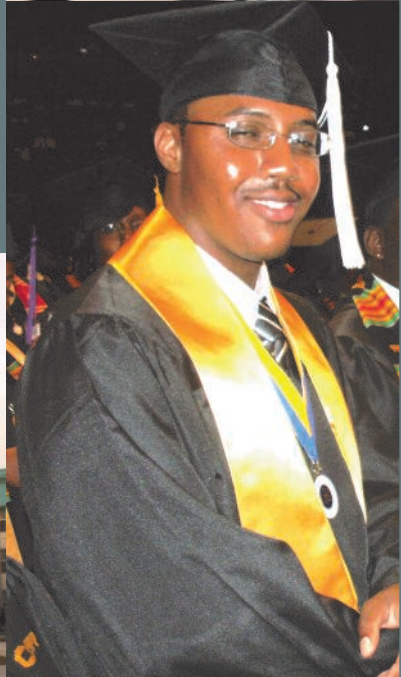
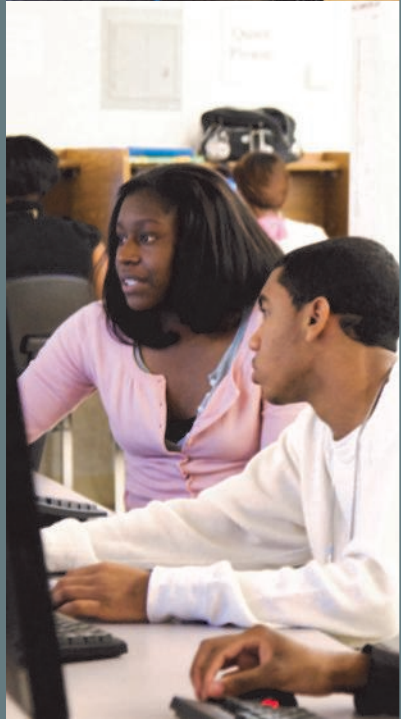


Strategic Plan Progress Report 2009 - 2010





SOUTHERN UNIVERSITY NEW ORLEANS

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Front Cover (clockwise): A marquee gets placed in front of the Leonard S. Washington Memorial on the Park Campus (photo by Eddie Francis); a student registers for classes in The Castle (photo by Gus Bennett, Jr.); students in the General Computer Lab on the Lake Campus (photo by Gus Bennett, Jr.); a graduate at the 2009 Commencement (photo by Eddie Francis); and Student and Faculty Housing (photo by Eddie Francis).

Back Cover: A student looks at one of the University quads during recovery efforts from the second floor of Brown Hall.

Layout and design of *The Strategic Plan Progress Report 2009-2010* by Eddie Francis. An electronic copy of the report can be found online at SUNO.edu.

TABLE OF CONTENTS

INTRODUCTION	1
STRATEGIC PLAN GOALS	2
MESSAGE FROM THE CHANCELLOR	3
COMMITTEE MEMBERS	4
SUNO MISSION, VISION, AND CORE VALUES	5
PROGRESS MEASURE TABLE	6
ACCOMPLISHMENT HIGHLIGHTS	
Goal 1	8
Goal 2	8
Goal 3	8
Goal 4	9
Goal 5	11



INTRODUCTION

We should all be proud of the progress that Southern University at New Orleans has made as a result of following our Strategic Plan. Navigating through these challenging times would prove to be quite overwhelming without a sound plan.

These annual updates represent more than a snapshot of the strategic planning process. They provide concrete evidence regarding our progress, challenges that we face, and opportunities on which we should capitalize.

Your continued participation in this process is truly appreciated, especially given our ultimate goal which is to ensure that SUNO will remain a viable higher education option for the students we serve. Thanks for your enthusiasm, hard work and dedication in seeing that the objectives and goals outlined in the Strategic Plan are thoroughly evaluated and eventually met.



... our ultimate goal which is to ensure that SUNO will remain a viable higher education option for students ...



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.



