

Southern University and A & M College at Baton Rouge Annual Report 2004-2005

Purpose of the Annual Report

This document describes the accomplishments of Southern University and A & M College at Baton Rouge during the past academic year, including summer 2005. This report also reflects much of the progress achieved toward the completion of the institutional goals. These goals were articulated in the *Southern University and A & M College Strategic Plan for 2003-2008* which are in complete accord with the Louisiana Board of Regents *Master Plan for Public Postsecondary Education 2001*, the *SUBR Strategic Plan in Compliance with Act 146*, and *Louisiana: Vision 2020*.

The institutional annual report provides a narrative summary of the major activities and achievements from major segments of the institution. The annual report is accompanied by the University *Fact Book 2004-2005* which reports a broad scope of pertinent institutional data for the 2004-2005 academic year and historical data for contextual and comparative purposes.

Strategic Priorities and Vision

Southern University and A & M College is a Carnegie Masters/Comprehensive level institution with an average enrollment of 9,000 students. During its proud 125 year history, the University has maintained its unique status as the “flagship” institution of the only historically black university system in the nation. The quality of Southern University and A & M College is evidenced by the impressive number of accredited programs, which will reach 100% within the next five years, and its growing graduate programs.

The University continuously works to actualize the institutional vision to become a Carnegie Research Intensive institution with an enrollment of 10,000 students. Through its greatly expanded research capabilities and related endeavors, the University seeks to become the future grantor of the greatest number of African American doctorates awarded in the nation.

Characteristics of the Institution

The *Southern University and A & M College Fact Book* reports extensive data regarding institutional characteristics. However, some pertinent facts regarding the University are related in this portion of the report narrative. There are ten degree-granting units on the Baton Rouge campus, including the College of Agricultural, Family and Consumer Sciences, College of Arts and Humanities, College of Business, College of Education, College of Engineering, College of Sciences, the Graduate School, the School of Architecture, the School of Nursing, and the Nelson Mandela School of Public Policy and Urban Affairs. The University offers 57 programs leading to the baccalaureate degree, one associate degree program, and two post-master’s certificate programs. Although the majority of the programs are offered at the undergraduate level, the University currently offers 22 masters, and six doctoral 6 degrees. With the

implementation of new doctoral degree programs and increased participation in research, the University anticipates a Carnegie classification change from a Four-Year III classification (comprehensive) to a Doctoral University II, Research Intensive classification in the distant future. During the past academic year, 85 % of the total student body consisted of undergraduate students; 15 % were graduate students. The proportion of female students has increased steadily in the past ten years. In 2004, female students accounted for 61 % of the undergraduate student population (8,053), 73 % of the graduate enrollment (1,385) comprising a combined total of 63%.

The ethnic distribution of the student population remained largely African American (95 percent); White student enrollment accounted for 2.5% (238) of the student body which represents a slight increase from last year. Louisiana residents (7,783) constituted the majority of students (82.5%), while the number of out-of-state and foreign students increased by 1.4% from last year and represented 17.5 % of the total student population. The University anticipates continued growth in the enrollment of graduate students due primarily to the new programs that were mandated by the desegregation settlement. Southern University and A & M College at Baton Rouge in addition to its tradition of outstanding pedagogy and scholarship, continues to strive for increased scholarly activity by the faculty. The Chancellor and the Office of Research and Strategic Initiatives are the major driving forces in this effort.

The University's operating budget for fiscal year 2004-2005 was \$140,313,093. The following revenues were generated: state appropriations (38.5 %), federal funding (28.6 %), tuition and fees (17.5%), auxiliary enterprises (8.1%), and other sources (6.3%).

During the fall 2004 term, the University employed 561 faculty members, including 420 full-time (74.9%) persons. Sixty-seven percent of the full-time faculty hold doctoral degrees or terminal degrees in their respective disciplines. Female faculty members constitute 48.3% of the faculty population, reflecting a point one percent increase from last year. Tenured and tenure-track faculty account for 78.9%, (328 persons) of the total full-time faculty for the University. Of these full-time faculty members, 71.2% were African Americans, 16 percent were white; and 12.8% were from other ethnic groups. Of the 328 tenured and tenure-track faculty members, 34.1% hold the rank of professor; 29.3% are associate professors; and 32.6% are assistant professors. The remaining four percent are instructors who acquired tenure during the 1970s before the policy was changed. Data for the past year, 2004-2005, show that the University employed a total 1,128 persons in various staff positions, including 139 executive, administrative and managerial position; 387 in other professional positions; and 652 in secretarial, clerical, technical, skilled crafts, and service and maintenance positions.

Organization of the Report

The annual report consists of an introduction and five major components which represent the core elements of the University's *Strategic Plan: 2003-2008*. The five major components are:

- I.** Mission and Organization
- II.** Goals for 2003-2008
- III.** Major Accomplishments Reported by Strategic Areas
 - A. Student Matriculation and Retention
 - B. Resource Maintenance and Development
 - C. Efficiency, Effectiveness, and Accountability
 - D. Educational Programs
 - E. Research and Public Service
- IV.** Institutional Needs

I. Mission and Organization

Institutional Mission

Southern University and A&M College at Baton Rouge is a component of the public education system of the State of Louisiana, providing comprehensive programs of study ranging from associate to doctoral degrees. The University's admission policy is grounded in the belief that opportunity and quality can co-exist in a diverse educational environment. The University is committed to a broad program of research and creative work to stimulate faculty and students in a quest for knowledge and to aid society in resolving its scientific, technical, socioeconomic and cultural problems. Southern University renders services to the community through urban and rural programs. Adhering to the spirit of its 1890 Land Grant function, the University's extension programs have assumed a more prominent posture throughout the State of Louisiana, nationally and internationally.

Organization and Administration

Southern University and A & M College at Baton Rouge (SUBR) is governed by established policies and procedures. These policies and procedures reflect the philosophy of shared governance. Southern University and A & M College at Baton Rouge is the flagship campus of the Southern University System (SUS). The Southern University System is the only historically Black land-grant university system in the United States. The University currently holds the Carnegie Classification of *Master's Colleges and Universities I* institution and is striving to achieve the classification of *Doctoral/Research Universities—Intensive*. The chief administrative officer at the University is the Chancellor, who reports to the President of the Southern University System which is governed by the Board of Supervisors.

University Administrative Officers

The organizational structure is illustrated in the University organizational chart. Currently there are five major administrative units, headed by Vice Chancellors, who report to the Chancellor:

- Academic Affairs, which has the responsibility for delivery of teaching, research and service activities and programs.
- Student Affairs, which has the responsibility for delivery of student services outside the classroom to enable each student to reach his or her full potential.
- Finance and Administration, which has the responsibility of providing an environment that is conducive to learning while enabling the University to operate with the highest standards of fiscal and administrative management.
- Research and Strategic Initiatives, which has the responsibility of coordinating programs, policies, and procedures for research and related sponsored grants and contracts.
- Enrollment Management, which oversees the effective and efficient implementation of student recruitment, enrollment, financial aid, and comprehensive retention efforts housed in the Center for Student Success.

Also reporting to the Chancellor are the following administrators and professional staff:

- Executive Vice Chancellor
- Director of Athletics
- Director of Planning, Assessment, and Institutional Research
- Director of Publications and Electronic Media
- Coordinator of Title III programs
- Director of Technology and Network Services
- Facilities Planner
- Corporate Scholarship Coordinator
- Assistant to the Chancellor for Media Relations

Organization Chart can be found in a separate document.

II. Goals for 2003-2008

A. Student Access and Matriculation

- Goal A-1. Southern University and A & M College at Baton Rouge will develop and implement programs to achieve optimum enrollment numbers and diverse student demographics reflective of the changing role of the institution.
- Goal A-2. Southern University and A & M College at Baton Rouge will increase student retention and graduation by continuing to provide effective and efficient educational support services that will assist students by accomplishing their necessary educational and career goals.
- Goal A-3. Southern University and A & M College at Baton Rouge is committed to maintain and enhance services to meet the needs for total student development.

B. Resource Maintenance and Development

- Goal B-1. Southern University and A & M College at Baton Rouge will provide a comprehensive Human Resources program.
- Goal B-2. Southern University and A & M College at Baton Rouge will strive to increase revenues from state appropriations, auxiliary enterprises, grants and contracts, tuition and fees, and other external fund-raising activities.
- Goal B-3. Southern University and A & M College at Baton Rouge will provide for the orderly development, maintenance, and effective utilization of its physical facilities.

C. Efficiency, Effectiveness, and Accountability

- Goal C-1. Southern University and A & M College at Baton Rouge will place strong emphasis on providing and utilizing leading-edge technology and services for instruction, research and administrative functions to enhance the effectiveness of all forms of learning and communications, as well as the effectiveness of management.
- Goal C-2. Southern University and A & M College at Baton Rouge will improve the efficiency and effectiveness of its administrative functions.
- Goal C-3. Southern University and A & M College at Baton Rouge will strengthen its image and relationships among University stakeholders.

D. Educational Programs

- Goal D-1. Southern University and A & M College at Baton Rouge will offer degree programs of high quality.
- Goal D-2. Southern University and A & M College at Baton Rouge will create an environment that encourages student engagement in the learning process.
- Goal D-3. Southern University and A & M College at Baton Rouge will maintain a highly competent faculty.

E. Research and Public Service

- Goal E-1. Southern University and A & M College at Baton Rouge will continue to improve and enhance faculty and student scholarship, research, and other creative pursuits.
- Goal E-2. Southern University and A & M College at Baton Rouge will develop an environment conducive to the development of intellectual property, technology transfer, and economic development.

III. Major Accomplishments

A. STUDENT ACCESS AND MATRICULATION

DIVISION OF ENROLLMENT MANAGEMENT

The Southern University Enrollment Management division is committed to recruiting and retaining a diverse student population by offering quality services and programs to help students achieve their personal, academic and career goals. This charge is crucial to the achievement of the University's mission, vision and related goals. The Division plans, directs and participates in an array of activities for the purpose of actively identifying, advising, recruiting, enrolling qualified students, and offering services that promote and enhance student retention and academic success. The Division of Enrollment Management focuses on coordinating the following:

- *Access and Diversity:* To identify, recruit and enroll a student body that meets the enrollment goals of the University.
- *Human Resources and Infrastructure:* To strengthen staff involvement and commitment to service in such areas as recruitment, admission, retention, registration, and financial aid.
- *Accountability:* To enhance the planning, performance, and assessment of units providing services to students.
- *Tradition and Pride:* To promote Southern University through marketing techniques as the "University of Choice."
- *Student Services:* To enhance Enrollment Management services to students as it relates to retention, academic advisement, transfer of credits, articulation of courses, academic support and the use of information technology.

The Division of Enrollment Management is preparing for the changes and challenges that the new admissions criteria bring. In addition to the challenges faced by the Recruitment and Admissions offices, the Office of Student Financial Aid will assist in the enrollment process by helping students with their financial needs. Each of the four units, Office of Admissions and Recruitment, Office of Student Financial Aid, Office of the Registrar and the University College demonstrated the ability to work together to bring in a considerable number of freshmen to the Campus for Fall 2005. However, activities which had a very positive impact on the Division of Enrollment Management during the year were the Noel-Levitz workshops. We received excellent suggestions and received help on implementation of programs to speed up the recruitment and admissions processes and improve retention.

Recruitment and Admissions

The Office of Admissions and Recruitment has been very successful in its recruitment and admissions outcomes during the past year. This is evidenced by the enrollment of 1,503 first time freshmen students in the fall of 2004. This success was achieved through the assertive implementation of a variety of

recruitment activities which involved the hosting of students and parents. These recruitment activities included: high school and other fairs, SUBR family day, basketball games, campus tours and the freshmen fair. Another method utilized to increase enrollment was the purchase of the names of high school students in our recruitment area who have taken *PLAN*. *PLAN* is a pre-ACT (American College Testing) test and considered a powerful predictor of success on the ACT assessment.

