

# IMPACT

ECONOMIC AND COMMUNITY IMPACT STUDY



Spending

Teaching

Research  
& Service

Quality  
of Life

Above  
& Beyond



Methodology



**Spending**

**Teaching**

**Research  
& Service**

**Quality  
of Life**

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**Methodology**

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# A Message from University of Louisiana at Monroe President James Cofer

Education is economic development. Encouraging young scholars to flourish, thereby benefiting the global society, embodies the true spirit of this incredible institution. This economic impact report highlights just a few of ULM’s significant contributions to greater Louisiana, the surrounding region, and the country. You will discover the breadth of our reach in the professional services provided by our faculty, staff and students, the innovative research conducted by our faculty, and the volunteer hours regularly contributed by our university family.

Much of what we contribute to the state and region is unique to our institution. For example, our nationally-renowned College of Education and Human Development’s Louisiana Leader Fellows Program, hailed by Governor Bobby Jindal as the premier program in the state, empowers talented teachers to become principals in their schools. In addition, ULM’s College of Pharmacy, Louisiana’s only state-supported program, continues to produce the best professionals in the field, and our nursing students continue to score significantly higher than the national average on exit exams.

These programs and many others exemplify an impressive and growing tradition of excellence. We are also constantly evolving and expanding our idea of the university. For example, we are strengthening our state by providing courses to the 600,000 Louisiana adult learners who have earned

college credits but have not completed their degrees. ULM’s Gateway to Online Degrees strives to educate today’s “anytime, anywhere” student. Our new online health studies degree prepares professionals for mid-level management positions in a variety of health care organizations and increases the capabilities of our state’s workforce. That kind of educational outreach is the cornerstone of economic development. By making higher education available to all Louisianians, we are ensuring a brighter economic future and quality of life for our entire state and region.

Another part of our story, our commitment to northeastern Louisiana, is exemplified in the revitalization of our university—both within and beyond our classrooms. By 2010, we will have spent more than \$80 million in classroom upgrades and campus improvement projects in an effort which was launched in 2002. That is a direct and concerted investment in our students and in northeastern Louisiana. In addition, our professors continue to expand their methodologies, and many now incorporate emerging technologies into their curriculums.

Finally, ULM contributes to something quite incredible: the vitality of our state and region. Investing in higher education is crucial to our economic future because it means we envision a potential for growth and new possibilities for Louisiana

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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



Modern apartment-style housing overlooks Bayou DeSiard on the University of Louisiana at Monroe campus. ULM construction spending had an economic impact of \$216 million.

# IMPACT Spending

Spending

## \$8 Return for Every \$1 Louisiana Invests in UL System

The University of Louisiana at Monroe 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 university provides significant economic benefits.

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

ULM has a total spending impact of \$350 million. That includes a \$39 million impact from university operating expenditures, \$27 million from capital outlay and construction projects, \$19 million from health insurance payments, \$18 million from retiree spending, \$29 million from visitor expenditures, \$77 million from spending by faculty and staff, and \$129 million from student expenditures.

### Job Creation

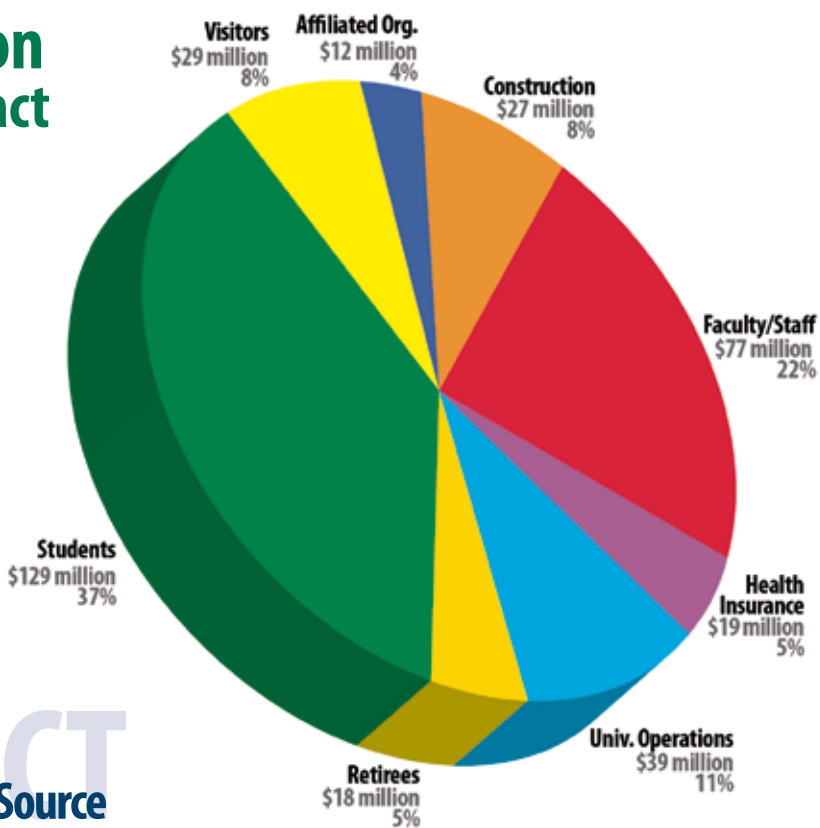
An additional benefit to ULM's spending is the creation of 3,669 non-university jobs throughout Louisiana. These are full-time equivalent positions that support expenditures such as construction, healthcare, and food services.

