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About the Study  
Initiated in August 2008, the University of Louisiana System Economic and Community Impact Study was conducted by Applied Technology Research Corporation of Baton Rouge. The study relied on data provided by the eight universities, the University of Louisiana System, the Louisiana State Employees Retirement System, Teachers Retirement System of Louisiana, and the Office of Group Benefits. The methodology used is consistent with that of other university impact studies conducted around the nation.

Acknowledgments  
Many hours were contributed towards the data collection, analysis, review, and production of materials associated with the Economic and Community Impact Study. Special thanks are due to UL System staff including Dr. Beatrice Baldwin, Blair Broussard, Dr. Edwin Litloff, and Jackie Tisdell. Additional thanks to campus team leaders including Dr. Jeanne Daboval, Mike Graham, Dr. Les Guice, Dr. Michelle Hall, Renee Hicks, Dr. Richard Hood, Dr. Joby John, Dr. Marcus Jones, Dr. Michael McKinley and their campus teams.
Institutions of higher learning have a direct impact on the economic success of a state and region, and there is a direct correlation between higher education and the positive outcomes on quality of life measures.

In essence, higher education pays.

College graduates earn more and spend more than those without a college degree. The taxes paid by college graduates are greater and are used for the public good, including repaying the cost of a college education several times over.

The state’s investment in higher education is an investment in the future of Louisiana as college graduates are productive members of society, paying taxes, volunteering, voting and raising families with similar goals of attaining a college degree.

With over 80,000 students, the University of Louisiana System is the state’s largest higher education system. Consisting of eight four-year universities strategically located across the state, the economic and quality of life impacts of the UL System enrich each of the state’s 64 parishes.

As you will see in this comprehensive study of the economic and community impacts of the eight universities in the University of Louisiana System, investments in higher education have a ripple effect on the economic vitality of the entire state and the quality of life of its citizens.

Our universities provide jobs, train future workforces, incubate businesses, create and bolster new industries, enrich the lives of residents through the arts and humanities, and sustain the financial stability of communities where they are located.

The combined impacts of Grambling State University, Louisiana Tech University, McNeese State University, Nicholls State University, Northwestern State University, Southeastern Louisiana University, the University of Louisiana at Lafayette and the University of Louisiana at Monroe are in the billions of dollars.

That’s the power of EIGHT UNIVERSITIES STRONG.

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University of Louisiana at Lafayette fans pack Cajun Field. Visitors to UL System campuses for events such as athletics have a spending impact of almost $487 million on Louisiana's economy.
The University of Louisiana System and its eight universities are essential economic drivers to the state and the communities they serve. With sustained expenditures by the institutions, their employees, and their students the eight campuses provide an economic benefit that is significant.

The impact of each dollar invested in our universities is multiplied by eight as it cycles through our state economy.

The eight universities have a total spending impact of $3.4 billion. That includes a $334 million impact from university operating expenditures, $222 million from capital outlay and construction projects, $148 million from health insurance payments, $131 million from retiree spending, $101 million from university affiliated organizations, $487 million from visitor expenditures, $661 million from spending by faculty and staff, and $1.3 billion from student expenditures.

**Job Creation**

An additional benefit to UL System spending is the creation of 34,800 non-university jobs throughout Louisiana. These are full-time equivalent positions in industries such as construction, healthcare, retail sales and food services.

**Students**

The UL System is the largest system in the state with over 80,000 students. These students play an important role in supporting their communities. Their spending in areas such as housing, food, entertainment, telecommunications, and transportation generates an additional $8 for every $1 Louisiana invests in UL System.
Spending

34,800 non-university jobs created as a result of UL System spending

UL System Schools are a Great Investment

Louisiana invested $438.7 million of state funding in University of Louisiana System schools for Fiscal Year 2007-08. That investment yielded a $3.4 billion impact to the state’s economy through spending alone. Thus, every dollar of state funding invested in the University of Louisiana System generates an approximate $8 return.

annual $1.3 billion impact on Louisiana’s economy.

Student spending in the UL System also supports 12,500 non-university jobs in Louisiana’s restaurant, entertainment and retail industries.

Faculty/Staff

There are over 9,500 faculty and staff employed by UL System schools. Their expenditures on items such as housing, food, entertainment, telecommunications, and transportation generate an annual $661 million impact on Louisiana. Those expenditures also support over 6,300 jobs.

University Operations

In 2007-08, UL System operating expenditures on items such as supplies, equipment, and services garnered an impact of $334 million on the state. Personnel costs are not part of this calculation. Over 5,000 community jobs were created as a result of university operations expenditures.

Construction

Between 2001 and 2008, almost 60 construction projects took place on UL System campuses. Those projects yielded a $1.78 billion impact on the state and created over 16,500 jobs.