Greetings,

I am proud of the work that various Southern University at New Orleans stakeholders have put forth with the Strategic Plan. This past year proved to be a banner one with the groundbreaking of the Information Technology Center, the College of Business Building, and progress toward garnering accreditation from AACSB International for the College of Business and Public Administration and reaffirmation from SACS.

Thanks for your assistance with reviewing the annual Strategic Plan updates. I encourage you to make members of the Strategic Planning Committee aware of certain aspects of the plan that you believe need more attention. This, too, remains a critical aspect of the process. I look forward to working with you this academic year to realize more of the goals outlined in the Strategic Plan.

Sincerely,

A handwritten signature in black ink, appearing to read "Victor Ukpolo".

Victor Ukpolo, Ph.D.
Chancellor



STRATEGIC PLAN COMMITTEE MEMBERS 2009–2010

Dr. David S. Adegboye

Vice Chancellor for Academic Affairs

Mr. Wesley Bishop

Associate Vice Chancellor for Academic Affairs

Mr. Woodie White

Vice Chancellor for Administration & Finance

Dr. Igwe Udeh

Dean, College of Business & Public Administration

Dr. George Amedee

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

Dr. Brenda Jackson

Director, Title III Programs

Ms. Reneé Johnson

Director, Internal Audit

Mr. Harold Clark, Jr.

Executive Associate to the Chancellor

Mrs. Shatiqua Mosby-Wilson

Director, Leonard S. Washington Memorial Library

Dr. Kimberly Dickerson

Assistant Professor, College of Education & Human Development

Dr. Adnan Omar

Professor, College of Business & Public Administration
Chair, Management Information Systems

Ms. Leatrice Latimore

Interim Director, Recruitment, Admissions & Retention

Dr. Ira Neighbors

Professor, School of Social Work

Mrs. Gloria B. Moultrie

Vice Chancellor for Community Outreach/University Advancement

Dr. Donna Grant

Vice Chancellor for Student Affairs and Enrollment Services

Mr. Robert Cannon

Assistant Vice Chancellor for Administration & Facilities

Dr. Sara Hollis

Dean, School of Graduate Studies

Ms. Sheila Woods

Interim Director, E-Learning

Mr. Eddie Francis

Interim Director, Public Relations

Ms. Ada Kwanbunbumpen

Coordinator, Institutional Effectiveness

Ms. Anisha Holmes

President, Student Government Association

Dr. William Belisle

Director, Grants & Sponsored Programs

Dr. Lora Helvie-Mason

Assistant Professor, College of Arts & Science

Dr. Michael Ralph

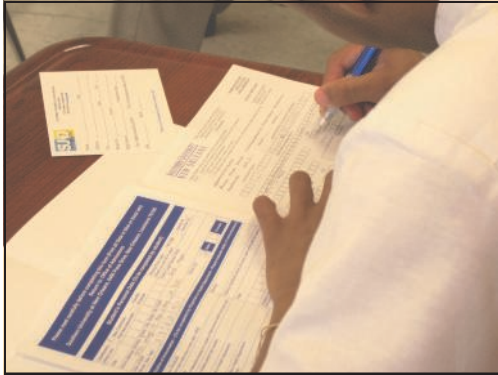
Director, Institutional Effectiveness & Strategic Planning

Mr. Michael Lee

Representative, Student Government Association

Dr. Abdul Mian

Associate Professor, College of Business & Public Administration



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 PLAN PROGRESS MEASURE TABLE 2006–2010