Improvements made during this reporting period include the hiring of an Imaging Record Manager, Other Race Recruiter and a full time Clerk III. In addition, the Office of Admissions and Recruitment purchased a Docu-Match, EMT Virtual Advisor, EMT Connect, attended Noel-Levitz (educational consultant) workshops to improve recruitment and enrollment management practices. Additional achievements for 2004-2005 include the following.

- Initiated the use of *Hobson's Virtual Advisor* (graduating seniors).
- Developed a 9 ft. full color promotional display board and three (3) small full color display boards.
- Developed new recruitment brochures and materials. Noel-Levitz personnel complimented the design.
- Developed new communication flow to perspective students.
- Implemented a Student Ambassador's Banquet (first time).
- Hosted a three-day Noel-Levitz Workshops which focused on recruitment and admission.
- Hired an "other-race" recruiter.
- Reorganized the Admissions and Recruitment staff to ensure greater accountability.

Registrar's Office

The Registrar's Office underwent a rigorous revision of its policies and procedures during 2004-2005. The result was the establishment of model process to ensure the security and integrity of student academic records. This process includes a regular and systemic audit of the Registrar's Office incorporating a weekly review and monthly audit of all grades by the University's internal auditors. In addition, the Registrar's Weekly Audit Reports include a 100 % verification process of all change of grades on the *Student Information System (SIS Plus)* with a follow-up 100 % verification by the Office of Internal Audit. The policy is extensive, systemic and inclusive of all individual possessing access to student academic records. Accountability is evidenced in every aspect of these policies and procedures.

The Center for Student Success

The Center for Student Success (CSS) plays a crucial role in University retention and graduation efforts. During the past year, the Center for Student Success was relocated in the University College to facilitate a more seamless approach to student retention and advisements services. The CSS has created an orientation program that includes all components of the University, comprehensive early registration program for first-time freshmen, and a freshman seminar program designed to retain students beyond the first year.

In order to make the college experience holistic and more rewarding for students, this program addresses the important issues of: developing interpersonal relationships, intellectual engagement, and creating strong bonds to the University. The Peer-Mentoring Program matches new freshman students with upper-class students who serve as a continuous referral source during their first year at SUBR. Another retention effort that is designed to improve University retention is the comprehensive new student orientation program called the Jaguar Preview. A pilot program took place in June 2003 offering a week-long format before classes began in August 2004.

Jaguar Preview 2005 now requires participation of all new freshman students. The theme of the program is *New Beginnings...Endless Opportunities*. It is being offered in eight two-day sessions during the summer. A special session for summer school students was also designed. The Center for Student Success has collaborated with the University College to incorporate Early Registration for Incoming Freshmen (ERIF) as a component of Jaguar Preview. The program involves strong participation from major campus units including student affairs (career center, residential housing, student programs, student organizations, etc.), academic affairs (College Dean meetings), and other key areas on campus such as the library and Campus Police.

A notable accomplishment for the past reporting period was the CSS submittal of a grant proposal to the Louisiana Board of Regents for the renovation of the Center for Student Success. This project is a part of the Enrollment Management Capital Grant Program. Through this grant, the Center for Student Success will receive \$96,000 to renovate the Office. This accomplishment will enable the CSS to significantly improve its services to students.

University College

The University College reports to the Vice Chancellor for Enrollment Management and provides a comprehensive program through an array of academic offerings and services, i.e., Counseling and Advisement, Freshman Reading, Developmental Education, Retention, Student Support Services, University College Academy, pre-college programs (Upward Bound and Talent Search) and other academic support. The Freshman Studies program provides students with the initial contact and support they need for their transition from high school to college. The program includes assistance with academic skills development and strategies that promote learning and retention.

The University College recently developed a comprehensive academic advisement program which consists of an early registration program, an early advisement program for returning students, an early registration for incoming freshman students, on-the-road advisement and registration for students with special needs and athletes, and academic advisement as a part of the freshman seminar classes. The success of these programs will be determined by the academic progress and retention rates of the participating populations.

Alumni play a very important role at SUBR; an example of this is the collaboration of the University College with the National Alumni Affairs to establish a Southern University Pre-Alumni Affairs

Association for College Students at SUBR. The purposes are to establish a network with the National Alumni Association, develop pride and school spirit, develop leadership, motivate students to achieve and establish a lifetime of association with the National office.

Financial Aid

The Office of Student Financial Aid has the primary responsibility and ultimate goal of providing financial assistance to eligible students at Southern University, in addition, continue to enhance the quality of service to the University and community. As the cost for higher education continues to grow, so does the loan debt of our students as they matriculate through college and beyond. As the goal of financial aid remains to keep education affordable for all, additional resources are needed to continue with this goal through grant and scholarship resources. These resources will assist in keeping higher education affordable and lessen the loan debt which often burdens our graduates.

The Office of Student Financial Aid strives to become more competitive with other colleges and universities through the timely packaging and awarding of financial aid and the provision of assistance to students with regard to the use of available resources. Efforts to achieve these aims include expanded training of staff and better use of automation within the office and technology departments. Customer service has been improved by continuing extended hours. Other recent improvements include the implementation of a new application to electronically disseminate scholarship and other information via student email. In addition, 90 monitors have been installed in strategic locations throughout the campus to disseminate information which is also available via *JAGNEWS* (cable channel 94).

The Office of Financial Aid has installed and maintains the *EdExpress* application for the timely processing of loan applications to increase student enrollment, including “other race” students. The continuous quality improvement of customer service has been a major goal of The Office of Financial Aid for the past four years. In order to generate that improvement, during 2004-2005 the Office administered satisfaction surveys to recipients and visitors. The results indicated a combined rating of 90% ranging from “good” to “excellent.” The Office of Student Financial Aid can also report the accomplishment listed below.

- The Director of Financial Aid revised the Satisfactory Academic Progress Policy to make it more user friendly.
- Financial Aid Office staff purchased uniforms for special occasions and recruitment trips.
- Collaboration with Committee Chairman resulted in the development of a new process for retaining students who receive scholarships and the implementation of an equity plan for the distribution of scholarships.
- A Fiscal Administrative Department was added .
- Required the entire staff to engage in the management of the student service counter and phone bank during part of the day
- Required the Financial Aid Office staff to attend mandatory training workshops.

- Revised student budgets (changed critical elements in students' cost of attendance).
- Financial Aid award letters were mailed to students earlier than ever before in the history of the financial aid office.
- Changed office hours to accommodate the Non-Traditional Students by extending the hours to 6:30 p.m. on Wednesdays and Thursdays.
- Registration booths were eliminated to establish a more student-friendly environment and a hospitality area was set up for students while they waited to be served
- Conducted the first SUBR wireless registration via laptop computers.
- Implemented a system to electronically transfer the payroll of the College Work Study Program.
- Acquired new office equipment: imaging system, folding machine, postage machine, and new computers for staff;
- Created a financial aid office lab whereby students may be assisted with their applications and corrections on the FAFSA and other Department of Education activities and Websites.
- Assisted with the institution of E-Sign (Students and Parents may now electronically sign their loan promissory notes).
- Assigned the Assistant Director to the Enrollment Management Team and Retention Committee which is critical to meeting the University's goals.

DIVISION FOR STUDENT AFFAIRS

Many educational psychologists and model educators, such as Vincent Tinto, have advanced the idea that the development of the student as a whole person is the central aim of education. The University and the Division of Student Affairs at Southern University and A & M College support this philosophy of student development. The educational purpose of colleges and universities should be to encourage and enable change and the continuous growth in the student throughout the life cycle. The growth and development of the “whole person” includes the interaction of the affective and cognitive elements. Central to the task of such integration is student affairs and its set of programs, activities, and services.

Student life programs and services support the mission of the University through efficient, effective and timely provision of services to students and the development of a supportive, comfortable and encouraging environment. Programs and services are designed to assist the student in making a satisfactory adjustment to the institution and its environment and to promote an environment in which the student can pursue his/her academic goals with the least amount of difficulty. Programs and services must be designed so that they do not detract from the academic program. They should not fracture the student’s time so severely that he or she cannot accomplish the main purpose of being enrolled, to obtain an academic degree.

The Vice Chancellor for Student Affairs manages and coordinates the following departments: Health Services, Student Programs, International and Commuter Students, Residence Life Activities and Housing, Dining Services, Career Services, University Counseling Center, Intramural Sports and Recreation, Student Life and Student Media Services. Each department develops goals for the Division that uphold the institutional mission. The accomplishments of the Division for Student Affairs during 2004–2005 are highlighted on the subsequent pages.

Residential Life/Housing

The Residential Life/Housing Visitation policy established last year was successfully implemented in 2004-2005 without incident. First-time Freshmen students may participate in the program after successfully completing 15 hours of course work. Supportive programs and activities were in place to guide and mentor students as they participated in the Visitation Program. Currently all unmarried, full-time undergraduate, first-time freshmen living outside a 25 mile radius are required to live in campus residence halls if space is available.

Security in the residence halls has been significantly increased and enhanced through the following initiatives.

- The placement of approximately nine additional private officers and one additional staff person to ensure the safety of residents.
- Monthly safety meetings are conducted in the residence halls to promote safety awareness and promote crime prevention.
- Pamphlets and brochures dealing with safety awareness are distributed as part of this multifaceted effort.

The development of a University wide leaning community environment has been advanced by several actions taken in the Division of Student Affairs. Learning centers with computer labs have been designed for inclusion in the Freshman Complex to promote good study skills. Also information has been disseminated to residents addressing the subjects of effective study skills and study habits

The Division of Student Affairs plans to establish the Office of Women Student Services in conjunction with the Campus Police. The objective is to reduce crime and violence against women on the Baton Rouge Campus. Each department will be provided training by the Sexual Assault Nurse Examiners Program (SANE).

Career Services

The Office of Career Services is a component of the Division of Student Affairs and has two major objectives which are to provide Southern University students with opportunities for employment and the critical skills for success as it relates to employment.

The office has ongoing structured partnerships through the Southern University Business and Industry Cluster, which comprises 40 member companies, The Youth Motivational Task Force made up of 30 companies, and (4) companies which have furnished recruitment rooms. A new method of maintaining data on co-ops and interns has been devised and the number of co-ops and interns increased among several companies thereby increasing our overall placement in this area.

Some of the most salient activities generated by the Office of Career Services are listed below.

- A mandatory seminar was held for all students that obtained a co-op or intern position for summer and fall 2005. This seminar covered the following topics: Sexual Harassment, Time Management, Office Policies and Procedures, Networking Ethics and Integrity
- A series of five workshops were conducted in conjunction with the Business & Industry Cluster. These workshops addressed resume development, eating etiquette, dressing for the interview and Interviewing and professional ethics.
- The annual *Career Day* was held on campus February 16, 2005 in the F. G. Clark Activity Center. The LSU career day event was held the previous day. This proximity of events assists both universities with their efforts to attract employers to the area. This past year 82 companies participated in *SUBR Career Day*.

Continuous quality enhancement is the responsibility of all sectors of the University. The Office of Career Services relies upon various survey instruments and evaluations administered to individuals utilizing the office and those who should be utilizing the office to determine the corresponding levels of satisfaction with the services offered. The results of the evaluations administered for this reporting period have provided information which resulted in improvements for the following areas: electronic communication, student dress policy for Career Exploration Day, feed back from employers.

Counseling Center

The University Counseling Center (UCC) mission is consistent with the university's mission to prepare students to compete academically in a global market-place. The UCC commits to achieving this by providing quality mental health services (social/personal and, psychological) that meet the minimum standards of the community. The UCC partners with the Baton Rouge Crisis Intervention Center; Margaret Dumas Health Center; Capital Area Family Violence Intervention Center, Inc., (Battered Women's Program-Dr. Irvin serves on the Executive Board); Greater Baton Rouge Mental Health Association; The Counseling Center Director serves on the Board of Directors; and continues its partnership with Mockler Beverage Company who serves as sponsor of our annual Alcohol Awareness Program. The Counseling Center is accredited by the Council for Accreditation of Counseling and Related Educational Programs (CACREP). Notable achievements for the past year follow.