An eight-year average of construction on the UL System’s campuses revealed an average annual impact of $222 million. Over 2,000 non-university jobs are tied to university construction projects each year.

Visitors

Each year, UL System universities host numerous visitors for cultural, sporting and educational events. Visitor expenditures on items such as transportation, food, and lodging impact the state economy by $487 million.

Visitor spending also accounts for over 4,700 jobs.

Health Insurance

About 83 percent of employee and retiree health
insurance payments are made to health care providers in Louisiana. Those payments generate an economic impact of $148 million and create over 1,500 jobs.

Retirees
Approximately 85 percent of UL System retired faculty and staff reside in Louisiana, adding $131 million to the economy after their employment at one of the eight universities. Their spending supports nearly 1,300 jobs.

Affiliated Organizations
Affiliated organizations are third-party entities that perform services on behalf of the university. This includes food services, bookstores, housing management, and foundations. Spending by these organizations generates an annual impact of $101 million. Those expenditures support 1,300 jobs.

Conclusion
Strong, significant, and symbiotic relationships exist between local businesses and the university communities they serve. UL System universities are economic engines in their regions. Business owner Cathy Douglas recognizes that relationship at Grambling State University.

“The University is a living force in the community. It is the main employer and economic driver to the community. The businesses are very dependent on the staff and student base to help maintain their businesses. The University provides jobs for all areas of North Louisiana,” said Douglas.

UL System Retirees Add Value
“Natchitoches has been recognized by national magazines and institutions as one of the top places to retire not only for our natural beauty but for the cultural amenities that exist here...a lot of those amenities are provided through Northwestern State University,” said Courtney Hornsby.

According to data from the Teachers Retirement System of Louisiana (TRSL) and the Louisiana State Employees Retirement System (LASERS), 85 percent of University of Louisiana System retired faculty and staff remain in the state. Their spending adds $131 million to Louisiana’s economy and supports nearly 1,300 jobs.
Dr. Thillainataraja Sivakumaran, Assistant Dean of Assessment & Accreditation in the ULM College of Education and Human Development, instructs students in the new state-of-the-art Digital Media Studio funded, in part, by a ULS Serves grant. Students and faculty learn to incorporate technology in the classroom, using modern techniques like podcasting.
The institutions within the University of Louisiana System produce quality graduates that create, enhance and support Louisiana’s workforce.

With some of the most established institutions in the state, the UL System’s eight universities have awarded 455,669 degrees over the last 50 years. More recently, the last 10 years have seen 122,974 graduates from UL System schools that includes 91,826 bachelor’s degrees, 20,112 master’s degrees, 9,090 associate’s degrees, and 839 doctoral degrees.

Not only are UL System schools producing the majority of degrees in the state, they are also meeting the needs of Louisiana’s workforce.

The UL System leads the state in the number of graduates in disciplines related to the nine key industrial sectors cited by the Louisiana Department of Economic Development (LED).

Over the last 10 years UL System schools generated the following state share of bachelor’s degrees granted by Louisiana’s public universities:

- 77% Criminal Justice and Police Science
- 74% Family and Consumer Sciences and Human Sciences
- 74% Health and Fitness Studies
- 67% Public Administration and Social Work
- 65% Health Professions and Clinical Sciences
- 60% Education
- 57% Visual and Performing Arts

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**Louisiana’s Bachelor’s Degrees Over the Past 10 Years**

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<th>Discipline</th>
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<td>Health and Fitness Studies</td>
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<td>Visual and Performing Arts</td>
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The More You Learn; The More You Earn

According to the U.S. Census Bureau, graduates with a bachelor’s degree will earn on average $2.1 million in a lifetime. That grows to $2.5 million for a master’s degree, $3.4 million for a doctoral degree, and $4.4 million for a professional degree.

$6.5 Billion Added to Louisiana’s Economy by UL System Grads

Considering additional annual earnings as a result of degree attainment, University of Louisiana System graduates have added $6.5 billion to Louisiana’s economy over the last 10 years.

56% Computer and Information Sciences
51% Business, Management and Marketing
49% Natural Resources and Conservation
47% Engineering and Engineering Technology

These degree programs add direct value to the areas the LED determined to be critical for Louisiana’s current and future economic vitality.

Additionally, UL System schools lead the state in master’s degree production in the following areas:

• 73% Family and Consumer Sciences and Human Sciences
• 60% Education
• 51% Biological and Biomedical Sciences
• 51% Criminal Justice
• 49% Computer and Information Sciences
• 44% Communication and Journalism

With approximately two-thirds of UL System graduates remaining in the state, graduates of the eight universities make up a large proportion of Louisiana’s professional workforce.
Even still, there remains a need in Louisiana for professionals in critical shortage areas. Governor Bobby Jindal has made strengthening Louisiana’s work force a top priority of his administration.