STRATEGIC GOALS	Performance Measure Objective		2006/2007	2007/2008	2008/2009	2009/2010	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	3,141		
			(B) Increase the number of other race student enrollment by a minimum of 3.0% annually.	69	96	161	36		
			(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%	57.5% ▼		
			(D) Expand physical access beyond Orleans Parish.	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	314		
			(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	7.73% 2003 cohort	Not available 2004 cohort		
			(C) Increasing the percentage of graduates passing licensure examinations.	94.1 % Praxis passage	100% Praxis passage	100% Praxis passage	100% Praxis passage		
		2.2	(A) Maintain accreditation through SACS	Yes	Yes	Yes	Yes		
		2.3	(A) Maintain accreditation of the Louisiana Board of Regents mandatory programs (College of Education & Human Development and School of Social Work).	Yes	Yes	Yes	Yes		
			(B) Achieve accreditation of Louisiana Board of Regents Business Program by 2010.	IN PROGRESS					
			(C) Perform academic reviews for all programs every three to five years.	Yes	Yes	Yes	Yes		
		2.4	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.	160 computers/14 laptops available for students' use; 63 tech workshops provided.	201 computers/25 laptops available for students' use; 200 tech workshops provided.		

SYMBOL KEY:  = Overall progress  = Needs more effort  = Did not achieve goal

STRATEGIC PLAN PROGRESS MEASURE TABLE 2006–2010

STRATEGIC GOALS	Performance Measure Objective	2006/2007	2007/2008	2008/2009	2009/2010	Was Goal Achieved?
3 <i>Enhance academics, research, and services to best support University, State, national, and global communities</i>	3.1 Increase the number of partnerships with community, businesses, organizations and agencies by ten percent annually.	180	200	250	260	
	3.2 Strategically align teaching and learning, research, and service activities to address the needs of the community.	In Progress	In Progress	In Progress	In Progress	
4 <i>Establish uniqueness and competitive advantages in the higher education arena</i>	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	95 positive media articles, releases, broadcast, etc	
5 <i>Enhance major infrastructure and resources</i>	5.1 (A) Increase the quality of facilities. *Based on student satisfaction survey.	Yes	Yes	Yes	Yes	
	(B) Restore Park Campus. *Based on use/occupancy of building	0 of 11	1 of 11	5 of 11	5 of 11	
	(C) Construct new facilities.	In Progress		2 buildings under construction		
	(D) Provide student housing.	In Progress		Student & Faculty Housing completed		
	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.	12.8 million	8.75% increase	5.89% increase	7.9% decrease	
	(B) 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	6% increase	7.5% increase	
	(C) 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	74% increase	8.8 % decrease	
	5.3 (A) Increase the amount of alumni giving by 10% annually.	188 donors	271 donors	167 donors	79 donors	
	(B) Increase the amount of other donations by 10% annually.	\$1.9 million	\$1.8 million		\$34,120	
	(C) Develop a comprehensive alumni program and database increasing the number of participants by 25% annually.	In Progress			3,200 alumni are in database	

ACCOMPLISHMENT HIGHLIGHTS

GOAL 1: INCREASE OPPORTUNITIES FOR STUDENT ACCESS AND SUCCESS

The University employed multiple methods to increase opportunities for student access and success during the 2009-2010 academic year. Ms. Leatrice Latimore, Interim Director of Recruitment,



Admissions and Retention, received funding from the Title III Office to implement new programs and services. The subprograms provided by the Center's staff address academic difficulties,

offer solutions to student problems, and monitor students throughout his/her matriculation through the University. One of these activities included administering a student management survey. From that survey, a student profile is developed that discloses weaknesses and threats. The Retention Officer helps the students develop plans to address their respective areas of weakness. The goal is to ensure students have an opportunity to excel inside and outside of the classroom.

Two other recipients of Title III funding who made significant impacts on student access and success are Ms. Mona Anderson and Ms. Shatiqua Mosby-Wilson. Ms. Anderson is the Director of the Center for Comprehensive Communications. The lab provides tutoring to students in reading, writing, mathematics, and accounting. Ms. Mosby-Wilson is the Director of the University's Leonard S. Washington Memorial Library. The library offered approximately 300 sessions of instruction to students and classes on a variety of topics during the academic year. Some topics included: Beginning Research, Advanced Research Techniques, Plagiarism, Citations (MLA or APA), Copyrights, and Moving Beyond the Basics: Microsoft Word or Power Point.

