



Northwestern State University

Executive Summary
for 2014-15



OPENING STATEMENT

Northwestern State University is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

WISE STRATEGIC PRIORITIES

1. INCREASE THE NUMBER OF MAJORS AND GRADUATES IN HIGH-DEMAND FIELDS THROUGH AGGRESSIVE RECRUITMENT AND RETENTION OF HIGHLY QUALIFIED STUDENTS
2. INCREASE THE NUMBER OF FACULTY IN HIGH-DEMAND AREAS TO ALIGN WITH INCREASING ENROLLMENTS
3. PARTNER WITH COMPANIES TO INCREASE INTERNSHIPS, SUMMER JOBS, AND OTHER EXPERIENTIAL LEARNING OPPORTUNITIES
4. EXPAND RESEARCH AND INNOVATION PROGRAMS THROUGH SUPPORT OF FACULTY AND STUDENT DEVELOPMENT
5. WORK WITH COMPANIES TO IDENTIFY, DEVELOP, AND DELIVER CERTIFICATE PROGRAMS OR OTHER PROFESSIONAL DEVELOPMENT PROGRAMS THAT CAN HELP THEM FULFILL EMPLOYMENT AND TRAINING GOALS
6. EXPAND AND ENHANCE FACILITIES TO SUPPORT RECRUITING, RETENTION AND PROJECTED GROWTH OF PROGRAMS



GOALS

- To increase enrollment in majors in the identified high-demand areas of Accounting, Business, Computer Information Systems, and Engineering Technology
- To raise the number of degrees awarded in the identified majors
- To enhance industrial innovation in the region
- To innovate manufacturing processes and create partnerships with business and industry
- To expand business and industry financial investments in the University

PROJECTED COMPLETERS

Program/Degree	2012-13 (baseline)	2013-14 (actual)	2014-15	2015-16	2016-17	2017-18
Accounting	23	14	20	25	30	35
Business Administration	92	69	80	90	100	110
Computer Information Systems	17	7	21	25	30	35
Electronics Engineering Technology	12	13	14	14	12	22
Industrial Engineering Technology	9	14	22	22	18	28
Industrial Design	0	0	0	0	5	10
TOTAL	153	117	157	176	195	240

PROJECTED ENROLLMENTS

Program/Degree	2012-13 (baseline)	2013-14 (actual)	2014-15	2015-16	2016-17	2017-18
Accounting	135	170	201	230	255	280
Business Administration	597	562	559	600	640	680
Computer Information Systems	137	158	172	200	225	250
Electronics Engineering Technology	72	63	63	95	105	115
Industrial Engineering Technology	91	95	97	120	140	160
Industrial Design	0	0	0	5	10	15
TOTAL	1032	1048	1092	1250	1375	1500



PARTNERS

Organization	Support Provided
CenturyLink, State Farm, CSC, Weyerhaeuser, BETA Engineering, Roy O Martin, International Paper, Boise, IBM, CP-Tel, and others	<ul style="list-style-type: none">• Internships/Job Opportunities• Field and hands-on experiences for students• Projects/Case Studies
State Farm, Reliability Solutions, and Roy O. Martin	<ul style="list-style-type: none">• Funding
Project Lead the Way BPPC	<ul style="list-style-type: none">• Program & K-12 STEM Pipeline Support



BUDGET

Please list your budget in two formats: BY OBJECT (INITIATIVE) and BY FUNCTION. The Grand Totals should match.

