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# **Southern *U*niversity at *S*hreveport *L*ouisiana**

## **UNIVERSITY RELATIONS**

### **Strategic Plan**

#### **MISSION STATEMENT**

The Division of University Relations supports the mission of Southern University at Shreveport Louisiana through image management, organizational integrity, resource development, and by enhancing relationships with constituencies that support the strategic direction of the University.

#### **VISION STATEMENT**

The Division of University Relations will manage all communications to maintain an accurate and consistent image of the university, provide leadership in continuous process improvement, while being a proactive leader in accessing philanthropic resources as a catalyst for both capital improvement and increased student access to financial resources.

#### **Goal I**

To develop a creative Marketing and Communication Strategy that positively impacts enrollment at Shreveport by 5% by Fall 2012 from 3014 to 3165. (Baseline year FY 2009 – 2010)

##### **A. Objectives**

1. Increase awareness of the University offerings and opportunities through local and national media outlets, evaluating outcomes annually and documenting the use of the results.
2. Demonstrate strategies that engage student, faculty, staff and administration with prospective student and external constituencies evaluating outcomes annually and documenting the use of the results.
3. Strengthen the University's identity with a clear image management plan. Outcomes will be evaluating outcomes annually and documenting the use of the results.

##### **B. Strategies**

1. Brand marketing
2. Seasonal campaign/promotion
3. Internal campaigns
4. Enhance University website/on-line communications
5. Increase emphasis on promoting academic offerings
6. Develop feature stories that promote SUSLA
7. Monitor other universities to develop press material in an effort to make SUSLA material more innovative.
8. Create/design/produce and monitor visual illustrations and presentations consistent with appropriate University image/brand
9. Monitor peer institutions for competitive advantages.
10. Use state of the art multimedia technologies.

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## **Goal II**

To implement a series of evaluative systems designed to facilitate strategic planning, accountability, institutional effectiveness, and continuous process improvement and to annually educate faculty and staff in reference to the aforementioned framework.

### **A. Objectives**

1. By academic year 2012 - 2013, the evaluation of an institutional framework which facilitates coordination and review of all intergovernmental compliance reporting applicable to SUSLA will reflect a 100% success rate in meeting essential requirements in maintaining fiscal stability, institutional integrity and continued accreditation.
2. By academic year 2012 - 2013, maintain a university-wide program review schedule reflecting annual assessment of functional areas which include the evaluation of Institutional effectiveness in areas such as enrollment, recruitment, retention, graduation, academic quality and accreditation. Evidence of documenting the use of results will also be noted.
3. By academic year 2012 - 2013, internal unit review processes will be evaluated annually to assess provided technical assistance on the enhancement of research and evaluation capabilities for all institutional units thereby, enabling the production of studies on major issues affecting postsecondary education.
4. By academic year 2012 - 2013, the annual schedule of student opinion surveys emphasizing perception on all aspects of college experience will be evaluated and the use of documented results will be noted.
5. By academic year 2012 - 2013, systematic plans and related processes designed to assess the value of a SUSLA education and ultimate economic impact on the greater Shreveport metropolitan service areas and the State of Louisiana will be evaluated and the use of results will be noted.

### **B. Strategies**

1. Develop policy and procedures for reporting
2. Achieve 100% annual reporting compliance for reports that include, but are not limited to:
  - ❖ Act 1465
  - ❖ Strategic Operational Plans
  - ❖ Quarterly Performance Reports (LaPAS)
  - ❖ Statewide Student Profile System
  - ❖ IPEDS
  - ❖ SACS Profile
  - ❖ State Budget Reports
  - ❖ Crime Statistics
  - ❖ Equity Athletics
  - ❖ Title III/Carl Perkins Report
  - ❖ Board of Regents Report
  - ❖ SACS Library Report

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3. Educate University community concerning the institutional effectiveness process of planning and reporting to assure closure of the planning and reporting “loop” to affect annual budget preparation.
  4. Establish annual institutional report card
  5. Compile/review an institutional policy and procedure manual

### **Goal III**

Initiate and support efforts that will increase the number of annual donors by ten (10) percent and corporate gifts and private donations by five (5) percent annually.

#### **A. Objectives**

1. Expand the pool of constituencies by five (5) percent annually.
2. Coordinate a calendar of solicitations by July 1 annually.
3. Educate student body on importance of philanthropy through bi-annual participation registration activities.
4. Increase capital campaign contributions by eight (8) percent annually.
5. Publish and promote fundraising policy and procedure by the end of the year 2010.

#### **B. Strategies**

1. Produce and support special events annually.
2. Inform constituencies through phone/radiothons annually.
3. Implement a direct mail campaign by the end of the year 2010.
4. Produce research on thirty (30) new donors annually.
5. Expand database (*actual and potential donors*) from 3,000 to 3,500 by the end of the year 2010 and increase by five (5) percent each following year.
6. Educate twenty (20) new students bi-annually through the *pre-alumni club*/establish endowed scholarship by 2012.
7. Increase the number of endowments by four (4) professorships and one (1) chair or 1.4 million dollars by the year 2012.
8. Institute bi-annually scholarship month activities.