

FOCUS > National Prominence



LSU's National Flagship Agenda

LOUISIANA STATE UNIVERSITY

LSU is committed to meeting the challenge of pursuing intellectual development for our students, expanding the bounds of knowledge through research, and creating economic opportunities for Louisiana.

-Mark A. Emmert



National Flagship Agenda



In a short span of time, the technology revolution has transformed our world. Technological advancements have permeated every aspect of our environment, changing our homes, the way we work, how we drive, where we shop, and even our health care. The ripple effect has been farreaching—so widespread and significant that it is hard to remember life without the Internet, e-mail, and cell phones.

Today, LSU is creating a similar revolution, one of pervasive change and advancement. For the past five years, the focus of the LSU community has been a commitment to excellence. And, much like the constant flow of technology, our progress has been dramatic, and shows no sign of stopping.

Having witnessed many of yesterday's possibilities become tangible realities, the LSU community set forth to capitalize on its success. The goal was to improve our standing as a nationally competitive flagship university. Following intense discussions among the LSU Board of Supervisors, campus administrators, and student leaders, the objectives required to reach this status crystallized, providing the impetus for LSU's National Flagship Agenda.

In keeping with the Agenda, a governor and state legislature who are strong supporters of education have provided resources for a variety of projects, including the launch of a major information technology initiative. These efforts are bringing world class researchers and their expertise to LSU and improving the standing of the University, as well as strengthening its position as an economic engine for the state of Louisiana. As a result, the University community is even more determined to achieve excellence at every level.

LSU remains focused on attaining national flagship status by 2010, the University's 150th anniversary. The resolve of the LSU community and the support of the state make these goals attainable. And, if the last five years are any indication of success, the next phase of this Agenda will guarantee LSU's place in the arena of national prominence.

Focus > A Shared Vision



Louisiana's natural resources, geography, culture, and native industry afford LSU unique research and educational opportunities. Many of the historically strong programs at LSU—such as oil and gas research, coastal issues, French language, Southern history and literature, music, geology, geography, chemistry, and chemical engineering—correspond to the state's distinct attributes. In forging the National Flagship Agenda, LSU intends to capitalize on the natural wealth of the state, while providing a foundation for future growth.

LSU can serve the state by providing:

- a world-class knowledge base that is transferable to educational, professional, and business enterprises;
- an incubator for the development of new products and technologies;
- prominence in the national arena for federal projects and funding;
- nationally ranked programs that prepare students for the most competitive and prestigious graduate programs and employment opportunities; and
- a competitively educated workforce, trained for attracting high-growth industries.

LSU's vision for the future parallels Louisiana's economic development plan, Vision 2020. The state has developed a tripartite plan to offer life-long education, attract industry, and improve the quality of life. LSU offers a nationally competitive education for the knowledge economy workforce. The state's cluster-driven economic development plan funnels attention to burgeoning economic sectors—such as nanotechnology and bioinformatics—in which LSU has already made significant strides.

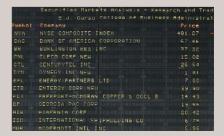
Through a renewed University-community partnership, LSU is cultivating a more hospitable living environment. The convergence of highly talented people in a comfortable living-learning environment is the overarching goal of the Flagship Agenda. The best faculty researchers in the best laboratories will fulfill LSU's mission of research, education, and service to the state.

Updates

- The Governor's Information Technology Initiative, begun in 2001, directs money to several of the state's public universities.
 The LSU CAPITAL program administers LSU's portion of the funding and provides \$9.1 million annually in technology enhancements.
- In September 2002, Governor Mike Foster "plugged in" SuperMike, the second-fastest computer at an academic institution worldwide. SuperMike is composed of 1,024 Pentium IV processors able to make 2.1 trillion calculations per second.







Overview: Recent Events

As a result of LSU's five-year planning effort, a campus-wide discussion about the University's future began in fall 2002. This discussion, known as the National Flagship Agenda, focused on how LSU could improve its research and educational enterprise to make it more nationally competitive.

According to the University's core values of collegiality and open dialogue, this Flagship Agenda is the culmination of discussions and debates among the faculty, staff, students, and friends of the University. A few of the signal events that unfolded during the last year are listed on the right.