BY OBJECT/INITIATIVE

Category	Strategic Priority	Funding Source	Total
Business Administration	1,2, 4	WISE Funds	<i>Sub Total: \$213,600.00</i>
Engineering Technology	1,2, 4	WISE Funds	<i>Sub Total: \$227,200.00</i>
Industrial Design	1,2, 4	WISE Funds	<i>Sub Total: \$42,650.00</i>
Staff Support All Disciplines	3, 5, 6	WISE Funds	\$25,600.00
		NSU Funds	\$58,000.00
			<i>Sub Total: \$83,600.00</i>
Academic Support All Disciplines	3, 4, 5, 6	WISE Funds	\$301,950.00
		Industry Match	\$176,650.00
		Foundation Match	\$6,000.00
		NSU Match	\$23,000.00
			<i>Sub Total: \$507,570.00</i>
GRAND TOTAL			\$1,074,650.00

BY FUNCTION

Category	Strategic Priority	Funding Source	Total
Personnel	1,2,4	WISE Funds	\$374,080.00
		Industry Match	\$135,000.00
		NSU Funds	\$58,000.00
			<i>Sub Total: \$567,080.00</i>
Scholarships	1,2	WISE Funds	\$104,920.00
		Industry Match	\$36,650.00
		Foundation Match	\$18,000.00
			<i>Sub Total: \$159,570</i>
Equipment	3, 4, 5, 6	WISE Funds	<i>Sub Total: \$185,000.00</i>
Other (Travel)	3, 5, 6	WISE Funds	\$12,000.00
		NSU Funds	\$5,000.00
		Foundation Match	\$6,000.00
			<i>Sub Total: \$23,000.00</i>
Other (Professional Development)	2, 4, 5, 6	Industry Match	<i>Sub Total: \$140,000.00</i>
GRAND TOTAL			\$1,074,650.00

FY 2014-15

WISE Implementation Plan

Northwestern State University

UL SYSTEM

10/29/2014

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Implementation Plan

WISE Whitepaper Northwestern State University

Northwestern State University is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

Targeted programs: Northwestern will focus its efforts related to the WISE funding upon Accounting (ACCT), Business (BUAD), Computer Information Systems (CIS), Engineering Technology (ET), and Interdisciplinary Industrial Design (IID).

Justification for targeting high priority programs: These majors have been identified by the WISE Council as high demand areas as identified in the Louisiana Workforce Commission (LWC) policy on Demand Occupations described as Level 1, top demand. Further, occupational forecast data indicate the need for employees in these disciplines nationally and regionally. These majors compose the bulk of the 4 and 5 star jobs included in the LWC Star Jobs System. Figure 1 shows the number of new completers needed to help meet total short and long term annual demand.

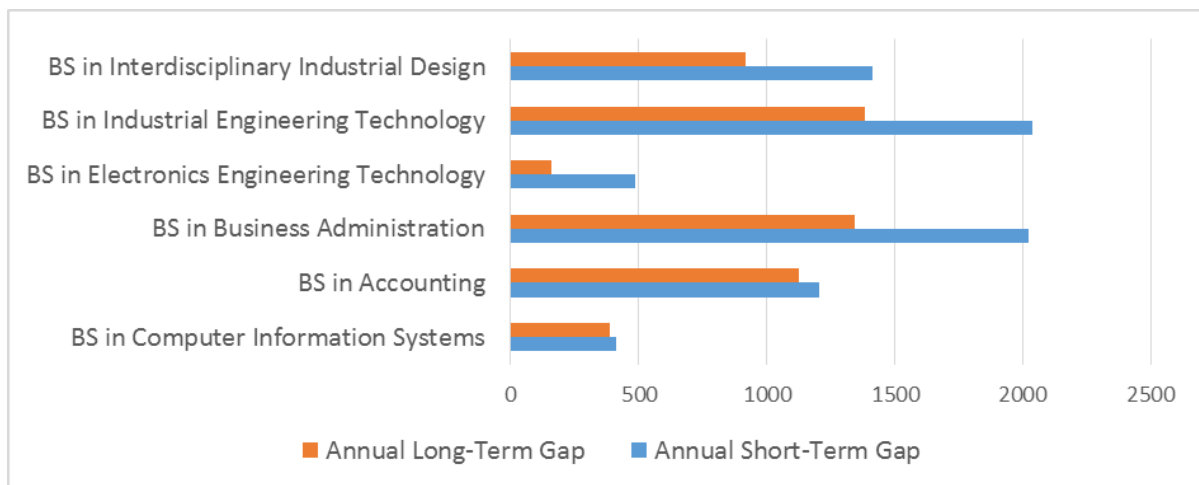


Figure 1. Short and Long-Term Annual Demand

Northwestern's goals are as follows:

- To increase enrollment in majors in the identified high-demand areas of Accounting, Business, Computer Information Systems, and Engineering Technology
- To raise the number of degrees awarded in the identified majors
- To enhance industrial innovation in the region
- To innovate manufacturing processes and create partnerships with business and industry
- To expand business and industry financial investments in the University

Strategies to accomplish goals are as follows:

- Northwestern will increase scholarship funding to recruit new majors into the high-demand areas.
- Northwestern will develop an Interdisciplinary Industrial Design degree as well as concentrations in CIS and ET which supports workforce need for the State.
- Northwestern will enhance existing curricula in Accounting, Business, CIS, and ET by hiring faculty to increase capacity in these areas.
- Northwestern will expand efforts to award Prior Learning Assessment Credit for working adults.
- Northwestern will boost emergency funding to support students in key areas so they complete their degrees in a timely fashion.
- Northwestern will create a state of the art interdisciplinary industrial innovation (i³) laboratory space whereby students, community members, business, and industry employees may obtain professional development and collaborate.
- Northwestern will establish industry-based certifications associated with the targeted majors.
- Northwestern will expand post-baccalaureate certifications for working professionals in critically needed and emerging areas.
- Northwestern will develop and promote stackable credentials in high-demand areas.
- Northwestern faculty and staff will work with local businesses and industry to assist them in streamlining operations through innovative manufacturing and business processes.
- Northwestern will track alumni career growth and attempt to quantify the impact on the employment gap.
- Northwestern staff and faculty will travel to business and industry sites to expand collaboration and generate funding for the Institution.

Assessment Metrics:

- Number of degrees awarded in targeted areas
- Fall census enrollment in targeted areas
- Number of industrial visits to campus
- Number of visits to industrial sites
- Number of internships and co-ops
- Amount of financial contributions from business and industry to support key areas

Timeline:

Activity	Start date	Completion date	Responsible Official(s)
Align WISE scholarships and award requirements with existing policies	October 2014	On-going	Margaret Kilcoyne Lisa Abney Chris Maggio Lauren Jackson Ali Ahmad
Expand efforts to publicize prior learning assessment	October 2014	On-going	Darlene Williams Cole Gentry Leah Jackson
Research and implement plan to track alumni	October 2014	On-going	Margaret Kilcoyne Chris Maggio Ali Ahmad
Research emerging industry needs to augment creation of certificates and other curricula	October 2014	On-going	Margaret Kilcoyne Ali Ahmad Curtis Penrod Mirla G. Martinez
Begin advertising for faculty positions	October 2014	Upon hire of appropriate faculty to begin work in January 2015	Margaret Kilcoyne Ali Ahmad Curtis Penrod Mirla G. Martinez
Develop IID curriculum and begin approval process	October 2014	January 2015	Margaret Kilcoyne Ali Ahmad Curtis Penrod Mirla G. Martinez
Create i ³ lab space	November 2014	May 2015	Mirla G. Martinez Curtis Penrod
Expand partnerships with regional businesses	November 2014	On-going	Margaret Kilcoyne Ali Ahmad
Increase marketing of targeted programs	November 2014	On-going	Cole Gentry Leah Jackson
Establish criteria for emergency scholarship funding	November 2014	On-going	Lisa Abney Chris Maggio Lauren Jackson
Market lab space	January 2015	On-going	Margaret Kilcoyne Ali Ahmad Curtis Penrod Mirla G. Martinez Cole Gentry

Partnerships with Business and Industry: Northwestern has long worked with business and industry in North Louisiana in an array of fields. During the past five years, all academic programs have developed advisory councils/committees to guide them in program development, fundraising, and workforce needs. Additionally, Northwestern participates in Chamber of Commerce events in Natchitoches, Leesville, Alexandria, and Shreveport-Bossier City and works closely with organizations such as Central Louisiana Economic Development Alliance, North Louisiana Economic Partnership, and the Shreveport-Bossier Business Alliance. Northwestern currently has partnerships with the following businesses and industrial entities:

Partner Organization	Support Provided
CenturyLink, State Farm, CSC, Weyerhaeuser, BETA Engineering, Roy O Martin, International Paper, Boise, IBM, CP-Tel, and others	<ul style="list-style-type: none"> • Internships/Job Opportunities • Field and hands-on experiences for students • Projects/Case Studies
State Farm, Reliability Solutions, Weyerhaeuser, Roy O. Martin	<ul style="list-style-type: none"> • Funding for Program Support
Project Lead the Way BPCC NSU Writing Project	<ul style="list-style-type: none"> • Program & K-12 STEM Pipeline Support

Mark Fernbaugh of CP-Tel states the following regarding Northwestern's Engineering Technology program: "We do know that all the students of the program we have come in contact with we have found to be of the highest caliber and found them to be willing to take on a task and work diligently until finished." Additionally, Arthur Metoyer of International Paper asserts: "I have had many opportunities here in the paper industry because of what I learned at NSU in the Technology Department." Bob Edwards of Weyerhaeuser said: "NSU is about preparing people to create value added contribution improving their quality of life while making a positive impact to society." Johnette Magner of the Shreveport-Bossier Business Alliance emailed the following about Northwestern's role in the region:

The future of Shreveport-Bossier is based on its ability to grow high quality talent and to attract high performing businesses to our area. One key to achieving both of those ends is our relationship with the higher education institutions that serve the NWLA region. Northwestern State continues to be an important partner in this region, with its nursing programs and online degrees as well as its traditional campus offerings in Natchitoches. By helping to produce high quality graduates who remain in our area, NSU contributes to the intellectual capital of the region directly. By developing new programs that provide for expanded learning and as a vital, growing institution, NSU attracts professors and other educators to our region as well. NSU has been a strong partner for the Shreveport-Bossier Business Alliance for Higher Education (SBBA), and we look forward to continuing our collaboration on behalf of the communities we serve.

In addition, Rick Bateman, Director of Northwest Louisiana Technical College, said:

The Department of Engineering Technology at Northwestern State University offers Bachelor's of Science programs in Electronics Engineering Technology and Industrial Engineering Technology. These programs provide instruction, training and co-curricular opportunities aligned with the skills essential for professional technologists that work alongside engineers in a variety of work environments. The Engineering Technology professors are highly qualified and student-centered... while the small student-to-faculty ratio allows every student to get individualized attention. I would certainly recommend the Engineering Technology Department to anyone interested in securing relevant, high quality instruction leading to a great paying career as an engineering technologist.

Northwestern continues to be an important presence in the business and industry communities from Shreveport-Bossier City to Marksville and Leesville, and beyond.

Sources of funding:

Expense	Targeted Degree Area	WISE Funds	Match	University Funds	Total
Faculty Salaries: (includes fringe/insurance for half a year/one summer session)	ACCT, BUAD, & CIS ET IID	a) \$71,210.00 BUAD Ph.D. b) \$71,210.00 CIS Ph.D. c) \$71,210.00 ACCT Ph.D. d) \$92,200.00 ET Ph.D. (2) e) \$42,650.00 IID M.F. <i>Subtotal: \$348,480.00</i>	\$135,000.00 to hire additional faculty or increase salaries to enhance recruitment of qualified faculty.		\$483,480
Staff members (includes fringe/insurance for half a year)	ACCT, BUAD, & CIS ET IID	\$25,600.00 Joint staff member responsible for industry connections (internships, other experiential learning, WISE matches, etc.)		\$18,000.00 Salary NSU Playbook staff member	\$43,600
Graduate students	ACCT, BUAD, & CIS ET IID			\$30,000	\$30,000
Student workers	ACCT, BUAD, & CIS ET IID			\$10,000	\$10,000
Scholarships	ACCT, BUAD, & CIS ET IID	\$30,000.00 for emergency funds for existing majors \$74,920.00 for new students <i>Subtotal: \$104,920.00</i>	School of Business Scholarships Harris Family - \$600 Joseph Schelette - \$1000 Natchitoches Board of Realtors - \$1000 School of Business Director's Fund - \$2250 Johnson Kiwanis - \$500 Alton Townsend Family - \$12,500 Natchitoches Chamber of Commerce - \$500 Schelette Freshman - \$300 Department of Engineering Technology Scholarships AFCO - \$1000	Foundation Match for Engineering Technology Scholarships \$18,000	\$159,570