CCC Resources Lab Visits	
Fall 2009	1,541
Spring 2010*	904
Total Lab Visits*	2,445
*October 1, 2009 through March 10, 2010	

Ms. Sheila Wood, the Interim Director of E-Learning, also contributed to student learning and success. Ms. Wood held more than 150 instructional sessions on Blackboard and other e-learning resources.

The students also contributed to the increase of student access and success. Student leaders represented SUNO at several local and regional events to secure the continuation of educational programs at SUNO. In particular, students held rallies, informational sessions, and a town hall meeting. The town hall meeting allowed all stakeholders to speak openly about students having access to SUNO.

GOAL 2: ENSURE ACADEMIC AND OPERATIONAL QUALITY AND ACCOUNTABILITY

Dr. Victor Ukpolo, the Chancellor of Southern University at New Orleans, promised the SUNO community that change would occur during the 2009-2010 academic year. He promised to personally ensure that individuals are held accountable. As a result, members of the faculty stated that they received phone calls and visits from the chancellor on a variety of activities.

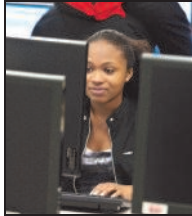
Dr. Ukpolo was seen daily making rounds from department to department to ensure that people were engaged in activities that support the best interest of the students and University.



In addition to Dr. Ukpolo's taking a direct role in working with faculty and staff, Dr. David Adegboye, the Vice Chancellor for Academic Affairs, hosted special forums to ensure accountability. One of his goals is to improve the line of communication between administration and faculty. He demonstrated his commitment to the goal by hosting several meetings where chairs, deans and administrators were allowed to discuss academic topics openly. The result of the communication has led to increased unity among faculty. A task force for the Quality Enhancement Plan was formed and has successfully created the topic E-Focused! Enhancing Student Learning in Online Courses by Improving Institutional Readiness.

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

ACCOMPLISHMENT HIGHLIGHTS



Public service projects and activities of mutual benefit to the campus and the community are actively promoted through collaborative partnerships throughout the metropolitan New Orleans area. Examples include:

- Service of SUNO faculty on Mayor Mitch Landrieu's reorganization taskforce.
- Annual workshops held by the School of Social Work in collaboration with community health centers. One such workshop is the Children of Color Left Behind Workshop, which focuses on issues, services and practices for children of color diagnosed with HIV or AIDS as well as children of color who have lost their caretakers due to AIDS. The workshop also focuses on the impact of systems in their environments locally, nationally and globally. Another workshop is the Ethics Community Workshop.
- The Chancellor's Emerging Leaders Program at Sophie B. Wright Charter School.

The University promotes student success, persistence and retention as well as intellectual and personal growth through a variety of academic, social, vocational, and other programs. SUNO embraces active partnerships that benefit faculty, students, and the region it serves. The University provides instruction for working adults of the area who seek to continue their education in the evening or on weekends while meeting the needs of the community for services in their professions. Of particular importance are partnerships that directly or indirectly contribute to economic renewal and diversification.

The Small Business Development & Management Institute (SBDMI) provides high-quality technical assistance to small and

emerging businesses in the Greater New Orleans area and surrounding parishes through one-on-one counseling, seminars, workshops, entrepreneurial training classes, and business outreach and support activities. Additionally, the SBDMI provides hands-on learning through small business development activities with clients and College of Business & Public Administration (CBPA) faculty and students in entrepreneurship. Specific workshops and related projects are described in the CBPA Community Outreach Report.

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

SUNO's value to New Orleans and the state of Louisiana has been demonstrated through a wealth of activities and accomplishments. The faculty, students and programs were singled out and honored repeatedly. SUNO Public Relations (SUNO PR) took the lead by using SUNO.edu, the University's official web site, to market institutional success and informational assets.

SUNO PR set up a variety of pages on SUNO.edu to market the University. The Did You Know? page, which can be found under About SUNO on the home page, presents facts for the general public and students. The Notable Alumni showcases significant accomplishments of those who have graduated from the University. SUNO PR also added a Newsmakers page to the News Room page to share news stories of SUNO students, alumni, faculty, and staff.