Signal Events of 2002-2003

9/19/02	LSU Board of Supervisors Flagship Committee established.
9/17/02	The Chancellor met with the University Planning Council (UPC) and the Leadership Team for regional accreditation to discuss the major points of the Flagship Agenda.
1 0/15/02	Vice chancellors and the UPC responded to questions from the Board's Flagship Committee.
1 0/17/02	The UPC outlined the process to begin dialogue on the National Flagship Agenda.
─ 12/5/02	Chancellor Emmert began discussions with deans, department heads, the Faculty and Staff Senates, and the Student Government officers. Break-out groups responded to questions posed by the Board's Flagship Committee and the Chancellor.
12/12/02	The Web site, www.lsu.edu/flagship, started posting information and hosting discussions.
1/15/03	The Chancellor presented key issues to an open meeting of faculty and staff.
• 2/20/03	The first draft of the Flagship Agenda was posted to the Flagship Web site. The campus commented on-line and through formal bodies, including Vice Chancellors' Council, Deans' Council, UPC, Faculty Senate Executive Committee, and the Flagship Committee of the Board of Supervisors.
2/27/03	John Lombardi, chancellor of the University of Massachusetts, Amherst, consulted with deans, faculty, and board members, and conducted a public lecture on the role of a national research university and how to measure its success.
3/17/03	Divisions, colleges, schools, and departments began dialogues about the National Flagship Agenda.
3/27/03	The Chancellor presented a revision of the Flagship Agenda to the Board of Supervisors' Flagship Committee.
5/26/03	Vice chancellors and deans began discussing Flagship Agenda plans with the Provost.
10/30/03	Plans were finalized and incorporated.
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Overview: Our Competitors

Inside the academic marketplace, national research universities are a small, elite group of institutions, and the competition among them is fierce. Universities must vie for the best students, faculty, staff, and research funding, all resulting in greater prestige. To attract people and opportunities, universities must have a proven commitment to providing a leading education and enviable resources for scholarly work and research. Other universities are, therefore, our rivals. As we measure our own progress, we must at the same time benchmark our performance relative to theirs, our national research peers.

No university is exactly like another, but LSU administrators have identified 23 institutions that share common characteristics. Each of these universities has received the Carnegie Research-Extensive designation, each has a similar role, scope, and mission as its state's leading research university, and most also have land-grant status. The selected institutions have been separated into two groups—regional peers and national peers. By measuring its performance against two peer groups, LSU will be able to monitor its progress on both regionally and nationally competitive scales.

REGIONAL PEERS

From the 102 Carnegie Research-Extensive universities, 105 land-grant institutions, and 28 Four-Year I universities of the Southern Regional Education Board (SREB), the following 15 universities were selected as peer institutions for LSU.

Auburn University	1
Clemson University	2
Mississippi State University	3
North Carolina State University	4
Oklahoma State University	5
Texas A&M University *	6
University of Alabama	7
University of Florida*	8
University of Georgia	9

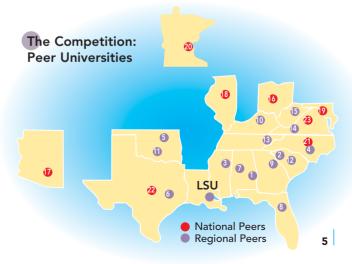
University of Kentucky	10
University of Oklahoma	11
University of South Carolina	12
University of Tennessee	13
Virginia Polytechnic Institute	14
West Virginia University	15

^{*} Denotes members of the Association of American Universities.

NATIONAL PEERS

Of the 15 regional peers, only two universities are members of the prestigious Association of American Universities (AAU). To truly reflect the nationally competitive nature of higher education, eight additional AAU universities from different regions, listed below, were designated as LSU's national peer group and will serve as the national aspiration peer group.

Ohio State University	16
University of Arizona	17
University of Illinois at Urbana-Champaign	18
University of Maryland, College Park	19
University of Minnesota, Twin Cities	20
University of North Carolina at Chapel Hill	21
University of Texas at Austin	22
University of Virginia	23
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Overview: Our Progress

PERFORMANCE INDICATORS

As part of the benchmarking process, LSU will use the following performance indicators to monitor and chart the University's progress relative to our national peers.

