







## **STRATEGIC FOUNDATION: UNIVERSITY RESOURCES**

**Essential Goal: Maximize Use of Financial, Physical, Technological, and Brand Resources to realize our mission of transformation and ensure the University's long-term sustainability.**

ULM will position itself to thrive in an uncertain environment by ensuring effective use of financial, physical, and technological resources. We will enhance learning and our campus community for our students, faculty, and staff by providing well-maintained, modern, and welcoming facilities, along with an accessible technology infrastructure that provides needed and useful information at all user levels. All of our Strategic Goals depend on the achievement of this essential goal.

- Initiative 1    Ensure all sources of financial resources are maximized and leveraged to achieve our mission of transformation.
- a. Examine our business model to identify new ways to grow revenue and reduce expenses.
  - b. Align U  
University.
  - c. Develop processes to commercialize services offered by faculty, staff, and students across campus.
  - d. Incentivize innovation among faculty and staff for the development of intellectual property.
  - e. Maximize opportunities to capture federal and state dollars by identifying resources for external support.
  - f. Design and implement a comprehensive funding campaign, including governmental, non-
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Initiative 3 Enhance learning and campus community for our faculty, staff, and students by providing a modern and accessible technological infrastructure that provides needed and useful information at all user levels.

- a. Ensure current technology hardware infrastructure, programs, software, and
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Initiative 1.1 Improve accessibility and affordability of college for students across the region.

- a. Create and implement a marketing plan for increasing awareness of the value and transformational impact of higher education specifically targeted to students from underserved and marginalized populations.
- b. Work closely with and expand opportunities of TRIO programs to improve accessibility to higher education.
- c. Expand opportunities for students from underrepresented and marginalized groups to attend University events.
- d. Maintain affordable total cost of attendance, including tuition rates, fees, and course costs.
- e. Increase opportunities for OER and AER textbooks (Open/Affordable Educational Resources) and/or new textbook program.
- f. Increase need-based and merit-based scholarships and other financial opportunities that will remove barriers for degree completion.

Initiative 1.2 Recruit, admit, and enroll a diverse student body that is prepared for college study and representative of the racial/ethnic, gender, and social class of the region.

- a. Assess current enrollment trends by program, level, and student demographics.
- b. Develop and execute a strategic marketing plan that exemplifies the Warhawk Way, an action-based cultural concept that meets individuals where they are and inspires them to dream, accomplish, and ultimately become

- f. Advance and enhance academic advising through the University Advising Committee, while equipping and recognizing the advising process.
- g. \*Use University of Louisiana System resources to track alumni placement.

Initiative 1.4 Improve programs or initiatives to retain and graduate students from underserved and/or marginalized populations.

- a. Develop academic support services designed to address the economic and social issues faced by students from underserved, marginalized populations.
- b.
- c. Examine curricula and develop process to increase diverse and inclusive content.
- d. Increase the number of course offerings, in-services, seminars, and social activities to develop the knowledge, appreciation, and understanding of cultures represented at ULM and beyond.
- e. Provide diversity, equity, and inclusion training and open conversations at professional development events such as University Week.
- f. by offering more events and activities to create that belonging.

Initiative 1.5 Provide academic and co-curricular services and programs to help students develop personally and professionally.

- a. Provide experiences that help students discover and better understand career paths.
  - b.
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**Goal 3: Maintain and support the level of intellectual activity necessary by our scholars to support innovation, preparation of students for successful careers and citizenship, and the creation and application of new knowledge.**

ULM will continue to push the boundaries of innovation in its teaching, research, and service activities. Appropriate resources will be provided to support activities of our ULM community in the application, creation, and dissemination of new knowledge. Our programs will remain vibrant and relevant to the needs of business, industry, and society, and our students will be prepared to live, work, and thrive in our global society.

Initiative 3.1 Continue to innovate, refine, and deliver strong academic programs for student intellectual development.

- a. problem-solving, communication, information/digital literacy, soft skills, and cultural competence abilities to prepare them for the contemporary workforce.
  - b. Continue to review each academic program every year to ensure relevancy, capacity, and appropriate support levels.
  - c. Strengthen and/or develop institutional policies and structures that support and enhance interdisciplinary academic innovation in undergraduate, graduate, and professional studies.
  - d. Promote and increase engaging pedagogies, technologies, and high-impact practi.
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**Goal 4: Expand community partnerships that improve the quality of life in our region, and expand economic opportunities for students, faculty, staff, and the community.**

ULM will continue to enrich the region by providing lifelong learning and engagement opportunities to our citizens. We will be the convener for problem-solving and needs analysis for our community by leveraging our expertise and providing a host of services through our faculty and staff, centers, and clinics.

Initiative 4.1 Maintain and expand mutually beneficial relationships and partnerships that maximize our impact.

- a. Develop and/or strengthen partnerships with local elected officials.
- b. Strengthen relationships with education and business leaders in communities within our service footprint.
- c. Work closely with school systems in northeast Louisiana with an emphasis on dual enrollment offerings.
- d. Maximize opportunities to offer and host visual and performing arts events for the community.
- e. Maximize impact of university engagement with community through social services provided by programs and students (e.g., internships, student teaching, clinical rotations).

Initiative 4.2 Provide services essential to the region related to health care, business development, and education.

- a. Design community service initiatives that are coordinated across campus and inclusive of northeast Louisiana.
- b.d. ~~Strengthen and develop additional public health services~~