### Students

ULM's enrollment plays an important role in supporting the community. Student spending in areas such as housing, food, entertainment, telecommunications, and transportation generates an annual \$129 million impact on Louisiana's economy.

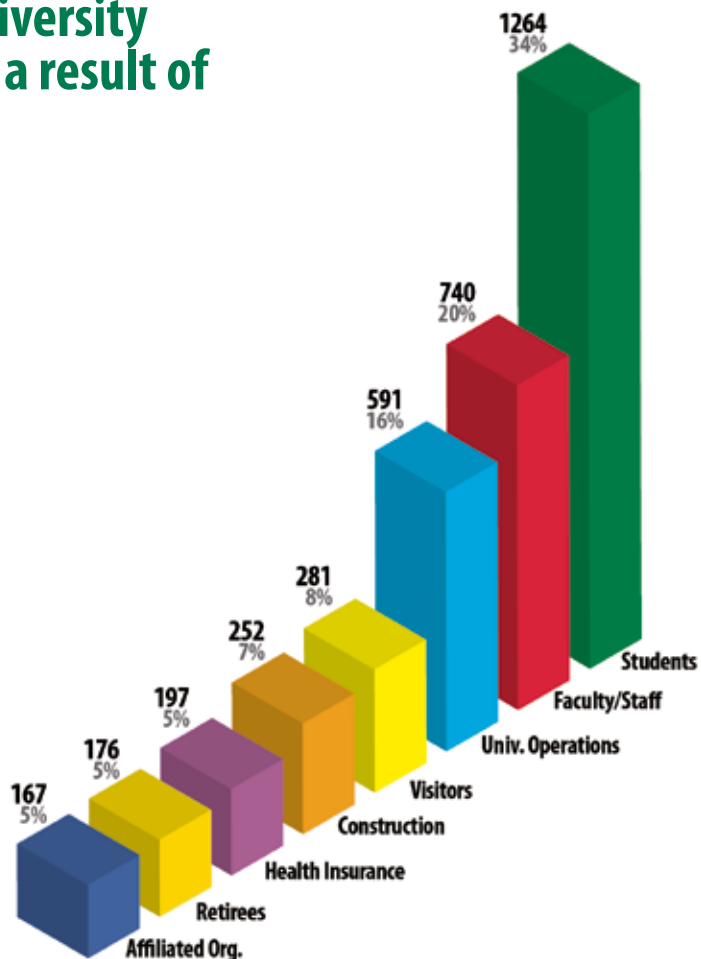
Student spending at ULM also supports nearly 1,300 non-university jobs in Louisiana's restaurant, entertainment and retail industries.

## \$350 Million Annual Impact



IMPACT  
by Source

### 3,669 non-university jobs created as a result of ULM spending



#### Faculty/Staff

There are over 1,200 faculty and staff employed by the University of Louisiana at Monroe. Their expenditures on items such as housing, food, entertainment, telecommunications, and transportation generate an annual \$77 million impact on Louisiana. Those expenditures also support over 700 jobs.

#### University Operations

In 2007-08, ULM's operating expenditures on items such as supplies, equipment, and services garnered an impact of \$39 million on the state, with almost 600 jobs created as a result of university operations expenditures.

#### Construction

Between 2001 and 2008, seven construction projects occurred on ULM's campus. Those projects yielded a \$216 million impact on the state and created more than 2,000 jobs.

An eight-year average of construction at the University of Louisiana at Monroe revealed an average annual impact of \$27 million, with 250 non-

university jobs tied to university construction projects each year.

#### Visitors

Each year, ULM hosts numerous visitors for cultural, sporting, and educational events. Visitor expenditures on items such as transportation, food, and lodging impact the state economy by \$29 million.

Visitor spending also accounts for approximately 300 jobs.

#### Health Insurance

About 92.2 percent of ULM health insurance payments are made to health care providers in Louisiana. Those payments generate an economic impact of \$19 million and create nearly 200 jobs.

#### Retirees

Approximately 84 percent of ULM's retired faculty and staff reside in Louisiana, adding \$18 million to the economy after their employment at the university. Their spending supports almost 200 jobs.