Enrollment

- Fall enrollment (by level)
- Number and percentage of minorities (students and faculty)
- Number and percentage of nonresident students
- Number and percentage of transfer students

Graduate Education

- Number of graduate assistants
- Average graduate assistant stipend

Undergraduate Education

- Average SAT and/or ACT scores (including 25th and 75th percentiles, respectively)
- Percentage of students in top 10 percent of high school class
- Average high school grade-point average
- First-year college grade-point average

Additionally, the undergraduate student progression rate (including 5- and 6-year graduation rates) will be charted

Faculty & Staff

- Number of faculty by rank and by average faculty salary
- Number of faculty awards

- Number of National Academy members
- Number of postdoctoral appointees
- Number and percentage of minorities
- Ratio between undergraduate students and faculty
- Ratio between graduate students and faculty

Research & Scholarship

- Number of degrees awarded (by level)
- Number of degree programs (by level)
- Total annual expenditures from externally funded projects
- Total research expenditures
- Total federal research expenditures
- Total number of patents and copyrights issued

Facilities

- Net assignable square feet of laboratory space
- Rank of libraries (according to the Association of Research Libraries)

Funding

- Appropriations provided by the state (including state appropriations per full-time equivalent student)
- Tuition and required attendance fees (average per full-time student, total, and percentage of unrestricted revenues)
- Value of endowment assets

Research & Economic Development



As a Carnegie Research-Extensive university, part of LSU's mission is to produce nationally competitive research and contribute to the economic development of the state and the nation. This can be accomplished by developing a world-class knowledge base that is transferable to educational, professional, and business enterprises. To continue to enhance this mission, LSU will take the following actions.

ACTIONS

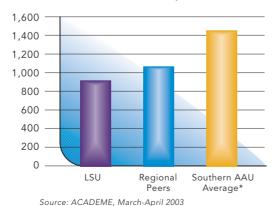
- Add 150 faculty positions and provide for appropriate support staff.
- Increase graduate assistantships by 50 percent and double the number of postdoctoral positions.
- Increase laboratory space by 50 percent in strategic growth areas to support increases in federal research productivity.
- Increase annual library collections and access to scholarly material by 50 percent.
- Strengthen the technology infrastructure, as outlined in the Information Technology Master Plan.
- Eliminate barriers to securing resources for productive research.
- Support PK–16+ teacher reform and underlying research.

OUTCOMES

- Double research funding from federal sources.
- Garner recognition as national centers of excellence for information technology, biotechnology, and other targeted initiatives.
- Achieve research excellence in highly competitive areas such as those that are essential, special to Louisiana, or involve cutting-edge technology.
- Encourage continuous growth in patents, copyrights, and other forms of intellectual property.



Average Number of Tenure-Track Faculty at Peer Universities, 2002-03



Updates

- External grants and contracts increased 78 percent, with significant gains in NSF and NIH funding.
- Research awards topped \$100 million for the first time in 2002.
- The Governor's Information
 Technology Initiative, begun in 2001,
 directs money to several of the
 state's public universities. The LSU
 CAPITAL program administers LSU's
 portion of the funding and annually
 provides \$9.1 million in technology
 enhancements.
- In September 2002, Governor Mike Foster "plugged in" SuperMike, the second-fastest computer at an academic institution worldwide. SuperMike is composed of 1,024 Pentium IV processors able to make 2.1 trillion calculations per second.
- Technological and physical infrastructure upgrades included Internet2 networking of major biological and physical science buildings.
- Colleagues in a wide range of disciplines received national and international awards last year recognizing their preeminent scholarly attainments.
- State investment, with federal matching funds, opened new laboratory and classroom space, increasing laboratory space for research in physics, coastal issues, and oil and gas studies.

Students: Graduate Programs



A major part of the University's educational and research mission is to educate future researchers. Graduate students provide invaluable assistance to faculty research. From an economic perspective, these students are the fuel of the knowledge-based economy. In order to provide nationally ranked programs and prepare graduate students for the most competitive and prestigious academic and research programs and employment opportunities, LSU will take the following actions.

ACTIONS

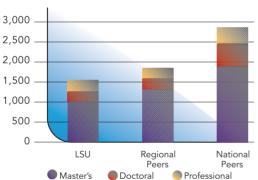
- Increase the total number of high-quality graduate students, particularly in doctoral fields that complement research strengths and in key areas of leadership and development for the state.
- Continue to increase diversity of graduate students and faculty.
- Increase quality and competitiveness of graduate programs through targeted investments and systematic program review.