“One of the goals of our redesign of the workforce development system in Louisiana is to connect the dots between market demand for employees with particular skills and the education and training institutions that can turn out graduates with those skills,” said Louisiana Workforce Commission Executive Director Tim Barfield.

“Once we can draw a straight line between them, we will have overcome one of the largest obstacles to economic development in our state. The eight campuses of the University of Louisiana System are an important component of that solution,” said Barfield.

Degree attainment is especially important in a state where only 20 percent of the population hold a bachelor’s degree or higher as compared to 27 percent nationally, per the U.S. Census Bureau’s American Community Survey. The Council for a Better Louisiana’s 2009 Fact Book also shows our state as the third highest in the nation in overall poverty at 16 percent. That is a problem that can be solved, in part, by education.

According to the U.S. Census Bureau, higher learning equals higher earning. Associate degree graduates make an additional $4,294 in wages per year over high school graduates. That annual additional salary grows by $17,287 for a bachelor’s degree and $27,856 for a master’s degree.

Taking into account the incremental earnings per year as a result of degree attainment and in-state retention, University of Louisiana System graduates have added over $6.5 billion to Louisiana’s economy over the last 10 years.

The benefits of UL System graduates go beyond quantifiable measures. According to the Institute for Higher Education Policy, college graduates have improved health and longer life expectancies, participate more in their communities through service and charitable giving, have more hobbies and leisure activities, are more likely to participate in civic activities such as voting, make better consumer decisions, have a better appreciation of diversity, are less likely to participate in crime, and have an improved quality of life for themselves and their children.

U.S. Census Bureau data reinforces these claims in Louisiana. Ninety-one percent of bachelor’s degree holders reported good to very good health versus only 80 percent of those with high school diplomas. Additionally, 85 percent of bachelor’s degree holders voted in the 2000 Presidential election versus 64 percent of high school graduates.
Louisiana Tech University engineering students developing 'Boe Bots.' Tech offers outstanding and innovative undergraduate degree programs supported by student-oriented education and research centers.
UL System Fuels Economic Growth

University of Louisiana System campuses are bolstering opportunities for new industry growth and enhancing established industries in Louisiana through innovative research and development and by providing strategic planning and professional services.

According to data captured for this study, UL System campuses have at least 28 economic development, 23 engineering and technology, 24 environment and life science, 27 cultural development, and 86 education, health and human services programs.

The research being performed at the eight universities of the University of Louisiana System keeps Louisiana competitive on a national level in key sectors such as engineering, medicine, computer technology, and environment and life sciences.

For example, the Louisiana Immersive Technology Center is a state-of-the-art facility on UL Lafayette’s campus. It was developed as an economic development tool by the university, the State of Louisiana and the Lafayette Economic Development Authority. Visualization environments there, supported by supercomputers, have many applications. For instance, LITE has shown oil and gas companies how immersive imaging can help minimize risk and reduce costs.

Additionally, the Association of University Technology Managers recently ranked Louisiana Tech University second in the nation amongst academic institutions for innovation productivity as measured by the number of new inventions generated per research dollar expended and ranked second in the rate of new spin-out or start-up companies.

Nicholls State University’s wide range of coastal and environmental research improves the management and conservation of coastal wetlands and barrier islands, which will benefit Louisiana’s fishing industry, the oil and gas industry and recreational activities.

These efforts are not only economically and culturally important, they also reduce damage suffered by coastal communities from storms and hurricanes. Evaluation of restoration and management projects for coastal wetlands and barrier islands preserves a vital resource of south Louisiana and provides valuable direction for future effort and investment.

Economic Development

There are 28 documented economic development programs in the University of Louisiana System. Although the business support service formats and their specific focuses vary, they provide every region of Louisiana access to the training, support, insight and empowerment that is offered through today’s business incubator/accelerator model.

Perhaps most significantly, UL System’s campus-based services and centers further drive the state’s economy by extending necessary professional services, resources and support that would otherwise remain unavailable to even the most rural of areas throughout Louisiana. Southeastern’s Small Business Development Center provides assistance to starting or expanding businesses with increasing sales and profits and with marketing new products. Their Business Research Center helps business communities with the application of economic research and analysis, and the Southeast Louisiana Business Center Incubator assists start-
UL Lafayette’s Louisiana Immersive Technologies Enterprise is a 3-D immersive visualization and high-performance computing resource center that can help businesses become more competitive in today’s global marketplace.

ULM’s Center for Business and Economic Research provides unbiased, independent, reliable, and high value information and analysis of state and local economic conditions for Northeast Louisiana.

McNeese’s H.C. Drew Center for Economic Development Information Services collects and disseminates economic development information and data specifically pertaining to the economy of Southwest Louisiana.

Southeastern’s Small Business Development Center provides assistance in starting or expanding a business, bringing new products to market, and increasing sales or profits.