SUNO PR also began the process of populating SUNO.edu pages with stories of faculty accomplishments. In order to draw the general public's attention to the value of the University's lauded faculty, SUNO PR began placing links to those stories on the home page.

ACCOMPLISHMENT HIGHLIGHTS

Some of the unique attributes of SUNO are that we have the only Museum Studies program in this region that can be completed online, we are members of the only HBCU system in the United States and we are the only University to exist in a trailer environment in the south. In spite of our facilities we continue to meet the obstacles and overcome them victoriously.



The following are news stories that promoted the progress of Southern University at New Orleans:

1. U.S. Secretary of Homeland Security Janet Napolitano's visit to SUNO. Also the visits of U.S. Ambassador Johnnie Carson and Environmental Protection Agency Administrator Lisa Jackson were promoted to the general public.
2. The groundbreaking ceremony for the College of Business & Public Administration building.
3. President Barack Obama's mention of SUNO during a visit to New Orleans.
4. SUNO was ranked #1 in campus safety with a 98.2 safety rating among Louisiana colleges and universities by StateUniversity.com's Safest Schools report.
5. The student team of Erica Bilbo and Tonia Simmons-Doakes placed first in the 2010 Morehouse Business Plan Competition on the University's first trip to the competition.
6. The Students in Free Enterprise team from the University won Rookie of the Year honors at the 2010 national competition. This team and the Morehouse team were moderated by Dr. Louis Mancuso.

7. The University was named to the 2009 President's Higher Education Community Service Honor Roll by the Corporation for National and Community Service for service to the local communities.

8. SUNO gained a competitive advantage in student housing by opening the state's newest residential facility.

9. SUNO alumna Arlanda Williams earned the distinction of being the first woman to serve on the Terrebonne Parish Council.

10. Ruth W. Johnson, Director of SUNO's Educational Talent Search Program, was elected Secretary for the Council for Opportunity in Education (COE) Board of Directors.
11. The Department of Athletics successfully fielded the area's newest college volleyball team. The SUNO track team was also the only team from Louisiana to compete at the 2010 NAIA Indoor National Championships. In addition, the men's basketball team had the most improved season of any of its conference rivals, going from a 2009 record of 3-25 to a 2010 record of 13-15.
12. SUNO expanded its technology resources through web-based upgrades worth more than \$1 million with CampusEAI Consortium.

SUNO also successfully launched a new advertising campaign to rebrand the University. The administration continued to make an impressive investment in advertising by contracting with Cox Media to enhance the quality of its television commercials. As a result, three commercials



ACCOMPLISHMENT HIGHLIGHTS

Table of selected SUNO community events, their benefits to the campus and to the surrounding community, 2006-2009		
SUNO Community related events	Benefits to the campus	Benefits to the surrounding community
<p>January 26, 2010—The University donated the use of the gymnasium to the Citywide Ecumenical Coalition and WHNO-TV to host televised New Orleans mayoral candidates' forum.</p> <p>March 3, 2010—SUNO donated space on the Lake Campus to host a New Orleans City Council District E debate on Lake Campus.</p>	<p>SUNO benefited by having political science and other students observing and learning how the political process of campaigning unfolds and how the average citizen can engage and become involved in the political process, both as a candidate or civic minded resident.</p>	<p>The city of New Orleans gained by the benefits of having more active citizen participation and civil engagement in the social and political process.</p>
<p>SUNO embarked on a major beautification project on its Lake and Park Campuses due to the devastation caused by floodwaters from Hurricanes Katrina and Hurricane Rita. Painting and the planting of trees and shrubberies, the installation of building identification signs, and the formation of a "green" playground on the Lake Campus highlighted the activity.</p>	<p>A major step was made to maintain a safe and attractive campus.</p>	<p>The project helped revitalize the historic legacy and attractiveness of the Pontchartrain Park neighborhood.</p>
<p>September 29, 2009—Students for the Prevention and Education of Substance Abuse hosted a Substance Abuse Awareness Day featuring a keynote address by substance abuse and addictions expert Anthony Lowery.</p>	<p>SUNO benefited by having Substance Abuse majors and other students observe and learn in person through experiential exposure to practitioners and patients.</p>	<p>Community residents appreciated the importance having first-hand information that could potentially save lives and providing relief from distress.</p>

were produced, and ran across the state.