OUTCOMES

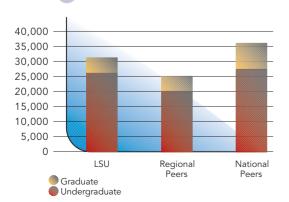
- The number of graduate assistantships will increase by 50 percent and the graduate student population will comprise 20 percent of total student enrollment.
- Graduate students will represent a diverse population of highly competitive students.
- Graduate faculty will be increased and strengthened, and will become more diverse.
- Targeted programs will achieve national prominence.



Number of Degrees Awarded by Graduate Level, 2000-01



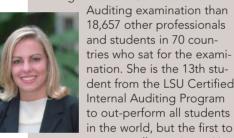
Enrollment by Level, Fall 2000



Updates

- More than \$3.2 million has been added to increase the number and amount of awards for graduate assistantships.
- More than \$2 million has been invested in graduate stipends.
- Tuition for graduate assistants will be phased out completely by 2005.
- LSU offers 54 doctoral and 72 master's-level programs.

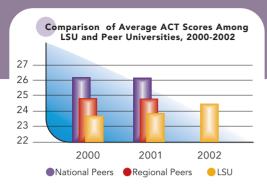
In 2002, Allyson d'Aquin scored higher on the Certified Internal



outscore all examiners. Her accomplishment earned her the Highest Student Achievement Award and the William S. Smith Gold Medal Award from the Institute of Internal Auditors.

Students: Undergraduate Programs





ACTIONS

- Increase undergraduate admission standards and move to a more competitive and holistic admissions model; LSU will endeavor to recruit and retain top students.
- Increase recruitment, orientation, and retention efforts for transfer students.
- Provide a broad array of nationally competitive undergraduate degree programs through systematic review and targeted investments.
- Provide innovative learning experiences that complement and enhance academic programs, including international, multicultural, and interdisciplinary programs.

OUTCOMES

- The LSU student population will continue to be highly competitive in comparison with peer institutions (freshman profile of 3.6 overall high school grade-point average and average 26 ACT/1200 SAT; freshman-to-sophomore retention rate of 88–90 percent; five-year graduation rate of 55 percent; six-year graduation rate of 64 percent).
- The percentage of enrolled transfer students will double.
- Students will be highly competitive in the job market or be admitted to top graduate programs.
- Students will satisfy key learning outcomes of being able to communicate ideas and information; plan, organize, and evaluate projects; work in teams and with diverse populations and constituencies; apply mathematical concepts and problem-solving techniques; and use technology appropriate to their fields.

