

IMPACT

ECONOMIC AND COMMUNITY IMPACT STUDY



Spending

Teaching

Research
& Service

Quality
of Life

Above
& Beyond



SOUTHEASTERN
LOUISIANA UNIVERSITY

Methodology

Spending

Teaching

Research
& Service

Quality
of Life

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& Beyond

Methodology



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A Message from Southeastern President John L. Crain

Since its founding in 1925, Southeastern Louisiana University has focused on the communities it serves. Southeastern has a solid tradition of developing partnerships and programs that enhance the quality of life in southeast Louisiana.

This report on the economic and community impacts of Southeastern highlights our multi-faceted role in serving the people who live throughout the region.

Our mission - to lead the educational, economic and cultural development of the region - ties Southeastern intimately to the lives of our residents. Our impact goes far beyond the funding of construction and capital projects, the research grants, or the dollars and cents that faculty, staff and students earn and spend in their communities. As one of the area's largest employers, those economic contributions of Southeastern are very visible.

Beyond that, however, are the fundamental contributions Southeastern makes to develop an educated citizenry, a workforce prepared for today's knowledge-based economy, and numerous cultural, creative and other resources that contribute to our

quality of life and the wellbeing of our region.

Southeastern willingly shares its faculty and staff expertise by working closely with area school systems to strengthen K-12 education, by cooperating with government and private agencies to strengthen their capabilities, by working to improve the general health and social fabric of our communities, by contributing to a vibrant cultural landscape, and by providing opportunities for lifelong learning. Our students, likewise, freely contribute thousands of hours of service to area groups and organizations. No price tag can be placed on these contributions.

Higher education is a key component of economic development. In this 21st Century global economy - one that is experiencing stressors that have not been seen for generations - our universities are nothing short of critical in helping to lead states and the nation back to prosperity.

This report showcases some of the many ways Southeastern factors into the wellbeing of southeast Louisiana. We remain committed to helping Louisiana grow and prosper.

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University of Louisiana System

Institutions of higher learning have a direct impact on the economic success of a state and region, and there is a direct correlation between higher education and the positive outcomes on quality of life measures.

In essence, higher education pays.

College graduates earn more and spend more than those without a college degree. The taxes paid by college graduates are greater and are used for the public good, including repaying the cost of a college education several times over.

The state's investment in higher education is an investment in the future of Louisiana as college graduates are productive members of society, paying taxes, volunteering, voting and raising families with similar goals of attaining a college degree.

With over 80,000 students, the University of Louisiana System is the state's largest higher education system. Consisting of eight four-year universities strategically located across the state, the economic and quality of life impacts of the UL

System enrich each of the state's 64 parishes.

As evidenced in the comprehensive study of the economic and community impacts of the eight universities in the University of Louisiana System, investments in higher education have a ripple effect on the economic vitality of the entire state and the quality of life of its citizens.

Our universities provide jobs, train future workforces, incubate businesses, create and bolster new industries, enrich the lives of residents through the arts and humanities, and sustain the financial stability of communities where they are located.

The combined impacts of Grambling State University, Louisiana Tech University, McNeese State University, Nicholls State University, Northwestern State University, Southeastern Louisiana University, the University of Louisiana at Lafayette and the University of Louisiana at Monroe are in the billions of dollars.

That's the power of **EIGHT UNIVERSITIES STRONG.**

Spending

The UL System's statewide annual economic impact is \$3.4 billion and supports 34,800 non-university jobs.

This includes:

- \$101 million from affiliated organizations,
- \$148 million in health insurance payments,
- \$131 million impact of retiree spending,
- \$334 million in university operations,
- \$222 million in construction and capital outlay,
- \$487 million from visitors,
- \$661 million in faculty and staff expenditures, and
- \$1.3 billion impact from student spending.

Teaching

UL System graduates have added \$6.5 billion to Louisiana's economy over the last 10 years. Bachelor's degree holders have generated \$5.6 billion, master's degree holders \$728 million, and associate's degree holders \$143 million.

UL System schools produced 455,669 degrees over the last 50 years with 122,974 graduates between 1998 and 2007.

In the past 10 years the UL System generated the majority of graduates in the fields of criminal justice, family and consumer sciences and human sciences, health and fitness studies, public administration and social work, health professions and clinical sciences, education, visual and performing arts, computer and information sciences, and business, management and marketing.

Research & Service

UL System campuses are bolstering opportunities for new industry growth and enhancing established industries in Louisiana through innovative research and development and by providing strategic planning and professional services.

This study captured 188 research and service programs in the UL System.

They include:

- 28 in economic development,
- 23 in engineering and technology,
- 27 in cultural development,
- 24 in environmental and natural sciences, and
- 86 in education, health and human services.

Quality of Life

The UL System enhances life experiences of its students, employees and community members by creating unique learning and cultural opportunities.

On average, there are 100 events taking place every day at UL System campuses. Last year, campus events attracted 3.7 million people, 45 percent of those being off-campus visitors.

Additionally, UL System faculty and staff volunteered 567,000 hours last year, and students logged 1.9 million hours in their communities.



The University of Louisiana System is comprised of: Grambling State University, Louisiana Tech University, McNeese State University, Nicholls State University, Northwestern State University, Southeastern Louisiana University, University of Louisiana at Lafayette, and University of Louisiana at Monroe. The value added to Louisiana's economy by increased taxable earnings of UL System graduates over the last 10 years is \$6.5 billion.



“Eight Universities Strong” is more than just a tagline. It’s a reflection of the collaborative partnerships that exist between the eight institutions in the University of Louisiana System.

From joint degree programs to pooling resources for cost-savings measures to student initiatives, the UL System proves universities enhance their individual impacts when working together.

“Our universities have a history of working collaboratively through joint programs and sharing of resources. We want to build upon that foundation, as we are good stewards of taxpayer dollars invested in our enterprises,” said UL System President Randy Moffett.

Working Together in Teaching

Three strong joint degree programs already exist between UL System universities.

McNeese State University in Lake Charles, Southeastern Louisiana University in Hammond, and the University of Louisiana at Lafayette comprise the Intercollegiate Consortium for a Master of Science in Nursing. Created in 1986, this consortium

allows students to enroll in courses at any of the participating universities and receive credit toward a master’s degree. Accredited by the National League for Nursing Accrediting Commission, the advanced nursing specialty tracks offered are nursing administration, nursing education, clinical nurse specialist, and nurse practitioner.

Grambling State University in Grambling, Louisiana Tech University in Ruston, and the University of Louisiana at Monroe established the Louisiana Education Consortium (LEC) in 1995 to offer a joint doctoral program in education. With specialization in either curriculum and instruction or educational leadership, the Doctor of Education (Ed.D.) degree program has generated 85 graduates. Over two thirds of those graduates currently work in K-12 or higher education in Louisiana, Texas, and Arkansas.

Southeastern and UL Lafayette also offer a joint doctoral program through the Consortium for Ed.D. in Educational Leadership. Established in 2006, the program will award its first degrees in May 2009. In order for more efficient course delivery, each university has primary responsibility for certain program courses. Thus, those enrolled at Southeastern take seven courses offered by UL Lafayette, and UL Lafayette students take seven courses offered by Southeastern.

