

# **Vision 2025**

## **Southeastern Louisiana University's Strategic Plan**

### **Mission Statement**

The mission of Southeastern Louisiana University is to lead the educational, economic and cultural development of southeast Louisiana.

### **Core Values**

Core Values are the underpinning of a university's culture and character, and serve as the foundation on which everything else is built. Southeastern Louisiana University's core values of Excellence and Caring reflect who we are and what you can expect from us.

#### **EXCELLENCE:**

Continually striving for the highest level of achievement; overcoming challenges with reflection, improvement, innovation and reinvention.

#### **CARING:**

Serving the needs of others with respect, understanding and compassion; affirming the differences among individuals, values and ideas.

### **Strategic Priorities**

1. To engage a diverse population of undergraduate and graduate learners with powerful experiences.
2. To enrich and strengthen faculty and staff support and morale.
3. To increase and manage resources effectively.
4. To advance Southeastern's brand, strengths and value to all audiences.
5. To expand Southeastern's distance education offerings in response to student and programmatic needs.
6. To foster a physical environment and efficiently allocate space in a way that directly affects higher rates of recruitment and retention of students, faculty, and staff.

### **Strategic Priorities with goals**

1. To engage a diverse population of undergraduate and graduate learners with powerful experiences.
  - 1.1 The University will expand an aggressive and effective recruiting program that attracts and enrolls highly qualified and diverse students.
  - 1.2 The University will provide relevant curricula, emphasizing scholarship and an innovative, engaging pedagogy that creates an intellectually stimulating environment.
  - 1.3 The University will pursue non-traditional markets and non-traditional delivery methods.
  - 1.4 The University will provide programs, services, resources and infrastructure that maximize student success.

- 1.5 The University will create an academic environment supported by well-qualified and diverse faculty and staff.
- 1.6 The University will create an environment that promotes accessibility and safety, and supports understanding and acceptance of individual differences.
- 1.7 The University will offer a broad array of non-degree, mission-appropriate activities that meet the needs of the region.
2. To enrich and strengthen faculty and staff support and morale.
  - 2.1 The University will provide programs, services, resources and infrastructure that support professional development.
  - 2.2 The University will recognize and reward efforts to recruit, support and engage students.
  - 2.3 The University will enhance collaborative university governance.
  - 2.4 The University will promote open and interactive communication.
3. To increase and manage resources effectively.
  - 3.1 The University will increase the number of external relationships and explore various opportunities for private philanthropic support.
  - 3.2 The University will pursue new markets and funding sources.
  - 3.3 The University will expand sustainability efforts as a means of reducing costs and enhancing educational opportunities.
4. To advance Southeastern's brand, strengths and value to all audiences.
  - 4.1 The University will engage in ongoing assessment and validation of its brand identity.
  - 4.2 The University will enhance efforts to gather narratives from the campus community to better illuminate Southeastern's brand.
  - 4.3 The University will evolve and expand its digital presence.
  - 4.4 The University will develop and launch brand advertising to targeted audiences and markets.
  - 4.5 The University will ensure consistency among all external and internal marketing and communications.
  - 4.6 The University will use innovative relationship building to enhance stakeholders' engagement.
5. To expand Southeastern's distance education offerings in response to student and programmatic needs.
  - 5.1 The University will promote and market distance education offerings.

- 5.2 The University will increase access to and participation in distance education.
  - 5.3 The University will establish a comprehensive centralized center to support distance delivery.
  - 5.4 The University will implement focused strategies to strengthen the foundation for quality distance education.
  - 5.5 The University will increase distance learning programs for working adults.
6. To foster a physical environment and efficiently allocate space in a way that directly affects higher rates of recruitment and retention of students, faculty, and staff.
- 6.1 The University will enhance the appearance and usability of campus.
  - 6.2 The University will expand and/or upgrade access to technology.
  - 6.3 The University will develop and implement a strategy for optimizing use of facilities.