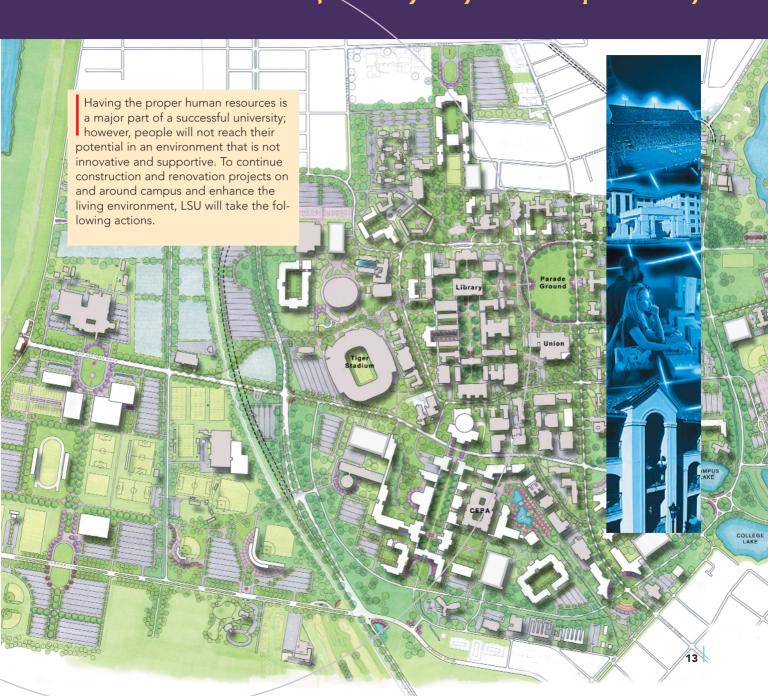
Updates

- Freshman admissions standards were raised twice in the last three years.
- Student success continued to improve at LSU. The six-year graduation rate increased from 50 percent in 1998 to 58 percent in 2002. The average composite ACT score for new freshmen, at 24.4, was the highest in the fall of 2002 that it has ever been.
- Three living-learning environments, called residential colleges, have greatly reduced class sizes in key lower division courses.
- The percentage of courses with fewer than 20 students increased from one-in-six sections in 1999 to one-in-three sections in 2002.
- African American enrollment increased by 11.5 percent, which outpaced total student enrollment growth of 5.7 percent.
- The Student Technology Fee, a student body initiative, was designed to upgrade on-campus technology that serves students. The projects selected for improvement are determined by a student panel.
- LSU offers baccalaureate degrees in 71 major fields.



In 2003, political science major Allen Richey was named LSU's first Harry S. Truman Scholarship winner, providing scholarships for his senior year and for graduate study at any institution of his choosing.

Focus > Facilities & Quality of Campus Life



ACTIONS

- Increase effectiveness of programs and services that support student, faculty, staff, and administrator success.
- Increase diversity and inclusiveness of LSU, with increased emphasis on recruiting and retaining minority students and faculty and providing a workplace free of intolerance or discrimination.
- Increase the quality of the working, learning, and living environment.

OUTCOMES

- LSU will receive national recognition as an innovative and competitive working/learning environment for outstanding students, faculty, and staff.
- LSU will have a more-diverse and inclusive community, increasing the population of minority students, faculty, and staff and increasing under-represented populations in upper administrative and faculty ranks.
- LSU will have new and renovated facilities—including residence halls, classroom/laboratory spaces, recreational spaces, and landscaping—that will be funded in strategic areas, in concurrence with the campus Master Plan.

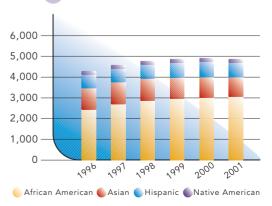
As part of the 75th anniversary celebration on its current campus, the University unveiled preliminary designs for the future development of the campus. This Master Plan will guide the growth of the University, preserve the pedestrian experience, and improve transit through campus. The plan allows the University to wisely forecast growth of new and renovated research and instructional facilities, an area in which LSU's peers average 54 percent more square footage. Better laboratories and classrooms correspond to the Flagship Agenda's goal of higher research productivity and advanced learning environments.

In a series of cooperative agreements with the city of Baton Rouge, the state, and the federal government, focus has been placed on areas beyond the campus that are undergoing redevelopments. This will improve the campus life experience, while connecting the campus to the larger community. Through on-campus planning and off-campus cooperation, the LSU environment can be competitively innovative and supportive.

