

Southern University and A & M College Annual Report: 2002-2003

Introduction

This document describes the accomplishments of Southern University and A & M College at Baton Rouge and A & M College at Baton Rouge during the past academic year, including summer 2002. The report also provides an assessment of the progress achieved toward the completion of the institutional goals stated in the University Strategic Plan for 1998-2003. This year's report is particularly germane because it makes the closure of those goals and marks the beginning of a new five years strategic planning period. In addition, information pertaining to the progress achieved toward the attainment of institutional goals related to the Board of Regents Master Plan for Public Postsecondary Education 2001 is presented. Two major components comprise this document: the following narrative summary, and the accompanying *Fact Book 2002-2003* which provides pertinent University data for the 2001-2002 academic year.

Purpose of the Annual Report

Since the 1980s, Southern University and A & M College at Baton Rouge and A & M College at Baton Rouge has utilized the annual report as a vehicle for assessment and evaluation of its annual goals and objectives. The annual report also presents an opportunity to review the accomplishments of the year in a summarized format supported by quantitative information as reflected in the annual edition of the *Fact Book*. The University continues to utilize this document for the following purposes:

- To identify institutional strengths and weaknesses and devise ways to correct the weaknesses
- To improve educational programs, faculty research, and all branches of institutional services (student, administrative, financial, etc.)
- To evaluate the effectiveness of institutional policies, procedures, practices, services, and record keeping
- To provide an assessment of the extent to which the University meets or exceeds its expectations
- To update and clearly define the goals for the coming year
- To develop strategies for quality organizational improvement

Strategic Priorities

This last year marked the end of the implementation of the *Southern University and A & M College at Baton Rouge and A & M Strategic Plan: 1998-2003*. Six major issues drove the plan, thereby impacting the University over the last five years. These issues were:

- Implementation of new graduate-level programs

- Responding to the challenges posed by the implementation of selective admissions which became effective fall 2001.
- Increased use of technological innovations in teaching, research and in programs such as distance learning
- Achievement of the University goals and related compliance with performance indicators articulated in support of the Louisiana Board of Regents *Master Plan for Public Postsecondary Education: 2001*
- Overall achievement of University Strategic Goals identified in the University *Strategic Plan 1998-2003*

Characteristics of the Institution

The University offers 43 programs leading to the baccalaureate degree, two associate degree programs, and one certificate program. Although the majority of the programs are offered at the undergraduate level, the University currently offers 21 masters, and five doctoral (PhD) 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.

The Baton Rouge Campus experienced considerable growth in student enrollment during the 1990s, which reached a peak of 10,218 students in 1992 and 10,036 students in 1995. In fall 2001, the University implemented selective admissions for the first time in its history. During 2002-2003, the University continued to adjust to the fall 2001 implementation of selective admissions. In addition, higher education in Louisiana is undergoing change due to the establishment of new community colleges. The Board of Regents is assisting state institutions in planning and preparation for recruitment and retention in the new environment by providing consultants from Noel-Levitz.

During the past academic year eighty-six percent of the total student body consisted of undergraduate students; 14 percent were graduate students. The proportion of female students has increased steadily in the past ten years. In 2002, female students accounted for 59.3 percent of the undergraduate student population (7,351), 73.6 percent of the graduate enrollment (1,221) or a combined total of 61.0 percent.

The ethnic distribution of the student population remained largely African American (95.5 percent); White student enrollment accounted for only 187 students (2.2 percent). Louisiana students (7,212) constituted the majority of students (84.15 percent), while out-of-state and foreign students represented 15.8 percent. 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 has maintained a tradition of outstanding pedagogy. However, with the mandated transition from a comprehensive to a doctoral institution, there has been a marked increase in scholarly activity by

the faculty. The University, particularly through the Office of Research and Strategic Initiatives, has been very proactive in this area.

In 2001, the Louisiana Board of Regents completed the new *Master Plan for Public Postsecondary Education*. The plan articulates three primary goals for Louisiana institution of postsecondary education. They are the following: increase opportunity for student access and success; ensure quality and accountability; and enhance services to community and state. Southern University and A & M College at Baton Rouge remains committed to meeting these goals as evinced in the University's *Strategic Plan 2001-2005: In Compliance with Act 1465*. During the 2002-2003 year, the University strived for continued progress in the areas of teaching, research and service through the implementation of the objectives and strategies previously stated. The primary goals of the Board of Regents Master Plan correspond to many of these objectives and related strategies. The University has therefore shown vision in its prior commitments to continuous quality improvement.

During the fall 2002 term, the University employed 549 faculty members, including 425 full-time (77 percent) persons. Sixty-eight percent of the full-time faculty possess doctoral degrees or terminal degrees in their respective disciplines. Female faculty members constitute 47 percent of the faculty population, reflecting a one percent increase from last year. Tenured and tenure-track faculty account for 80 percent, (331 persons) of the total full-time faculty for the University.

Of these full-time faculty members, 70 percent were African Americans, 17 percent were white; and 13 percent were from other ethnic groups. Of the 341 tenured and tenure-track faculty members, 34 percent hold the rank of professor; 29 percent are associate professors; and 34 percent 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, 2002-2003, show that the University employed a total 1,013 persons in various staff positions, including 142 executive, administrative and managerial position; 377 in other professional positions; and 494 in secretarial, clerical, technical, skilled crafts, and service and maintenance positions.

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 operating budget for 2002-2003 amounted to \$110,313,049. Revenues were generated from state appropriations (40 percent), federal funding (26 percent), tuition and fees (19 percent), auxiliary enterprises (10 percent), and other sources (5 percent).

Organization of the Report

The annual report consists of an introduction and five major components. The five major components are:

- I.** Mission and Organization
- II.** Goals for 2002-2003
- III.** Accomplishments
- IV.** Major Needs
- V.** Goals for 2003-2004

I. Mission and Organization

Institutional Mission

Southern University and A & M College at Baton Rouge 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 degrees to doctoral and professional 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 and A & M College at Baton Rouge 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 and A & M College at Baton Rouge has in place a governance and an administrative structure that allow it to operate effectively as an institution of higher education. Like any organization of its size and organizational structure, Southern University and A & M College at Baton Rouge is governed by established policies and procedures. These policies and procedures reflect the philosophy of shared governance, and many of the policies and procedures which govern the operation of the University are developed and implemented by the various units that are directly and, in some instances exclusively affected by the implementation of the same. In other instances, more general policies and procedures are developed and approved at the board level or such policies and procedures are developed by the administration, with appropriate input from affected units, and are then submitted to the board for appropriate action. The University strongly believes that its current organizational structure and the policies and procedures that are currently in place to operate the institution are both effective and appropriate.

Southern University and A & M College at Baton Rouge and A & M College at Baton Rouge is one component of the Southern University and A & M College at Baton Rouge System. The University is a comprehensive institution offering associate, baccalaureate, master's, and doctoral degree programs. The University is part of the only historically Black land-grant university system in the United States. The chief administrative officer at the University is the Chancellor, who is responsible to the Board of supervisors through the President of the Southern University and A & M College at Baton Rouge System. The University's organizational structure was most recently revised, August, 1999. New positions were added, and some existing

positions were combined, separated, or renamed. The objective of this restructuring was to increase the effectiveness and efficiency of operation of the University.

University Administrative Officers - The organizational structure is illustrated in the University organizational chart. The chart delineates the lines of authority and responsibility of administrative officers at Southern University and A & M College at Baton Rouge. The University is composed of four major administrative units, which are 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 Administrative, 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 the policies and procedures for research and related sponsored grants and contracts.

Also reporting to the Chancellor are the following directors and coordinator:

- 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

In addition to the above units, reporting directly to the Chancellor are the Executive Associate to the Chancellor; two assistants to the Chancellor; and two individuals who are responsible for Corporate Scholarships and Media Relations, respectively. Each of the four major divisions has several components, which are presented in the organizational chart.

II. Goals for 2002-2003

This past year marked the final stage of the Strategic Plan 1998-2003. The following goals, which the University strove to realize, represent the foundation of this plan. A new *Strategic Plan: 2003-2008* is in the final phases of review and will be presented to the Southern University and A & M College at Baton Rouge System Board of supervisors in the near future.

A - Educational Program

Goal A-1 Quality Programs - The University will offer degree programs, which consistently maintain a high quality of program offerings.