UL System President Randy Moffett has asked the eight university presidents to explore further opportunities for establishing new joint course offerings and degree programs.

“We want to see more cooperative endeavors like these across our system. It’s good for the students in terms of expediting degree attainment; it’s good for faculty in terms of peer development; and it’s good for our state in terms of a higher educated citizenry and fiscal responsibility,” said Moffett.

Working Together for Cost Savings

Looking beyond academic collaborations, the Board of Supervisors for the University of Louisiana System recently established a Cost Containment and Efficiencies Committee. The committee is researching how to build upon existing collaborations between campuses and pool resources to streamline costs.

In the beginning stages of their work, the committee has already identified four ways to work collaboratively:

- Energy – The committee is looking at the feasibility of purchasing electricity in bulk quantities for the UL System.
- Credit Card Processing Fee – The committee is collecting information from the universities to explore ways to lower credit card processing fees.
- Telecommunications – The committee is working with the Office of Telecommunications (OTM) to determine if there are ways to cut costs for local, long-distance, e-mail, and internet connections.
- Healthcare – The committee is exploring the feasibility of setting up a healthcare insurance network for UL System faculty, staff, and students and other options.

Working Together for Student Initiatives

The UL System is a student-centered system, as evidenced by the Board-recognized Student Advisory

Council (SAC). SAC consists of the Student Government Association Presidents from each of the eight universities and meets regularly to share information and identify ways to work collaboratively.

Past UL System student-led initiatives include the “RU Ready?” campaign, where university students visited middle schools across the state to talk about the importance of college preparation, and Extreme Spring Break, where college students traded their spring breaks to rebuild the Gulf Coast after Hurricanes Katrina and Rita.

Currently, UL System students are the cornerstone of the system’s service-learning and mentoring initiatives.

Through a three-year, \$1.2 million grant from the National Corporation for Community Service’s Learn and Service America Division, the UL System funded 70 service-learning projects and nine related mentoring programs. These projects have already engaged 675 faculty and staff, 8,462 college students and 243 community partners.

Conclusion

As the largest higher education system in the state, the reach of the eight universities’ 9,500 employees and 80,000 students is broad. Leveraging the power of eight four-year universities has yielded collaborative partnerships that touch academics, students and campus operations.

As the Economic and Community Impact Study reveals, each university has a significant impact on the state’s economic vitality and the quality of life of its citizens. Collectively, that impact grows to a \$3.4 billion impact each year that touches all 64 parishes in Louisiana.

“Eight Universities Strong” is more than a tagline. It defines and guides the work of the largest system in the state. The University of Louisiana System is **EIGHT UNIVERSITIES STRONG!**

About the Study

Initiated in August 2008, the University of Louisiana System Economic and Community Impact Study was conducted by Applied Technology Research Corporation of Baton Rouge. The study relied on data provided by the eight universities, the University of Louisiana System, the Louisiana State Employees

Retirement System, Teachers Retirement System of Louisiana, and the Office of Group Benefits. The methodology used is consistent with that of other university impact studies conducted around the nation.

Spending



Southeastern Louisiana University, the third largest university in the state with an enrollment of more than 15,000, offers students a wide range of academic studies as well as opportunities for undergraduate research with faculty, internships and community service.

IMPACT Spending

Spending

\$8 Return for Every \$1 Louisiana Invests in Southeastern

Southeastern Louisiana University is an essential economic driver to the state and the communities it serves. With sustained expenditures by the institution, its employees, and its students, the campus provides an economic benefit that is significant.

As part of the UL System, the impact of each dollar invested in the university is multiplied by eight as it cycles through our state economy.

Southeastern has a total spending impact of \$564 million. That includes a \$42 million impact of university operating expenditures, \$33 million from capital outlay and construction projects, \$24 million from health insurance payments, \$17 million from retiree spending, \$101 million from visitor expenditures, \$99 million from spending by faculty and staff, and \$237 million from student expenditures.

Job Creation

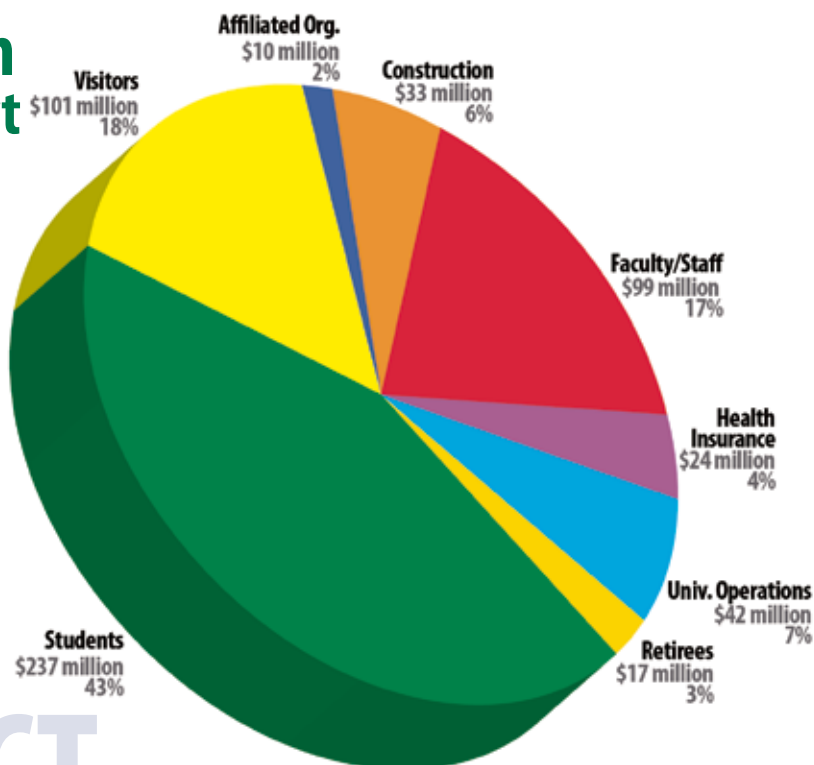
An additional benefit to Southeastern's spending is the creation of 5,748 non-university jobs throughout Louisiana. These are full-time equivalent positions that support expenditures such as construction, healthcare, and food services.

Students

Southeastern's enrollment plays an important role in supporting the community. This spending in areas such as housing, food, entertainment, telecommunications, and transportation generates an annual \$237 million impact on Louisiana's economy.