			Alliance Compressors -\$1000 Beta Engineering -\$1000 Cleco Engineering (5)-\$1000 C-P Tel -\$1000 DIS-PACKAGING -\$1000 DIS-TRAN Steel -\$1000 Eclectic Products -\$1000 Dunn Engineering -\$1000 Mike & Becky Wolff -\$1000 Roy O Martin (2)- \$1000 Weyerhaeuser Dodson -\$1000 Weyerhaeuser Natchitoches -\$1000 <i>Subtotal - \$36,650.00</i>		
Travel for business and industrial sites to establish partnerships. Meeting supplies and refreshments	ACCT, BUAD, & CIS ET IID	\$12,000.00	\$6,000.00 School of Business Dean's Support Fund	\$5,000.00 Departmental match for travel via Academic Enhancement	\$23,000
Professional Development for faculty/staff	ACCT, BUAD, & CIS ET IID		\$10,000.00- Reliability Solutions training \$10,000.00- Reliability Solutions Donation \$60,000.00- Ellis and Juanita Coutee Endowed Professorship \$60,000.00- Robert Easley Endowed Professorship <i>Subtotal - \$140,000.00</i>		\$140,000
Equipment	ET I ³ Lab	\$35,000.00 \$150,000.00 <i>Subtotal: \$185,000.00</i>			\$185,000
Total		\$676,000.00	\$317,650.00	\$81,000.00	\$1,074,650.

Private Match Certification

Credential-granting Programs

Credential Granting Programs

A) Northwestern State University will target the following programs:

Degree/ Certificate Level	Title/ Description of Program	CIP Codes Supported by Program*
Bachelor of Science	Accounting (ACCT)	52.0301, 52.302, 52.0304, 52.0305, 52.1601
Bachelor of Science	Business Administration (BUAD)	52.0101, 52.02, 52.0409, 52.0801, 52.1001, 52.1301, 52.1701, 52.9999
Bachelor of Science	Computer Information Systems (CIS)	11, 521201, 521299
Bachelor of Science	Electronics Engineering Technology (ET)	15.04,15.03, 15.13, 15.0000
Bachelor of Science	Industrial Engineering Technology (ET)	15.0699, 15.0612, 15.1501, 15.0701, 15.13, 15.0000
Bachelor of Science	Interdisciplinary Industrial Design (IID; Proposed)	11.02, 11.08, 15.0699, 15.13

*While each degree program is assigned only one CIP Code as an identifying CIP Code, the degrees support all the listed codes.

B) The degree programs are designated as “high-priority fields”

C) Actions to meet WISE Fund goals

- Northwestern will increase scholarship funding to recruit new majors into the high-demand areas
- Northwestern will develop an Interdisciplinary Industrial Design degree as well as concentrations in CIS and ET which supports workforce need for the State
- Northwestern will enhance existing curricula in Accounting, Business, CIS, and ET by hiring faculty to increase capacity in these areas. Projected faculty for 14-15 are as follows:
 - i. Non-tenure track faculty in Business Administration (Ph.D.; \$71,210.00)
 - ii. Non-tenure track faculty in Computer Information Systems (Ph.D.; \$71,210.00)
 - iii. Non-tenure track faculty in Accounting (Ph.D.; \$71,210.00)
 - iv. Non-tenure track faculty in Industrial Engineering Technology (Ph.D.; \$46,100.00)
 - v. Non-tenure track faculty in Electronics Engineering Technology (Ph.D.; \$46,100.00)
 - vi. Non-tenure track faculty in Industrial Design (MFA; \$42,650.00)
- Northwestern will expand efforts to award Prior Learning Assessment Credit for working adults
- Northwestern will boost emergency funding to support students in key areas so they complete their degrees in a timely fashion
- Northwestern will create a state of the art interdisciplinary industrial innovation (i3) laboratory space whereby students, community members, business, and industry employees may obtain professional development and collaborate. The laboratory will include hardware, software and furnishings
- Northwestern will establish industry-based certifications associated with the targeted majors