Goal A-2 Curriculum - The University will develop and maintain a curriculum that prepares students to compete successfully in their respective professions. The academic program of Southern University and A & M College at Baton Rouge will include a core curriculum rooted in the traditional liberal arts and sciences, which is intended to foster effective communication, analytical and abstract reasoning, appreciation of the arts, and competency in technology. The curriculum will be regularly reviewed and updated to ensure that it continues to be effective, suitable, and flexible to meet the future needs of Southern graduates.

Goal A-3 Instruction and Advising - Southern University and A & M College at Baton Rouge will provide diverse learning experiences for its students by offering a wide range of class sizes, formats, and learning experiences. The instructional process will be supplemented by the following: qualified and competent faculty advising, a range of nontraditional learning experiences, and technological applications.

Goal A-4 Faculty - Southern University and A & M College at Baton Rouge will continue to recruit, hire, retain, develop, and reward highly competent faculty who bring appropriate expertise in their discipline and who are committed to providing quality learning opportunities for students.

B - Research and Public Service

Goal B-1 Research, Scholarly, and Creative Pursuits - Southern University and A & M College at Baton Rouge will continue to improve and enhance faculty scholarship, research, and other creative pursuits.

Goal B-2 Public Service - Southern University and A & M College at Baton Rouge will continue to provide a leadership role in public service activities in the local business and civic community.

C - Student Access and Matriculation

Goal C-1 Recruitment - Southern University and A & M College at Baton Rouge will develop and implement programs to achieve optimum enrollment numbers and student characteristics suitable to the changing role of the institution.

Goal C-2 Retention and Graduation - Southern University and A & M College at Baton Rouge will encourage and increase student retention and graduation by continuing to provide effective and efficient educational support services that will assist individual students in accomplishing their educational career goals.

Goal C-3 Diversity - Southern University and A & M College at Baton Rouge will enhance student diversity by emphasizing educational access for students of all ages and students from various geographical locations and cultural backgrounds.

D - Educational Support Services

Goal D-1 Library - Southern University and A & M College at Baton Rouge will enhance access to the library and information resources, including the use of computer technology and online services, and will seek cooperative arrangements with other libraries, institutions, and agencies.

Goal D-2 Technology Resources - Southern University and A & M College at Baton Rouge will place a strong emphasis on providing and utilizing leading-edge technology and service for instruction, research, and administrative functions, including voice, data, video, and media applications. The technology will enhance the effectiveness of all forms of learning and communication as well as the effectiveness of management.

Goal D-3 Student Development Services - Southern University and A & M College at Baton Rouge is committed to maintaining and enhancing student services to create an environment in which intellectual, emotional, social, recreational, and physical development of students can occur. The University will provide a supportive, safe, comfortable, and friendly environment for both on-campus and off-campus residents.

Goal D-4 Intercollegiate Athletics - Through its athletic department, Southern University and A & M College at Baton Rouge is committed to providing equal opportunity to a diverse student population through competitive Division I-NCAA athletic programs that operate within the context of the overall educational program of the University. As the University seeks to attract increased student and public interest support, it will provide student-athletes with a balanced program that enables them to be successful in academic, athletic, social, and personal settings.

E - Resources and Administration

Goal E-1 Human Resources - The University will provide services to internal and external customers by developing and implementing employment compensation benefits, employee relations, staff development, and human resources information system programs which will attract, enhance, and retain energetic and highly qualified faculty and staff. Furthermore, these programs will support and facilitate communication, enhance office efficiency and effectiveness, and ensure compliance with federal, state, local, and industrial laws, regulations, and policies.

Goal E-2 Financial Resources - Southern University and A & M College at Baton Rouge will strive to increase revenues from state appropriations, auxiliary enterprises, grants and contracts, and other external fund-raising activities. Furthermore, the University will seek to increase revenues from tuition and fees and in a responsible, orderly, and well-planned manner.

Goal E-3 Facilities - Southern University and A & M College at Baton Rouge will maintain an updated campus master plan which provides for the orderly future development of physical facilities. The University will further ensure upkeep of its property and effective management of the space utilized for various University functions.

Goal E-4 Management Efficiency, Effectiveness, and Accountability - Southern University and A & M College at Baton Rouge will strive to maintain and improve the efficiency and effectiveness of its administrative functions.

Goal E-5 Policies and Procedures - Southern University and A & M College at Baton Rouge is committed to the development, distribution, and implementation of a comprehensive manual which accurately and clearly describes policies and procedures.

F - External Relations

Goal F-1 Institutional Advancement - The University will continue to maintain and enhance its relations with the community and will develop an effective institutional advancement program.

Goal F-2 Cultural Programs and Events - Southern University and A & M College at Baton Rouge will continue to provide strong leadership in the cultural activities and events of the community.

III. Accomplishments

This section of the Annual Report presents a summary of the accomplishments related to the 20 goals listed in the previous section. The information is structured, for the purposes of clarity and consistency, in a format that addresses each of the strategic goals articulated in the *SUBR Strategic Plan: 1998-2003*.

A - Educational Programs

Quality Programs

Southern University and A & M College at Baton Rouge and A&M College remains progressive in the development of attractive program offerings and academic support services. New recruitment and retention efforts are in place to maintain and strengthen enrollment at the undergraduate level. Doctoral programs continue to mature as the University strives to achieve the Doctoral/Research Universities-Intensive Carnegie classification.

Academic Programmatic and Structural Changes

Three programmatic changes occurred within the College of Business. The bachelor's degree program in Finance was implemented in the fall 2002 and a proposal for an undergraduate program in E-Business is under review by the Board of Regents. Additionally, the Master of Professional Accountancy was eliminated due to low enrollment.

The redesign of undergraduate teacher education programs was approved by the Board of Regents and work has commenced on the redesign of graduate teacher education programs. The 2002-2003 Praxis test results were significantly improved and the University received a grade of "A" in the Board of Regents' accountability assessment.

Structural changes have been approved by the Southern University and A & M College at Baton Rouge Board of Supervisors and are under review by the Board of Regents. If approved, these changes will result in the creation of three new academic departments. The Department of Criminal Justice will be established in the Nelson Mandela School of Public Policy and Urban Affairs. The Department of Rehabilitation Counseling will be established in the College of Sciences and Electronics Engineering Technology will become a department in the College of Engineering.

Accreditation

The specialized accreditation rate remains at approximately 85%. The accreditation rate for Board of Regents' mandatory programs remains at 96%. Six eligible programs lack accreditation by their appropriate accrediting agencies. Peer review visits are expected in the next year for three of these areas. The Electronics Engineering Technology program, which is mandated for accreditation by the Board of Regents, will be visited in the fall 2003 as a part of the re-affirmation of accreditation for the undergraduate engineering programs. Fall 2003

accreditation visits are also expected for the master's program in mental health counseling and bachelor's programs in fine arts and family and consumer sciences.

During 2002-2003, SUBR hosted a peer review visit from the Accreditation Board for Engineering and Technology (ABET) for the computer science (scientific option) program. In addition, the undergraduate nursing program was visited for re-affirmation of accreditation from the National League of Nursing and for initial accreditation from the Commission on Collegiate Nursing Education. Results are forthcoming in summer 2003.

Curriculum

Curriculum Review

In 2002-2003, the University Curriculum Committee followed the clearly defined process by which undergraduate and graduate curricula are established and reviewed. The committee was actively engaged in evaluating numerous requests for new courses and in reviewing the proposals submitted for new programs.

Academic Program Review

The academic program review process has been substantially revised. A formalized program to review all academic programs that do not have specialized accreditation has been instituted under the direction of a newly appointed program review coordinator.

Instruction and Advising

Student Outcomes

The University is committed to the delivery of effective instruction that emphasizes participatory learning, discovering learning, and other formats suitable to individual disciplines. To determine the effectiveness of the instruction, the University evaluated student learning outcomes using standardized tests, departmental comprehensive examinations, the assessment of graduate performance in advanced programs, employers' surveys, student surveys and other appropriate methods. Furthermore, the results of the evaluations were widely distributed to faculty, staff and administration.

Evaluation of Advising

The University remains committed to the provision of effective advising services to both undergraduate and graduate students. The University developed and implemented evaluation instruments for academic advising and freshmen orientation activities. In addition, for the past three years the University, with the support of the Louisiana Board of Regents, has administered the ACT Student Opinion Survey which includes the evaluation of advisement and other academic services.

Distance Education

This is the first year of a five-year distance learning project targeting the planning, design, and development of the *Center for Effective E-Teaching and E-Learning (CEETEL)*. The project is beginning at a very exciting time for Southern University and A & M College at Baton Rouge because faculty, administrators, and students are “ready” for online learning and courses delivered through distance technologies. Additionally, the University’s *E-Learning Unit* has been established and houses *CEETEL* with its components.