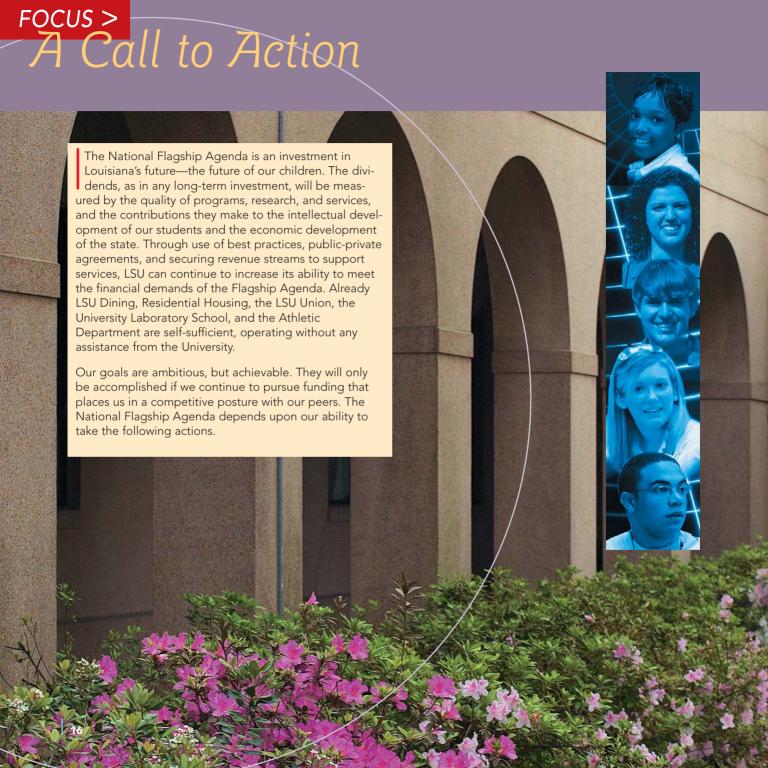
Updates

- Cyber cafés for students have been created in Pentagon and Laville Halls.
- Multimedia installations have been completed in more than 100 of our 225 general-use classrooms.
- Desktop access to the Web of Science across the campus represents a powerful provision of bibliographic resources for scholarship for faculty and students.
- Residential Life has completed a \$5.5 million project, bringing high-speed Internet access to every room in LSU's residence halls.
- Recent private-public partnerships on campus include East Campus Apartments, the Tiger Stadium expansion, the LSU Bookstore renovation, the Alumni Association's Cook Conference Center & Hotel, the Reilly Theatre, and renovation of the Gym-Armory to house the Cox Communications Academic Center for Student-Athletes.

LSU Enrollment Diversity, 1996-2002



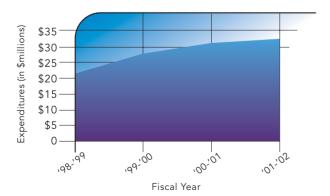




ACTION

- Increase federal, state, and private dollars used for campus renovations and new building initiatives.
- Increase direct support from the state's general fund.
- Create targeted revenue streams for research from state and federal funds.
- Raise private funds to support undergraduate scholarships, graduate student stipends, and key academic initiatives.
- Review tuition annually, as necessary.
- Increase the Academic Excellence Fee for LSU undergraduates.

LSU Federal Research Expenditures, 1998-99 to 2001-02



Updates

- Outsourcing opportunities between the LSU Bookstore and Barnes & Noble and LSU Dining and Chartwells returned \$3.1 million to LSU in 2002–03, and will make improvements amounting to more than \$6.4 million for the life of these contracts.
- Although state funds have not consistently been available for salary increases, LSU has found ways to fund faculty salary increases in each of the last five years.
- Student-supported legislation permitted the University to charge an Academic Excellence Fee that has raised \$5.7 million for improving the educational experiences of LSU students and allocated \$2 million for graduate student stipends.
- The Student Technology Fee, self imposed by the student body, provides improved student access to computing and support services. The students choose which proposed projects are funded.

LSU's first capital campaign, which ended in 2001, raised \$255 million in gifts and pledges. The University's endowment supports more than 40 chairs of at least \$1 million each and more than 300 professorships.



Numerous costs are associated with fulfilling a national flagship university's mission of research, education, and service. These costs vary, depending on the level of degree being sought. However, the key variables in estimating costs are how nationally competitive a state wants its children to be and how economically supportive its universities should be. To educate an undergraduate student, a university must provide salaries for teaching faculty, classrooms, maintenance, and utilities, while also offering support services such as tutoring, career counseling, and need-based amenities to enhance the learning experience. Graduate students are in training to be future researchers and faculty, thus requiring more contact time with faculty. For a professor to train an "apprentice," both require access to an extensive research library and laboratories with advanced equipment.

LSU has two sources of unrestricted revenue—state appropriations and tuition/fees.

STATE APPROPRIATIONS

• State appropriations provide 56 percent of the University's unrestricted budget. This amounted to

\$12,000 \$10,000 \$8,000 \$4,000 \$2,000 LSU Regional Southern AAU Peers Average*

- \$4,946 per full-time equivalent (FTE) student in 2001–02, ranking LSU 19 out of 20 in state appropriations among its Southern peers.
- Appropriations to Louisiana's colleges and universities increased 37 percent between 1998–99 and 2002–03. Although this is good news, it follows eight mid-year budget cuts in an 11-year period.
- Recent funding growth addressed only critical institutional needs—depressed salaries, buildings in need of repair, outdated equipment, and inadequate support for faculty, students, and staff.
- Special initiatives have resulted in tremendous benefits. As part of state appropriations, the Governor's Information Technology and Biotechnology initiatives targeted funds to attract outstanding scientists, engineers, and technology experts. This critical funding was necessary to upgrade computing power, provide money to match federal research dollars, and create ground-breaking research and economic development applications.
- For the last four years, LSU has provided raises essential to compete for top scholars.