### **Guy Barr**

**Retired Regional Vice President  
for State Farm Insurance  
Monroe, La.**



#### **Affiliated Organizations**

Affiliated organizations are third-party 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 \$12 million.

#### **Conclusion**

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

These study results demonstrate the extent to which Louisiana's economy and the Delta region, in particular, are tied to the University of Louisiana at Monroe.

**“ULM is the crown jewel in our community. It is the leading economic engine.**

**“Our university provides so much diversity both academically and in the sports arena. We enjoy speeches and plays that otherwise wouldn't be here, and those are things that make a community come alive.”**

**“We live in one of the most impoverished areas in the United States. Every one of our problems can be solved through education.”**

**“ULM is so vital.”**

## Teaching



Dr. Thillainataraja Sivakumaran, Assistant Dean of Assessment & Accreditation in the ULM College of Education and Human Development, instructs students in the new state-of-the-art Digital Media Studio, funded in part by a ULS Serves grant. Students and faculty learn to incorporate technology in the classroom, using modern techniques such as podcasting.

## ULM Graduates Are Louisiana's Workforce

The University of Louisiana at Monroe produces quality graduates that create, enhance and support Louisiana's workforce.

ULM has awarded 63,288 degrees over the last 50 years. More recently, over the last 10 years, ULM produced 10,722 bachelor's degrees, 2,530 master's degrees, 414 associate's degrees, 499 professional pharmacy degrees and 139 doctoral degrees.

Not only is the University of Louisiana at Monroe producing a significant number of degrees, the university is also meeting the needs of Louisiana's workforce.

Home to Louisiana's only state-supported College of Pharmacy, ULM is a leader in the health sciences. In particular, the health professions and related clinical sciences generated 2,655 graduates over the last 10 years—the state's largest share of graduates from this particular field in a single institution. Additionally, ULM produces nearly half of the doctoral graduates in the state in the areas of health professions and related clinical sciences.

ULM has generated a significant amount of advanced degrees over the last 10 years. Over 120 multi-interdisciplinary studies graduates at the master's level as well as 300 master degrees in health professions and related clinical sciences came from ULM. Also, the University of Louisiana at Monroe is the only university within the UL System and one of just two institutions in Louisiana that offer a doctoral program in Family and Consumer Sciences.

Prominent baccalaureate degrees at ULM include security and protective sciences, biological and biomedical sciences, and physical sciences that produced 461,409,108 degrees respectively over the past 10 years.

The university's commitment to enhancing Louisiana and the Delta region's workforce is evident in the number and quality of graduates produced over the past 10 years. As a member of the University of Louisiana System, ULM is a

**\$784 Million**  
Added to  
Louisiana's Economy  
by ULM Grads Over  
the Last 10 Years

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

Still, there remains a need in Louisiana for professionals in critical shortage areas. Governor Bobby Jindal has made strengthening Louisiana's work force 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



**Linda Holyfield**  
CEO of P&S  
Surgical Hospital  
Monroe, La.

**“ULM is absolutely a mega economic and culture driver for this region.”**

**“Workforce development is a huge issue in our state and a particularly important issue in northeast Louisiana. ULM provides high-quality healthcare professionals, and it is critical for my operation to have those professionals.”**

**“We work with the School of Nursing for the training of our clinical staff. We also partner with the College of Pharmacy; we utilize their expertise to help us with our own pharmacy. All of our pharmacy staff are ULM graduates, and we’ve been awarded for clinical excellence and patient satisfaction.”**

**“ULM is a key resource for us.”**

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.

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, University of Louisiana Monroe graduates have added about \$784 million to Louisiana’s economy over the last 10 years.

The benefits of ULM 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

**BEEJAL SHAH**

**Fourth Year Student  
ULM Pharm. D program**

“All of our faculty and all of our students strive to reach excellence. As the state’s only public College of Pharmacy, we have to be the center of excellence in the field of pharmacy. This means that we conduct very advanced scientific research and perform very significant clinical research.”

“Our education is very progressive; we offer many opportunities for public improvement. While our research efforts perhaps gain the most notoriety across the state and the nation, it’s our public improvement efforts that are the most important. “

“Our efforts include public awareness campaigns, public health screenings and the production of highly-skilled and highly motivated pharmacists that enter the workforce and improve the quality of care across the state. “



Teaching

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.

### School of Visual and Performing Arts

ULM’s School of Visual and Performing Arts, the cultural magnet of Northeast Louisiana, is home to the Louisiana Lyric Opera, the state’s only professional summer stock theatre. LLO, which employs renowned talent, including Broadway performers, was inducted into the World Cultural Economic Forum, an initiative of the Office of the Lieutenant Governor and the Louisiana Department



Research  
& Service



University of Louisiana at Monroe graduate student Chris Rice searches for bats in the cavities of trees, like this one at the Upper Ouachita National Wildlife Refuge. Rice's research on Louisiana's native bat species is a step towards his ambition to be a conservation biologist. ULM has increased its emphasis on research and has attracted about \$18 million per year in external funding over the past three years.