There is a direct relationship between the University’s comprehensive development plan and the objectives and activities of *CEETEL* and the E-Learning Unit. One of the University’s primary goals is to increase opportunities for student access and success. A related objective is to minimize the decrease in participation in public postsecondary education at SUBR from 9133 in fall 2000-2001 to 8494 in fall 2005 by 7%. The associated strategies include: First, increasing the number of courses offered through electronic media by 20% from 20 in 2000-2001 to 24 in 2005-2006, second, increasing the number of degree programs offered through electronic media from 0 in 2000-2001 to one in 2005-2006; and third, increasing the number of students enrolled in courses delivered through electronic media by 15% from 272 in 2000-2001 to 314 in 2005-2006.

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. Faculty must be trained because students can only benefit from online instruction if the providers of that instruction are effective.

The following accomplishments have been achieved:

- The CEETEL Advisory Board was established. The members are Patricia Hebert, Dawn Knight, Cynthia Reynaud, Hilton LaSalle, and Shelton McClain. Ex Officio members are Dr. Kathryn Jordan and Associate Vice Chancellor Earl Doomes. All members were provided with Southern University and A & M College at Baton Rouge Online email addresses.
- A faculty database was developed including email addresses. Each faculty member in the database receives the *Southern University Online Newsletter*.
- A draft copy of the *CEETEL Policies and Procedures Manual* was prepared and presented to the Office of Academic Affairs.
- Multimedia presentations were made to three of the ten SUBR colleges, which resulted in four professors working to develop stand-alone online courses.
- CEETEL’s Instructional Design Shop (IDS) has been established and launched in Room 246 of A.C. Blanks Hall. Dr. Person has been functioning as CEETEL’s Chief Instructional Designer. The following are IDS products:

- The eBook for Dr. Nellie Prudhomme's course Nursing 602 was completed in addition to the interactive course compact discs for SECD 560 (Stuttering Diagnosis and Management) and SECD 530 (Phonology)
- Interactive compact discs were developed for a SECD 530 (Phonology)
- Community-Based Project: Interactive CD for a religious organization (a Community Based Project)
- A Presentation was given to the College of Sciences' Annual Research Forum

Online course development has taken place in CEETEL's Virtual Interactive Classroom for Faculty Training in Room 129 of AC Blanks Hall. Spaces, equipment, and materials are provided for six faculty members and two student workers to work independently developing stand-alone online courses. The following have been produced:

- One eFaculty Toolkit (EFT)
- Six online courses hosted by Southern University and A & M College at Baton Rouge Online (<http://courses.ceetel.net>)
- Two presentations using the Tegrity Online Lecturing System
- A web presence has been established for CEETEL as shown by the following URLs:
- Email Server using @suCEETEL.net email addresses
- Administrative Website (<http://www.suceetel.net>)
- Faculty Interactive Discussion Forum ("Blog") (<http://streams.victar-edu.org/ceetel/weblog.php>)
- Virtual Interactive Classroom for Faculty Training (<http://www.victar-edu.org>)
- CEETEL Faculty Library (<http://www.victar-edu.org/DVD-Drive/>)
- Online Course Development (<http://www.victar-edu.org/eCourses.htm>)
- Individual Streaming Lecture Pages for Faculty (Example: <http://www.victar-edu.org/lectures/Person.htm>)
- Southern University and A & M College at Baton Rouge Online Coursesite (<http://courses.suceetel.net>)
- Streaming Lectures for Students via QuickTime Player (<rtsp://lectures.victar-edu.org/nameofmovie.mov>)
- Southern University and A & M College at Baton Rouge's Online Learning Strategy and Academic/Educational Technology Plan were developed in the E-Learning Unit and CEETEL.

The first online course providing specific instruction about online course development will be available for faculty enrollment beginning June 9, 2003. The course will be hosted in Southern University and A & M College at Baton Rouge Online. Faculty will be able to access the course

anywhere and at any time. They will also receive three hours of instructional design services every week until July 31, 2003. The outcome of the course will be an individual online course prototype infused with multimedia that can be piloted for student instruction.

Faculty

Faculty Credentials

To increase the number of faculty with terminal degrees, the University made competitive offers to probationary faculty members in crucial areas such as architecture, engineering, and rehabilitation counseling. In addition, a new form has been developed for the verification of all new faculty credentials. This form must be submitted with all Personnel Actions Forms (PAFs). The percentage of faculty members with doctorates and /or terminal degrees in their discipline currently stands at 69 percent (Law School faculty are no longer included in the data).

Faculty Development

A new position was created this year to address the needs of both faculty development and program review. The position Title III Faculty Development-Academic Review Coordinator was filled to facilitate the enhancement of these two important components of Academic Affairs. This action further validates the institutional commitment to faculty development.

B - Research and Public Service

Research, Scholarly and Creative Pursuits

The mission and purpose of the Office of Research and Strategic Initiatives (ORSI) at Southern University and A & M College at Baton Rouge is to build and sustain an infrastructure that encourages greater participation by faculty in sponsored and elective research, and related activities. The measurable objectives of this mission are that such research efforts would result in an increased number of publications in refereed journals; greater and more significant opportunities for its graduate and undergraduate students to participate in scholarly activities and research with their professors; and building nationally reputable and competitive academic departments, colleges, schools and centers. The ultimate measurable objective of this mission is that the University achieve Doctoral/Research Universities –Intensive Carnegie Classification status within the next five years (2003-2008).

Some outstanding achievements have been accomplished in the past year. Among the most salient are the following:

- The University is the only HBCU affiliate of the largest research project in National Science Foundation (NSF) history-Laser Interferometer Gravitational Wave Observatories (LIGO)-that is located in Livingston, Louisiana.
- Collaborations have been initiated that have allowed physics majors to be involved in research at the Center for Advanced Microstructures and Devices (CAMD), the National Institute of Standards and Technology (NIST), and the Stanford Linear Accelerator Center (SLAC).
- HBCU-UP SMART Program in concert with LS-LAMP have negotiated a formal relationship with the Committee on Institutional Cooperation (CIC), a consortium of Big Ten Universities and the University of Chicago, for systematically recruiting and mentoring minority STEM students.
- Collaboration between the College of Agricultural, Family, and Consumer Sciences at Southern University and A & M College at Baton Rouge and Purdue University began in 1996 through the project, “Establishing Collaboration with a Historically Black Institution” at Purdue.
- SUBR is in a cooperative agreement with the University of Iowa and Colorado State for graduate studies. Colorado State and SUBR participate in collaborative research.
- Collaboration between California Tech University and SUBR was initiated to develop a LIGO Research initiative for the National Science Foundation (NSF).

- Improved the efficiency of oversight management of the Health Research Center, CEES, LS-LAMP, HBCU-UP SMART and other SUBR centers and institutes.
- Coordinated the 2003 Faculty and Staff Recognition Program.
- The ORSI, through the HBCU-UP SMART program, gained approval from NSF for the PAIR Office to serve as one of four (4) test sites for the proposed new NSF SEIS database for reporting HBCU-UP Annual Reports.
- Obtained Federal-wide Certification for Human subjects and Animals in Research.
- ORSI has implemented on-line access capability to budget records of grant awards with the Comptroller's Office.
- Reorganization of the IRB Committee.
- Utilization of technology to enhance research, public service, and collaborative partnerships. (See statistics of the SUBR LaGenius-LaSmart Database---OSP and ORSI Reports).
- Organization and coordination of all public service activities of the University to expand the size and improve the quality of services to the community. (See the OSP Report and the 2002 Faculty and Staff Recognition Program).
- Support of at least one workshop, conference, or symposium per year conducted by each research or service center. (See the OSP, ORSI and CEES Reports).
- Collaborative Institutional efforts with the CalTech University on LIGO NSF Project.

Scholarly Productivity

In previous years the HBCU-UP SMART Program conducted a survey of the Southern University and A & M College at Baton Rouge at Baton Rouge faculty in an effort to assess the effect of its long-range strategic plan of action to enhance the learning and research experiences of students. Faculty members in attendance at the Spring Convocation were asked to indicate their level of scholarly productivity during the past twelve months. This information is now included in individual departmental annual reports and aggregated for reporting purposes by the office of PAIR (Planning, Assessment and Institutional Research). In addition to the new method by which the data are gathered the scope of data requested from the departments has been expanded. Due to the new expanded format the data will not be directly comparable to that reported in previous years. The data from the period 2002-2003 will serve as a baseline for future reports and are presented in Table 1. on the next page.