- The results from counseling evaluation forms that were completed indicate that 80.5% of respondents rated their counseling experience as 4.5 out on a 1-5 scale, indicating "Good" to "Excellent,"
- Two Counselors at the Center successfully passed the *National Counselors Examination*.

Health Center

The Health Center provides quality primary medical services at low costs to students, (forty dollars (\$40) per semester and twenty dollars (\$20) per summer session). The unit dispenses over-the-counter and prescription medications free of charge because most of the items can be purchased on a state contract in spite of increased prices of medication. The Health Center serves both the campus community by providing extensive health services and surrounding community by sharing important health and wellness information in a variety of venues. Some of the most salient activities and accomplishment of this unit for 2004-2005 are reported below.

- Administered a *Health Services Student Satisfaction Survey* which indicated that 81% of respondents (228) though their needs were adequately met.
- Conducted the Football Health Orientation.
- Completed yearly physicals for the Athletic Department.
- Conducted Freshmen Orientation to Student Health Services.
- Conducted Law School Orientation to Student Health Services & Student Injury and Sickness Insurance Plan.
- Initiated several new financial procedures: Workmen's Compensation billing, provider billing, and faculty co-payment.
- Implemented Hepatitis B Immunization Program.
- Conducted School of Nursing Orientation.
- Conducted EKG Training In-service.
- Provided flu vaccinations
- Conducted the Annual Homecoming Health Fair

Campus Food Service

The purpose of the Food Service Department is to provide the students at Southern University the opportunity to view and practice consuming a well balanced diet of nutritionally sound meals, prepared and served in a sanitary environment. The University Food Service department consists of three dining facilities, Dunn Hall Cafeteria (board plan operation), E.N. Mayberry Dining Hall (board plan operation), and the Student Union Food Court. Each dining facility provides a variety of meal choices on a daily basis to satisfy the demanding appetites of the students, faculty and staff. The Food Service Department also caters on and off campus events. The facilities are operated by ARAMARK Educational Services, Inc. All students living in the University residence halls are required to participate in a cafeteria board plan. All students on the board plan are accounted for by presenting their University I.D. card. Purchases made on the students account must be made by the individual whose name appears on the account. Major achievements for 2004-2005 include the following:

Dunn Hall Cafeteria

- Installation of a new fire alarm system
- Installation of a new hood suppression system in the kitchen and bake shop
- Purchase and installation of a new motor for the boiler
- Installation of new grid and ceiling tiles in the north dish room

Mayberry Dinning Hall

- Renovation and purchase of a new boiler for boiler room
- Purchase of two new steamers
- Installation of new grid and ceiling tiles in the north dish room

Intramural Sports

Intramural sports program is one of the most successful programs on the SUBR campus. This department is designed to encompass a variety of activities and programs to offer worthwhile leisure time experiences for the university community. Sport leagues, special activities, aerobics, weightlifting, training site for recreation interns, volunteer site and practice area for varsity sports are normal activities for Intramural Sports. The area also provides space for cheerleader practices and try-outs. Additionally, this department hosts an annual sports camp, men's basketball camp and student organization activities, SGA, Men's Federation, AWS, Greek Letter Organizations and other student groups.

During 2004-2005 the Women's flag football team won the ACIC National Flag Football Championship. The SUBR team was undefeated throughout the tournament. There were a total of 27 teams participating in the event including Mexico. The championship was hosted at the University of New Orleans by the Recreation and Intramural Department. The SUBR Women's team is currently the number one team statewide, nationally and internationally. They have occupied this position for the past ten years, setting an impressive record of accomplishment.

Office of Student Life

The purpose of the Office of Student Life is to regulate student conduct and by enforcing the Code of Student Conduct Manual which is consistent with the principles of due process of the law. This office insures the protection of the rights of all students by enforcing the rules and regulations set forth in our Code of Student Conduct Manual to insure that due process is given as it relates to disciplinary matters. The Office of Student Life addresses and investigates any problems or concerns involving threats, bodily harm, harassment, hazing, drugs, etc. involving university students.

Office of Student Media Services

One of the major goals of the Office of Student Media Services is to provide and maintain a professional environment to give the student journalist and opportunity to develop, maintain, and produce a quality student media source, via a student newspaper, on-line version-publications and yearbook. The Office of Student Media serves the Southern University community through numerous activities and outcomes which are described below.

- Produces the student newspaper (*The Southern DIGEST*) and its online version at (www.southerndigest.com), a yearbook (*The Jaguar Yearbook*), *The Southern DIGEST*, (the student newspaper which is published twice-weekly), the *Jaguar Yearbook*, a student yearbook published annually and *DIGEST Online*, an interactive web edition of *The Southern DIGEST* newspaper.
- Provides learning and working environment that fosters the development of students' skills in journalism, leadership, time management, human relations, teamwork and fiscal responsibility in a product-oriented organizational setting that stimulates high levels of interaction, cooperation and collaboration.
- Furnishes the opportunity for students to learn and improve mass communication skills including writing, editing, photography, desktop publishing, layout and advertising design.
- Serves the campus community as a media forum for the expression of opinions and comments in a free and open environment, the exchange of ideas, and the dissemination of information essential to the health of a vibrant university in a democratic society.
- Serves as a primary university news source and provides an accurate historical record of the major campus events occurring during the academic year.
- Gives student journalists an opportunity to participate in professional conferences, learn from their peers and professionals thereby increasing their opportunities to obtain internships and jobs in the field.

- Provide the student journalist with the opportunity to develop and produce a newspaper and yearbook of high quality while receiving professional guidance.

The Office of Student Media Services holds memberships in numerous professional and student organizations dedicated to serving the needs of collegiate student media programs including but not limited to: College Media Advisers (CMA), Associated Collegiate Press (ACP), Louisiana Press Association (LPA), Southeast Journalism Conference (SEJC), Society of Professional Journalists (SPJ), Black College Communications Association (BCCA), and National Association of Black Journalists (NABJ). The DIGEST is a member of the Associated Press (AP) and its wire services. The publication contributes to its content also. The publication and its students are active members of the New York Times Journalism Institute and the Black College Wire.

Smith-Brown Memorial Union/Student Programs

The Smith-Brown Memorial Union is an integral part of the educational program and academic support services of the University, which adds to the academic and cultural development of students through participation in social, cultural, intellectual and governance programs. The Union maintains facilities, provides services and promotes programs what are responsive to student develop needs and to the social, recreational and continuing educational needs of the campus community. The activities and actions listed below reflect some of the major accomplishments for this unit.

- Increased the number of bowling classes and participation in the recreational area.
- Added new video games to the game room.
- Conducted a successful Popcorn Theater Series.
- Coordinated student government elections
- Hosted and coordinated the following: Miss Southern Pageant/Coronation, Miss Freshman Revue, Student and Organizational Forums/Workshops, Home Week Activities, Springfest Activities, AWS /Men's Federation Banquet, Health Information Fair, Sixth Annual Greek Summit, Hazing Workshops, Pan Hellenic Council Anti-Hazing Workshops and Awards Banquet, Meet the Greeks Social Hour
- Sponsored two Greek Step Teams to represent SUBR at the Bayou Classic
- Sponsored the SUBR Pan Hellenic Chapters for attendance at state, regional and national meetings

Other Accomplishments

In addition to the improvements and enhancements previously elaborated, the Division of Student Affairs can report the following achievements.

- The work of the Division for Student Affairs for 2004-2005 is highlighted by the implementation of the new Residency Requirement Policy and the opening of the Palisades, an off-campus apartment complex accommodating upper classmen, graduate students, law students and a few faculty and staff affiliated with Southern University in Baton Rouge.

- Residential Life/Housing completed an extensive refurbishment and renovation program primarily in Jones and Boley Halls. The improved living standards and conditions in the residence halls were received very favorably by the members of the Board of Supervisors and parents who visited the residence halls.
- The Division for Student Affairs and the Student Government Association hosted its third annual Student Leadership Development Institute, followed by the eighth annual Freshmen Parent Orientation/Forum. The speaker was the Southern alumnus, motivational speaker and author, Mr. Dennis Brown.
- The Coronation of Miss Southern took place in the F.G. Clark Activity Center rather than the Royal Cotillion Ballroom, with an expanded format. Attendance was increased by the appearance of the recording artist, Mr. Carl Thomas. Effective fall 2005, it will be mandatory for all freshmen to attend the Coronation of Miss Southern, the Fall Convocation and Founders' Day Convocation.
- The Division has added an additional program and service to its extensive list of programs, services and activities; the Office of Women Student Services under the direction of the Assistant Vice Chancellor for Student Affairs.

B. Resource Maintenance and Development

DIVISION OF FINANCE AND ADMINISTRATION

The Finance and Administration Division exists to support a physical environment that is safe and conducive to intellectual growth and development while operating in accordance with the highest standards of fiscal and administrative management. The Finance and Administration Division enhances this environment by developing and delivering information technology services that the University needs to succeed as an institution of higher education.

The Finance and Administration Division experienced significant accomplishments during the 2004-2005 year despite budgetary constraints caused in part by a state mandated 1.75 percent reduction at midyear in its operating budget. These accomplishments are summarized below.

- Fully implemented the Student Payment Gateway for credit card processing;
- Updated the WEB for Students module of the Student Information System (SIS), for better usage and adaptability;
- Updated the WEB for Faculty module of SIS, for better faculty usage and convenience;
- Developed an interface between SIS and Blackboard e-learning and One Card systems projects;
- Helped the Southern University in Shreveport campus migrate and print its own payroll and accounts payable checks;
- Re-engineered the Information Systems Division office for better customer service, staff development, and response time to the campus community;
- Implemented the New Bank of America Visa (Travel) Corporate Card for SUBR;
- Successfully completed a new contract with Blackboard for the implementation and operation of a One Card System;
- Received certification for the University's property inventory for the 2004-2005 fiscal year;
- Provided police officer training in first aid, computer aided dispatch, and records management system.
- Installed a new telephone system in the University Police office;
- Purchased new security checkpoint buildings;
- Purchased new bicycles, uniforms, radio batteries, and computers for use in the University Police department;
- Received Board approval to implement the La Carte purchasing card for small purchases up to \$1,000.00; phase one of implementation was successfully completed and cards can now be issued to budget managers.
- Received Board approval to implement mandatory direct deposit for payroll; and;

- Rescheduled the faculty payroll to end of the month, thereby reducing the number of payrolls ran each month.
- Updated and disseminated a Purchasing General Guidelines Manual campus wide.
- Conducted purchasing training for the Student Government Association Leaders and the Office of Sponsored Programs.
- Passed the annual safety audit performed by the State of Louisiana Office of Risk Management.

The Finance and Administration Division strives to be a leader in delivering exceptional support services to University faculty, staff, students, and other constituents. In our continuing efforts to be proactive in our services to the University community, the staff remain constant in their efforts to deliver exceptional customer services by embarking upon other priorities that began in 2004-2005 and will continue in 2005-2006. These priorities are:

- Development of an active and functioning Information Technology (IT) committee to collaborate and communicate the IT needs of the University;
- Annual assessment of the IT Strategic Plan; Update the plan as needed;
- Implement and maintain a competitive pay scale to attract and retain highly skilled professionals within the Finance and Administration Division;
- Initiation of the construction of planned renovation and expansion of SUBR's Police Headquarters;
- Issue the *La Carte* purchasing card to all department heads/budget managers, thereby improving the accounts payable process;
- Implement the University One Card system, thereby improving services to our students;
- Implement Banner's Student Information System (SIS) to improve the delivery of registration and other services to our students, parents and stake holders.
- Implement on-line requisitioning to streamline the purchasing function.

The Office of Finance and Administration is responsible for the following areas. The accomplishments of these areas are elaborated as appropriate for this past reporting period.