## ULM Fuels Economic Growth

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

According to data captured for this study, ULM has at least 23 research and service activities, including three economic initiatives, two cultural development programs, three environmental and natural science projects and 15 education, health and human services activities.

### Economic Development

The Louisiana Small Businesses Development Center was recently honored as one of the nation's best in helping small businesses flourish. The statewide LSBDC Network has a state office and a local center located at ULM, where entrepreneurs have access to individual counseling, business education classes and specialized services.

Over the past six years, the LSBDC has counseled 20,520 entrepreneurs and assisted in the creation of 6,778 new jobs. A national small business economic impact study indicates that 3,188 jobs were saved in Louisiana between the years 2000-2005 and that LSBDC clients and their employees generated more than \$7.2 million in state tax revenue in that same period.

ULM's Small Business Development Center also provides a variety of services for potential and existing business owners. The center offers workshops and seminars to help owners become better managers, keeping them informed of current events and changing trends.

A resource library, which includes statistical data, census figures, and SBA publications, is also available. ULM's Center serves small businesses in Catahoula, Concordia, East Carroll, Franklin, LaSalle, Madison, Morehouse, Ouachita, Richland, West Carroll, and Winn parishes.

### Cultural Development

The mission of the Louisiana Lyric Opera is to produce professional music theatre and light opera productions each summer for the Ark-La-Miss region. The opera is an economic development magnet, which hires Broadway-experienced actors and an ensemble of resident college and early professional performers. Each

show includes an educational/apprenticeship component.

The ULM Museum of Natural History offers numerous research activities as well as many service events. Its mission is to promote an understanding and appreciation of natural history based on its collections, exhibits, education, and research.

North Louisiana's natural history is emphasized and showcases the biodiversity, paleontology, geology, and archeology of the area. Individuals, companies and governmental agencies utilize the collections.

### Education, Health and Human Services

ULM's Counseling Center offers individual, group, and family counseling to persons of all ages, including play therapy for young clients for whom talk therapy is not effective.

The Center's clientele includes ULM students, as well as individuals and families from the surrounding communities. By providing a confidential, safe environment for clients, the Center contributes to the area's quality of life at tremendous savings.

The Department of Dental Hygiene operates three clinics: the ULM Dental Hygiene Clinic on campus, which treats 2000 patients per year, Riser Middle School Clinic, which treats 200 children per year, and the Ouachita Parish Health Unit Dental Hygiene Clinic, which treats 200 children and adults per year.

Services are provided by dental hygiene students supervised by licensed dental hygienists and licensed dentists, and include cleanings, fluoride treatments, periodontal therapy, sealants, and x-rays for eligible community members, as well as the ULM family.

The Howard Hughes Program is an undergraduate science initiative to help with the challenges college science professors face. The program explores quality of life issues and prepares students for success in higher education.

Scientists trained to be outstanding researchers learn to be outstanding teachers, and more minorities are encouraged to pursue scientific careers. New fields that blur the lines between disciplines are emerging, and the program helps forge interdisciplinary collaborations.

The Institute of Law Enforcement is charged with the

# Highlights

**Howard Hughes Medical Institute** chose ULM as one of 12 universities to participate in a nationwide genomics course involving first-year college students in authentic research.

**The Social Science Research Laboratory**, in cooperation with the Chief Public Defenders of the Judicial Districts of the State of Louisiana, completed its investigative project “Indigent Defense in Northeast Louisiana: A Study of the 3rd, 4th, 5th, and 6th Judicial Districts.”

**Teach Delta Region**, funded by a \$5,315,894 grant, attracts talented and qualified individuals into Louisiana-Mississippi Delta region classrooms.

**Weather Research Center** provides meteorology research and educates the community concerning weather topics.

**Louisiana Lyric Opera** produces professional music theatre and light opera productions for the Ark-La-Miss region.

**Museum of Natural History** encourages an appreciation for all aspects of natural history based on its collections, exhibits, education, and research.

**Office of Outcomes Research and Evaluation** provides assistance for the critical drug-related component of the Louisiana Medicaid Program.

**Small Business Development Center** offers one-on-one counseling services to potential and existing business owners.

### ULM Speech and Hearing Clinic

The Speech and Hearing Clinic has evaluated and treated clients of all ages with a variety of communication challenges for more than 40 years.

Accommodations to serve those clients will be greatly expanded and improved when a new, state-of-the-art Speech and Hearing Center opens soon.

