

Summary on Update of 2013-2018 Strategic Plan
University of Louisiana at Monroe

1. Why was an update needed?
 - Six metrics comparing ULM's performance against that of 24 Masters-Large universities in the South (21 ranked, 14 Tier 1 regional universities in the South by *US News and World Report*) showed our values greater than or approximately equal to the group's median in all but one area (FY total expenditures per FTE student)
 - Doctoral/Research designation in Carnegie Classification of Institutions of Higher Education
 - Ranking as a national university by *US News and World Report* in 2017
 - Vision to be recognized among best-performing regional universities in the South no longer aspirational
 - All other parts of the plan were considered relevant and suitable for the situation

2. Who participated in the update?
 - President, vice presidents, C-level administrators
 - Faculty and Staff Senate presidents
 - Dean and school director
 - Alumni/community representatives
 - Head of assessment, Special Assistant to the President
 - Facilitator

3. What changed from the previous version?
 - New vision statement (see back of page)
 - Three new objectives in academic strategy
 - i. Online instruction—ULM will build on its tradition of online instruction to become the institution of choice for post-traditional learners living within 100 miles of Monroe and to the region and nation in strategically-selected degree programs. Marketing research will be conducted by Spring 2017. Additional online instruction will be offered by Fall 2017 to meet the expectations of our students and to provide greater access to higher-education credentials for post-traditional learners.
 - ii. Research—The infrastructure to support research conducted through extramural grants and contracts will be increased beginning in Fall 2016. The priority for research will be in disciplines that have the greatest likelihood of acquiring federal funds and/or producing intellectual property that will lead to small business development, royalties or licensing fees, and/or an improved revenue stream for the university.
 - iii. Graduate enrollment—ULM will increase the number of research-based doctoral programs and its doctoral enrollment so that it qualifies for SREB Four-Year 2 status. We will identify the appropriate graduate enrollment for this institution by the end of the 2017 academic year.

4. What are the next steps?
 - Get input from internal stakeholders (by end of November)
 - Revise (if needed) and publish updated plan (by Spring 2017 University Week)
 - Educate campus (Spring 2017)
 - Implement tactical steps (immediately)

The University of Louisiana at Monroe will be recognized among the top 200 universities in the nation for excellence in teaching, research, and innovation, with an emphasis on the health sciences.

- The University of Louisiana at Monroe: *We proclaim our name for easy identification.*
- will be recognized: *We want our accomplishments acknowledged and won't be satisfied until they are.*
- among the top 200 universities in the nation: *We want to stretch ourselves but create an attainable goal. (See below)*
- for excellence in teaching: *We will continue the caring faculty and quality courses that have distinguished ULM.*
- for excellence in research: *We will improve our financial situation and reputation with beneficial research.*
- for excellence in innovation: *We will continue to adapt to changing times.*
- with an emphasis on the health sciences: *We proclaim our niche in Louisiana higher education without excluding disciplines.*