The Associate Vice Chancellor for Facilities Operations, the Associate Vice Chancellor for Financial Operations and the Chief of University Police report to the Vice Chancellor for Finance and Administration. In addition, the Directors for the areas of: Budgeting, Information Systems, Physical Plant and Safety are directly responsible to the Vice Chancellor for Finance and Administration. The primary functions and accomplishments of these areas for the past year will be presented with their related components.

FACILITIES OPERATIONS

Auxiliary Services

The function of Auxiliary Services department is to provide the University with first class support services pertaining to the Post Office, Campus Mailing, Snack and Drink Vending, Washer/Dryer Vending, Concession, Food Service, Bookstore, Logo Management, Campus One-Card, and Multi-service Activity Center operations. Auxiliary Services is to provide self-sufficient sub-units that may result in generating extra funds for the university. Recent efforts have been focused on the implantation of a technologically advanced “One-Card” system whereby students, faculty, and staff can use their ID cards in various areas on campus. Much progress has been achieved to that end. A contract has been finalized and space located, but additional area is needed. An implementation committee was formed in order to facilitate the processes of completing the necessary paperwork and obtaining the required approvals for new positions and hiring staff. Work on this project will continue until the system is capable of full utilization.

Centrex Telephone Office

The Centrex Telephone Office provides quality telecommunication services to Southern University’s faculty, staff, students, administrators, business clientele, and general public. The Centrex Office answers all incoming telephone calls. It also provides campus telephone listings of departments, University employees, information regarding registration; student scheduled activities, sporting events, conferences, etc. This office is responsible for reporting telephone and computer circuit problems to the Office of Telecommunications Management and provides follow-up until repaired. The Office also assists University Police in emergency situations, and programs the telephone answering system at the end of the business day. During 2004-2005 a *Customer Service Survey* was administered campus wide to assess the quality of services offered. The results were the quite positive and reflected the following: “Excellent” = 83%, “Very Good” =13%, “Fair” = 4%.

Duplicating Services

The overall function of Duplicating Services is to provide support services in the form of quality reproduction of materials related to academic and administrative activities to the University. The unit copies offset duplicating and related graphic requirements for campus wide communications and teaching aids needed by professors. Copying services are also provided for the Board of Supervisors, System Officers, the Law Center, New Orleans and Shreveport Campuses and some related Inter-State Agencies. Duplicating Services has committed to improving the efficiency and effectiveness of its administrative function. The department/unit was required by the Office of the Assoc. Vice Chancellor for Facilities Operations to conduct a campus wide evaluation to determine the satisfaction or level rating of service quality to the customers served. The overall rating received from the evaluation was completed by 30 respondents was a 100% “Excellent” rating on customer satisfaction.

Motor Pool Department

The Motor Pool Department provides mechanical service to all university vehicles, even usage of pool

vehicles to the various departments. Like other departments in this Division, the Motor Pool Department conducted a customer satisfaction survey to determine the quality of its services. The overall rating of “Satisfactory” was met at the level of 85%.

Property Management/Central Receiving

The function of this office is to provide administrative and management support in the areas of moveable asset tracking and control, and fiscal reporting. State of Louisiana statutes and administrative codes (Title 39 and Title 34) require that each state agency develop and maintain suitable policies and procedures to ensure compliance with state property control regulations. Each agency must appoint a Property Manager with necessary support staff to direct the administrative and logistical operations associated with the property. In an effort to provide the highest quality of services, regular meetings with staff were held to assess how operations are going, entertain suggestions, and identify problems. Survey questionnaires, noting three areas of service were provided to clients. The surveys applied to both the Property Mgmt and Central Receiving divisions. Sixteen surveys were returned and reported an overall rating of “Excellent” at 82%.

FINANCIAL OPERATIONS

The Associate Vice Chancellor for Financial Operations works with the Vice Chancellor for Finance and Administration to implement the specific mission of the Financial Operations Unit which is to efficiently and effectively monitor financial resources to minimize business risks, safeguard assets, improve internal controls and accountability at all levels, and to provide professional and courteous services to our internal and external customers. This office is responsible for the administrative leadership and coordination of the activities for the following financial support units:

Comptroller’s Office

The Comptroller’s Office is responsible for administering the comptroller’s functions for the University to include; maintaining the chart of accounts, collecting, recording, and disbursing funds, preparing and distributing financial reports, and maintaining an internal control environment designed to safeguard University assets, monitoring fiscal compliance, and providing professional and courteous services to our internal and external customers. This support function is viable to the University’s infrastructure and exists to ensure the continued success of the University in meeting its mission as an institution of higher education.

Purchasing Office

The Purchasing Office is responsible for administering the procurement function at SUBR, SUS, SULC, and SUAREC and ensuring compliance with procurement regulations mandated by the State of Louisiana, Revised Statutes, the federal government and University policy and procedures.

BUDGET OFFICE

The Budget Office is responsible for preparing the general operating budget and budget modifications. This office exists to ensure that funds are adequate for University departments to meet their departmental goals and objectives in fulfilling the overall mission of the University.

OFFICE OF RISK MANAGEMENT & INSURANCE

This office is established to protect the financial resources of the university by identifying loss exposures and implementing loss control techniques. Expected long-range results include, increased productivity of employees by providing a safe work environment, and reduced accidents that may affect insurance premiums, worker's compensation rates, loss of employee services, and overtime.

OFFICE OF FIRE AND LIFE SAFETY/ADA

The mission of the Fire and Life Safety/ADA is to perform timely inspections of all buildings and follow-up on necessary repairs by Facility Services and Housing Maintenance department to meet Federal and State Codes and Regulations control function.

UNIVERSITY POLICE DEPARTMENT

The Southern University and A & M College at Baton Rouge Police Department has the primary responsibility for providing a safe and secure environment essential to the quality of life for the Southern University and A & M College at Baton Rouge community. This department patrols the campus seven days a week, twenty-four hours a day and maintains strategically located checkpoints to control external access. These efforts serve to protect the University community. In addition to routine patrols, officers respond to calls for assistance, medical emergencies and traffic problems. The department also operates "JAG Watch," a crime prevention program which: monitors an extensive surveillance system, emergency call boxes; and gives presentations on crime prevention issues at student forums on crime prevention issues.

OFFICE OF FACILITY SERVICES

The Director of Facility Services manages the Office of Facility Services. This office is committed to developing the campus Architectural Design, Construction, Safety and Maintenance support infrastructure. This office is responsible for administrative leadership for the following facility services support units.

Department of Physical Plant

This department was established to respond to and provide corrective action to insure safety and to develop and maintain an architectural environment, electrical and mechanical system for the University.

Department of Custodial Services

This department provides a safe, clean, healthful environment conducive to intellectual growth and development in a cost-effective and efficient manner. Cleaning services must be continued

and maintained daily due to the high volume of traffic in academic areas throughout the campus. During 2004-2005, a variety of activities were designed and implemented to improve employee morale. Related efforts included: Departmental meetings with supervisors which provided opportunities to discuss concerns, the implementation of a suggestion box, brown bag lunches with employees, and the implementation of competitive employee and supervisor of the month programs. Additional accomplishments for the department included the following.

- Employed one certified electrical technician
- Inspections of on going construction projects for SUBR program accreditation and renovations were completed at the rate of 95%.
- Attended higher education facilities summit that included the participation of architects, planners, engineers and chancellors.
- Proactively collaborated with the S.G.A. (Student Government Association) and Men's Federation to improve the campus environment.
- Completed 90% of a new updated record drawings and specifications in a file system with the assistance of students.
- Implemented an oversight committee to review items which pose a nuisance to SUBR campus.
- Installed a new boiler in the A.O. Williams Pinchback Project (Louisiana Controls)
- Completed the installation of a Sewer Lift Station Alarming (Berg Company)

Department of Landscaping Services

This department is designed to maintain an attractive, well groomed campus.

INFORMATION SYSTEMS DIVISION

The Information Systems Division is the "Nervous System" for the University and responsible for the mainframe computer administration. Southern University and A & M College is preparing for conversion to the SCT Banner system. Related training activities for the new system continued in the past year. A major responsibility of the unit is to enhance the financial management infrastructure by using the integrated management information systems and fiber optics telecommunications environment. The proposed upgrade to the financial management infrastructure during the next five years includes implementing an on-line bursar System, Electronic Document Management System, electronic transmissions of personal action forms, data warehousing, electronic timekeeping and web-based access to administrative applications. This represents a very significant change for the University's information systems operation.

The Division also bears responsibility for the crucial data storage and management functions of the SUBR campus, Southern University Law Center and Southern University Agricultural and Research Center. The complex combination of data systems involved includes: the Financial Records System (FRS), Human Resources System (HRS), and Student Information System (SIS-Plus). This system also generates payroll and accounts payable checks.

HUMAN RESOURCES

The Office of Human Resources addresses all human resource functions of the University and reports to the President of the Southern University System. Major functions of the unit include developing human resource programs and services, orienting employees on personnel policies and procedures, coordinating the University's Equal Employment Opportunity Program and ensuring compliance with federal and state mandates. The major achievements for this reporting period are listed below.

Orientation and Training:

Mandatory supervisor training has been implemented by Human Resources during this reporting period. In addition, the Chancellor has continued the "Courtesy Counts" campaign campus wide and the use of consultants such as Dennis Brown to motivate enhanced employee performance. This effort included mandatory training in telephone courtesy and efficiency for all employees who interact in those modalities.

HRS System:

The current Human Resources System (HRS) was first implemented in 2000-2001. Additional modules were added to the new HRS system. This system, like all others related to the University mainframe and its attendant operation, will be updated with the new SCT Banner system within the next two years.

Web Page:

The Human Resources Web Page continues to outline personnel policies and procedures, list employment opportunities and address other topics of interest to employees. All new developments related to human resources will be reflected on the web page as appropriate.

C. Efficiency, Effectiveness and Accountability

OFFICE OF THE CHANCELLOR

The Office of the Chancellor provides the vision and leadership for all efficacy, effectiveness and accountability initiatives in the University. The organization culture of Southern University and A & M College is characterized by a strong commitment to its historical mission and effective institutional management by fact. Many external challenges have emerged in Louisiana which have been effectively addressed by the Chancellor in recent years. Prominent among these challenges are the implementation and anticipated implementation of new admissions criteria in 2006, continued financial stability of the University in the midst of strained state and federal funding, and the achievement of steady progress toward the fulfillment of the University's strategic goals. Some of the most outstanding achievements for 2004-2005 are briefly described.

Capital Projects

The Office of the Chancellor continues to lead a historical program of capital enhancements and additions to the SUBR campus known as Capital Outlay Projects. The Desegregation Settlement Agreement of 1994-2005 provided funds for these projects. The improvements include the renovation of the Home Economics Building, T.H. Harris Hall, Archives Building, Industrial Arts/AROTC, and Naval ROTC Buildings. In accord with the Agreement, three new projects were completed: Greenhouses, the Center for Small Farms Research, the Pinchback Mechanical Engineering Building and Phase II for new dormitories. The cost of these projects was \$32,768,803. Phase III for the new dormitories is commencing with an estimated cost of \$11,055,000 and a projected timeline for completion in 2006.

Program Accreditation and Quality Enhancement

Detailed information regarding the impressive program accreditation rate, 94% overall and 100% for mandatory programs is provided in the section of this report devoted to Educational Programs (a detailed chart reports accreditation data on page 41). One of the Chancellor's strongest commitments to the quality enhancement of Southern University and A & M College at Baton Rouge is the achievement of 100% accreditation for all academic programs by 2008. The Chancellor has been untiring in his effort to realize this goal and continues to support and lead in this effort.

Policies and Procedures

A University wide policies and procedures initiative was implemented in September 2004 via a directive from the Chancellor's Office. All major areas of the University were charged with the review and revision of their policies and procedures manuals based upon appropriate best practices. Several crucial departments which completed extensive new manuals were Admissions and Recruitment, Financial Aid, and the Office of the Registrar. Other areas that have updated/revised their policies and procedures manuals are the Office of Publications and Electronic Media, the Office of Students Affairs, the Office of Sponsored Research and Strategic Initiatives and the University Police Department. Revised manuals for all areas of the University should be completed and approved by the end of 2008.

