LSU Shreveport 2030 Strategic Plan: 2/17/2025

LSU Shreveport 2030 Strategic Plan

1. Goal #1: **Cultivate Student Success**
   a. Increase retention, progression and graduation rates, number of completers
   b. Improve time to degree (reduce excess credits)
   c. Improve transition of students to workforce

   Strategies:
   1. Create student experiences for both face-to-face and online students that are dynamic and lead to meeting student goals (graduation, certificate, job) – connect with Board of Regent's Meauxmentum Approach
   2. Enhance advisor training on personalized student success strategies to be completed within six months.
      a. Move to centralized model
      b. Implement an early alert system to identify and support at-risk students within the first month of the academic year
   3. Develop a Center for Excellence in Learning and Teaching (CELT), addressing pedagogy, classroom culture, student-centric campus culture, in both face-to-face and online classes
      a. Define what constitutes high-quality teaching and learning in each class at LSU Shreveport
      b. Implement best practices across classes
   4. Review degree pathways for all academic programs to ensure that curriculum maps, scheduling, transfer processes and advising are all clear and efficient
      a. Curriculum maps for all programs: Post curriculum maps for all programs by May 31, 2025
      b. Develop and implement process for maintaining currency of curriculum maps by December 31, 2025
      c. Develop process to ensure that schedules reflect curriculum maps (pressure-testing of schedules, ensuring that courses are offered when expected by students) and are student-centric by May 31, 2026
      d. Introduce flexible course scheduling options (evening, weekend classes) by December 31, 2026.
      e. Increase credit transfer opportunities (both from other colleges and universities, as well as military training) and streamline transfer credit evaluations, with improvements implemented by December 31, 2026.

   5. Launch new student engagement initiatives (e.g., leadership programs, student clubs) by May 31, 2026.
   6. Implement peer mentoring programs, matching mentors and mentees by May 31, 2026.
   7. Analyze student enrollment patterns and identify peak demand times for face-to-face courses, with a report completed by May 31, 2026.
   8. Revise course scheduling procedures to better align schedules with demand, implementing new scheduling protocols by December 31, 2026.
   9. Review all policies for barriers to student success

a. Student survey to identify barriers: Develop process for reviewing and acting on identified barriers by May 31, 2026
10. Streamline communications, trained/cross-trained professionals to stop run-around
   a. Consolidate communication channels into a single platform, with the new system fully operational by May 31, 2027.
   b. Automate routine support processes to enhance efficiency, with automation tools implemented by May 31, 2027.
   c. Provide staff training on effective communication strategies and the new support system, completed by May 31, 2027.

Targets:
a. Identify an Interim Director of CELT by January 1, 2025
b. Increase first-year retention rate by 5% and overall 6-year graduation rate by 3% by May 31, 2029 beyond May 2024 base rates.
c. Reduce the average time to degree by 15% by May 31, 2029.
d. Increase LSUS's Social Mobility Index score by 5% by May 31, 2028.
e. Increase student participation in extracurricular activities and campus events by 15% by May 31, 2027.
f. Achieve a 30% reduction in scheduling conflicts by restructuring course schedules based on student demand by May 31, 2028.
g. Increase utilization of non-academic support resources by 20% by May 31, 2027.

2. Goal #2: **Optimize Enrollment**

   a. Increase in-person undergraduate student enrollment
   b. Optimize enrollment for large-enrolled programs
   c. Improve prospective student satisfaction with enrollment processes

   Strategies:
   1. Develop a university Strategic Enrollment Management (SEM) plan that includes appropriate enrollment targets for the following categories:
      a. Online graduate programs
      b. Undergraduate in-person programs
   2. Review the organization of Enrollment Management for alignment with institutional enrollment goals, including hiring a permanent senior leader for Enrollment Management
   3. Assess satisfaction for prospective students and families with our enrollment practices
   4. Assess current recruitment efforts
   5. Leverage university human and organizational resources to better assist in student recruitment
   6. Improve recruitment from BPCC, SUSLA and Barksdale AFB

   Targets:
   a. Hire an Executive Director of Enrollment Management by March 31, 2025
   b. Increase first-year student enrollment to 350 new students per year by Fall 2027.
   c. Increase transfer student enrollment to 350 new students per year by Fall 2027.

d. Optimize total graduate student enrollment at 8000 students by Fall 2027 (Continuing grad students: 5500, new grad students: 2500)
e. Create three new recruitment events that leverage faculty and non-enrollment staff and focusing on students and their families by Fall 2027.
f. Implement a process to gather information from prospective students and families about their satisfaction with our enrollment processes by May 31, 2026.
g. Embed recruitment efforts in two Community Engagement events annually by May 31, 2027.
h. Establish a permanent recruiting presence at BPCC and SUSLA by May 31, 2026.
i. Establish a regular recruiting pipeline for Airmen from Barksdale AFB by May 31, 2026.