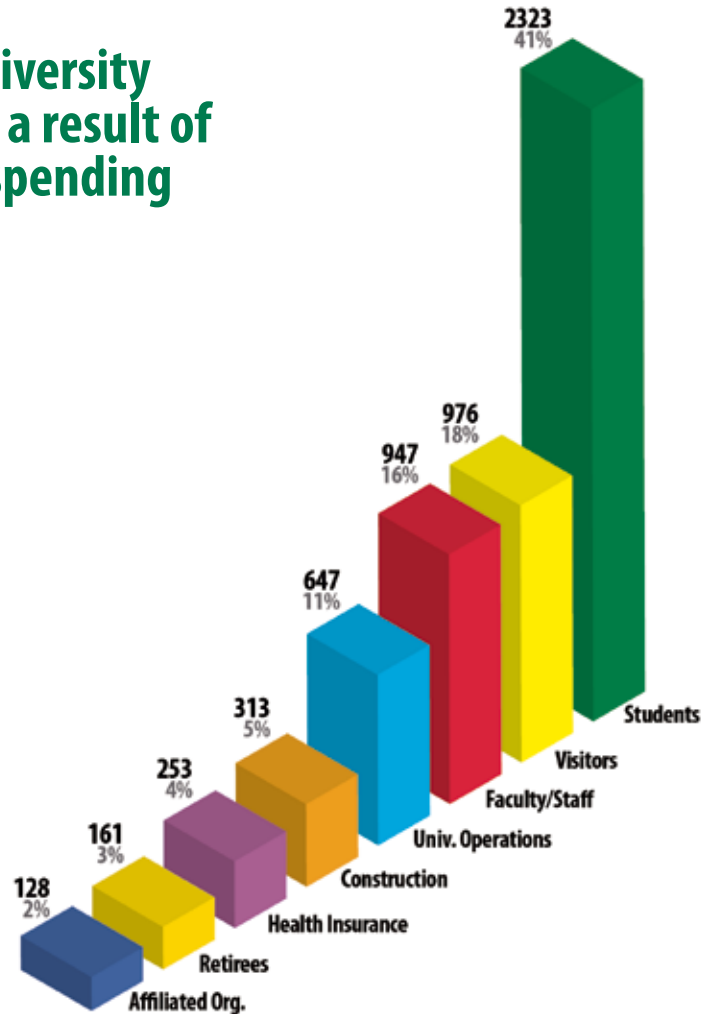
Student spending at Southeastern also supports over 2,300 non-university jobs in Louisiana's restaurant, entertainment and retail industries.

\$564 Million
Annual Impact



IMPACT
by Source

5,748 non-university jobs created as a result of Southeastern spending



Faculty/Staff

There are over 1,500 faculty and staff employed by Southeastern. Their expenditures on items such as housing, food, entertainment, telecommunications, and transportation generate an annual \$99 million impact on Louisiana. Those expenditures also support more than 900 jobs.

University Operations

In 2007-08, Southeastern's operating expenditures on items such as supplies, equipment, and services garnered an impact of \$42 million on the state and more than 600 jobs were created as a result of university operations expenditures.

Construction

Between 2001 and 2008, six construction projects occurred on Southeastern's campus. Those projects yielded a \$268 million impact on the state and created over 2,500 jobs.

An eight-year average of construction at Southeastern revealed an average annual impact of \$33.4 million with more than 300 non-university jobs tied to

university construction projects each year.

Visitors

Each year, Southeastern hosts numerous guests for cultural, sporting, and educational events. Visitor expenditures on items such as transportation, food, and lodging impact the state economy by \$101 million.

Visitor spending also accounts for nearly 1,000 jobs.

Health Insurance

About 77.9 percent of Southeastern health insurance payments are made to health care providers in Louisiana. Those payments generate an economic impact of \$24 million and create over 250 jobs.

Retirees

Approximately 86 percent of Southeastern's retired faculty and staff reside in Louisiana, adding \$17 million to the economy after their employment at the university. Their spending supports over 150 jobs.

Affiliated Organizations

Affiliated organizations are third-party



Michael R. Sharp
President & CEO
First Guaranty Bank
Hammond, La

entities that perform services on behalf of the university. This includes food services, bookstores, housing management, and foundations. Spending by these organizations generates an annual impact of \$10 million.

Conclusion

Strong, significant, and symbiotic relationships exist between local businesses and the university communities they serve. The UL System universities are economic engines in their regions.

These study results demonstrate the extent to which Louisiana's economy and the southeast region, in particular, are tied to Southeastern Louisiana University.

“All of the area banks are directly impacted by Southeastern as one of our major employers. Many of Southeastern’s approximately 1,600 employees have accounts or loans with us. All of this has a ripple effect on the economy.

“As an employer, First Guaranty Bank is very proud to partner with Southeastern. The university’s partners reap the benefits of what we consider to be an outstanding academic institution, particularly in the business and finance field.”

Teaching



In addition to its nursing school in Baton Rouge, Southeastern operates satellite centers in St. Tammany Parish and at the Livingston Parish Literacy and Technology Center in Walker. The centers offer a large range of credit and non-credit continuing education courses every semester.

Southeastern Graduates Are Louisiana's Workforce

Southeastern Louisiana University produces quality graduates that create, enhance and support Louisiana's workforce.

Southeastern has awarded 56,845 degrees over the last 50 years. More recently, the last 10 years have seen 20,053 graduates from Southeastern that includes 15,585 bachelor's degrees 3,086 master's degrees, and 726 associate's degrees.

Not only is Southeastern producing a significant amount of degrees, the university is also meeting the needs of Louisiana's workforce.

Southeastern is a growing economic force located along the busy Interstate 12 corridor. The university's mission to develop educational, economic, and cultural aspects of southeast Louisiana is evident through the success of its students.

Southeastern excels in the areas of education and health profession and related clinical sciences on both undergraduate and post-graduate levels. Over the past 10 years, it has produced 2,719 bachelors and 1,461 master's degrees in education and 1,308 bachelors and 328 master's degrees in health profession and related clinical science field.

Other prominent baccalaureate degrees at Southeastern include engineering technology, criminal justice, and social work, which produced 476; 648 and 508 graduates, respectively, over the past 10 years.

Southeastern produced 1,177 master's graduates in education as well as 879 master's graduates in business administration and related fields. The university also produced a significant amount of the state's social science and multi/interdisciplinary studies master's degrees.

The university's commitment to enhancing Louisiana and the I-12 corridor's workforce is evident through the amount and quality of graduates produced. As a member of the University of Louisiana System, Southeastern is a key contributor to the largest degree-producing higher education system in Louisiana.

With approximately two-thirds of UL System graduates remaining in the state, graduates of

\$1.1 Billion
Added to
Louisiana's Economy
by Southeastern
Grads Over the Last
10 Years

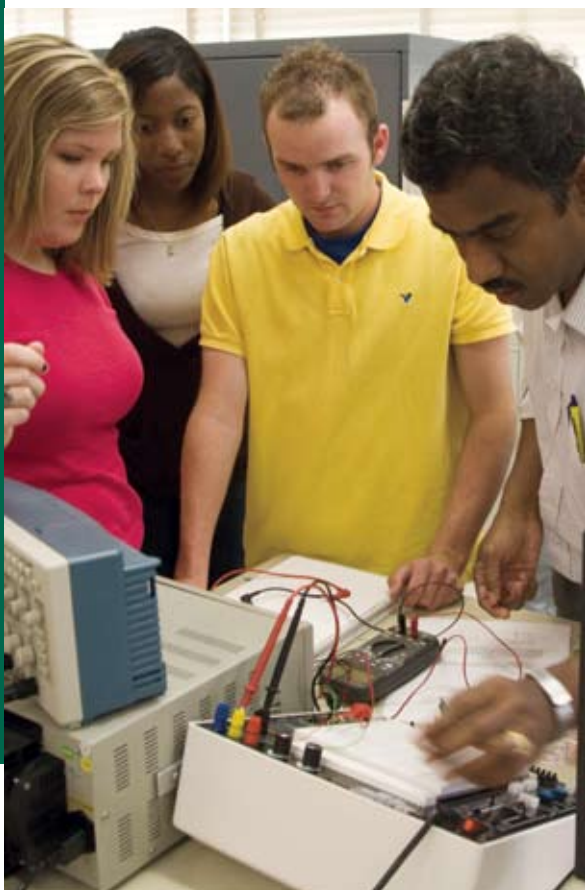
the eight universities make up a large proportion of Louisiana's professional workforce.