All three commercials featured the human capital of the University. The first two commercials featured alumni and told the story of SUNO's commitment to uplifting the community. The most recent commercial, entitled "My University", featured two students whose lines begin with "My University." The script presents little-known facts about SUNO and it also expresses the sense of ownership that students and alumni feel.

In keeping with the generation of students who are more inclined to get information from the internet, SUNO PR has also expanded the use of the University's social networking sites. By the end of FY2009-2010, the University's Twitter (twitter.com/sunoknights) page had 97 followers and the SUNO Facebook page (facebook.com/sunoknights56) had more than 1,500 friends. A YouTube page (youtube.com/sunoknights), which has eight subscribers, was also added to showcase the new television commercials as well as athletics videos and other videos which feature Southern University at New Orleans. SUNO PR also continued to post high profile stories on HBCUConnect.com.

GOAL 5: ENHANCE MAJOR INFRASTRUCTURE AND RESOURCES

In August of 2009, Department of Homeland Security Secretary Janet Napolitano announced that more than \$32 million in funding for the rebuilding of four educational buildings at the Southern University at New Orleans.

In September, the University received \$1.75 million from the National Science Foundation for the next five years for its Enhancement, Enrichment and Excellence in Mathematics and Science (E3MaS) grant. That same month, the Office of Community Outreach/University Advancement sponsored the annual BASH fundraiser. The event commemorated the 50th anniversary of the opening of SUNO.

The 2009-2010 academic year also saw several Faculty receive grants to support University infrastructure and resources. In addition, the Office of Grants and Sponsored Programs hosted workshops on grant writing and regularly published announcements for available grants to the University. The result of these activities yielded an additional \$14.7 million in

ACCOMPLISHMENT HIGHLIGHTS



funding. Dr. Brenda Jackson, the Director of Title III Programs, secured \$4.3 million in funding to support programs and resources to enhance student learning. Despite budget cuts and reduced state funding, the University saw growth in the physical infrastructure.

The highlights of that growth occurred on the Lake Campus. In January of 2010, residents of SUNO's Student & Faculty Housing moved in as the construction on the final phase continued. The following month, construction on the Information Technology Center began while the groundbreaking for the College of Business & Public Administration building took place in March.

The Park Campus received much-needed attention when the Chancellor created a committee to work directly with the Federal Emergency Management Agency and the Governor's Office of Homeland Security and Emergency Preparedness to expedite the recovery of the hurricane damaged facilities. During the June meetings, Steve Lasavio, the Director of Louisiana's Office of Facility Planning and Control, projected that construction could begin on the University Center in the fall of 2010. He also projected that construction could begin on the library if all documents are approved. The next step in the recovery process involves the team's working closely with a Master Programmer to develop timelines and architectural drawings for the other Park Campus buildings. The Master Programmer is scheduled to meet the SUNO team in July 2010.

SUNO also expanded its technology resources through web-based upgrades worth more than \$1 million with CampusEAI Consortium. The expansion allows the University to expand its intranet capabilities through myCampus software, which creates a campus portal and web content management system for higher education institutions. expand its intranet capabilities through myCampus software, which creates a campus portal and web content management system for higher education institutions.

Enhancing resources for SUNO also involves giving back to the community that we serve. The Office of Institutional Effectiveness created an extensive portfolio of events hosted by SUNO and the impact it had on the surrounding community. See excerpt from table provided by Dr. Michael Ralph.



Above: The Student & Faculty Housing complex. The first phase was completed for a January, 2010 move-in.

Left: Rendering of the building for the College of Business & Public Administration under construction on the Lake Campus as of Spring 2010.

NOTES



SOUTHERN UNIVERSITY
NEW ORLEANS