Enhanced Campus Communication

In October, 2004 the Chancellor informed all employees that their official campus e-mail address had become the standard method for the dissemination of information, policy changes and other important campus news. All employees were directed to check their campus e-mail on a regular basis.

A variety of areas, crucial to the effective performance of the University, report directly to the Office of the Chancellor. The purposes and recent accomplishments of these areas are related in this section as follows.

Office of Planning, Assessment, and Institutional Research (PAIR)

The mission of the Office of Planning, Assessment and Institutional Research (PAIR) is to enhance institutional effectiveness with information to support planning, assessment, operations management, policy formation, and decision making. All activities of the office support the University mission and fall into two major categories, strategic planning and institutional effectiveness. The component of institutional effectiveness is crucial to the continued accreditation of the University by the Southern Association of Colleges and Schools Commission on Colleges (SACS-COC). The Office of PAIR has focused particular attention on preparation for the University reaffirmation process in 2010 during this reporting period. Activities were designed and coordinated by PAIR to inform and motivate the University community regarding the requirements established by SACS in 2000. The major activities designed and implemented toward that end are described below.

- The Director of PAIR, who also functions as the SACS Liaison for the University, attended the Annual Meeting of the SACS Commission on Colleges. In addition the director attended and presented at the Southern Education Foundation Institutional Effectiveness Workshop. Both events focused on preparation for successful reaffirmation of accreditation. The dominant topics were the measurement of student learning outcomes and overall institutional effectiveness.
- An extensive, one day SACS Workshop was implemented on the SUBR campus during the month of April. More than 100 SUBR faculty, staff and administrators attended and representatives from the SUNO campus were also present. Dr. Caula Beyl, Director of the Office of Institutional Research and Effectiveness at Alabama A & M University was the key presenter. Dr Beyl was very instrumental in the successful reaffirmation of Alabama A & M University in 2004. Her presentation focused on the documentation and reporting of student learning outcomes and institutional effectiveness as required by SACS.
- During 2004-2005 the planning and budgeting components of the University were directly link via a revision of the Assessment and Effectiveness Plans (AEPs) to reflect budgetary needs in connection with departmental and division goals and objectives. All academic and administrative departments complete and submit Assessment and Effectiveness Plans (AEPs) to the Office of PAIR on an annual basis. Revisions to the format were designed and implemented by the Vice Chancellor for Finance and Administration and the Director of PAIR.

- In order to address increased accountability mandates, PAIR worked in cooperation with the Vice Chancellor of Academic Affairs and the Coordinator of Academic Program Review to revise the annual reporting format for the Division of Academic Affairs. The primary revisions pertain to the identification and reporting of student learning outcomes. .

Additional accomplishments of the Office of PAIR for the past year include but are not limited to the activities reported in the chart below.

**PAIR Productivity: Unduplicated Activities
2004-2005**

Special Projects	42
Survey's Designed	10
Surveys Administered	11
Survey's Evaluated	29
Federal Surveys	9
State Surveys/Reports	8
Internal Surveys	4
External Surveys	33
Other Requests and Activities	355
TOTAL	501

Office of Technology and Network Services

The Office of Technology and Network Services (TNS) is continually challenged to keep abreast of cutting edge technologies within the confines of budgetary limitations. TNS is a service oriented entity that plans, develops, and manages the growing and evolving campus-wide telecommunications infrastructure, academic technologies, enterprise systems and technology training. Many of the accomplishments of this unit are embedded in other portions of this report. The increasing need for technology in virtually all components of the University makes it difficult to isolate the recent unit achievements in a single portion of this document. However, some accomplishments are listed below.

- During the past year, the e-mail system has improved with regard to reliability and another listserv application was added to expand access and enhance the timeliness of campus communication.
- Internet band width has been increased by 300% in the past year.
- Requests for password updates and account information have risen by 15% (as demonstrated by the number of service desk requests received). Six departments requested employee training in use of the internet. Workshops were conducted to address these requests; further requests have been received and will be similarly addressed.
- *Blackboard* software has been upgraded from 5.5 to 6.1.
- Wireless services are now available in the Smith-Brown Memorial Union, J.B. Moore, PBS Pinchback, Harris Hall, Cade Library, the Honors College and the Chancellor's conference room.
- The Technology Plan for the entire campus has been updated.

The Office of Technology and Network Services participates in the following Louisiana Board of Regents technological initiatives

- The *Louisiana Optical Network Initiative* (LONI). Southern University and A & M College is a site on the State's initial network. LONI affords SUBR researchers high speed access to servers, supercomputers and databases nation wide.
- Board of Regents *TechTrain* initiative serves as a source of training and development tools for the continual upgrading of skills needed by information technology staff in Louisiana postsecondary education.

Office of Publications and Electronic Media

The Office of Publication and Electronic Media bears the significant responsibility of producing the highest quality of printed and electronic media for the University, while also providing valuable professional training to students pursuing careers in this field. In an effort to maintain continuous quality improvement of its services, the Office of Publications and Electronic Media administered a survey to its customers during 2004-2005. Twenty-two customer service surveys were sent to departments and offices upon the completion of work produced by the Office of Publications and Electronic Media. Six (27%) of the surveys were returned. Results indicate a rating of "outstanding" for 100 % of the surveys returned.

The Office of Publications and Electronic Media produced 41 publications and more than 76 photography assignments were completed in the past year. Photographs (print and digital) were provided to departments for a variety of projects. Photographic support was also provided to the Office of Student Media (Digest, yearbook). The office additionally continued to provide production assistance, including proofing, copyediting, coordinating print production, graphic design, and photography for the *Jaguar Nation Magazine*, and editing, graphic design and production assistance for other system-wide publications and projects included an international conference brochure and artwork for several reports.

The Office of Publications and Electronic Media produced several major projects including but not limited to the videotaping campus archival footage for the following events: 2004 homecoming activities, 2005 School of Nursing Research Symposium, highlights of Founders' Day 2005 activities, 2005 University Recognition Program, summer 2004 commencement, fall 2004 commencement, Spring 2005 commencement, SU Law Center Bus Boycott interview, Motivational Speakers Series (Omar Tyree and Maxine Waters), Business and Industry Cluster workshops, Women's Suffrage Workshop, and the Board of Supervisors swearing-in ceremony. In addition electronic media staff provided dubs of University television and radio commercials, various video clips and footage for media relations. The office completed production on a revised recruitment video, campus: 30 TV commercials, two St. Jude PSAs, Lacumba Fund PSAs (radio and television), and SU Capitol City Blues Extravaganza PSA (radio and television). The office also provided support, including videotaping, video clips, and technical assistance for the weekly campus television show, "*SU Up Close*" Although overall number of publications produced decreased

during 2004-05, jobs completed included two major campus publications the University's undergraduate catalog and the Faculty/Staff directory.

Office of Media Relations

The primary purpose of the Office of Media Relations is to enhance the University's image by creating public awareness of its programs, services, and accomplishments at the local, state, and national levels. The Office of Media Relations has assertively engaged in the positive promotion of the University through a variety of activities including but not limited to those described below.

- Sixty press releases were disseminated generating seventy-four articles with local, state and national print media and fifty-nine television and radio broadcast appearances. The major story of interest was the loss of Lacumba II, the University's live mascot who died of old age.
- Six Chancellor's Media Breakfasts were conducted in the fall and spring receiving 100% coverage from local, state, national and campus media. At the November 2004 media breakfast, Chancellor Edward R. Jackson announced the reaffirmation of accreditation by NCATE for the University's teacher education program. This accomplishment made the front page of *The Advocate*, coverage in the *Daily Iberian*, *American Press*, *Louisiana Weekly* and *Black Issues In Higher Education*.
- Fourteen episodes of *SU-Upclose* were produced and recorded. The 30 minute magazine style public affairs television show is broadcasted on Tuesday and Saturday on Cox Channel 4 at 8 p.m. The program reaches 180,000 homes in East Baton Rouge, West Baton Rouge and Livingston parishes.
- Provision of organizational and media assistance to the Southern University Breast Cancer Awareness Initiative was a major activity for the office this past year. The University Campaign was sponsored by the Louisiana Legislative Women's Caucus on October 16 and took place at the Big Easy Classic in the Louisiana Superdome. In an effort to promote the event, the Office of Media Relations produced a 60 second public service announcement that aired on television and radio stations in Baton Rouge and New Orleans, and a scheduled radio interview with KAYT 88.1FM which is broadcasted in Louisiana, Mississippi and Texas.
- Media Relations led a major effort to increase the University's exposure in national publications such as *Black Issues in Higher Education*. The Assistant to the Chancellor for Media Relations traveled to Washington D.C. to visit with staff of the national publication resulting in the selection of assistant professor of chemistry Dr. Edwin H. Walker being featured as a *Stand Out Scholar* in the January 13, 2005 publication.
- Media Relations served to generate publicity for numerous University events including: Founders' Day, Homecoming, International Education Jazz Brunch, Jag-A-Thon, Lacumba III Fund, Miss Southern Coronation, Motivational Speakers' Series, and Radiothon.

Media Relations also completed the following initiatives to promote the University: Display advertising continued at the Baton Rouge Metropolitan Airport with two dioramas, full page advertisements were purchased with the NAACP Freedom Fund Banquet, National Alumni Conference, *Business Report LA Next Magazine*, *Ebony Magazine* and the *Greater Baton Rouge Black Pages*. Advertisements were also purchased with *The Advocate* announcing the milestone of 100% accreditation of mandatory

programs. *The Advocate* contributed an in-kind donation of two ¼ page advertisements to promote the Lacumba III fundraising concert. In addition, Media Relations, with the Department of Athletics, continued its ticket exchange collaboration with *The Advocate*. *The Advocate* provided 1400 newspapers valued at \$38,800 Monday through Friday to the campus.

Institutional Advancement

The fundraising and public relations components of the University form a constant dynamic taking many forms and are manifested in numerous activities. Southern University and A & M College at Baton Rouge continually seeks to strengthen and expand relationships with the local business community and other resources to enhance the infrastructure and academic excellence of the institution.

Circle of Excellence Program

The Circle of Excellence Scholarship Program links alumni, corporations and SUBR graduates. This unique program provides an opportunity for businesses to train and cultivate professional relationships with students creating a mutual “win/win” situation. The program also affords students opportunities to work as interns in the business community, thereby acquiring valuable experience while developing networking skills with potential employers. Three of the students participating in the program graduated during spring 2005.

INTERCOLLEGIATE ATHLETICS

The University has placed special emphasis on the academic excellence of all students, including its athletes. The Athletic Department at SUBR strives to produce successful graduates who also excel in athletics. The Department of Athletics had about 320 student-athletes participating in 18 sports. A major event in the department is the Graduating Student-Athlete “Robing” Ceremony. At the end of every semester, the ceremony includes a presentation of Graduation Stoles to student-athletes by head coaches, a passing of the torch ceremony (signifying commencement), and several encouraging memories from each student.

During the 2004-2005 academic year, approximately 60 student-athletes were listed on the Dean’s List. As of spring 2005, the cumulative G.P.A. of the Department was 2.636. The female student-athletes cumulative G.P.A. was 2.750. The male student-athletes cumulative G.P.A. was 2.484. The highest team G.P.A. was men’s tennis with an average cumulative G.P.A. of 3.285, followed by women’s golf at 3.075. Southern University and A & M College at Baton Rouge also won SWAC Titles in women’s tennis, outdoor track & field and men’s baseball. The Jaguars garnered second place in football, women’s basketball, bowling, women’s indoor track & field, and softball. Men’s cross-country and women’s golf finished third.