The current clinic handles, on average, over 400 screenings and diagnostic evaluations and 4000 hours of therapy for children and adults in the community each year.

responsibility of providing continuing education and training beyond basic certification and re-certification training, for law enforcement personnel. Its jurisdiction includes Arkansas, Louisiana, and Mississippi, but personnel from other areas also attend training sessions.

The Institute also offers online in-service training and grant writing with numerous agencies. The community benefits through enhanced crime prevention techniques.

KEDM Public Radio, 90.3 FM, is a public radio station affiliated with two national public radio networks: National Public Radio (NPR) and American Public Media (APM). It broadcasts local and national in-depth news and features, along with a variety of musical genres and special entertainment, 365 days a year to listeners within a 60-miles radius.

The Marriage and Family Therapy Center helps individuals, couples, and families improve their relationships by offering parenting classes, couples enrichment, pre-marital education and classes on helping children at school. The Center offers helps to more than 420 clients a year, and also offers outpatient mental health in collaboration with community mental health agencies.

The Office of Outcomes Research and Evaluation (OORE) is a targeted research and service facility operating under the administrative umbrella of the College of Pharmacy. Its staff provides assistance for the drug-related component of the Louisiana Medicaid Program.

OORE provides a learning environment in which pharmacy students and other health care professional students can acquire the tools necessary to search, evaluate, synthesize and apply health care information through teaching venues.

The Retired and Senior Volunteer Program (RSVP) recruits volunteers age 55 and over for service opportunities in their communities that match their skills and availability. From community

policing to immunizing children, from enhancing the capacity of non-profit organizations to improving and protecting the environment, RSVP volunteers put their unique talents to work to make a difference. In Ouachita and Union Parishes about 600 volunteers offer almost 125,000 hours of volunteer work each year. They work with police, firemen, and other emergency officials and to offer health care for the elderly.

The Social Science Research Laboratory (SSRL) evaluates businesses, non-profit organizations, and governmental agencies through the services it offers. Using research design, data collection and management, quantitative and qualitative analysis, research training and business development, SSRL gives ULM students valuable real-life experience in their chosen fields of study. A current major project, based on a ULS service learning grant, concentrates on interdisciplinary research to promote the economy of northern Louisiana, although numerous other projects are health-related, legal, and community oriented.

The TEACH Delta Region project is a partnership of the University of Louisiana at Monroe, Jackson State University in Mississippi and 26 Local Education Agencies (LEAs) across the two states. The project expands and enhances existing alternative certification programs at each university that allow candidates to achieve full state teacher certification via a Master of Arts in Teaching (M.A.T.) in elementary, secondary and special education, which can be completed in as few as 14 months. The overarching goal and purpose of the project is to increase the number of certified teachers in partner school districts and increase the types of support new teachers receive.

The Title V Senior Community Service Employment Project (SCSEP) is funded by the U. S. Department of Labor through The National Council on the Aging Inc. (NCOA). It provides free employment and training services for limited income persons 55 or older. SCSEP serves eligible persons from eleven Louisiana parishes: Caldwell, Catahoula, Concordia, East Carroll, Franklin, Madison, Morehouse, Ouachita, Richland, Tensas and West Carroll.

Upward Bound is another component of the TRIO Program and is also funded by the U.S. Department of Education. The program is designed to motivate high school students who are low-income, potential first-generation college students to graduate from a post-secondary education program. Each year, the program serves 50 students from four school districts: Morehouse, Monroe City, Richland, and Ouachita.

During the summer, students spend six weeks at ULM, where they participate in academic courses and cultural activities. During the academic school year, Upward Bound staff provides students with counseling services and tutoring, as well as field trips. The bridge program allows participants to enroll in college courses to obtain credit.



**Sue Nicholson**  
President of the Monroe  
Chamber of Commerce

**“ULM trains our current workforce; the university is willing to adapt and meet the needs of business. ULM is a crucial community anchor which provides services that no other institution is equipped to provide to the level of ULM.”**

**“From healthcare workers to business leaders, I can’t think of an industry that is not impacted by ULM’s training programs.”**

### Conclusion

The University of Louisiana at Monroe, along with the UL System’s seven other universities, is dedicated to building a knowledge-based economy to ensure Louisiana’s vitality.

ULM appreciates its community’s vested stakeholders who have long recognized and pursued its potential. From alumni who are committed to repaying dividends they’ve earned through a ULM education, to visionaries who view ULM’s role as essential to the state’s progress, or the businesses that cannot thrive without a constant injection of qualified graduates – all cement the economic partnerships between ULM and the community to which it belongs.

Through its various entities, ULM is able to contribute to the economic and social prosperity of its surrounding regions, playing a vital role in sustaining innovation and growth in Louisiana.

Quality  
of Life



ULM surveyed students, asking them what they most wanted to see on ULM's campus; Starbucks was near the top of that list. The university opened northeast Louisiana's first Starbucks, located on the first floor of University Commons II, in September 2006.