Table 1.

Faculty Productivity-Professional Activities	Fall 2002
Number of Student Credit Hours (SCH)	262,847
Credit Hours (SCH) Per FTE Faculty	1,031
Number of Refereed Publications	140
Number of Book Chapters/Other Papers Published	88
Other Papers Presented	162
Number of Manuals	18
Number of Creative Products/Performances	43
Other	39
Number of Funded Research Proposals	120
Number of Active Sponsored Projects (BoR: Respond if applicable)	131
Number of Research Competitiveness Awards	11
Number of Stimulus for Excellence in Research Awards	7
Number of Industry Ties Awards	10
Number of Departmental Enhancement Awards	17
Number of Graduate Fellowship Awards	38
Number of Endowed Chair Awards	
Number of Endowed Professorships	5
Total State Program Funding (including LEQSF)	3,017,710
Total Federal Program Funding	4,699,065
Total Foundation Program Funding	148,292
Total Private Sector: Business & Industry Funding	595,700
Other Services	111

Source: SUBR Departmental Annual Reports, 2002-2003; Office of PAIR

Note: Faculty productivity data were not reported in all areas. These data represent 72% of academic departments. Also, some of the departments responding did not provide specific funding data.

Grants, Cooperative Agreements and Contracts

The amount of funds generated through research at the University is represented in Table 2. below. The data are represented for a period of six fiscal years. It must be noted that the amount for the past fiscal year is not the final figure due to the anticipated receipt of additional awards, applicable to the 2002-2003 fiscal year, after the publication of this document.

Table 2.

Research Proposals Funded for Fiscal Years 1997-2003 Amounts and Percent of Change from Prior Year		
Fiscal Year	Award Amount (% change from prior year)	
1997-1998	\$12,461,016	
1998-1999	\$14,812,805 (18.9%)	18.9%
1999-2000	\$ 19,750,980 (33.3%)	33.3%
2000-2001	\$ 21,008, 822 (6.3%) Percent increase over 97/98 ---(68.6%)	6.3%
2001-2002	\$14,713,725 (Percent increase over 97/98- 18.1%)	-30.0%
2002-2003	\$39,164,345 (amount at time of this report, additional funds are anticipated for the entire fiscal year)	166%
Total	121,911,693 (representing a 878% increase from 1997)	

Source: Office of Research and Strategic Initiatives

Public Service

Public Service reflects one of the fundamental values of the University. The past year evinced increased the on-campus interaction with representatives of industries, foundations, corporations, and other grant funding agencies. In addition, efforts were made to heighten public awareness of University research affecting the community. Overall, the Office of Research and Strategic Initiatives (ORSI) and the Office of Sponsored Programs (OSP) intensified their efforts to meet the needs of the community. The Office served departments and colleges by establishing a common unit format capturing research areas through: Increased public awareness, greater interaction with local business, civic groups, and the local community, and the announcement of new programs affecting the community. In addition, the Office of Sponsored Programs provided more faculty members opportunities to enrich their research and technology experiences and thereby better serve its constituents.

One of the major responsibilities of OSP is to provide a link to industry and public sector and to share their knowledge and experience of research. The University views outreach and public service activities as important commitments to the greater community designed for the provision of educational, cultural and developmental resources to enhance the quality of life. Public Service units include the Office of Continuing Education, the Center for Service Learning, the Department of Social Work, Capital Small Business Development Center, Engineering Summer Institute, Center for Social Research, Center for Small Farm Research, Louisiana Family Farm Technical Assistance Project, The Center for Energy and Environmental Studies, The Wellness Center, the Health Research Center, the Timbuktu Academy and several programs in the Junior Division (Talent Search, Upward Bound, etc.). In addition, International Programs (at the system level) provide valuable services to the community at the local, state, national, and international levels. The University's dedication to public service activities and continuing education remain very strong.

Continuing Education

The Office of Continuing Education completed the academic year with many accomplishments in the area of public service. The director of the program was recognized in the past year as an "Outstanding Educational Administrator in International Development." The maintenance and cultivation of community partnerships is fundamental to this component of the University. In the area of international relations, the Study Abroad Program has a ten year partnership with the Universidad Del Valle de Orizaba in Orizaba, Vera Cruz, Mexico. Students complete a six hour study abroad program in Mexico. They enroll in a three hour course in Spanish and a three hour course in Service Learning during the Maymester. Locally, the Center for Service Learning has community partnerships with more than 200 non-profit agencies in the Baton Rouge community. The students who are enrolled in Service Learning (Community Volunteerism) courses are placed in these agencies for service learning activities.

The most noteworthy accomplishments of the Office of Continuing Education for the period 2002-2003 are the following.

- Coordination and provision of CFSL volunteer help for National Kidney Foundation of Louisiana--Kidney Early Evaluation Program. (KEEP)
- Partnership and coordination of Volunteer Income Tax Assistance (VITA)--free tax preparation program sponsored by IRS and Baton Rouge Asset Building Coalition
- Screening and monitoring student volunteers for East Baton Rouge Parish VITA sites
- Coordination of activities for National Volunteer Week including Essay writing Contest
- Coordination of the CFSL annual food drive for Thanksgiving and Christmas for needy families in East Baton Rouge Parish
- Coordination of activities for National Volunteer Week including Essay writing Contest
- Assistance with the coordination of the Annual Links Incorporated Walk for Health Walk-a-thon
- Assisted in implementing SU Online Program for the Division of Continuing Education for 2003.
- Expanded Jaguar summer Sports and Enrichment Program
- Expanded offerings for the Southern Lagniappe Society (senior and retiree program operated out of the Division of Continuing Education.)
- Revamped SUBR Rotaract Club (service oriented club for college students). As campus adviser, helped to recruit and revitalize club to one of its highest ever memberships and participation.
- Increased enrollment for Evening & Weekend Program by 10%
- Implementation of new registration procedures for SUSBO special education classes via Distance Learning
- Helped to implement new programs for SUSBO campus (Funeral Director/Dental Hygiene programs)
- Assisted in setting up SU Online Program for Division of Continuing Education
- Re-established the off-campus site for the Plaquemine Headstart Center and Christi McAuliffe Center

C - Student Access and Matriculation

Student Affairs effectively and efficiently develops coordinates and manages all of the human, physical and financial resources available to the division. The staff of the Division for Student Affairs are committed to the development and learning of the student population. They are dedicated to helping students develop values, leadership skills and ethical standards through programming, role modeling, and mentoring, formal and informal interactions.

Career development is promoted through the provision of workshops that guide students through the interview process, and the coordination of interviews with prospective employers. The functions of this unit represent a continuum in the educational circle of University students and alumni. The ideals of the institution are actualized through its ability to not only train and educate the student body, but to aid in securing employment such that they reach their full potential and thus succeed. In summary, the mission of Student Affairs is to support the academic success of Southern University and A & M College at Baton Rouge students; to foster their mental, social and physical development; and to enhance the quality of campus life.

The work of the Division for Student Affairs for 2002-2003 was enhanced by several new initiatives, generation of grant monies to support the initiatives, and further improvements to well established programs and services.

Recruitment

During 2002-2003, the University continued to adjust to the fall 2001 implementation of selective admissions. In addition, higher education in Louisiana is undergoing change due to the continued growth of the LCTCS (Louisiana Community and Technical College System). The freshman class enrollment for fall 2002 was 1191 compared to 1220 in fall 2001.

The Board of Regents is assisting state institutions with planning and preparation for recruitment and retention by providing consultants from Noel-Levitz. The end product of this collaboration was the creation of the *Southern University and A & M College at Baton Rouge and Agricultural & Mechanical College Annual Marketing Recruitment Plan*. The Plan covers a period of three years and addresses all major recruitment issues through a strategic approach incorporating goals, strategies, and related action plans. Major recruitment initiatives continued with the implementation of several recommendations that are a part of the recruitment plan developed with the assistance of the Noel Levitz consultant. This recruitment plan will guide the University's efforts in the future. One of the recommendations of the plan was to hold a College Day for 11th and 12th grade students and their parents. The first College Day was held in November 2002 and attracted about 2300 attendees. The parents and prospective students in attendance enjoyed the University's band, cheerleaders and gospel choir. Most importantly, attendees visited with representatives from the academic colleges and schools. A spring 2003 College Day was held in April. Approximately 300 parents and students attended.