Important activities involving SUBR athletes included the National Athletic Honor Society (Chi Alpha Sigma), the Athletic Academic Advisory Committee (AAAC), and the coordination of several nominations for scholar awards listed for the SWAC, NCAA, and other University awards and honors. Student athletes were honored in the spring of 2005 at the All Sports Athletic and Academic Banquet. The

Student-Athlete Advisory Committee (SAAC) has participated in several on-campus and off-campus activities. The SAAC is a student organization which models activities proposed in the CHAMPS/Life Skills program promoted by the NCAA. Last year, SAAC members participated in the Cancer Services Christmas Party where student-athletes dressed in cartoon characters and greeted guests as they arrived. In the spring, SAAC participated in “Read Across America Day,” an annual event celebrating the birthday of Dr. Seuss. In recognition of Nation Student-Athlete Day, SAAC members visited Our Lady of the Lake Hospital Pediatric Unit greeting patients hospitalized in the pediatric ward. In the latter part of the year, Student-Athletes participated in a NCAA sponsored Diversity Workshop and organized the first Sports Carnival, an afternoon of food, fun, and recreational games.

D. Educational Programs

DIVISION OF ACADEMIC AFFAIRS

The Academic Units of the Southern University A & M College at Baton Rouge are committed to continuous improvement as evidenced by the accreditation of all 42 of the programs that are mandated by the Board of Regents (BOR) to be accredited. In addition to the 42 mandatory programs, the University has achieved accreditation for 9 of the 12 programs that the Board of Regents recommends for accreditation. Therefore, 51 of 54 accreditable programs are accredited, for an accreditation rate of 94% (a detailed chart reports accreditation data on page 41).

As a component of the University's routine strategic planning process, the annual report provides a review of the academic year to record progress towards the accomplishment established goals and aims. Goals, the directions in which we will move, and aims, the specific targets we will achieve, are key components of the strategic planning process. Noteworthy accomplishments are summarized below by College/School followed by overall achievements for the Division of Academic Affairs.

College of Business

The College of Business established external relationships with the small business community through its Capital Small Business Development Center, and the Entrepreneurial Training and Technical Assistance Program (ETTAP) supported by the U.S. Department of Transportation, Office of Small and Disadvantaged Business Utilization. In addition, the U.S. Department of Education has funded a grant under the Business and International Education Program. The College is preparing for reaffirmation of its accreditation, by the Association to Advance Collegiate Schools of Business-AACSB-International in 2007, by attending workshops and conferences on student learning outcomes assessment and continuous improvement to better understand the new standards for maintenance of accreditation.

College of Engineering

The College of Engineering is experiencing steady growth in its programs (depicted in the following chart). The addition of the Masters in Engineering degree in September 2001 has proven very successful as evidenced by the increase of enrollment and completion rates. Enrollment increased 90% from in fall 2003 from fall 2002 (the first fall after approval of MS program). The increase from fall 2003 to fall 2004 was 11%. Graduation rates have shown a similar trend.

Masters of Science in Engineering Enrollment and Completers

Year	Fall Enrollment	Completers
2002-03	3	0
2003-04	32	6
2004-05	36	9

College of Sciences

The College of Sciences newsletter *NewsJOURNAL* was published in November 2004. Another issue will be produced fall 2005. The College will produce two issues per year, beginning in 2006. The Grid Access Node, at a cost of more than \$190,000.00 has been set up in Moore Hall 218. The project was funded by a Louisiana Biomedical Research Network (LBRN) Grant obtained by Southern University (SUBR) in collaboration with Louisiana State University (LSU). The grant, on which Dr. Earl Doomes (Associate Vice Chancellor for Academic Affairs) served as principal investigator, was administered at SUBR by the Dean of Sciences in collaboration with the Associate Vice Chancellor for Academic Affairs. Mr. Marcus Brown, SUBR network technician, played an indispensable role in setting up the *Grid Access Node*, which will allow SUBR personnel to engage in multicasting video and audio conferencing to points around the world. The (Strengthening Minority Access to Research and Teaching) SMART system in chemistry is closer to completion. The degree to which this objective has been accomplished has exceeded expectations; in lieu of concentrating on two SMART class-rooms, the College set up a video-audio network that will allow multimedia teaching from several classrooms and labs in Lee and Fisher Halls. Mr. Keith Gauff, SUBR network technician, was indispensable in accomplishing this objective.

The Dean of Sciences has been working with the Chairs of Chemistry and Computer Science to ensure that these two academic programs indeed will be reaccredited when they are re-evaluated in late fall 2005 or early spring 2006. In addition, the Dean of Sciences is working with the Vice Chancellor for Academic Affairs to strengthen faculty productivity in research and scholarly/creative activities through the replacement of retiring and resigning faculty with faculty members possessing doctoral degrees. These new faculty members will contribute significantly to the research base of the University in addition to pedagogy.

Nelson Mandela School of Public Policy

The Nelson Mandela School of Public Policy is part of \$3.6 million National Science Foundation (NSF) grant for a program offering engineering and political science professionals an “integrated scientific and social basis for decision making” on work in developing nations. The partnership includes a doctoral exchange that will place engineering students from Michigan into public policy studies at Southern and vice versa. Students will complete field projects to address sustainable development in other countries such as Japan, Germany and those in Africa. Over five years, the program will spend \$6.5 million in resources from the universities, other partners, and NSF. The Department of Public Administration is the largest accredited program of its kind in the state of Louisiana. Enrollment increased from 170 to 190 students during 2004-2005

School of Nursing

The School of Nursing became the first School of Nursing in the state of Louisiana to be approved by the Board of Regents to offer the option of Gerontology Nurse Practitioner in the Masters in Nursing Programs. The School will be the first nursing program in the state to confront the “crisis” shortage of nurse practitioners prepared to care for the elderly. The Nurse Practitioner or Clinical Nurse Specialist in Gerontological Nursing will begin fall 2005. With an aging population and notable nursing shortage, health

care providers are increasingly aware of the need for more licensed registered nurses who have graduate preparation in nursing as a Gerontological Nurse Practitioner (GNP) or Clinical Nurse Specialist in Gerontological Nursing (GCNS).

The School has graduated more than 900 registered nurses since 1988 and national licensure exam pass rates for graduates of the School have been above the national average for ten of the last twelve years. The school has four fully funded endowed professorships through the Baton Rouge Area Foundation, The Louisiana Board of Regents and three health care agencies (Our Lady of the Lake Hospital, Woman's Hospital, and the Baton Rouge General Medical Center).

A new initiative, the Incumbent Worker Training Program, was launched last year. This program is a collaborative effort between the University, Louisiana Department of Labor, and health care providers, including institutions that care for the elderly and the Louisiana Primary Care Association. The goal is to develop a model for collaboration between the parties and SUBR. Currently the school is developing proposals in collaboration with health care providers to submit to the Department of Labor. Health Care Workforce Training under this initiative will include training related to care of the elderly, behavioral management strategies in caring for the cognitively impaired resident, communication strategies: a facility wide approach, updates for LPNs on pharmacology for the elderly, continuing education for RNs, and LPN to RN education.

The Dean of the School, was appointed to The National Advisory Council on Nurse Education and Practice (NACNEP) by President Bush's Secretary of Health, Mike Leavitt. The National Advisory Council advises the Secretary of the U.S. Department of Health and Human Services and the U.S. Congress on policy issues related to nurse workforce supply, education and practice improvement.

College of Education

The College of Education is participating in three national demonstration grants (Gates/Marshall, LIGO, and Wallace Foundation) which positions the unit for recognition as a major player in the state and nation for producing highly qualified teachers.

School of Architecture

A search is currently underway to fill the position of the Dean of the School of Architecture. When the position is filled, the vision provided by that individual will drive the direction of this important academic unit.

College of Agricultural, Family and Consumer Sciences

Faculty members in the College of Agricultural, Family and Consumer Sciences secured more than \$1.5 million in external funding for this reporting period. The College developed a new recruitment brochure and organized a student ambassador program to increase the number of students enrolled in the College.

College of Arts and Humanities

The department of Foreign Languages in the College of Arts and Humanities hosted a two-day mini camp for high school students of French and Spanish during the summer 2004 semester. Students excelled in

creating power-point presentations on the diversity in the francophone and Hispanic world. The department in cooperation with International Education and Service Learning continued its summer study abroad program in Orizaba, Mexico. In addition, the College initiated the process to obtain approval from the Louisiana Board of Regents for the establishment of a Women's Studies Program.

Honors College

The Honors College provides an intellectually advanced educational experience for students who have a history of strong academic achievement and who have demonstrated extraordinary creativity or talent. Admittance to the Honors College requires students to possess a minimal ACT composite score of 23 or an SAT score of 1060. A significant achievement for the Honors College to report in this period is the 92% retention rate of its freshmen students from fall 2003 to fall 2004. The overall retention rate for University freshmen during this period is 77%.

Graduate School

The Graduate School offers 24 master's degrees and six doctoral degrees. A new doctoral degree in Urban Forestry will be offered effective fall 2006. The graduate school has made a concerted effort to secure additional funds for various graduate programs and to assist in the development of new programs. During the 2004-2005 funds were allocated to the doctoral programs in Science and Mathematics Education, Environmental Toxicology, and Nursing. Funds were also allocated to the College of Engineering in anticipation of a doctoral degree in materials science. For two consecutive years, the graduate school met the doctoral degree requirements to qualify for *Doctoral Research-Intensive* classification under the current Carnegie Foundation system of classification.

International Education

Southern University and A & M College is cognizant of the need for our students to succeed in a multicultural world and global economy. This is evinced by the newest unit of Academic Affairs, International Education, which was approved during the fall 2004 semester. During the past year the following accomplishments are noted:

- Completed the Strategic Plan for International Education
- Developed the Course: International Service Learning 405
- Published a newsletter: International Focus - Fall Edition
- Organized and implemented a successful fund raiser, "The Annual International Brunch and Silent Auction"
- Developed partnerships with six additional international universities:
Universidad del Valle de Orizaba (Orizaba, Mexico), Academia Naval Almirante Illingworth (Quayaquil, Ecuador), Cheikh Anta Diop University of Dakar (Dakar, Senegal), Shenyang University of Technology (Tiexi District, Shenyang, China), Universidad de las Regiones Autonomas de la Costa Criba Nicaraguense (Managua, Nicaragua), Centro de Investigacion en Energia (Morelos, Mexico), University of Nottingham- Malaysia Campus (Lampur, Malaysia)
- Staff appeared on WAFB TV Channel 9 to promote and announce the International Education Jazz Brunch.

Library

The John B. Cade Library is centrally located on the campus and has the responsibility of providing the necessary services and resources to support the mission of the University. The main constituents served are the students, faculty, staff, administrators, and the surrounding communities. Library services have been greatly enhanced in the past year by improvements in internet access due to the increase of internet band width by 300%. In addition, flyers were placed through-out the library emphasizing the resource and services of the library. Additional achievements for the period 2004-2005 are stated below.

- Created multimedia instructions on “How to Use Databases”
- Completed the installation of the Library’s Security System
- Worked with the Physical Plant and custodial staff in an effort to improve the cleanliness of the Library, results have been validated by positive comments from users
- The up-grade of the Library Training Center was successfully completed.
- The number of computers was increased in the Computer Lab.
- Loaded nearly 20,000 records for Net library and e-books.
- Electronic access to databases such as *Sci-Finders*, the Chemical Society’s Web edition, and the ACS Journal Archives was increased.
- Implemented online access to more print subscriptions.

Distance Learning- Center for E-Learning and E-Teaching (CEETEL)

The primary goal of *CEETEL* and the *E-Learning Unit* is two-fold first, to expand and enrich student learning with a commitment to a student-centered environment by increasing the number of courses delivered through distance technologies; and second, to train faculty to design, develop, and implement effective electronic-based instruction that will increase the number of quality courses available to students. The Center for Effective E-Teaching and *E-Learning (CEETEL)* has completed its third successful year as the distance learning component of the University and continuously strives to keep faculty aware of the most current and effective electronic learning modalities. This program is sponsored by Title III.

Service Learning

Each student enrolled in a baccalaureate–level program will develop a depth of knowledge and understanding of the importance of rendering service to the community. This will be achieved through completing a minimum of 60 clock hours of volunteering in a three hour credit course on service learning.