# IMPACT

## Quality of Life

### ULM Enhances Lives

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

Located in northeast Louisiana, ULM brings local, national and international lectures, music, and theatrical programs to the campus and communities it serves.

The Northeast Louisiana community relies on ULM to serve as the hub for cultural programming, family-friendly activities, and community-building events above and beyond university activities.

University of Louisiana at Monroe's Presidential Lyceum Series attracts thousands of visitors each year. The Series began in 2003 under the direction of ULM President James E. Cofer Sr., to promote intellectual exchange among ULM students, faculty, staff and the community. Previous speakers include author and historian and Pulitzer Prize winner Doris Kearns Goodwin, comedian and author Bill Cosby, author Ben Stein, political consultants James Carville and Mary Matalin, entrepreneur Steve Forbes and journalist Lisa Ling.

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

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

Examples of major event attendance at ULM include:

- Bayou Jamboree, which had an attendance of 25,000
- ULM Choir Tour, which attracted a total of over 19,200
- Military Day, which drew 10,000 people
- Aquarium Exhibit maintenance, with 3,000
- Spanish in elementary schools, which had nearly 3,000 people in attendance overall



Communities Acting to Benefit Louisiana's Elderly (CABLE) awarded Judy Fellows a \$1,500 grant to provide hearing evaluations for senior citizens at the University of Louisiana at Monroe, as well as purchase portable cholesterol and glucose monitoring equipment.

Fellows, director of research and external funding at ULM's College of Health Sciences, noted that although no one is immune to the aging process, prevention or early identification of health issues is important for senior adults and can contribute significantly to enjoyment of life.

- YMCA Football Tournament with 10,000 visitors
- Spring Commencement 2008, which had an attendance of 7,200

ULM visitor spending had a \$29 million impact on the state; \$9 million of that impact came directly from visitor spending for events and activities.

Quality  
of Life



### Center for Business and Economic Research

The University of Louisiana at Monroe's Center for Business and Economic Research provides unbiased and reliable economic analysis of 12 parishes in northeast Louisiana.

The Center's regional factbook—a collection of economic and demographic data, labor force statistics, regional analysis, and quality of life information—is a resource for local and extra-local businesses, site locators, and economic developers.

The ULM Louisiana Small Business Development Center continues to manage and support all SBDCs in the state. Its staff delivered over 150 hours of small business training to more than 500 individuals, and provided over 3,000 hours of free one-on-one consulting assistance for starting and managing small businesses.

Together, these workshops and consulting sessions resulted in 59 business plans, 14 business start-ups, and 71 new jobs for the area.

Recent news of a \$2 million grant disaster planning and recovery for small businesses will provide all small businesses through the state a needed boost.

**Campus events at ULM attracted over 443,000 people, 54,389 of those people being off-campus visitors.** Those visitors infused money into the state's economy through food purchases, lodging, and travel expenses. For example, 15,537 of university visitors stayed in paid lodging.

### Service-Learning and Volunteerism

Enhancing service-learning and volunteerism across the 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 "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.

University of Louisiana at Monroe faculty, staff, and students volunteered approximately 255,000 hours last year. Contributing vastly to the communities in which they serve, students volunteered 175,000 hours per year and faculty and staff served 80,000 hours.

Research shows that student participation in service has positive impacts on leadership ability, grades, retention, degree aspirations, critical thinking skills and commitment to helping others. 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.

ULM 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.

ULM's Social Science Research lab received the biggest service-learning award in the state last year, making it possible to expand its goals, including additional faculty. This lab developed 20 research projects that included the work of 50 students.



## ULM Dental Hygiene Clinic

Stephanie Patrick of Epps, a fourth-year dental hygiene student, cleans the teeth of patient Marbrae Wilson, 26, during a recent Dental Hygiene Clinic at the University of Louisiana at Monroe.

The clinic is a place where ULM students can offer their valuable services to the community at reduced rates, while getting needed training before entering the workforce.

In addition to teeth cleaning, the clinic offers X-rays, fluoride treatments, cancer screening, patient education and nutritional counseling. The clinic is located at 124 Caldwell Hall on the ULM campus. Supervised students also treat students in local schools.

A new mobile dental health unit will enable even more patients in economically depressed communities in northeast Louisiana to receive treatment. U.S. Senators Mary Landrieu (D-La.) and David Vitter (R-La.) and Congressman Rodney Alexander (D-Quitman) played vital roles in securing the federal appropriations necessary to purchase the unit.

There are approximately 65 courses offered at ULM per year with a service-learning requirement. University of Louisiana at Monroe 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.

“ULM is a major provider of management talent for business and a vital part of the culture of the community,” said Morris Mintz, a business executive from Ouachita Parish.

