areas of campus are on hand to give students the necessary information they need such as parking, student ID's, Financial Aid, Disabled Student Services, etc.

### **GOAL 2: ENSURE ACADEMIC AND OPERATIONAL QUALITY AND ACCOUNTABILITY**

Accreditation of the university and its internal units are key to maintaining academic and operational quality. The College of Education achieved reaffirmation by NCATE in

2009. The College of Business and Public Administration is aggressively preparing documentation for its AACSB review which will take place in 2010. In preparation for SACS reaffirmation, a draft of the university compliance report was compiled. Campus-wide input has been collected for the development of the final QEP topic.

The Office of E-Learning reported more than 60 Blackboard instructional sessions for students and faculty. Most notably, the university received approval to construct an Information Technology Center on the Lake Campus. The construction of the technology center will lead to increased use and availability of computers, scanners, projectors and other technological resources in and out of the classroom. In addition, SUNO will be able to conduct workshops on technology applications for students, faculty and staff.

### **GOAL 3: ENHANCE ACADEMICS, RESEARCH, AND SERVICES TO BEST SUPPORT UNIVERSITY, STATE, NATIONAL, AND GLOBAL COMMUNITIES**

Promoting excellence in academics and research continues to be SUNO's greatest challenge. The university has a mixture of seasoned and new faculty, thus creating an environment for dialogue and discourse on academia and research. However, course loads and funding typically prevent faculty from engaging in research.

The university's Small Business Development & Management Institute (SBDMI) has been instrumental in providing opportunities for economic growth and entrepreneurship throughout the New Orleans area. As a result, Mrs. Cynthia Beaulieu won the university's Grantsmanship Award for her contributions to SUNO and the SBDMI. She was also honored by the Louisiana Black Caucus with the Charles Hudson Visionary Award in November of 2008 for her work with small businesses in the New Orleans community.

As a follow-up to receiving the 2006 Presidential Award for



*Left to right: Dr. Murty S. Kambhampati, Dr. Joe Omojola, Ms. Carmen Maldonado and Ms. Andrea D. Mickie (President, Minority Access, Inc.)*

## ACCOMPLISHMENT HIGHLIGHTS

Excellence in Science, Mathematics and Engineering Mentoring from the National Science Foundation, Dr. Joe Omojola utilized the funds to host the Gateway to Excellence in Math & Science summer camp in the summer of 2009. The camp was designed to increase elementary school students' interest in math and science. Students did hands-on math and science activities during the sessions, and all materials and lunch were provided free of charge.

Dr. Murty Kambhampati and Ms. Carmen Maldonado (B'09) both represented the university when they received national mentoring awards from Minority Access, Inc. Dr. Kambhampati received the 2008 National Role Model Faculty Award and Ms. Maldonado received the 2008 National Role Model Student Award at a banquet in Arlington, Virginia.

At the 2009 Thurgood Marshall College Fund Member University Professional Institute & Exhibition, Dr. Lisa Mims-Devezin received the Distinguished Faculty Award for her service to the academic community.

Dr. Lora Helvie-Mason received the 2009 Global Excellence Emerging Scholar award for SUNO at the Southern System Awards Ceremony on Wednesday April 22, 2009. In April, Dr. Helvie-Mason presented her research at two conferences and hosted a seminar on enhancing workplace communication.

Dr. Brenda Wesley Jackson, Director of Title III Programs was re-elected Vice President of The National Association of HBCU Title III Administrators, Inc., for 2009-2011. Dr. Jackson, who has more than 25 years of Title III Program experience at SUNO, is a founding member of the 6-year-old organization, a former two-term Treasurer and a member-at-large.

Dr. Louis Mancuso along with Drs. Obyung Kwun and David Alijani received the Distinguished Research Award for the Journal of Entrepreneurship Education at the Allied Academies Conference. The conference was held in New Orleans in April, 2009.

Dr. Victor Ukpolo was appointed to the American College of Education's Commission on Effective Leadership. His appointment started on July 1, 2009 and will end on June 30, 2012.

### **GOAL 4: ESTABLISH UNIQUENESS AND COMPETITIVE ADVANTAGES IN THE HIGHER EDUCATION ARENA**

An aggressive push to feature SUNO's commitment to the community has been made. SUNO Public Relations has



taken the initiative to go to alumni to gather their feedback on the SUNO experience. It has resulted in a campaign in which graduates have been shown in University marketing and advertising featuring their images and their quotes about the benefits of a SUNO education.

SUNO PR has started to form a promotional campaign that highlights a "new" view of SUNO. The campaign connects alums' success as grass-roots leaders to SUNO's community-oriented education. Using the advertising industry's best practices, SUNO PR uses the School of Social Work's theme of "Advocacy, Empowerment, Transformation" to identify what makes a SUNO education unique. That theme, including key "buzz words", has been woven into a sales pitch written by SUNO PR for University recruiters.

### **GOAL 5: ENHANCE MAJOR INFRASTRUCTURE AND RESOURCES**

There are more than six buildings near completion at the rear of the Lake Campus. Teams of construction workers and contractors work around the clock to build the first-ever housing facility. It is expected that the first residents will move into the apartments during the 2009-2010 academic year. The SUNO community continues to watch with enthusiasm and anticipation as each new structure nears completion.

In addition to SUNO Student & Faculty Housing, students and faculty were able to utilize classrooms and offices on the Park Campus. Despite construction and the loss of use on the first floors, business has resumed to normal as students walk the halls of Brown Hall and the Administration, Multi-Purpose, and Health and Physical Education buildings.

The university continued to meet with FEMA and state government officials to determine the best plan for redevelopment of the Park Campus.



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