Retention and Graduation

SUBR is also participating in the retention project sponsored by the Board of Regents. A Noel-Levitz consultant is working with the University Retention Committee to develop a Retention Plan. In a related development, the Center for Student Success was established to facilitate University-wide retention efforts. The Center will offer the following support services: learning assistance programs, academic excellence programs, college transition programs and student employment opportunities. These initiatives are expected to further enhance the retention of first-time full-time freshmen which grew significantly from 60.6% in fall 2001 to 68.3% in fall 2002. Graduation rates are also expected to increase as a result of enhanced retention efforts. The Timbuktu Academy, a Physics retention project, was one of six programs nation-wide that received the Presidential Award for Mentoring in the spring 2003.

Center for Student Success

An exciting new initiative in the area of student retention is the Center for Student Success, which was established during the spring semester of this past year. The Center was designed as a multifaceted approach to addressing the factors which cause student attrition. One of the many activities of the Center is implementation of a comprehensive Freshman Orientation Program has been developed by the Center which will work with the established efforts of the Division of Student Affairs in addition to Academic departments and other components of the University community. The Center for Student Success is supported by Title III and provides substantial positive change with regard to student retention

Diversity

The *Southern University and A & M College at Baton Rouge and Agricultural & Mechanical College Annual Marketing Recruitment Plan* developed in fall, 2002 includes a specific *Other Race Student Action Plan* which is designed to implement the following Key Strategy: “Develop a comprehensive domestic other race-student-recruitment plan to achieve 10 percent representation in the entering FTIC (First-time) class.” The action plan covers a period of two years and is comprised of thirteen specific tasks with timelines for implementation. This action plan clearly demonstrates the institutional commitment to diversity.

D - Educational Support Services

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. It is an \$11 million facility with over 1 million volumes, and was constructed in 1984. The building has 154,400 square feet, with four floors and a seating capacity of nearly 1,400. The Library has, over the last few years, developed an extensive array of technology, primarily acquired through grants. The Library Administrator continues to concentrate on augmenting the technology, collection, and staff in the Library. In addition, the objectives over the last few years have shifted, resulting in a greater emphasis on technology and the delivery of information in different formats.

Distance Learning Sites

Distance learning sites provide the faculty and students with access to many of the resources available to their onsite counterparts. A library liaison has been assigned to assist faculty with library related resource and research needs for distance education at off campus sites.

Learning Resources

Learning resources are available to students in the form of “reading rooms,” “learning centers,” and “retention centers” located in various departments. Other departmental learning resources include those located in Blanks Hall (special education and speech pathology and audiology), Higgins Hall (social work), and Engineering east (architecture). These learning centers remain available throughout the day.

New Initiatives

Major accomplishments for this reporting period include the following:

- Training Center setup and functioning
- E-books Service added to website
- E-journals website updated
- Total hits for the Library’s Website for 2002 was 420,296
- Worked collaboratively with the College of Business ETTAP project
- Started new Title III Project to enhance online library services
- Transferred all indexes from Reference to Periodicals and/or stacks as required
- Developed policies and procedures for the Library Liaison Weeding Project
- Eliminated several library resource backlogs
- Compiled a Directory of the microfilm and microfiche Collection
- Compiled a complete collection of Founders’ Day Program

Technology Resources

The Office of Technology and Network Services (NTS) expanded its services to offices previously held by the College of Engineering and Department of Electrical Engineering. This allowed for improved operation and services. Internet access and speed was dramatically improved over the past year from three megabits per second to a total of 24 megabits per second. The amount of Internet 1 bandwidth was quadrupled from three megabits per second to 12 megabits per second. A 12 megabit per second Internet2 connectivity was provided for faculty and researchers. Internet access and cable television was provided to each room in all residence halls.

A dedicated Technology Training Center was established and equipped in J.B. Moore Hall. Three to five workshops are offered each week for members for faculty, staff and the student body free of charge. Saturday morning workshops are offered to the community at no charge as part of the State's IT initiative aimed at workforce development.

The 2002-03 academic year also saw the launch of a new website and the expansion of the Jag News Channel. The Jag News Channel provides continuous campus dissemination of news, events, deadlines, dates and important campus information through more than 90 television monitors strategically placed in high traffic areas throughout the campus. The Jag News Channel is also viewable 24 hours per day on campus cable channel 74.

The Office of Technology and Network Services installed and completed beta testing of the new campus e-mail system that will launch campus wide during the 2003 Maymester. This e-mail system exploits our new Storage Area Network System (SANS). The SANS has a 14 terabyte information storage capacity.

Tele-videoconferencing services were centralized in J.B. Moore Hall resulting in a conference error rate reduction from 25% to 1% over a one semester period.

Student Development Services

The Division for Student Affairs is responsible for student development services and programs at Southern University and A & M College at Baton Rouge and A & M College. Two functional areas comprise the division. The first area is Student Life, which includes: Career Services, Intramural Sports and Recreation, Smith-Brown Memorial Union, Student Programs, the Office of Student Life, and the Judiciary programs. The second component of the division is Student Services which includes: Counseling Services, Food Services, Health Services, Residential Housing and Student Media Services. The enhancements and accomplishments for this division during 2002-2003 are described on the subsequent pages.

New Initiatives

- The Southern University and A & M College at Baton Rouge Student Leadership Institute began its operation August 2002. The two day session in the summer included speakers, workshops and motivational sessions. The Institute is designed to foster leadership development while emphasizing self-knowledge, initiative, commitment and collaboration. The Vice Chancellor's Leadership Roundtable held once a month throughout the two semesters provided further information and interaction between the students and campus and community leaders.
- For the first time, the Division for Student Affairs participated in the Chancellor's Employee Recognition Program. Two awards were given. One award was given to the "Student Affairs Director of the Year" and the other award went to the "Outstanding Staff Person of the Year". The awards were presented on April 25, 2003.
- The Business and Industry Cluster provided the Division of Student Affairs with two grants to support the newly implemented Student Leadership Development Institute and the Student Affairs Employee Recognition Awards.
- Our Food Service vendor, ARAMARK, initiated a new approach to serving our students in Mayberry Dining Hall. RFOC (Real Food on Campus) beginning fall 2002. This improvement was designed to reduce the long serving lines and serve our students in a more home like fashion.

The office successfully implemented the Freshman Parent Orientation Program for parents of freshman students. The program included remarks from the Chancellor, Vice Chancellors of Finance, Academic Affairs and Student Affairs, Chief of Police, directors of Student Affairs departments, SGA President, Miss Southern University and A & M College at Baton Rouge and other University personnel.

The facilitation of student leadership remains a primary focus of the division. During the past year, the division developed and coordinated the first Southern University and A & M College at Baton Rouge Student Leadership Institute. The two day institute included speakers, workshops and motivational sessions. The Institute was created to foster leadership development while emphasizing self-knowledge, initiative, commitment and collaboration.

The Vice Chancellor's Office was awarded two grants, the Student Leadership Institute and Division for Student Affairs Employees Recognition Award (given to two employees). Other accomplishments include the publication of the *Southern University Student Handbook* and the *Student Code of Conduct Manual*.

Career Services

The Office of Career Services consistently fulfills its mission to provide Southern University and A & M College at Baton Rouge students with a structured program of career development and job placement. This program supports the University's mission to prepare students to compete globally in their respective professions, and to engage in advanced study in graduate professional school. Throughout the year Career Services conducts activities and events to promote appropriate placements for SUBR graduates. These annual activities include:

- *Co-op Recruiting Day* is held in the fall. The purpose of this day is to provide participating companies and students, desirous of co-op experience, with a designated day focused on opportunities for early employment. Assessment of this activity will begin this year.
- *Graduate School Day and Big Ten Graduate School Day* involve graduate schools from across the country. These institutions interact with SUBR students who are interested in pursuing graduate degrees.
- The *Youth Motivational Task Force* involves a series of classroom visits by corporate personnel and features lectures and dialogue focused upon critical skills for employments.

Other accomplishments for the year 2002-2003 are the following.

- Registered 1667 students from various departments across the University including the Law Center
- Conducted 695 in house preparatory interviews
- Various industries and companies interviewed 351 students for employment placement

Counseling Center

The University Counseling Center was given provisional accreditation effective January 2002. The Counseling Center has three years to comply with the recommendation made by the Board to attain full accreditation. Realization of full accreditation is anticipated within the prescribed timeframe. The Counseling Center has added to its partnerships and arrangement with industry, government and the community; a new partner, the Mockler Beverage Company. This company will serve as a sponsor of our annual Alcohol Awareness Program. In addition, the Counseling Center added three new athletic teams, golf, tennis and football, along with baseball to the Innovative Program for Student Athletes. The UCC staff participated in 962 workshops and classroom presentations this reporting period; showing an additional 56 programs from previous reporting period. The University Counseling Center engages in the ongoing events listed below.