Even still, there remains a need in Louisiana for professionals in critical shortage areas. Governor Bobby Jindal has made strengthening Louisiana's workforce a top priority of his administration.

"One of the goals of our redesign of the workforce development system in Louisiana is to connect the dots between market demand for employees with particular skills and the education and training institutions that can turn out graduates with those skills," said Louisiana Workforce Commission Executive Director Tim Barfield.

"Once we can draw a straight line between them, we will have overcome one of the largest obstacles to economic development in our state. The eight campuses of the University of Louisiana System are an important component of that solution," said Barfield.

Degree attainment is especially important in a state where only 20 percent of the population hold a bachelor's degree or higher as compared to 27 percent nationally, per the U.S. Census Bureau's American Community Survey. The Council for a Better Louisiana's 2009 Fact Book also shows our state as the third highest in the nation in overall poverty at 16 percent. That is a problem that can be solved, in part, by education.



Southeastern Associate Professor Raj Pandian, right, demonstrates an electrical process in an engineering technology lab class. Pictured are, from left, Beth King of Franklinton, Lajerrika Carney of Baton Rouge, and Brandon Chauvin of Gonzales.

Southeastern responds to workforce demands

New degree programs strengthen curriculum

It's a simple case of supply and demand. Regional employers consistently state the need for employees in specialized fields. Graduates of Southeastern's several new degree programs will be prepared to enter the workforce with the education required to meet those specific needs.

"Community outreach in terms of education and economic development are guiding principles of Southeastern's mission," said President John L. Crain. "These new offerings are the result of direct collaboration between the business community and academia."

The new workforce initiative programs include engineering technology with several different concentrations, supply chain management and two healthcare related programs.

"We are excited about the potential impact these programs can have on the area workforce and economy," Crain said. "Each was planned after extensive consultation with area employers who tell us these are the kinds of employees they are seeking."

Engineering technology

The engineering technology program, offered through the Department of Computer Science and Industrial

Technology in the College of Science and Technology, has four concentrations of specialized study: industrial, computer, mechanical, and construction engineering technology.

Engineering technology differs from traditional engineering in that it is more focused on applications of technology.

"The technologist is by definition familiar with current technologies and consequently does not require as much training upon entering the workplace," said Cris Koutsougeras, head of the department. "This is why engineering tech graduates are in such high demand in industry.

"A number of our advisory board members indicated this program is just what industry needs at this time," he added.

Supply chain management

The new degree in supply chain management, offered through the College of Business, is the first of its kind in the state and capitalizes on the region's transportation infrastructure. The curricula combines expertise from the fields of marketing, production and operations management, and information systems.

"Today's high performance organizations fully integrate procurement, production, logistics, information systems and marketing," said Randy Settoon, dean.

The growth of the I-12 corridor and the convergence of interstates, rail and other transportation modalities make the region an ideal location as a hub of logistical services.

A recent study by AngelouEconomics of Austin, Tex., noted that the area is prime for extensive growth in international trade, logistics and distribution industries.

Healthcare programs

Two new programs at Southeastern are providing healthcare workers who have not earned undergraduate degrees the opportunity to do so.

A radiologic technology clinical option will be offered through Southeastern's health studies degree program. It will benefit students who have already completed a diploma or associate degree program and who hold basic certification. The new program will students to earn a baccalaureate degree while pursuing clinical training in computed tomography and magnetic resonance imaging.

Southeastern is also participating in a statewide effort to help adults with some college credit earn a bachelor's degree. In conjunction with the Center for Adult Learning in Louisiana (CALL), Southeastern offers registered nurses the opportunity to earn their undergraduate degrees by taking accelerated courses that are offered totally online. Within its first year of availability, more than 50 students from throughout the state have already begun participating in the program.

"CALL has enabled us to expand the geographical reach of our nursing program, which is one of the most well respected in the state," said Crain. "It's an important workforce initiative, helping to address the pressing need for highly skilled nurses in Louisiana."

According to the U.S. Census Bureau, higher learning equals higher earning. Associate degree graduates make an additional \$4,294 in wages per year over high school graduates. That annual additional salary grows by \$17,287 for a bachelor's degree and \$27,856 for a master's degree.

Taking into account the incremental earnings per year as a result of degree attainment and in-state retention, Southeastern graduates have added about \$1.1 billion to Louisiana's economy over the last 10 years.

The benefits of Southeastern graduates go beyond quantifiable measures. According to the Institute for Higher Education Policy, college graduates have improved health and longer life expectancies, participate more in their communities through service and charitable giving, have more hobbies and leisure activities, are more likely to participate in civic activities such as voting, make better consumer decisions, have a better appreciation of diversity, are less likely to participate in crime, and have an improved quality of life for themselves and their children.

U.S. Census Bureau data reinforces these claims in Louisiana. Ninety-one percent of bachelor's degree holders reported good to very good health versus only 80 percent of those with high school diplomas. Additionally, 85 percent of bachelor's degree holders voted in the 2000 Presidential election versus 64 percent of high school graduates.