3. Goal #3: **Adopt the LSU Scholarship First Agenda as it aligns with the LSUS mission**
   a. Increase opportunities for faculty/student research collaborations for both face-to-face and online students
   b. Develop areas of thought leadership for societal impact
   c. Promote development of original research or practice-based curricular initiatives informed by scholarship
   d. Align scholarship with regional job opportunities
   e. Increase extramural funding

   Strategies:
   1. Increase internship opportunities, with real-world to classroom experiences
   2. Increase funding for faculty and student scholarship/research collaboration
      a. Work with Hanover Research through the Office of Sponsored Research to identify new external funding opportunities
      b. Identify campus-wide funding opportunities (e.g., TRIO grant).
      c. Centralize travel funds in Dean's Offices; create equitable/competitive processes for awarding to faculty
   3. Develop and implement new programs meeting workforce needs (e.g., BS in Nursing, BS in Data Science, new doctoral programs)
      a. Use Lightcast and BoR dashboards to identify prospective new programs
      b. Train Chairs and Program Directors in curricular analytics software and make this routine part of curriculum review
   4. Publicize student-faculty research
      a. Work with faculty to highlight/feature student researcher accomplishments
      b. Stories to feature at least two faculty/student projects per semester
   5. Evaluate curriculum to explore additional opportunities for student research
      a. All UG programs will revise curricula by AY 2025-2026
      b. Based on the above analysis, plan for new courses by AY 2025-2026
      c. Add components to research/applied courses as part of curricular revision
   6. Increase funding to recruit top-talent faculty and staff
      a. Complete a new salary survey and identify funds for increases by SU24
      b. Add additional inter-session courses (possibly for research opportunities)- add sessions and study abroad; Create structure for intersessions of 2 weeks in Winter and Summer.

   Targets:

a. Add 3 Nexus degrees where course credit is combined with internships. Ensure each UG degree program has internship/culminating course experience opportunities by May 2029
b. Ensure each College (and department/program, where appropriate) has an advisory council with external partners by May 31, 2027
c. Centralize internships through Career Services (utilizing Handshake) to enable assessment and measurement of process by May31, 2027
d. Add clearly delineated assessments within Handshake by May 31, 2028
e. Increase # of grants, total grant $ awarded: FY 24 = $1.861million. Goal = $2 million by FY 2028
f. Increase internal research funding: Office of Sponsored Research will survey faculty in Fall 2025 to assess need and impact
g. Increase funding for FRD grants though the Faculty Senate. FY24 was $88,783. Increase to $100,000 by FY 2026
h. Identify at least two new programs per year (FY25, FY26, FY27, FY28 and FY29) that the data suggests for us to discuss with faculty for potential development.
i. We will add 4 new programs over the 5-year period 2025-2030 (e.g., BSN, data science, doctoral): Targets: at least 3 new F2F UG programs and at least one new doctoral program launched by FA29)
j. 25% of new (upper-level) courses presented to C&C will include research opportunity/requirement by AY 2027-2028
k. Continue to conduct student satisfaction surveys: NSSE
l. UG programs collect data in culminating capstone or other course for seniors by Fall 2028
m. Plan for 2 intersession Study Abroad trips to China and UK in SU 2027
n. Increase # of intersession courses; add 3 more by SU 2027

4. Goal #4: **Enhance the University's Partnerships with the Community**
   a. Enhance community engagement (two-way)
   b. External community: Increase community impact
   c. Support regional economic growth
   d. Cultural community engagement

   Strategies:
   1. Develop a Center for NW Louisiana Regional Impact, connecting community needs with faculty and student expertise and appoint an Interim Director (who will facilitate connections between community and campus) by April 1, 2025
      a. Develop opportunities to leverage existing entities such as the Collaboratory, SOC, CBER, INAR, HPL, Archives, Business Engagement Center, Red River Watershed Management Institute, Spring Street Museum, Pioneer Heritage Center, Pilot's Pitch Competition
      b. Increase collaboration with Barksdale AFB
      c. Develop an arts and lecture series
         i. Bring national thought leaders to campus
         ii. Based on community interest
         iii. Increase attendance at university events
         iv. Upload lectures to YT, live-stream
      d. Communicate areas of faculty expertise to community

        i. PR quantified (e.g., Social Media campaigns, news/media)
2. Workforce development; meet student and community workforce needs
    a. Determine how businesses and the community feel about workforce readiness. (See Federal reporting guidelines – 6 months)
3. Further develop pipeline…summer camps…K-12 engagement
    a. Increase number and quality of events
    b. Track engaged students; if student showed interest in LSUS or attended LSUS or another institution of higher learning