- Alcohol Awareness Week – this generally occurring during the third week of October and consists of three activities.
 - “Drinking Driving and Goggles,” the police department provides goggles to students to illustrate the distortions created by alcohol and discusses the impact and consequences of drunk driving.

- BYOB – (Bring Your Own Banana) presents a new version of the ice cream social that emphasizes positive social interaction without alcohol
 - Mocktails - a fun safe, non-alcoholic way to enjoy drinks and have a good time
- Walking in Balance – is a program centered upon the empowerment of the student athlete through the development of the coping skills needed to achieve success both on and off the field.
 - Bacchus and Gamma Peer Organization – This organization is made up of students who promote personal growth and healthy lifestyle choices.
 - Stress and Time Management _ these are workshops focusing upon student skill development for the maximization of time and the alleviation of stress and anxiety. The workshops are coordinated with university departments and student organizations.
 - “The Couple’s Game,” – is a psycho-educational program promoting healthy relationships and lifestyles.

Health Center

The University Student Health Center, under the direction of Chancellor Edward R. Jackson, relocated in November, 2000 and assumes the role of primary health care provider and referral facility. The purposes of the Center are twofold. First, to offer a Women’s Health Clinic for preventive and therapeutic services to students. medical care with access to medications, The second is to provide greater access for students in need of medical services. The Center hours are Monday – Friday from 8:00 a.m. to 12:00 a.m. The hours for the Women’s Health Clinic are Wednesday from 2:00 p.m. to 8:00 p.m. The Health Center also furnishes a Student Health Insurance Office to inform students of the Student Accident and Health Insurance Plan which is available to students upon enrollment at the University.

Two new programs were initiated this year, the Self-Care Center and free, anonymous HIV testing. The HIV testing is done in cooperation with Metro Health. The Health Center recently conducted a survey to determine student satisfaction with its services and received a positive rating of 90%.

Office of Student Financial Aid

The Office of Student Financial Aid, which is in the Division of Finance and Administration, serves students and their families by providing financial assistance to keep the University’s cost of education affordable, regardless of family circumstances. Awarding need-based aid, suggesting family financing options, expanding student employment opportunities, and providing debt management and personal budget counseling are among the specific services provided to our students. The Office of Financial Aid strives to use limited resources to most effectively meet the University’s goal of enrolling and retaining a diverse, well-qualified student body while maintaining strong internal controls to ensure compliance with state and federal regulations.

Student Housing

In the past year, The Office of Student Housing made a significant contribution to the goal of making the campus safer and more secure for our students. Additional security is now provided for the residence halls. In addition, the Residential Life program provides an evening shuttle bus for all students who are on campus during the evening hours. The shuttle bus is operated by our Campus Police. These new initiatives have not only made it a safer place to work and recreate, but has improved services and support for our students along with new opportunities for further development, academically and personally. Some of the most outstanding efforts of this area are listed below.

- Held various cultural, social, intellectual programs for student enrichment in the residence halls, i.e., Black History, Art Gallery, Fire Safety, Students and Employee Recognition Awards Ceremony, the Lighting of the Christmas Tree in Jaguarland and Health/Wellness Issues. Provided CPR Training and summer Training for residence hall personnel.
- Increased the number of electrical feeders in Reed and White Halls.
- Purchased educational materials for retention/recruitment of students. The publications featured survival tips for College Life at Southern University and A & M College at Baton Rouge and were distributed to approximately 800 freshman students.

Intramural Sports

University Intramural Sports remained a strong program with numerous accomplishments during 2002-2003. Major achievements and enhancements for this area during the past academic year follow.

- Staff attended the State Intramural Workshops.
- Director attended a Student Affairs Professional Development Retreat.
- Ladies flag football team won two regional flag tournaments, the State Tournament
- Flag Championship for the eighth straight year and finished third in the National Flag Championship.
- Men's flag football finished third in the state and won the national championship.
- Men's basketball team won the state tournament for the fourth consecutive year.
- Conducted a campus-wide Challenge Fitness Competition.
- Women won a Regional Basketball Tournament.
- Participation in Disney's Wide World of Sports, National Tournament, May 8-11, 2003

Office of Student Life

The Office of Student Life has observed that code violations decreased almost 50% during spring semester, causing minimal judicial hearings. The random drug dog search has been very instrumental in making this happen. The *Open Door Policy* which was instituted has proven effective because students fully utilize it to report alleged incidents. In the near future, another means of communicating "code of conduct" related issues will be a Help-Line (1-800-STU-LIFE). When this is activated, students can use the helpline to report concerns or alleged

incidents confidentially. This line can be made available for 24 hours a day, seven days a week. Presently, students are free to visit the Office of Student Life whenever possible. Forms are available to request informal hearings for those students who wish to speak confidentially with the Director of Student Life. The Office of Student Life encourages students to use the communication method which they are most comfortable. In addition, the Office of Student Life collaborated with the Vice Chancellor's Office in the development of the new University *Student Handbook* and the *Student Code of Conduct Manual*

Office of Student Media Services

The Southern University and A & M College at Baton Rouge Office of Student Media was created and became operational in 1999. Its purpose is to guide student journalists and provide service to the entire campus community with quality publications. Publications are designed for the purpose of enhancing the student experience as well as informing the entire university through the production of the student newspaper (*The Southern DIGEST*), its online version at (www.southerndigest.com) and a yearbook (*Jaguar Yearbook*).

The Southern Digest will soon be published on a bi-weekly basis in the future. The *Jaguar Yearbook*, a student yearbook and *The Digest Online*, an interactive web edition of *The Southern DIGEST* newspaper, are financed through a student fee and advertising revenue. Both publications are written and edited by and reflect the view of the student staff members. Therefore, they do not necessarily represent the policies and opinions of the University or its administration. In the past year, the Office of Student Media continued to achieve a high level of success including the award for the best student newspaper in Region VII (Oklahoma, Texas, Louisiana and Arkansas) by the National Association of Black Journalist in 2003.

Student Union

The Smith-Brown Memorial Union supports the mission of the University by providing opportunities for students and the campus community to participate in a variety of programs that foster an appreciation for college life and campus diversity. These opportunities enhance student intellectual and behavioral growth while meeting their developmental needs. The Smith-Brown Memorial Union hosted numerous activities to enrich the campus environment; many of these activities are noted in the portion of this document entitled "Cultural Programs and Events."

Intercollegiate Athletics

The Southern University and A & M College at Baton Rouge Department of Athletics is committed to the pursuit of academic and athletic excellence for all of our sports programs and student-athletes. Our goal is to improve the quality of life for our students by strengthening the academic component of our department. By providing student-athletes with a strong academic support system, we hope to increase graduation rates across the board within the various sports programs in the Department of Athletics.

The Department of Athletics has used Title III funding to enhance and expand the level of service available to student-athletes. The Department has been working in the past year to develop a comprehensive in-house academic center to service its student-athletes. We have improved the level of academic services available to our student-athletes by expanding our efforts in the area of academic counseling and tutorial services. We have been able to hire additional tutors to expand the number of tutors and subject areas available to student-athletes.

In the area of academic counseling, we have increased the amount of individualized counseling offered to our students. The Department maintains a file on each student-athlete containing a curriculum sheet for that student's major, any add or drop slips submitted, copies of the student's registration worksheet, and copies of the student's schedule for the current semester. We have also increased efforts to monitor the academic progress of all of our student-athletes, especially our "at-risk" students. "At-risk" is defined as students whose cumulative grade point average falls at or below a 2.0. Students identified as "at-risk" are flagged by the academic staff and are recommended for mandatory study hall.

The Department of Athletics has also expanded the number of community service activities available to its student-athletes. Students have participated in three community service activities this academic year. In conjunction with the Student-Athlete Advisory Committee, students have worked with Cancer Services of Greater Baton Rouge and participated in the "African-American Read In." Student-Athletes had the opportunity to host a Christmas party in December for young cancer patients and children who have a parent living with cancer. They spent the afternoon interacting with the young patients and serving as positive role models for them. During the month of February, students also had the opportunity to participate in the "African-American Read In" at one of the local public libraries and worked again with Cancer Services to act as chaperones for a group of patients while attending a New Orleans Hornets Basketball game. The Department plans to continue to expand the number of community service opportunities available to student-athletes.