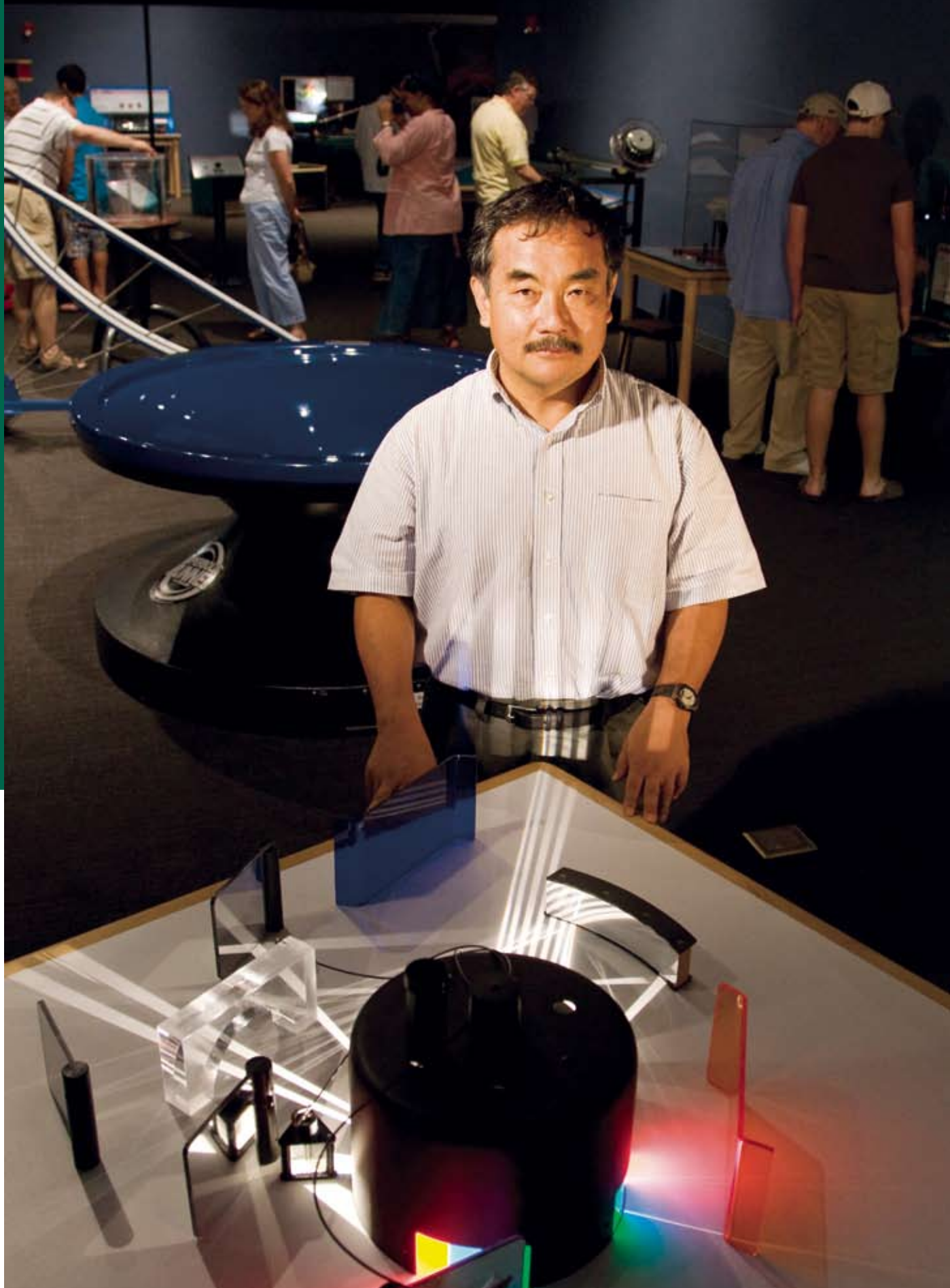


Laura Clouatre
RN, MSN
 Director of
 Perioperative
 Services
 Woman's Hospital
 Baton Rouge

"It's a wonderful opportunity to help that next generation of nursing here at Woman's Hospital, including the students from Southeastern's School of Nursing. It's always fun to teach folks, especially if they are eager to learn. It is amazing to me how well prepared the Southeastern students are. They come here with a good attitude, they come here wanting to learn and work, they're very respectful of our staff."

"The students from Southeastern do whatever they need to do to help. Their attitude constantly is, 'How can I help? What can I do?' And sometimes 'help' is as simple as running to the pharmacy and picking up an antibiotic. But, they don't look at anything as 'That's not my job.' Having those extra hands on the unit is invaluable."

Research
& Service



A graduate of Keio University in Tokyo, Southeastern's Alumni Association Endowed Professor of Chemistry and Physics Sanichiro Yoshida researches the use of laser interferometry -- intersecting light waves that can measure less than a millionth of a meter -- to detect weaknesses and stress points in materials ranging from massive steel girders to the nanostructures of super-mini electronic circuits.

Southeastern Fuels Economic Growth

Through strategic planning, professional services and innovative research, Southeastern provides opportunities for the growth and enhancement of both new and established industries in its surrounding communities.

According to data captured for this study, Southeastern has at least 32 research and service activities including three economic development initiatives, six cultural development programs, four environmental and natural science projects and 19 education, health and human services activities.

Economic Development

The Southeast Louisiana Business Center incorporates three entities to promote an economic environment that attracts investment and employment and to implement regional planning function through development and community planning. The Small Business Development Center provides assistance to those starting a business, expanding a business, bringing new products to market, seeking to increase sales, or increase profits. The Business Research Center helps business communities with the application of economic research and analysis, and the Southeast Louisiana Business Center Incubator assists start-up ventures by housing them in a business assistance rich environment complete with daily coaching.

The Latin American Business Development Initiative/Hispanic Institute was created through the College of Business's earnest effort in 1998 to expand the global perspectives of its students and to increase the scope and vision of its services to include not only southeast Louisiana but Latin America and the United States' Hispanic community as well. With the support of institutions like the Inter-American Development Bank, the Organization of American States, the Inter-American Institute for Cooperation on Agriculture (IICA), the Office of Economic Development of the State of Louisiana, the United States Hispanic Chamber of Commerce Foundation, and other organizations in the United States and Latin America, the initiative has already yielded positive results for partners including government agencies, universities, chambers of commerce and non-profit organizations in Colombia, El Salvador, Panama, Costa Rica, Honduras, and the Dominican

Republic as they have worked together to expand a network that facilitates greater integration and cooperation. Providing social and economic development support to the Hispanic community has produced substantial benefits to the entire region of Louisiana and has encouraged greater communication, cooperation, and business opportunities between Hispanic and non-Hispanic businesses. The institute has expanded economic opportunities for Hispanic entrepreneurs and provided a permanent forum for the Hispanic community to discuss issues related to political, social, and economic development.

Environmental and Life Sciences

Southeastern's chemists, biologists and other scientists are actively involved in hands-on research designed to evaluate and remediate deteriorating wetlands that serve as an early defense system for hurricanes and major storms and that generally strengthen the area's ecosystems. Undergraduate and graduate students work closely with university scientists in the lab and in the field to gain first-hand experience in wetlands and environmental issues.

Institute for Biodiversity & Interdisciplinary Studies (IBIS) is designed to increase understanding of the ecosystems of the Gulf Coast and the Lake Pontchartrain drainage basin, a complex ecosystem recognized as a haven of biodiversity and for its economic and cultural significance. Research conducted under this program documents the vitality of the recreational and commercial fishing industries and is designed to help re-establish the areas wetlands.

Turtle Cove Environmental Research Station is located on Pass Manchac between lakes Pontchartrain and Maurepas. The facility serves as a field base for scientists conducting scholarly research on wetland ecology, cypress forest restoration, marine biology, and the chemistry and physics of the wetland environment. The facility, which is undergoing reconstruction following Hurricane Katrina with the use of FEMA funds, also serves as a valuable venue for wetland education of area teachers and their students and the general public.

The Wetlands Restoration Laboratory identifies wetlands in the Upper Lake Pontchartrain Basin

Highlights

The Northshore School of the Arts, Southeastern's innovative professional arts program for high school juniors and seniors, gives qualified students a chance to experience college level arts classes and get a head start on their college curricula.

SEAL – Student Entrepreneurs as Active Leaders – enables Southeastern science students to run their own non-profit business and provide scientific research for area industries.

In a partnership with the **Lake Pontchartrain Basin Maritime Museum**, Southeastern has gained another avenue to conduct research and positively impact the economy – from combating shoreline erosion to investigating maritime history and archaeology to helping restore the historic Tchefuncte River Lighthouse.