Targets:
a. Establish baseline for community and faculty/student interactions by June 30, 2026
b. Increase community and faculty/student interactions by 10% by May 31, 2026
c. Establish baseline number of contracts, events, jobs and job fairs by June 30, 2025
d. Increase number of contracts, events, jobs and job fairs by 10% each by May 31, 2027
e. Add 3 new partnerships to the Collaboratory, SOC, CBER, INAR, HPL, Archives, Red River Watershed Management Institute, Spring Street Museum, Pioneer Heritage Center, by December 31, 2026
f. Add at least one additional partnership with Barksdale AFB by December 31, 2026.
g. Determine community interest in and a baseline for an arts and lecture series by May 31, 2026
h. Host one additional event by May 31, 2026 - Measure the number of attendees through registration
i. Live-stream events and increase number of online viewers by 10% May 31, 2027
j. Communicate areas of faculty expertise to community by May 31, 2027
k. PR quantified (e.g., Social Media campaigns, news/media):
    a. Establish "Speaker List" by Summer 2026.
    b. Increase budget for advertising on social media and webpage by FY 2028
l. Create Workforce Development Committee Advisement Board by May 31, 2027
m. Increase number of programs from 15 to 24 (60%) by June 30, 2027
n. Expand student activity support to student interest / affinities beyond Greek/social/academic organizations/Athletics
    a. Evaluate the events students want by May 31, 2025
    b. Increase capacity needs by evaluating the additional space on campus by May 31, 2026.
    c. Increase outward-facing events by June 30, 2027
    d. Currently 36% of events on campus are External Events. Increase external events on campus by 10% by May 31, 2027.
o. Pipeline…summer camps…K-12 engagement
    a. Increase # and quality of events
    b. Track engaged students; if student showed interest in LSUS or attended LSUS or another institution of higher learning
    c. Create K-12 education advisement committee by May 31, 2026
    d. Create 3 new programs by May 31, 2026 and 2 more by May 31, 2027
    e. Increase # of students engaged/attending by 22% by May 31, 2027 (currently 820 students engaged and increase to 1007)
    f. Track student engagement through registrations, survey forms, post-event analysis to continually assess and improve programs

g. Starting in January 2026, the Office of Media and Public Relations will increase its coverage of faculty-related stories sent to the media by 30%, resulting in 20 additional faculty stories each calendar year

h. Media and PR will begin internally tagging social media posts in academic year 2025-2026 and develop a baseline percentage of faculty-related posts by June 30, 2026

i. Media and PR will increase the percentage of faculty social media posts by 5% annually beginning in July 2026 and continuing for subsequent calendar years

5. Goal #5: **Enhance Physical Plant**
   a. Renovations/enhancements to modernize the physical plant
   b. Enhance campus security measures
   c. Proactive assessment of ADA accessibility

   Strategies:
   1. Acquire funding for HPE building renovations (the Health and Wellness Hub)
   2. Complete comprehensive campus space allocation process to determine optimal usage of existing space
   3. Analize existing building elevator reliability, to ensure continuity of daily operations and meet ADA requirements
   4. Add visitor parking spaces throughout lots, to ensure easy visitor access to campus buildings
   5. Increase campus security – in buildings, parking lots
      a. Increase part-time police officers
      b. Crime logs and incident reports – crime down
   6. Expand security cameras, controlled access within campus buildings, add license plate readers (LPRs) at all entrances
   7. Implement plans for improving landscaping, signage, mall area, community spaces, especially branded with colors, native regional plantings, etc.
   8. Ensure more than minimal ADA compliance, including automatic doors, handicap parking spots and ramps from parking lots, classrooms, bathrooms and elevators
   9. Implement enhancements at Pilots Pointe Apartments, correcting roof and foundation issues as needed and ensuring adequate hot water and Internet access
   10. Complete a comprehensive assessment of residential student needs
   11. Increase flexible active teaching spaces (both indoor and shaded outdoor), to include spaces for socialization (with benches, seating, lighting, etc.)
   12. Review existing laboratory spaces for potential renovations as funds become available, to ensure currency of laboratory facilities
   13. Review space needs currently met by 3 temp buildings and existing Biological Science Museum for potential replacement

   Targets:
   a. By July 1, 2026, obtain funding and begin planning for HPE building renovations
   b. By August 1, 2025, complete report with recommendations on campus-wide space utilization
   c. Each building will have at least 2 elevators that work 99% of the time by FY28
      • Determine the number of buildings in compliance and submit FY28 deferred maintenance request to equip all other buildings with two elevators

- Beginning Fall 2026, maintain a central log of downtime on all elevators
d. By Fall 2028, 3 parking spaces will be reserved for visitors in each of the BH, BE and SC parking lots
e. Increase the number of part-time police officers by 2 by Fall 2024 and 1 by Spring 2025
f. Provide one full-time courtesy police officer living at PPA by Fall 2026
g. Provide incident logs dealing with PPA to Vice Chancellor for Student Affairs on a daily basis by Fall 2025
h. All buildings will be equipped with security cameras down all corridors by Spring 2027.
i. LPRs will be installed at the entrance and exit of PPA by Fall 2025
j. LPRs will be installed at the entrance and exit on Youree Drive by Spring 2026.
k. LPRs will be installed at the two entrances and exits on East Kings Highway by Fall 2027.
l. Modernize campus fire alarm systems by Fall 2028
m. Conduct internal ADA evaluation of all campus buildings by Spring 2026
n. Research grant opportunities for funding necessary upgrades by Spring 2026
o. Proposals will be submitted to fund necessary upgrades through deferred maintenance beginning FY27
p. By Fall 2025, survey campus, creating an Urgency List for facilities upgrades
q. Begin implementation of 10% of items on Urgency List by Fall 2026