The Department has established a small computer lab to provide student-athletes with access to data processing software as well as providing internet access. We plan to expand the size of the computer lab in the future as resources allow. We were also able to purchase 27 desktop computers and 26 printers to distribute to departmental staff to improve the level of technology available within the department. We also purchased eight laptop computers for student-athletes to use while traveling with their respective teams to ensure that they don't fall behind on their class

assignments. The Department of Athletics will continue to accept the challenge of creating an environment whereby student-athletes are progressing academically in a degree program leading towards graduation while competing athletically against the highest level of competition. The Department of Athletics plans to continue to increase the number of quality services provided to student-athletes with a balanced program which enables them to be successful in academic, athletic, social and personal setting. The SUBR Department of Athletics can report numerous achievements for the last reporting period.

- Ranked as one of the top three programs in HBCU athletic tradition by a national publication.
- Won 10 conference championships in 2002-03 in: Baseball, Women's Bowling, Women's Golf, Women's Softball, Men's Tennis, Women's Tennis, Men's Cross Country, Men's Indoor Track, Men's Outdoor Track, and Women's Outdoor Track
- The official NCAA graduation rate was 44% for the year 2002.
- Over 130 student-athletes made the Dean's List in the fall and spring semesters of 2002.
- A total of 56 student-athletes have a cumulative GPA. Of a 3.0 or better.
- SUBR Athletics has been selected to participate in the Title III program which is funded by the Department of Education to aid HBCU's in making enhancements to key areas. Among the improvements supported by this program are the following.
 - A small computer lab was established using these funds to allow student-athletes access to data processing software and the internet.
 - Laptop computers were purchased using these funds to provide students access to computers while traveling with their respective teams.
 - Student-Athlete handbook & planner was developed and distributed to aid students in more effectively managing time. The handbook also provided students with useful information about the department and campus.
- Four former student-athletes were awarded NCAA Degree Completion Scholarships.
- Attained first-place status with the highest GPA. in the College of Business.
- Implemented Champs/Life-skills program beginning with the Time-Management/ Study Skills Workshop.

- Implemented a new sports team with the addition of Women's Soccer in the fall 2003 and hired Head Coach Rohan Noraine.
- Represented SWAC with seven SUBR sports teams in NCAA national championship competitions.
- Won the *Commissioner's Cup* as the leading sports program in the SWAC for the second consecutive year.

E - Resources and Administration

Human Resources

The Office of Personnel Services addresses all human resource functions of the University. 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. Major accomplishments in the area of human resources are listed below.

Orientation and Training

A comprehensive orientation program for all staff pertaining to personnel policies is available. Training and development are accessible and include but are not limited to the following topics: Interpersonal Communication, English for the Workplace, Professionalism and Productivity for Non-supervisors, Fundamentals of Leadership, Conducting Effective Job Interviews, Public Contact, Excellence in Customer Service, Writing for Managers, and Time Management.

HRS System

The current Human Resources System (HRS) was first implemented in 2000-2001. Additional modules were added to the new HRS system.

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.

Financial Resources

Comptroller's Office

The mission of the Comptroller's Office is to maintain the University's chart of accounts, collect, record, and disburse funds, prepare and distribute financial reports, and maintain an internal control environment that is designed to safeguard University assets, monitor fiscal compliance, and provide professional and courteous services to our internal and external customers.

Purchasing Office

The Purchasing Office provides timely, courteous, innovative and ethical services to the University and vendor community through development and implementation of sound procurement practices in accordance with executive policy and legislative mandates.

Budget Office

The Budget Director manages the Budget Office. This unit is responsible for preparing the general operating budget and budget requests; preparing official budget changes when there is a requirement to change the overall operating budget; preparing internal budget revisions; monitoring and reviewing all Personnel Action Forms for the Baton Rouge Campus; reviewing all requests for travel and selected purchase requests; monitoring the general operating budget;

and preparing budgetary information for the Vice Chancellor, Chancellor, President, Board of supervisors, and external agencies.

Facilities

The Associate Vice Chancellor for Facilities Operations manages the Facility Operations component unit. The function of this office is to provide approval of facility use, travel procedures, travel rules and regulations, telephone bill analysis, credit card applications, and leadership of the following areas:

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.

Centrex Telephone Office

The Centrex Telephone Office provides quality telecommunication services to Southern University and A & M College at Baton Rouge's faculty, staff, students, administrators, business clientele, and general public. The Centrex Office answers incoming telephone calls, dial long distance, directory assistance, toll-free, and international 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.

Duplicating Services

The overall function of Duplicating Services is to provide support services in the form of 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.

Motor Pool Department

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

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 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, serving and protecting 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; monitors the surveillance system and emergency call boxes; and speak 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’ Architecture Design Development, 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.

Department of Landscaping Services

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

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.

Information Systems Division

The Information Systems Division is responsible for the mainframe computer administrative Information Technology Infrastructure for the University. The organization supports the Financial Records System (FRS), Human Resources System (HRS), Student Information System (SIS), Web-for-Student, Web-for-Faculty, and Web-for-Employees administrative applications for the University. Southern University and A & M College at Baton Rouge System responsibilities include supporting FRS and HRS for all campuses in the system including processing payroll and accounts payable checks, and supporting SIS and the Web-for-Student Systems for Southern University and A & M College at Baton Rouge Law Center. The organization provides 24 hour batch job processing services to its constituents from 8:00 a.m. Monday through 8:00 a.m. Saturday.

Major accomplishments achieved during the past year for the Finance and Administration Division are summarized below.

- Passed the annual audit of the State of Louisiana Office of Risk Management. Current inspections by the Louisiana State Fire Marshal have shown less code violations than the past year.
- Awarded \$58,657,976.00 in financial assistance to qualifying students.
- Expanded the service hours in the Office of Student Financial Aid so students can receive services at the customer services counter from 8:30 A. M. to 5:00 P. M. on Mondays, Tuesdays, and Fridays and from 8:30 A. M. to 6:30 P. M. on Wednesdays and Thursdays.
- Negotiated a contract with Laserfiche to purchase a campus-wide imaging system that will benefit the Office of Student Financial Aid, Bursar Office, Comptroller's Office, Registrar's Office, Human Resource Office and Admissions Office.
- Implemented Governmental Accounting Standards Board Statement 35 that significantly changed financial accounting and reporting for public colleges and universities.
- Closed the 2002 fiscal year with zero audit findings in the Legislative Auditors' Financial and Compliance audit and two (2) audit findings in the Bruno and Tervalon Single Audit Report.
- Scheduled 24-hour coverage for surveillance cameras.
- Manned the Traffic Division with commissioned Police Officers.
- Conducted Safety Seminars on campus.
- Held Rape Aggression Defense (RAD) classes.
- Obtained eight (8) additional police vehicles.
- Established the University Police web site
- Increased the use of Drug Dogs.
- Implemented daily building checks.
- Hired Dispatchers for all three shifts.
- Assisted the Southern University and A & M College at Baton Rouge System in implementing payroll direct deposit for employees in the Southern University and A & M College at Baton Rouge System.

- Reviewed Banner computer hardware configuration at Mississippi State University, Virginia Tech University, Wayne State University and Kentucky Western University.
- Determined a viable computer hardware configuration for implementing Banner at SUBR.
- Implemented 1099 processing from FRS, the university financial software system, and online submission of 1099 using the government filing information returns electronically system.
- Developed interface between FRS and Bank One Positive Pay System.
- Implemented online transfer of check lists for General Operating and Employee Checks Bank Accounts from Bank One to minimize fraud.
- Enhanced the technological capabilities to print quality letters from SIS Plus for the Chancellor's Office and the Admission's Office.
- Enhanced registration network printing capabilities for the Bursar's Office and the Law Center.
- Developed organizational structure for the one card office and will select vendor to provide system before, July 1, 2003.
- Authorized university employees making long distance, directory assistance, and international telephone calls to submit in writing the name of the employees and fundable cost center codes to the Associate Vice Chancellor for Facilities Operations and the Centrex Telephone Office. Enforcing this factor controlled monitoring and discouraged unauthorized calling.
- Contracted with IKON to provide the university with updated high tech equipment, and on-campus technical persons to provide the university with the needed supplies and paper at no additional cost to the university; IKON will provide replacement equipment where it is determined necessary (by review of service records and department volume at no additional cost to the university).
- Contracted with Fuel man for control of gas consumption and issued user-controlled gas cards.
- Initiated patrol "zones" with an assigned officer responsible for activities in his/her zone.
- Installed radar units in police vehicles to reduce speeding on campus.
- Purchased new uniforms for all police employees.
- Established a durable preventive maintenance schedule process for loss prevention management review.
- Streamlined purchasing processes by modifying document-tracking forms for easier access/retrieval of information.
- Enhanced users' capabilities to execute ad hoc FOCUS reports.
- Installed SCT's modifications to administrative software applications: HRS, FRS and SIS Plus.