Through the “**Green Education is Key**” service-learning grant, Department of Communication graduate students are developing an educational program for junior high students, staging a campus Earth Day celebration, and working with area cities to provide information about “going green.”

Southeastern biologists are studying the effects of the city of Hammond's new sewer treatment system that discharges treated wastewater into nearby wetlands. The wastewater provides the area with a flow of fresh water, while the wetlands in turn cleanse the water, saving the city money in wastewater treatment.

A patent has been awarded to **Southeastern** through one of its faculty that holds the potential to identify weaknesses in structures ranging from massive bridge construction to the tiniest elements of nanotechnology. The deformation prediction instrument uses the technology of optical interferometry to make precise measurements that identify weak spots in a wide range of materials, including metals, plastics and other products.

with the greatest potential for restoration. After evaluating sites to determine factors responsible for their degradation, Southeastern scientists then design strategies to remediate the areas. The areas are then nominated, along with a state or federal agency co-sponsor, as potential projects for funding by a variety of agencies.

Education, Health and Human Services

Southeastern's educators, healthcare personnel, and social service professionals work closely with area school systems, public and private agencies to perform research as well as provide valuable training experiences for students through service-learning activities and courses, internships and other career-building opportunities.

Center for Educational Services and Research involves the faculty in the College of Education and Human Development with research professionals at 15 other institutions to enhance the quality of teaching by minority students. The program is unique in its focus on how educators can improve their professional skills, understanding and dispositions that are especially relevant to the race and ethnicity of their students.

Jumpstart Hammond is part of a national early literacy program that pairs preschool children with university students in community settings with a focus on early literacy. Young children are supported by a one-on-one relationship with a college student for the academic year, which gives each child a solid social and academic preparation for kindergarten.

Using Primary Sources is a grant from the U.S. Library of Congress to provide training to teachers and university students in the educational use of digital material available online through the Library. Teachers and others learn about the vast store of artifacts and other information available to assist them in teaching about

the history and culture of the state and nation.

Northlake HMIS Data Project administers the regional homeless management information system for five area parishes. Funded by HUD, the project assists 25 human service organizations by providing a Web-based program for capturing client-level data on homeless persons or those who are at-risk for becoming homeless.

Southeastern Social Science Research Center is focused on providing research, education and support for regional and local development. The center conducts scientific polling that is used in developing quality of life reports, political and election data, and other socially-related information.

The Speech-Language-Hearing Clinic is operated by the Department of Communication Sciences and Disorders as a community-based, service learning clinic. Students in the undergraduate and graduate speech-language pathology programs provide assessment and treatment for individuals of all ages who have a variety of communication disorders.

Cultural Development

Southeastern's long history in arts education has had a major cultural impact on the area's residents, from adults to children. The total refurbishment of the Columbia Theatre for the Performing Arts, a 900-seat facility in downtown Hammond, has provided the north shore with a technologically-rich modern performing arts facility that is unrivaled in the area.

The Columbia Theatre, which originally opened in 1928 as a movie and vaudeville entertainment center, was refurbished through federal, state and private grants and expanded to include a community conference center. The theater supports a year-round season of top-flight entertainment, including Broadway shows, international performers and university-sponsored cultural events. Fanfare, Southeastern's fall festival of the arts, humanities and social sciences, encompasses the entire month of October with events presented throughout the region. In 2008, Fanfare completed its 23rd successful season, attracting audiences totaling more than 100,000.

The Center for Southeast Louisiana Studies preserves and promotes the history and cultures of Louisiana's Florida Parishes and surrounding areas. The professional staff is actively involved in scholarly research, publishing books and articles, developing educational exhibits and conducting lectures throughout the area. The center publishes *The Southeast Louisiana Review* and serves as the headquarters for the Gulf South Historical Association and the Southeast Louisiana Historical Association. The center, located in Sims Memorial Library, also serves as the primary repository for historical



Southeasterns close proximity to the Manchac Swamp and Four-Mile Marsh provides tremendous opportunities for faculty and graduate students to perform vital wetlands research designed to limit the impact of major storms and hurricanes.

**Research
& Service**

materials on the history of the Florida Parishes

Conclusion

Southeastern, along with the University of Louisiana System's other seven universities, is steadfastly dedicated to building a knowledge-based economy to ensure Louisiana's future vitality.

The mutual commitment that Southeastern shares with its neighboring communities is inherently evident in the service and outreach efforts that are consistently offered to promote local success and achievement. Through this wide range of entities, Southeastern is able to contribute directly and indirectly to the economic and social prosperity of its surrounding regions. Through research and service, the university's efforts play a role in sustaining innovation and growth within our state.

Quality
of Life



The general quality of life on the north shore, the fastest growing region in the state, is greatly enhanced by the presence of Southeastern through its wide range of educational, cultural, and athletic activities.

IMPACT

Quality of Life

Southeastern Enhances Lives

Southeastern Louisiana University enhances the life experiences of its students, employees, and community members by creating unique learning and cultural opportunities.

Located in southeast Louisiana, Southeastern enriches the lives of the residents of the region with a variety of programs and activities, including concerts and musical recitals, live theater, operatic and dance performances and arts and humanities programs such as the House of Blues Foundation Art Exhibit and the Youth Art Month Exhibition. These programs and others bring local, national and international performers and lecturers to the campus and the communities it serves.

The north shore's university community relies on Southeastern to serve as the hub for cultural programming, family-friendly activities, and community-building events above and beyond university activities.

One of Southeastern's best known events is Fanfare, the university's fall festival of the arts, humanities and social sciences. Combining the talents of university faculty and students with nationally recognized lecturers and performers, Fanfare has successfully entertained and educated thousands over its 23 seasons, attracting audiences totaling more than 130,000 in 2008. Artists from around the country display their art across campus in October each year. Lawrie Brown's exhibit titled "Trash Series" was composed of photographs of her own trash. Brown's exhibit alone drew 95,000 people. Events such as these not only benefit the Southeastern community, but the tourism sector of Hammond's economy.

On average, there are 100 events taking place every day at UL System campuses.

Combined, the eight UL System universities, of which Southeastern is a member, had almost 36,000 event days and 3.9 million visitor days last year.

Examples of major event attendance at Southeastern include:

- Outside groups holding events on campus,



Lacey Toledano
CEO
St. Tammany West Chamber of Commerce

“Collaboration and coalition building are a big part of what the St. Tammany West Chamber of Commerce does, and we are very proud of our partnership with Southeastern. The university has a big impact on the quality of life in our region, especially relative to education and workforce development. The Southeastern Small Business Development Center works closely with us, providing counseling in our offices and advising and assisting entrepreneurs with business plans throughout the entire St. Tammany West area. That is very significant advantage.

“The population on the north shore is going to continue to grow very rapidly over the next 20 years, and Southeastern is crucial to our success in the world of business.”

which had an attendance of 56,000,

- Educational programs, which attracted a total of 32,500 people to the university,
- Louisiana High School Athletic

Quality of Life



Community Service

Southeastern students are grounded in a philosophy of “giving back,” with many individual students and student organizations involved in service projects. A number of students voluntarily perform service work on their spring breaks with organizations such as Habitat for Humanity.

