January 10, 2019

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Vision 2025

Southeastern Louisiana University's Strategic Plan
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Strategic Priorities

1. To engage a diverse population of learners with powerful experiences.
2. To enrich and strengthen faculty support.
3. To increase and manage resources effectively.
4. To advance Southeastern's brand, strengths and value to all audiences.
5. To expand, promote and market Southeastern's distance education programs.
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 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 provide programs, services, resources and infrastructure that maximize student success and degree completion.

   1.4 The University will create an academic environment supported by well-qualified and diverse faculty and staff.

   1.5 The University will create an environment that promotes accessibility and safety, and supports understanding and acceptance of human differences.

   1.6 The University will offer a broad array of non-degree educational, economic, and cultural activities that meet the workforce needs of the region.

2. To enrich and strengthen faculty support.

   2.1 The University will provide programs, services, resources and infrastructure that support the professional development of faculty.

   2.2 The University will recognize and reward faculty efforts to support and engage students.

   2.3 The University will create an environment that engages faculty in university governance.

   2.4 The University will promote positive morale through interactive communication.

3. To increase and manage resources effectively.
   3.1 The University will collaborate with University Advancement to increase the number of external relationships and explore various opportunities for private philanthropic support.

   3.2 The University will explore new funding sources.

   3.3 The University will effectively manage its share of state appropriations.

   3.4 The University will expand sustainability efforts as a means of reducing costs and enhancing educational opportunities for students.

4. To advance Southeastern's brand, strengths and value to all audiences.
   4.1 The University will update, reestablish and validate its brand identity.

   4.2 The University will increase campus-wide content creation and develop greater levels of strategic integrated storytelling.

   4.3 The University will evolve and expand its digital presence.

   4.4 The University will develop and launch brand advertising to applicable targeted audiences and markets.

   4.5 The University will ensure consistency among all external and internal marketing and communications.

   4.6 Using innovative relationship building and communications programs, the University will engage university stakeholders.

5. To expand, promote and market Southeastern's distance education programs.
   5.1 The University will offer distance-learning courses, programs and technologies that are responsive to student needs.

   5.2 The University will establish a comprehensive centralized center to support distance delivery of curricula.

   5.3 The University will implement a more focused strategy for distance education to ensure consistent quality of delivery.

   5.4 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.

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6.1   The University will enhance cleaning and maintenance services of campus facilities.

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 current facilities, including management of classrooms.