Continuing Education

The Office of Continuing Education, Center for Service Learning, Distance Education and Study Abroad Programs is an academic and outreach unit that offers quality academic courses leading to undergraduate and graduate degrees. Courses are delivered through evening and weekend programs and at remote sites. The Office strives to provide academic courses for degreed programs at times and on days convenient to non-traditional learners, thereby affording them an opportunity to pursue a degree. Another major goal of the Office is to offer current and significant programs to the local community through short-courses, workshops, and seminars. Many of these efforts support the economic development goals of the state.

Academic Advisement

In support of the University mission, the Division of Academic Affairs has placed particular emphasis on the improvement of academic advisement during 2004-2005. Academic advising workshops were held during fall 2004 and spring 2005 faculty convocations and planning and assessment periods. They were coordinated by Academic Affairs. In addition, the Center for Student Success has established a peer mentoring program for new freshmen students. During fall 2004, 326 students participated in the program which is being promoted for all new freshmen. The interactive faculty/student mentoring program is being developed and the School of Architecture and College of Engineering are serving as the pilot sites. The implementation of this new system will not take place until fall 2005 and the effectiveness of the system will not be fully evaluated and the results reported until spring 2006.

Program Accreditation

In keeping with the University's strategic goal to achieve 100% accreditation of all accreditable programs, the past academic year the Divisions of Academic Affairs has been extremely productive in the area. Currently 42 programs are mandated by the Louisiana Board of Regents for accreditation. All 42 programs, 100%, are accredited. In addition, of the 12 programs recommended by the Louisiana Board of Regents for accreditation, 9 programs are currently accredited. During the past reporting cycle the Department of Visual and Performing Arts, the Fine Arts area was reviewed for first-time accreditation by the National Association of Schools of Art and Design (NASAD) and the Music area was reviewed for reaccreditation by the National Association of Schools of Music (NASM). The Department of Mass Communications will be reviewed during Academic Year 2005-2006 for reaccreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The University anticipates that 100% of all accreditable programs will be accredited by the year 2007. The chart below depicts the current status of SUBR program accreditation.

Program Accreditation Report
Board of Regents Mandated & Recommended Accreditation
Southern University and A & M College
Effective June 2005

	No.	Percentage
Programs with <i>mandatory</i> accreditation requirement	42	
Programs with <i>mandatory</i> requirement accreditation currently accredited	42	100%
Programs <i>recommended</i> for accreditation	12	
Programs <i>recommended</i> for accreditation currently accredited	9	75%
Total Number of Programs <i>mandatory</i> & <i>recommended</i>	54	
Total Number of Programs <i>mandatory</i> & <i>recommended</i> currently accredited	51	94%

Program Review

The University program review process was assertively implemented in the last reporting period. Meetings were held in November, 2004 with all programs slated for review in the current cycle (French, Spanish, English, History, and Biology B.S.) the Biology M.S. was dropped from the schedule due to a decision by the U.S. Dept. of Education/Title III auditor. At that time, the new "*Policies and Procedures for Academic Programs Review*" was distributed to all attendees, and programs were asked to submit names and credentials of five possible External Site Reviewers per program, from which the Dean and the APR Director were to rank and contact potential reviewers. The Director, in coordination with the Director of PAIR, participated in revising the Annual Report form to reflect the SACS (Southern Association of Colleges and Schools) emphasis on Student Learning Outcomes (SLO's) and establish baseline assessment data. Departmental Evaluation Coordinators (DEC's) were selected from faculty in the programs slated for review. External Site Reviewers participated in all program reviews.

The Speech and Theater Arts area of the Department of Visual and Performing Arts volunteered in 2003-

2004 to be among the first at the University to be reviewed under the new internal program review process that entails both self-study and evaluation by external consultants. The Departments of English, Foreign Languages and History were reviewed in the next cycle, during Academic Year 2004-2005. At the end of the first two years the first University five-year cycle of internal program review, all departments of the College of Arts and Humanities had completed the assessment and review process. Two of those departments received the highest rating yet given for an internal review. The Fine Arts area of the Department of Visual and Performing Arts attained full accreditation by the National Association of Schools of Art and Design. The Music area of the Department of Visual and Performing Arts has received the site visit report and is preparing its response.

New and Revised Academic Programs

The Division of Academic Affairs was very dynamic in 2004-2005 in the area of academic program development as depicted in the following chart.

**New and Revised Academic Programs
2004-2005**

Degree	Subject/Discipline	Current Status
BS	ELECTRONIC BUSINESS	Approved
BA	WOMEN'S STUDIES	Approval Pending
MSN	NURSING	Approved
BS	SPECIAL EDUCATION M/M GR 1-12	Redesigned teacher preparation program.
BS	AGRICULTURAL EDUCATION GR 6-12	Redesigned teacher preparation program.
BA	ENGLISH EDUCATION GRADES 6-12	Redesigned teacher preparation program.
BS	MATHEMATICS EDUCATION GR 6-12	Redesigned teacher preparation program.
BS	GENERAL SCIENCE ED GR 6-12	Redesigned teacher preparation program.
BA	SOCIAL STUDIES ED GR 6-12	Redesigned teacher preparation program.
BS	COMPUTER SCIENCE ED GR 6-12	Redesigned teacher preparation program.
BS	BIOLOGY EDUCATION GRADES 6-12	Redesigned teacher preparation program.
BS	CHEMISTRY EDUCATION GRADES 6-12	Redesigned teacher preparation program.
BA	FRENCH EDUCATION GRADES 6-12	Redesigned teacher preparation program.
BS	PHYSICS EDUCATION GRADES 6-12	Redesigned teacher preparation program.
BA	SPANISH EDUCATION GR 6-12	Redesigned teacher preparation program.
BS	HEALTH & PHYSICAL ED GR K-12	Redesigned teacher preparation program
MS	CRIMINAL JUSTICE	Conditional Approval.
PHD	SPECIAL EDUCATION	Conditional Approval
BS	AGRICULTURAL ECONOMICS	Conditional Approval
PHD	MATERIALS SCIENCE AND ENGINEERING	Approved.
BA	AFRICAN-AMERICAN STUDIES	Approved.
MS	NURSING-GERONTOLOGY	Approved.
PMC	NURSING-GERONTOLOGY	Approved.
PHD	URBAN FORESTRY	Approved

Faculty Development

This campus initiative is supported by Title III. The impact of this activity is fundamentally important for the University. Records show that two faculty members have earned doctorates, and numerous professional development activities have been attended by faculty. The University will continue its efforts to enhance the

quality of its faculty.

Faculty Productivity

The University, through the activities of the Office of Planning, Assessment, and Institutional Research (PAIR), has been participating in the nationally renowned *Delaware Study of Faculty Costs and Productivity*. The Louisianan Board of Regents has requested that all postsecondary institutions voluntarily participate in this study which requires extensive reporting of faculty productivity in a variety of categories. Because this is a national longitudinal study the information gathered will produce a valuable, comparable body of data that can be utilized for institutional and systemic improvements. All data shown are self-reported and currently 79% of the SUBR faculty provided the data requested. The Office of PAIR is striving to obtain 100% participation of faculty in the future. The results of the *Delaware Study of Faculty Costs and Productivity* for 2004-2005 which pertain to category of *Out of Classroom Faculty Activity* are shown in the table below and those located on subsequent pages.

<i>ACTIVITIES RELATED TO TEACHING</i>	
Total number of separate course preparations faculty have developed.	492
Number of existing courses where faculty have redesigned the pedagogy or curriculum under the auspices of a grant or course-release time.	100
Number of new courses which faculty have created and delivered	87
Number of courses indicated in the previous item which are delivered fully or primarily online.	40
Unduplicated headcount of undergraduate academic advisees formally assigned to faculty.	2271
Unduplicated headcount of graduate academic advisees formally assigned to faculty.	356
Number of thesis/dissertation committees where faculty served as chairperson	148
Number of thesis/dissertation committees where faculty served in a non-chairing role.	258
Number of undergraduate senior theses (e.g., senior thesis, recital, art show, other capstone experiences) that faculty have advised.	179
Total number of students taught individually in independent or directed studies (e.g., one-on-one student faculty interaction for credit directed as satisfying a degree requirement.	660
Number of undergraduate students formally engaged in research with a faculty mentor.	222
Number of graduate students formally engaged in research with a faculty mentor.	121
Number of clinical students (e.g., student nurses), practicum students (e.g., student teachers), internship students, and students in cooperative and service learning education programs who are formally assigned to faculty.	473
Number of students (undergraduate and graduate) who have co-authored a journal article or book chapter with a faculty mentor.	40
Number of students (undergraduate and graduate) who have co-presented a paper at a state, regional, national, and international professional meeting with a faculty mentor.	117
Number of assessment projects or separate assignments for purpose of program evaluation (as distinct from individual courses) faculty have undertaken.	113
Number of institution-sanctioned professional development activities related to teaching efforts (e.g., workshops offered by Center for Teaching Effectiveness).	251

NOTE: Data are self-reported and represent 79% of SUBR faculty.

ACTIVITIES RELATED TO SCHOLARSHIP	
Number of print or electronic refereed journal articles, book chapters, and creative works published by faculty.	242
Number of print or electronic non-refereed journal articles, book chapters, and creative works published by faculty.	162
Number of single-author or joint -author books or monographs written by faculty and published by an academic or commercial press.	32
Number of manuscripts (e.g., journal articles, books) submitted to publishers.	186
Number of books, collections, and monographs edited by faculty.	19
Number of books, journal articles, and manuscripts reviewed and formally submitted by faculty.	199
Number of editorial positions held by faculty.	85
Number of juried shows, commissioned performances, creative readings, and competitive exhibitions by faculty.	55
Number of non-juried shows, performances, creative readings, and exhibitions by faculty.	78
Number of digital programs or applications (e.g., software development, web-based learning modules) designed by faculty related to field of expertise.	113
Number of provisional or issued patents based on faculty products.	7
Number of faculty works in progress (e.g., journal articles, paintings, musical compositions).	234
Number of formal presentations made by faculty at state, regional, national, and international professional meetings.	343
Number of external and institutionally -designated grant, contract, and scholarly fellowship proposals submitted by faculty.	250
Number of new external grants, contracts, and scholarly fellowships formally awarded to faculty or to the institution on behalf of faculty.	113
Total dollar value of the new externally funded grants, contracts, and scholarly fellowships	16858077
Number of new institutionally -designated grants and contracts formally awarded to faculty.	26
Total dollar value of the new institutionally -designated grants and contracts.	\$ 4,496,181.00
Number of continuing external and institutionally -designated grants, contracts, and scholarly fellowships.	79
Number of institution-sanctioned professional development activities related to scholarship.	140

NOTE: Data are self-reported and represent 79% of SUBR faculty.

ACTIVITIES RELATED TO SERVICE	
Number of faculty activities related to institutional service (e.g., faculty governance, faculty committees, peer mentoring, academic programs in residences, recruiting efforts, student activity advisor, other student activity involvement).	758
Number of faculty extension and outreach activities related to field of expertise (e.g., civic service, K-12 service, community workshops, invited talks to community groups, seminars, lectures, demonstrations).	546
Number of faculty activities related to recognized or visible service to profession (e.g., service on a regional or national committee, service on a self-study visitation team for another institution, serving as a volunteer juror for a show, performance or exhibition).	196
Number of grant proposals reviewed by faculty related to field of expertise.	190
Number of leadership positions in a professional association held by faculty (e.g., elected officer, committee chairperson, conference chair).	111

NOTE: Data are self-reported and represent 79% of SUBR faculty.