### ULM's Warhawks

ULM's Department of Athletics is a NCAA Division I institution and a member of the Sun Belt Conference. Sport teams include football, women's soccer, women's volleyball, men's and women's golf, women's tennis, men's and women's indoor and outdoor track, men's and women's cross country, men's and women's basketball, softball and baseball.

## ULM Counseling Services Available to the Community

Sylver Sharp, a graduate student in the Substance Abuse Counseling Program at ULM, demonstrates how play therapy works with ULM student Patty Beckel playing the role of the child.



ULM offers Mental Health Counseling and Marriage and Family Therapy to the public for a reduced fee.

ULM Marriage and Family Therapy graduate students - under the guidance of American Association for Marriage and Family Therapy-approved supervisors who are also licensed therapists - offer mental health services to those whose problems may be influenced by his or her inability to relate to others.



**Above  
& Beyond**



The 2,000-pound bronze Warhawk statue, complete with its 17-foot wingspan and bolted to a 9-foot-tall base, is an important part of ULM's culture. The sculpture's creator, Sandy Scott, participated in the 2008 dedication ceremony. She said, "I'd like to express my pride at being in Monroe at this fine institution, and to see the Warhawk installed in such a beautiful landscape." After participating in ULM's dedication, Scott continued on to the Presidential Library in Little Rock, Ark., where another one of her pieces is displayed.

# IMPACT

## Above & Beyond



ULM College of Pharmacy students work on Sim-Man, their simulated patient. Through their work with Sim-Man, ULM students learn about subjects like drug interactions and drug disease states.

## Pharmacy: Making an Indelible Impact

Louisiana's only state supported College of Pharmacy program resides at the University of Louisiana at Monroe, where graduates are prepared to meet the challenge of the state's evolving healthcare needs.

For more than 50 years, thousands have taken advantage of the opportunity to be educated in the college's outstanding academic programs. In addition to the Doctor of Pharmacy degree, students may seek the Masters of Science degree in Pharmaceutical Sciences, a Doctor of Philosophy degree in Pharmacy, or the Bachelor of Science degree in Toxicology – one of only seven undergraduate toxicology programs offered in the nation.

However, the College of Pharmacy does much more than educate future pharmacists and toxicologists. Every day, faculty and students perform groundbreaking research; provide invaluable services; and deliver quality patient care, leaving an indelible economic impact on Louisiana's communities and improving quality of life.

### Research

Faculty members are dedicated scholars who work collaboratively with researchers not only across Louisiana, but also across the world.

For example, an Australian-based pharmaceutical company recently awarded an additional \$399,000, bringing the total investment to \$1,017,000, for a project headed by Professor Paul Sylvester, Ph.D. He has researched how tocotrienols – commonly known as vitamin E – attack cancer cells in early stages without harming healthy cells. Sylvester believes tocotrienols derived from palm oil could be available as a supplement within three years and may prevent breast cancer in at-risk women.

Meanwhile, Dr. Kevin N. Baer, head of Department of Toxicology, and his students monitor water quality to address non-point source pollution, which comes from widespread sources, and occurs when rainfall moves over

Above  
& Beyond



### Assessing Health

The Department of Kinesiology's Human Performance Laboratory at the University of Louisiana at Monroe offers area residents a way to accurately take a snapshot of their overall personal fitness level - and then set realistic goals for improvements.

The lab is filled with equipment to gauge such health-related issues as aerobic fitness, muscular fitness and flexibility, along with total body composition. Under the guidance of a graduate student, clients may participate in a computer-guided treadmill stress test to determine how "heart healthy" they really are.

The lab already contracts with certain area businesses to perform health assessments of its employees, but is able to extend its services to the general public at reduced rates. The primary purpose of the laboratory is the advancement of the science of exercise through teaching, research, and public service.

and through the ground. Pollutants are deposited in Louisiana's numerous waterways, and even underground sources of drinking water; Baer's project tracks water quality improvement to gauge whether project outcomes have been successful.

### Services

ULM faculty members provide clinical pharmacy services at a number of centers across the state; however, their services extend far beyond the clinical setting. As a part of their service-learning requirements, pharmacy students provide nutritional education as well as information on the dangers of tobacco use and abuse to elementary school students. They also perform a variety of health screenings at area health fairs to identify patients at risk of chronic diseases such as diabetes and high cholesterol. Also, the Office of Outcomes Research and Evaluation provides diabetes and asthma education to Louisiana Medicaid recipients, decreasing healthcare costs and improving patient quality of life.

### Patient Care

Through collaborative partnerships with the LSU Health Science Centers and other healthcare centers, the college provides high-level pharmacy care. The college partners with the Louisiana Department of Health and Hospitals to deliver prior authorization services, disease management programs and evaluation of patient and program outcomes for the Louisiana Patient Assistance Program. The college's Drug Information Center provides information for healthcare professionals and evidence-based answers to patient care questions.