Association TOP 28 High School Girls Tournament, which attracted more than 20,000 people,

- Hammond City League, which drew 7,800 people,
- Homecoming Art Exhibit, with over 7,000 people in attendance,
- Upward Bound Summer Component drew 8,000 visitors, and
- Spring Commencement 2008, which had an attendance of 8,600.

Southeastern visitor spending had a \$101 million impact on the state; \$77 million of that impact came directly from visitor spending for events and activities.

Campus events at Southeastern attracted 787,000 people, 67 percent of those being off-campus visitors. Those visitors infused money into the

state’s economy through food purchases, lodging, and travel expenses. For example, 61,162 (8 percent) of university visitors stayed in paid lodging.

Service-Learning and Volunteerism

Enhancing service-learning and volunteerism across its eight universities is a priority for the UL System. In 2006, the system acquired a three-year, \$1.2 million grant from the Corporation for National Community Service’s Learn and Serve America Division to create service-learning programs that address hurricane recovery and disaster preparedness.

Over the past two years, the program, titled “ULS Serves,” has funded 70 service-learning projects at the eight campuses. These projects have engaged 675 faculty and staff, 8,462 college students, 201 youth volunteers, 1,276 adult volunteers, and 243 community partners - all working towards improving Louisiana’s communities.

Southeastern faculty, staff, and students volunteered approximately 322,000 hours last year. Contributing vastly to the communities in which they serve, students volunteered 254,000 hours and faculty and staff served 69,000 hours.

Research shows student participation in service has positive impacts on leadership ability, grades, retention, degree aspirations, critical thinking skills and commitment to helping others in difficulty. College graduates are also more likely to volunteer and participate in civic activities, so the foundations set in service-learning at the eight UL System schools will continue to benefit Louisiana for years to come.

Southeastern is establishing a mentoring program as part of the final year of the ULS Serves grant that has an increased emphasis on Pre-K-12 partnerships. As part of the largest provider of education graduates in the state, this is a natural outgrowth of the symbiotic relationships UL System schools have with their local elementary and secondary schools.

The economic and community impact study results show a solid foundation of service-learning and volunteerism at the eight universities. Officials are working towards institutionalization of service-learning activities to ensure a wide range of community programs remain available in the future.

Southeastern’s Center for Faculty Excellence has always provided support for service-learning and other teaching initiatives but these efforts have escalated in the last three years. Since 2006, the Center has offered a variety of activities to support and expand service-learning, including internal funding opportunities, one-on-one consultations with members of the SL/CE committee, a service-learning training program offered by Louisiana Campus Compact, and



Ron Taylor
Owner, RAM Computer Services
Hammond, La.

“In trying to start this business, we found the Business Center and learned about the incubator. When we got into the incubator, we got so much more than office space. The staff did a complete overview with us ... helping to develop business plans, learning how to get financing and the general ‘how-tos’ of starting a business. Just as we provide general ‘how-tos’ for computers, they do the same thing for clients in how to start a business. They taught us the little things that we would not have thought about until we came across them and learned the hard way.

“If a business can get into an incubator program, I would highly recommend it. That way, you’re not thrown to the wolves, you’re not out there by yourself. You’ve got some people there to help you with your business. Their business is helping you with your business, and it was tremendous. It was a vital part of us growing as a business, and I’m not sure we would have made it without them.”

Quality
of Life

support of faculty teams to attend regional, national, and international conferences on service-learning.

Currently Southeastern offers service-learning courses across the curriculum. This number has grown substantially in the past three years. Southeastern improves the quality of life for communities in which it serves by providing cultural, economic, and educational opportunities that would not likely be available otherwise.

“There is a synergy that exists between the

university and various community components that promotes the cultural, educational, economic, and general wellbeing of the north shore area. The university is the conduit to help elevate the quality of life of our citizens,” said Gayle Sloan, Superintendent of Schools for St. Tammany Parish.



**Above
& Beyond**

Southeastern graduates more than 2,200 students every year, providing the region with a highly talented and skilled workforce.

IMPACT

Above & Beyond

Southeastern Impacts Education throughout the region

In May 2009, the first three graduates of Southeastern's new doctoral program in educational leadership are expected to proudly receive their diplomas.

Offered in consortium with the University of Louisiana-Lafayette, the program – which has more than 50 students enrolled – is designed to develop a new generation of supervisors, principals and superintendents – administrators who are visionary leaders, effective managers and change agents needed for improvement in Louisiana's K-12 school systems.

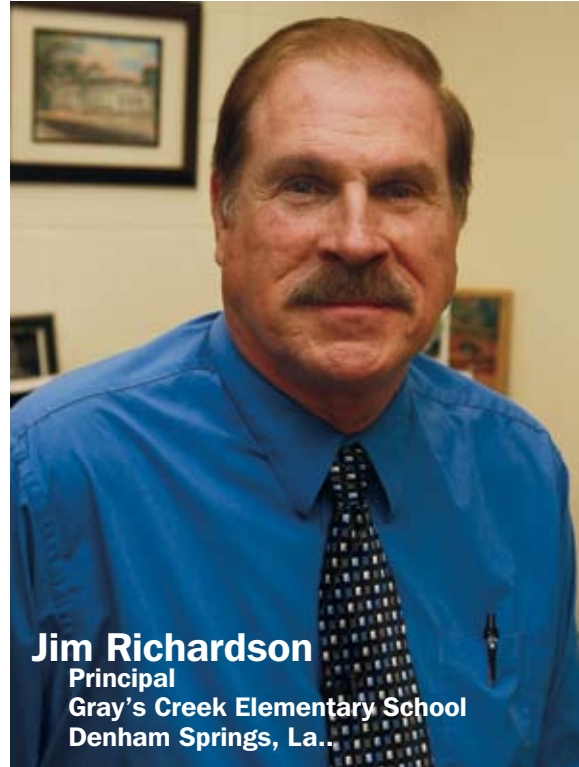
It's the latest in a series of accomplishments for the College of Education and Human Development, recognized throughout the region for its extensive outreach program, which is intended to assist area school systems and their teachers develop professionally.

The college is one of only 30 across the nation invited to join the Learning Network, a national higher education forum dedicated to teacher education reform. The network is supported by the Carnegie Corporation of New York and the Annenberg Foundation. Southeastern is the only Louisiana university in the network.

“An invitation to be a part of this network is recognition of Southeastern's national reputation for being on the cutting edge in preparing quality teachers,” said President John L. Crain. “And being part of that network of prestigious institutions challenges us to continue to move forward and to work on new ideas that positively impact classroom teachers and the children they reach.”

The network noted Southeastern's participation in the work of the National Commission on Teaching and America's Future, its strong partnerships with area schools, and its recent implementation of redesigned teacher training programs in elementary and secondary education.

The College of Education and Human Development is among the largest in student numbers at Southeastern,



Jim Richardson
Principal
Gray's Creek Elementary School
Denham Springs, La.