TUITION

- In 2001–02, average tuition and fees per LSU student equaled \$3,679. Adding state appropriations and student tuition together, LSU received \$8,625 yearly to educate each student—the lowest amount of the 19 Southern peers, and \$817 per student less than the next lowest institution. Generally, universities balance state appropriations and tuition to cover the costs of operation, but that is not the financial model in Louisiana.
- To compensate for the difference between LSU's funding and that of our peers, LSU students have offered to pay more. In 1998, students passed a student technology fee of \$75, an academic excellence fee in 2000, and voiced their support at the Capitol for a 3 percent tuition increase in 2001.

Louisiana's Tuition Opportunity Program for Students (TOPS) provides scholarships equal to college tuition for high school graduates with a 2.5 gpa and 20 ACT composite score. Since LSU's entry requirements are higher than TOPS standards, almost every Louisiana freshman admitted to the University receives a state-funded merit scholarship (TOPS). During 2001–02, about 35 percent of the state's TOPS recipients and almost 40 percent of those who received TOPS stipends above the cost of tuition were enrolled at LSU. In 2001-02, an LSU student receiving a TOPS award only paid \$480 per year.

FEDERAL, STATE, AND PRIVATE DOLLARS

- University researchers have increased federal grant and contract activity by 24 percent since 1998–99 and boosted private grants and contracts by 38 percent.
 Some federal monies can be used for renovation of research facilities, new equipment, and graduate assistantships.
- Revenue from sources other than state appropriations and tuition has increased by 25 percent since 1998–99.
- LSU alumni and supporters increased their support of the University; wise investments of LSU's portfolio have resulted in steady annual increases.
- LSU's endowment—which supports chairs, professorships, and scholarships—rose by almost 20 percent between 1998–99 and 2000–01. Annual giving from supporters jumped by 31 percent between 1999 and 2001.

EFFICIENCIES

- Internal realignment and privatization efforts have improved the University's efforts to cut costs. Twice in the past four years, the University has given faculty salary increases when the state was unable to provide such support.
- Contracts with Barnes & Noble to operate the LSU Bookstore and Chartwells to administer campus dining, have provided the University with an annual commission that totaled \$3.1 million in fiscal year 2002.

- The Athletic Department is one of a few such programs in the nation to be completely selfsufficient
- The Tiger Athletic Foundation solicits donations for projects on behalf of the Athletic Department. The most recent project completed was the renovation of the Gym-Armory to house the Cox Communications Center for Student-Athletes, providing a new classroom-auditorium for campus use and study spaces for student-athletes.
- The University purchased a co-generation plant to produce electricity at a much lower rate than what utility companies charge, protecting the budget from wild fluctuations in utility costs as experienced in 2000 and 2001.
- LSU is ranked among the top 30 four-year universities in enrollment, providing advantages in terms of economies of scale. Lack of resources limits course sections and laboratory renovations, but enrollment management and facilities planning permits the University to optimize existing space.
- LSU balances the number of students per class versus the quality of instruction that can be offered to a class of a given size.



LSU FLAGSHIP AGENDA FINANCIAL PLAN

Listed below are the resources that need to be added to LSU's base budget in order to attain the Flagship Agenda goals.

FLAGSHIP RESOURCES	2010 TARGET	FULL IMPLEMENTATION
Create new faculty positions	\$ 15 million (150 positions)	\$ 25 million (250 positions)
Increase research, academic, and technical support staff	\$ 5 million	\$ 17 million
Increase library holdings and information access	\$ 6 million	\$ 8 million
Raise faculty compensation; promotions	\$ 9 million	\$ 13.5 million
Provide scholarships and student support	\$ 4 million	\$ 5 million
Upgrade technology infrastructure	\$ 5 million	\$ 13 million
Provide start-up packages for research	\$ 4 million	\$ 5 million
Totals	\$ 48 million	\$ 86.5 million*

^{*} Estimated amount needed to bring LSU up to Southern Regional Education Board average for comparable universities.