E. Research and Public Service

THE OFFICE OF RESEARCH AND STRATEGIC INITIATIVES

The Office of Research and Strategic Initiatives (ORSI) provides administrative management and supervision in planning, coordinating, and implementing all aspects of research and development programs at the University including oversight of the Office of Sponsored Programs. The ORSI serves the University via several very salient functions:

- Provides a channel through which the University interacts with the external research sector to share its aspirations, achievements and expertise.
- Offers services to faculty, staff, and administration through the identification of funding opportunities and resources to secure and manage sponsored and elective research.
- Promotes technology transfer; faculty development.
- Strengthens the academic offerings of the University through incorporation of advances in research-based teaching and learning.
- Develops partnerships with other academic institutions, industrial laboratories, and federally supported research centers.
- Shares its expertise with the surrounding community thereby significantly contributing to the overall community enhancement.

The Office of Research and Strategic Initiatives bears the principle responsibility for the promotion and advancement of the University's faculty research productivity. The research component is crucial to the fulfillment of the SUBR Vision as stated in the strategic plan.

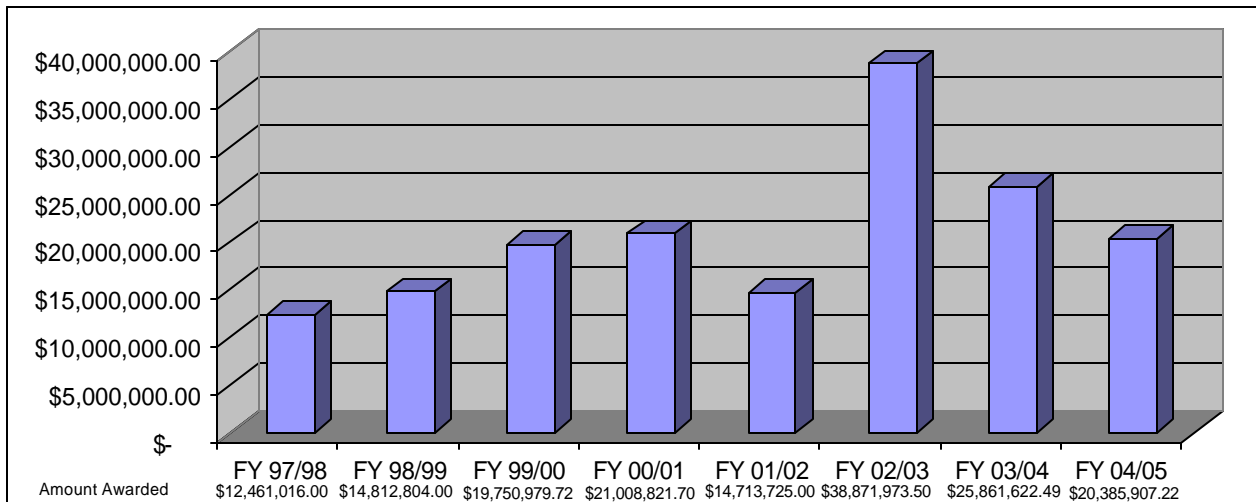
Intellectual Property

An intellectual property policy document was prepared by the Vice Chancellor of the ORSI and served as the basis for the overall SUS policy for intellectual property. This policy was submitted to the Southern University System Board of Supervisors for review and approved in summer 2005. In addition, a Technology Transfer Unit within the Office of Sponsored Programs was established in 2004. The University seeks to upgrade its Carnegie status to that of a research intensive university. As the chart and graphic on the following page show, with the assistance of the ORSI, the institution is making steady progress toward the realization of this vision.

**Summary of Faculty Research Productivity
(Fiscal Years 1997-1998 through 2004-2005)**

Fiscal Year	Non-duplicated Number of Faculty Awarded Release Time and (Dollar Amount)	Non-duplicated Number of Faculty Awarded Extra Compensation and (Dollar Amount)	Non-duplicated Number of New Awards and (Dollar Amount)	Duplicated Number of Faculty Involved: New Awards	Duplicated Total Number of Active Awards: New Awards Plus Carry-Over Awards From Previous Years and (Total Dollar Amount)
1997-98	No Record	No Record	105 (\$12,461,016.00)	71	105 (\$12,461,016.00)
1998-99	No Record	No Record	77 (\$14,812,804.00)	75	128(\$30,343,039.00)
1999-00	No Record	8 (\$39,167.00)	85 (\$19,750,979.00)	61	128 (\$30,343,039.00)
2000-01	43 (\$599,979.00)	42 (\$117,559.00)	129 (\$21,008,821.00)	92	152 (\$36,901,563.00)
2001-02	48 (\$493,865.00)	44 (\$213,254.00)	104 (\$14,713,725.00)	106	166 (\$32,049,746.00)
2002-03	43(\$693,515.00)	50 (\$253,002.00)	91 (\$39,854,952.00)	190	130 (\$51,342,317.00)
2003-04	27(\$494,161.00)	27 (\$186,106.00)	101 (\$25,878,032.00.)	118	105 (\$45,638,759.00)
2004-05	29(\$550,032.00)	20 (\$152,741.00)	66 (\$20,385,907.22)	116	164 (\$37,544,628.73)
TOTAL	190 (\$2,831,522.00)	191 (\$961,830.00)	758 (\$168,866,236.00)	829	1027(\$261,729,292.73)

**Summary of Faculty Research Productivity
(Fiscal Years 1997-1998 through 2004-2005)**



Additional Accomplishments

The Southern University Business and Research Park (SUBRP)

Southern University was recently awarded a contract in the amount of \$200,000 by the Department of Commerce, Economic Development Administration (EDA) and matching funds from the Louisiana Department of Economic Development (DED) in the amount of \$110,000. This funding will assist in the development of the Southern University Business and Research Corporation (SUBRC).

The Southern University Business and Research Corporation (SUBRC) will serve as the parent corporation for the Southern University Business & Research Park (SUBRP). The organization will be a nonprofit research corporation of the Southern University, Baton Rouge campus. The central focus areas of this economic development initiative will be to promote partnering in education, research, and entrepreneurial endeavors that will lead to the development of new minority owned businesses. The SUBRP will consist of state-of-the-art infrastructure to support an e-commerce center, business/vendor park, and research/design testing centers. The SUBRC emphasizes the creation of high quality jobs in high growth sectors by successfully developing university-based industry clusters that are consistent with the State of Louisiana's *Vision 2020* Economic Development Plan. The SUBRC will serve as a catalyst in growing technology-based and e-commerce activities in the greater Baton Rouge area and select rural communities in the Northeast Louisiana Delta.

Public Service

The ORSI renders technical and administrative oversight to the Office of Sponsored Programs (OSP); Strategic Initiatives (SI) or those sponsored programs on campus that deal primarily with research and other mentoring activities for undergraduates (LS-AMP, HBCU-UP SMART, DOE EPSCoR, PIPELINE, ETC, etc.); ten (10) research centers (Health Research Center (HRC), Center for Energy and Environmental Studies (CEES), Capital Small Business Development Center (Capital SBDC), Center for Rural and Small Business Development (CRSBD), Center for Social Research (CSR), National Plant Data Center (CSR), Small Farm Resource Development Center (SFRDC), Urban Recreation Research Center (URRC), and one institute, the Transportation Institute (TI).

The Office of Sponsored Programs

Under the administrative oversight of the Office of Research and Strategic Initiatives, the Office of Sponsored Programs is authorized to assist potential investigators in the preparation and submission of research/training or other sponsored projects to state and federal agencies, and to facilitate the administration of funded projects. The Office of Sponsored Programs is a Title III funded continuation activity. The basic role of the Office of Sponsored Programs is to serve as the primary support organization for sponsored members of the staff work closely with the Vice Chancellor for Academic Affairs on academic matters dealing with sponsored programs as well as with the Vice Chancellor for Finance and Administration and the Comptroller on fiscal matters.

Ongoing accomplishments include:

- Increased Staff development
- Increased La Genius/LaSmart (a database managed by the Louisiana Board of Regents which provides information about state researchers) membership
- Expanded project management activities
- Faculty development through workshops, seminars and individual instruction.

All federal, state, and foundation awards administered by the University represent obligations of the University and, as such, are to be approved on behalf of the University by the Vice Chancellor for Research, the authorizing official for the University.

SU-AG Center Faith Based Conference

The Office of Sponsored Programs (OSP) participated in the Southern University Agricultural Research and Extension Center's Eighth Annual National Faith and Community Economic Development Conference, in Monroe, Louisiana on February 17-19, 2005. The theme of this year's conference was "The RE: Conference." The conference provided the participants with a wealth of information and training in the areas of federal and state programs relative to healthcare, economic development, housing development, and grant writing. Approximately 45 persons attended the grant writing session conducted by the Office of Sponsored Programs. Each participant received information on the proposal writing process, budget estimation and implementation, contract cost analysis and project administration.

Board of Regent Support Fund Proposal Preparation Workshop

On September 7, 2004, the Office of Sponsored Programs (OSP) hosted a Louisiana Board of Regents Support Fund (BORSF) Proposal Preparation Workshop at the Southern University Agricultural Research and Extension Center. Attendees were welcomed by the Pre/Post Award Specialist in the Office of Sponsored Programs and the Director of Sponsored Programs gave opening remarks, the Director of the Timbuktu Academy gave the workshop presentation. The presentation entitled, "Developing Responsive and Competitive LEQSF (BORSF) Education Enhancement Proposals," provided insight to key guiding principles used to prepare a BORSF Education Enhancement proposal. In addition, a representative of the Louisiana Board of Regents offered an overview of the BORSF online proposal submission system LOGAN. A total of 29 persons attended the workshop.

2004-2005 "Rising Stars" Workshops

During fall 2004 eight faculty members accepted an invitation to participate in the initial class of Office of Sponsored Programs' "Rising Stars" and 14 faculty members participated in the spring of 2005. The purpose of the workshops was to train successful grant seekers in proposal planning and writing via a small group tutorial process. The participants received individualized tailored proposal preparation assistance relative to his or her area of research interest.

Fall 2004 Grantwriting Workshop

The Office of Sponsored Programs (OSP) held its annual Fall Grant writing Workshop entitled, "Mission Agency Grants Without Grief," at the Southern University Agricultural Research and Extension Center. The one-day workshop was held Tuesday, October 5, 2004, from 8:30 a.m. to 4:30 p.m. The founder and CEO of Miner and Associated, Inc. served as the major presenter. The goal of the workshop was to enable the writers to put their grant planning ideas into practice and to provide in depth knowledge on how to draft agency specific proposals. The workshop focused on drafting proposals to the National Science Foundation (NSF), NASA, the National Institutes of Health (NIH), and the Office of Naval Research (ONR). Approximately 60 individuals attended the one-day workshop.

2005 Brown Bag Lunch Summer Workshop Series

During the 2005 summer semester, the Office of Sponsored Programs (OSP) conducted a series of workshops to aide the research faculty and staff, in understanding the procedures of management of funded research. The workshops covered topics such as Preparing Professional Service Contracts, Preparing and Processing Travel Documents, and Understanding Institutional Review Board (IRB) Compliance for Human Subjects. Academic administrators and faculty represented their respective departments. The workshops commenced in June and approximately 50 individuals attended the four workshop sessions.

IV. Major Needs

The University remains committed to continuous quality improvement and institutional effectiveness as defined by the Southern Association of Colleges and Schools (SACS). This proves exceptionally challenging given the current economical environment, particularly with the anticipated loss of enrollment in fall 2006 due to new mandated admissions criteria. Campus resources remain stressed in the midst of current unfunded state mandates. However the University remains committed to the fulfillment of its mission and vision and will endeavor through creativity and best practices to achieve that fulfillment.

D. Educational Programs

- Goal D-1. Southern University and A & M College at Baton Rouge will offer degree programs of high quality.
- Goal D-2. Southern University and A & M College at Baton Rouge will create an environment that encourages student engagement in the learning process.
- Goal D-3. Southern University and A & M College at Baton Rouge will maintain a highly competent faculty.

E. Research and Public Service

- Goal E-1. Southern University and A & M College at Baton Rouge will continue to improve and enhance faculty and student scholarship, research, and other creative pursuits.
- Goal E-2. Southern University and A & M College at Baton Rouge will develop an environment conducive to the development of intellectual property, technology transfer, and economic development.