- Northwestern will expand post-baccalaureate certifications for working professionals in critically needed and emerging areas
 - Northwestern will develop and promote stackable credentials in high-demand areas
 - Northwestern faculty and staff will work with local businesses and industry to assist them in streamlining operations through innovative manufacturing and business processes
 - Northwestern will track alumni career growth and attempt to quantify the impact on the employment gap
 - Northwestern staff and faculty will travel to business and industry sites to expand collaboration and generate funding for the Institution
- D) The Bachelor of Science in Accounting, Bachelor of Science in Business Administration, and Bachelor of Science in Computer Information Systems (CIS) are offered in a traditional setting as well as an online setting. The Bachelor of Science in Industrial Engineering Technology and Bachelor of Science in Electronics Engineering Technology are delivered traditionally with some online courses. Any proposed certifications/degrees would likely follow this dual focus
- E) This section is not applicable to Northwestern State University
- F) Five years of enrollment and completer history:

I. Enrollment History

Degree/Year	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014
Accounting	158	151	135	135	170	202
Business Administration	526	522	549	597	562	559
Computer Information Systems	149	139	124	137	158	172
Electronics Engineering Technology	102	94	83	72	63	63
Industrial Engineering Technology	86	80	65	91	95	97

II. Completer History

Degree/Year	08-09	09-10	10-11	11-12	12-13	13-14
Accounting	12	19	15	12	23	14
Business Administration	113	110	94	88	92	69
Computer Information Systems	28	18	13	22	17	7
Electronics Engineering Technology	7	15	13	10	12	13
Industrial Engineering Technology	21	25	16	16	9	14

G) Expected Number of Graduates:

Program/Degree	2014-15	2015-16	2016-17	2017-18
Accounting	20	25	30	35
Business Administration	80	90	100	110
Computer Information Systems	21	25	30	35
Electronics Engineering Technology	14	14	12	22
Industrial Engineering Technology	22	22	18	28
Industrial Design (Proposed)	0	0	5	10

Research Productivity

Research Productivity

The research productivity section is not applicable to Northwestern State University.

Aid Programs

Aid Programs

- A. The WISE funds will be used to start new emergency funds and new student scholarships; hence, no history for the past three fiscal years
- B. Number and Amount for financial aid under WISE funds
 - Emergency funds (\$100 - \$5000; with a total of \$30,000)
 - New student scholarships (\$100 - \$5000; with a total of \$74,920)
- C. Expected Outcome
 - Increased Number of degrees awarded in targeted areas
 - Increased Fall census enrollment in targeted areas

Multiple Years

Multiple Years

At this time, Northwestern State University Implementation Plan focuses on current year; therefore, this section is not applicable.

Outcomes

Outcome

Northwestern State University anticipates the following outcomes:

I. Projected Completers

Program/Degree	2014-15	2015-16	2016-17	2017-18
Accounting	20	25	30	35
Business Administration	80	90	100	110
Computer Information Systems	21	25	30	35
Electronics Engineering Technology	14	14	12	22
Industrial Engineering Technology	22	22	18	28
Industrial Design	0	0	5	10
TOTAL	157	176	195	240

II. Projected Enrollments

Program/Degree	2014-15	2015-16	2016-17	2017-18
Accounting	201	230	255	280
Business Administration	559	600	640	680
Computer Information Systems	172	200	225	250
Electronics Engineering Technology	63	95	105	115
Industrial Engineering Technology	97	120	140	160
Industrial Design	0	5	10	15
TOTAL	1092	1250	1375	1500