“Southeastern is an outstanding teacher college. We're quite proud of Livingston Parish and its standing in the state as a leader in education. We've earned our reputation with a lot of 'home grown' kids who have come out of Southeastern – teacher education graduates, many of them with honors, who have gone on to a great job in the educational system. “

“Student teachers from Southeastern have an understanding of what needs to be done in the classroom. They understand school performance, accountability, what is expected of them. That comes from good, solid preparation. And, of course, Southeastern has always been known for that.”

**Above
& Beyond**



Southeastern's student teachers gain valuable experience by working closely with students under the supervision of experienced supervisory teachers in many of the area's schools.

and the university is frequently tops in the state in the number of teacher candidates it graduates every year.

"Southeastern is known for the quality of student teachers that are placed in the schools," said James Richardson, principal at Gray's Creek Elementary School in Denham Springs. Every year, several Southeastern students complete their student teaching at his school.

"Some of these students come in like veteran teachers," he said. "They're well prepared before they get here. They know how to handle a classroom, they understand how to write a lesson plan and implement it; and they're not even nervous. Southeastern amazes me every year with the students they send."

Richardson added that most of the teachers on his staff continue to connect with Southeastern for the professional development opportunities the university offers. In addition to graduate programs offered at the main campus in Hammond, Southeastern offers professional development opportunities for teachers at the Livingston Parish Literacy and Technology Center in Walker, the St. Tammany Center in Mandeville, and in locations in Washington Parish.

Business Center booming, even in tough times

When Southeastern opened its Business Center not far from the campus, the goal was to help businesses expand or locate in the region.

Since it opened in 2003, the center has done precisely that, bringing under its umbrella the Small Business Development Center and Business Research Center while adding a business incubator component and providing space and increased interaction with area economic development agencies.

The numbers speak for themselves: approximately 2,000 individual clients; 125 new business starts, helping to raise more than \$120 million in capital for businesses; over 30 business expansions; 14 incubator “graduates” that have attracted more than \$15 million in new capital; publication of a quarterly newsletter, the *Economic Reporter*, that tracks trends and collects data on north shore business activities; and the completion of nearly 40

business and industry economic impact studies.

One might expect activity to slow down in an economy experiencing a nationwide downturn.

“Just the opposite,” said William Joubert, director of the Southeast Louisiana Business Center. “Businesses are hurting and they are turning to us to help them better utilize their assets and maximize their profit potential.”

“Just as it was important that we help new businesses get started and others expand, it’s just as necessary that we are here today to help businesses survive this recession,” explained Southeastern President John L. Crain.

The center is now a proven regional model for university-facilitated economic and business development, a partnership program that’s producing results.



Above
& Beyond

Southeast Louisiana Business Center Director William Joubert, left, and Business Center consultant Wayne Ricks, discuss possibilities for the Zachary Taylor “mega-site,” a 2,900-acre industrial site in Tangipahoa Parish that has been officially certified as “job ready” for any major industry or manufacturer that needs a large site, strong transportation infrastructure, and a solid labor supply.

IMPACT

Methodology

Quantitative and Qualitative Analysis

The Impact of Spending

The annual fiscal impact of each university was estimated using a spending model originally outlined by the American Council on Education. Sometimes referred to as an “accounting method,” the model details expenditures from various sources and then uses a basic multiplier to estimate total dollar impact. Expenditures were separated into those within an identified target area and those outside of the target area. All primary and secondary data sources were rigorously checked and subjected to tests of reasonableness. Questionable data and some outlier data points were discarded.

University expenditures were derived from reports of non-personnel related spending matched to vendor names and addresses. Thus the total amount of spending from operational and restricted accounts for equipment, supplies, services, and other consumables was estimated. An Educational Services multiplier from the Bureau of Economic Analysis, RIMS II chart was applied.

Faculty and staff expenditures at each campus were based on survey data collected in Fall 2008. Respondents were asked to supply monthly estimates of spending in categories such as Housing, Food, Entertainment, Telecommunications, Transportation, etc. Average spending by category was determined and applied to total faculty and staff counts to determine a dollar total. RIMS II multipliers for each category were used to determine a weighted average multiplier across categories. Similarly, student expenditures were collected via survey and analyzed.

Affiliated organizations are those third-party entities that perform services on behalf of the university and have a separate payroll and budget. Some examples are food service companies, bookstores, housing management companies, and printing companies. The payrolls, expenditures and capital expenditures of these organizations were added into the spending model.

Capital outlay construction, privatized construction and deferred maintenance monies are significant expenditures for a university and are separate from the operational and restricted budgets. To account for the wide variations

The University of Louisiana System Economic and Community Impact Study focused on the following four components:

1. The Impact of Spending
2. The Impact of Teaching
3. The Impact of Research and Service
4. The Impact on Quality of Life

in capital expenses over time, the model used an eight-year average to determine the “typical” capital expenses spent in a year. Figures on state capital outlay, deferred maintenance, and privatized construction were obtained from the University of Louisiana System office.

Data from the Louisiana State Employees Retirement System (LASERS) and the Teachers Retirement System of Louisiana (TRSL) indicated that numerous retired faculty and staff continue to live in the target areas of their respective universities. Gross retirement salary data collected from LASERS and TRSL was adjusted for benefits before being added to the spending model.

Payments to health providers were estimated using data obtained from the Office of Group Benefits (OGB). Payment data included zip codes of providers and thus were separated into target area and non-target area totals. Payments to non-OGB providers were also estimated by determining the number of employees and retirees not subscribed to OGB health plans and then multiplying that number by the yearly average payment per subscriber.

Each university collected events and activities data from academic and non-academic units on campus. Data collected included the event name and description, the sponsoring department, the date(s) and time of the events, and the number of non-university attendees. Each event was also categorized by type, e.g., athletic, performing arts, continuing education, public service, etc. The visitor



Over \$743 million in University of Louisiana System direct student expenditures yielded an impact of over \$1.3 billion.

data was used to estimate the number of day visitors and overnight visitors and their associated estimated expenses for transportation, food, and lodging. These estimates were added into the spending model.

The Impact of Teaching

This study examined the impact of teaching at UL System universities by analyzing the contributions of its graduates in economic and non-economic terms. The UL System graduates more students with baccalaureate and master's degrees than any other state system. Research on in-state retention rates of UL system graduates indicates that the rate is high, at least 65%. The dollar value to the state of such degree attainment was calculated.

Additional analysis demonstrated that UL System graduates contribute heavily to new and emerging industries identified by the office for Louisiana Economic Development as essential for future state growth. Graduates also benefit their communities and the state in other ways such as decreased crime rates, increased civic engagement, and better health.

The Impact of Research and Service

Universities in the UL System are increasingly participating in research and service projects and centers that have tremendous impact or potential impact on the

region and state. Each university surveyed its academic and non-academic units to ascertain whether particular programs or centers have a beneficial impact to citizens outside the university community. Those that did were asked to describe such impact and to estimate quantitative indicators such as jobs created or sustained, dollars saved, and clients served.

The Impact on Quality of Life

The impact that the university makes on the quality of life in its region was estimated in two ways: 1) the events and activities data described previously was used to tally the number of participants and to categorize the types of events offered by each institution; and 2) the faculty/staff and student surveys asked respondents to estimate the number of hours that are volunteered for community service projects. Campus teams used this data to gather further qualitative narrative on particular events of interest.



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