The Accreditation Council for Pharmacy Education, which granted the college a full accreditation extension through June 2014, deemed the top-notch Pharmacy Care Lab a paradigm for other institutions.

The state-of-the-art pharmacy care lab is equipped with all of the components of a modern pharmacy, where students learn to deliver the highest quality pharmaceutical care for their patients.

### Conclusion

Nearly 70 percent of ULM's pharmacy graduates remain in Louisiana and fill high-paying jobs in high-need areas, including community and hospital pharmacies; teaching; drug manufacturing and regulation; and sales. The development of patented medicines has the potential to bring royalty revenues and the possibility of longer, more productive lives for many individuals.

The college takes immense pride in the quality of students it produces and the tradition of excellence established long ago.

### Presidential Lyceum Series

To foster intellectual exchange at ULM and in the greater community, President James Cofer began the Presidential Lyceum Series in 2003. This popular lecture series has featured national speakers such as Bill Cosby, Doris Kearns Goodwin, Ben Stein, Robert F. Kennedy Jr., Steve Forbes and, during the election year of 2008, Mary Matalin and James Carville. In 2009, ULM welcomed National Geographic Explorer host Lisa Ling.

## The College of Education and Human Development

When an academic program in Louisiana draws favorable mention from a New York Times editorialist, someone must be doing something right.

Actually, a lot of “some ones” are doing things right in the College of Education and Human Development at the University of Louisiana Monroe and the teacher preparation programs mentioned in the NYT’s editorial, “What Louisiana can Teach,” are just the beginning. The editorial acknowledged a state report giving high marks to ULM’s teacher-preparation program which produces teachers more effective at teaching math, reading and language arts than more experienced educators.

In addition, the ULM Elementary Education Program is one of only 10 in the nation to receive full passing marks for its preparation of future mathematics teachers. A 2008 National Council on Teacher Quality report said only 10 of 77 programs reviewed scored adequately on all three criteria when examining the mathematics courses that elementary teacher candidates had to take.

Ouachita Parish Schools Superintendent Robert Webber heaped further praise when his district joined Big Brothers Big Sisters of Northeast Louisiana and ULM in a formal agreement to launch a new mentoring program involving the Monroe City and Ouachita Parish School Systems.

“It seems as though ULM is always doing something for us. They are producing wonderful teachers—the best,” said Webber.

Among the college’s other accomplishments:

- eTEACH, a program designed for working educators pursuing certification and professional development
- The Louisiana Leader Fellows program trains and certifies talented teachers to become highly qualified administrators. ULM was named the state’s premier provider for the program during a competitive process last year
- The Faculty Scholarly Productivity Index measured the scholarly work of more than 7,300 doctoral programs in the country and ranked ULM in the category of top 20 Specialized Research Universities for Business, Education, and Social Sciences. ULM is the only Louisiana university included in the ranking
- Teach Delta Region involves a five-year grant totaling more than \$5.3 million; the project attracts talented individuals into Louisiana-Mississippi Delta region classrooms



An academic degree earned at ULM unveils a world of opportunities. Now, thanks to ULM’s new online initiatives, that world is accessible to non-traditional students juggling careers and families far from ULM’s campus.

ULM’s Gateway to Online Degrees program (GOLD), a clearinghouse for all of ULM’s online degrees, enables non-traditional students to utilize the convenience and accessibility of online learning in an accelerated format.

According to information provided by the Louisiana Board of Regents, approximately 600,000 Louisiana adults have earned college credits towards degrees that they have not completed. ULM’s new online programs will help fill that void, said ULM President James Cofer.

“We must continue to adapt to today’s ever-changing student, and that includes non-traditional students who want to finish their educations and better their lives. These students are older, they work, and they have families and the concomitant job and time constraints. We must be prepared to meet the needs of those students with anytime, anywhere, anyplace instruction.”

One such online degree is the online bachelor of science in health studies with a concentration in marketing/management. Citing a recent statistic from the Louisiana Department of Labor that estimates that nearly 30,000 health services positions will need to be filled within Louisiana during the decade ending 2010, Cofer continued, “The online BSHS program will prepare professionals for mid-level management positions in a variety of healthcare organizations, and that directly enhances Louisiana’s workforce.”

To learn more, visit [www.ulm.edu/onlinedegrees](http://www.ulm.edu/onlinedegrees)

### First Lady Deborah Cofer

Featured in the Chronicle of Higher Education for her contributions to the university, ULM’s First Lady Deborah Cofer was named Business & Professional Person of the Year by the Monroe/West Monroe Business and Professional Women in 2007. During that same year, she was Guest of Honor at the Philippine-American Association of Northeast Louisiana. In 2008, ULM’s Senior Board Chapter of Mortar Board initiated the First Lady as an honorary member.

# 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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