Management Efficiency, Effectiveness and Accountability

Strategic Planning

The past year was exceptionally busy for the Office of Planning Assessment and Institutional Research (PAIR). The major reason was the design and coordination of all activities and materials necessary for the creation of the new five year strategic plan, *Southern University and A & M College at Baton Rouge A & M College at Baton Rouge Strategic Plan: 2003-2008*. This campus-wide initiative involved every major component of the University in the process of charting the institution's future. Approximately 100 individuals representing every area of the campus, including students, participated in this project. During the strategic planning retreat, which took place on February 14 and 15, 2003, participants worked in one of five taskforces. These taskforces developed goals, objectives, and action plans in the following areas: Educational Program, Resource Maintenance and Development, Research and Public Service, Student Access and Matriculation, and Efficiency, Effectiveness, and Accountability. Prior to the retreat, the taskforces completed a comprehensive *Assessment of the Southern University and A & M College at Baton Rouge A & M College at Baton Rouge Strategic Plan: 1998-2003*. The goals articulated in the new plan can be found on the final pages of this document.

Institutional Accountability

The Office of Planning, Assessment, and Institutional Research proves necessary for the maintenance of institutional effectiveness and adherence to the accreditation requirements of the Southern Association of Colleges and Schools (SACS). Coordination of the planning process and comprehensive assessment program serve as the basis for a continuous interface with all components of the University. In addition, PAIR continues to be responsible for the quarterly reporting of progress toward the attainment of the SUBR Performance Indicators (outlined in the *Southern University and A & M College at Baton Rouge and A & M College Strategic Plan In Compliance with Act 1465: 2001-2005*). This task proves very important to the maintenance of compliance with legislative mandates which may have fiscal impact in the future.

The University *Fact Book 2001-2002* and *Fact Book 2002-2003* will be available on the University website for easy access to important institutional data. Additional reports and data will be made accessible on the internal DocuShare website in the future to assist the campus community with data needs.

Assessment and Effectiveness Plan (AEP)

The Office of Planning, Assessment, and Institutional has replaced the previous Assessment Record with the new Assessment and Effectiveness Plan. This departmental document, which addresses both institutional effectiveness and planning needs, contains a section where budgetary implications are noted with regard to departmental or unit objectives. The AEP thereby facilitates "closing the loop" in the institutional planning process by creating a direct link to planning and budgeting at the University. A summary of all budgetary implications from the individual reports was created by PAIR and presented to the Chancellor and Vice Chancellor for Finance and Administration for the first time this year. This document aids the process of communication between the various units and leadership of the University.

Policies and Procedures

A comprehensive endeavor in the area of policies and procedures was successfully completed last year. Several key offices were instrumental in completing this monumental task. These offices included the President's Office, the Chancellor's Office, and the Offices of Vice Chancellors for Academic Affairs, Student Affairs, and Finance and Administration. Virtually the entire body of policies and procedures was revised and published.

F- External Relations

Institutional Advancement

The fundraising and public relations components of the University form a constant dynamic taking many forms and manifested in numerous activities. Southern University and A & M College at Baton Rouge 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 has doubled since the last report. As of June 1, 2003 there are ten students participating in the summer co-op program. They are working with Dow Chemicals, Johnson and Johnson, The Canadian National Railroad, Conoco Corporation, General Motors, the Shaw Group, Raytheon, and 3M. Four more students have been accepted for the 2003 fall semester. The program is in search of two business majors for Cox Communications for the fall. A number of high school students entering their senior year have been identified for the fall 2004 semester. The program continues to grow as our corporate partners include the Circle of Excellence as a part of their future staffing process.

Office of Media Relations

The Office of Media Relations enhanced and expanded its efforts to promote the strengths of the University in the past reporting period. In addition to the established activities such as the Chancellor's Media Breakfast, the office increases the number and quality of the articles and press releases it generated. Other public media such as radio and television were utilized throughout the year to highlight the accomplishments of the University. The Office of Media Relations spent the majority of its time attempting to reach its goals for 2002-2003. However, the Office is proud to announce additional accomplishments.

To aid in the university's recruitment efforts, Media Relations organized a television and radio advertising campaign. Radio and television commercials, produced by the Office of Publications and Electronic Media, were broadcasted statewide.

The Office of Media Relations led a major effort to increase the University's exposure in national publications such as Black Issues in Higher Education. Media Relations continues to provide a list of recent graduates to all Louisiana daily and weekly newspapers for publication. Hometown newspaper staffs have really appreciated this new initiative. A daily clipping news service for members of the Southern University and A & M College at Baton Rouge Board of supervisors continues as well.

Office of Publications and Electronic Media

The Office of Publication and Electronic Media strives to produce the highest quality of printed and electronic media for the University; while also providing valuable professional training to students pursuing career in this field. Some of the most recent and salient projects and accomplishments for the past year are summarized below.

- Since July 1, the Office of Publications and Electronic Media has produced and distributed six issues of the *SU Insider*, a newsletter featuring significant campus news and faculty, staff, and student achievements. The layout for the campus newsletter was redesigned to commemorate its ten-year anniversary. The office has produced 81 issues of the *SU Insider* in ten years. Also, the publication moved to a bi-monthly schedule offering more features, briefs, and highlights.
- Two publications (SUBR Facts brochure and Environmental Toxicology Ph.D. brochure) were entered in the Beacon Awards competition presented by the Association of Educational Publishers.
- The office developed a comprehensive handbook, “Guidelines for Communicating with Vendors,” that covers state purchasing guidelines for University publications and vendor procedures. The handbook will be used as a guide to enhance assistance to departments in completing and processing paperwork for contractual services, improve communication among staff and clients, and improve communications and quality-control procedures with vendors.

Cultural Programs and Events

The University Student Union, in the Division of Student Affairs, provides a dynamic speakers series that furnishes information and inspiration to the campus community throughout the year. The following list of activities presents a brief summary of the rich cultural programming generated by the Student Union at Southern University and A & M College in the past reporting period.

Increased the number of bowling classes and the participation in the recreation area.

Placed current video games in game room.

Popcorn Theater Series flourished

Student Government Elections (Fall/Spring)

Miss Southern Pageant/Coronation

Miss Freshman Revue

Student and Organizational Forums/Workshops

Homecoming Week Activities: Interdenominational Service, SGA Talent show, Comedy Show, Convocation, Pep Rally, Concert, Greek Show, Parade, Pre-game/ Half-time Activities/ Presentations

Springiest Activities: Comedy Show, Greek Show, Concert, Picnic

AWS/Men’s Federation banquet

Health/Informational fair
Greek summit (4th Annual)
Hazing Workshops (Pan Hellenic Council)
Pan Hellenic Council Awards Banquet and Gala
Meet the Greeks Social Hour
Sponsored two Greek Step Teams to Bayou Classic to represent Southern University and A
& M College at Baton Rouge.
Sponsored SUBR Pan Hellenic chapters to State, Regional and National Meetings.
Welcome Back Activities
Watermelon Bash
Union Market Days (Through the Year)
Recreational Classes and Tournament Competition (Billiards, chess, cards, bowling, etc.)
Poetry Nights
Black History Month Activities (SGA/ University Committee)
Juneteenth Celebration
Art Exhibitions
Mid Day Concerts
Martin Luther King Celebration
Book Reviews

IV. Major Needs

The University remains committed to improvement in the crucial areas of student recruitment, retention, and graduation. Enrollment became a challenge for the University with the implementation of selective admissions standards in the fall 2001 semester. However, significant improvement in the area of student retention has been evinced and the University has put in place a new Center for Student Success to further advance this positive trend. However additional factors remain paramount concerns for the University in its movement toward becoming a Doctoral/Research Universities-Intensive institution. Among these concerns are: adequate funding of scholarships, the financial demands of academic program excellence, the recruitment of quality students and faculty, appropriate physical facilities to address student needs, and the acquisition of necessary technological resources.

V. Goals for 2003-2004

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.