Nicholls is home to the South Louisiana Economic Council, which serves industries in the four Bayou parishes through industrial recruitment, business retention and expansion, new business development and workforce development.

Northwestern houses the National Center for Preservation Technology, which advances the use of science and technology in historic preservation.

Louisiana Tech Enterprise Center (LaTEC) houses the Louisiana Tech Technology Incubator, the Technology Business Development Center, and the Enterprise Center Art Gallery. It is designed to facilitate and promote the growth of new and existing ventures of the innovation enterprise in the I-20 corridor of north Louisiana. Providing administrative assistance and overhead facilities to start-up companies allows them to concentrate on research, marketing, and production, and exhibit space for community artists, art education programs, and networking activities promote entrepreneurship in the arts. Similarly, the TBDC supports and facilitates the establishment, growth, and success of technology-based businesses which demonstrate high growth potential. All support state and regional strategies related to research and development, cluster-based economic development, entrepreneurship,

Grambling State University’s community development projects include EMERALD, or Expanding Minority Entrepreneurship Regionally Across the Louisiana Delta, which is designed to increase the number and success of minority and rurally-located entrepreneurs. Grambling’s workforce development program assists with GED completion, job readiness training, placement, and post-secondary education.

**Engineering and Technology**

The UL System boasts 23 documented engineering and technology centers that support the creation of progressive ideas and technology, and offer professional quality business applications to entrepreneurial endeavors.

For example, the Louisiana Tech Enterprise Center houses Louisiana Tech’s two Technology Incubators, the Technology Business Development Center (TBDC), and the Enterprise Center Art Gallery. It is designed to facilitate and promote the growth of new and existing ventures of the innovation enterprise in the I-20 corridor of north Louisiana. Providing administrative assistance and overhead facilities to start-up companies allows them to concentrate on research, marketing, and production, and exhibit space for community artists, art education programs, and networking activities promote entrepreneurship in the arts. Similarly, the TBDC supports and facilitates the establishment, growth, and success of technology-based businesses which demonstrate high growth potential. All support state and regional strategies related to research and development, cluster-based economic development, entrepreneurship,
and retention of Louisiana's young and educated population."

**Environment and Life Sciences**

There are at least 24 documented environmental and life sciences programs at UL System campuses. Southeastern’s Turtle Cove Environmental Research Station is a good example. Located on Pass Manchac between lakes Pontchartrain and Maurepas, the facility serves as a field base for scientists conducting scholarly research on wetland ecology, cypress forest restoration, marine biology, and the chemistry and physics of the wetland environment. The facility, which is undergoing reconstruction following Hurricane Katrina with the use of FEMA funds, also serves as a valuable venue for wetland education of area teachers and their students and the general public.

**Cultural Development**

Preserving Louisiana's heritage and enhancing the culture of its citizens is evident in the 27 documented cultural development programs UL System schools offer.

For example, the Creole Heritage Resource Center at Northwestern State University promotes, fosters and engages in activities and endeavors that relate to Louisiana Creoles and their culture, which complements their Louisiana Folklife Center, the Natchitoches-NSU Folk Festival, the Regional Archaeology Program and the Cultural Resource Office.

At Southeastern, the Columbia Theatre is an 850-seat performing arts venue which presents a season of cultural activities. Its anchor festival Fanfare encompasses the entire month of October. Their Visual Arts and Curatorial Research Center coordinates creation of visual arts exhibitions in the university art galleries and at other exhibition spaces in the state.

**Education, Health and Human Services**

Education, health and human services are areas where the University of Louisiana System excels, as evidenced by 86 documented outreach programs.

At the University of Louisiana at Monroe, dental hygiene students provide services to the community, including the use of a mobile service unit to reach out to those who cannot come to the campus. McNeese State University’s Community Health Services Projects include the Immunization clinic that is offered through their College of Nursing, the Kay Dore Counseling Center which provides affordable counseling services to the community, the McNeese Autism program, and a summer session reading clinic that offers each student a reading coach.

ULM was named the state’s premier provider for the Louisiana Leader Fellows program, funded by the Wallace Foundation. External auditors recognized ULM for its ability to “develop an innovative model that will effectively address the unique needs of the students and geographically-dispersed areas.”

UL Lafayette’s outreach efforts include providing digital storytelling programs to elementary school students. The programs provide opportunities for the university’s teacher candidates to practice their skills in facilitating technology-enhanced language instruction.

**Conclusion**

University of Louisiana System's eight universities are dedicated to building a knowledge-based economy to ensure Louisiana’s future vitality.

UL System campus communities have vested stakeholders who have long recognized and pursued the potential of our institutions. Whether it is alumni who are determined to repay the dividends they have earned through their education, community leaders who see their university’s role as essential to progress, or businesses and industries that could not flourish without the consistent injection of our qualified graduates, all serve to cement the strong partnerships that have evolved between each UL System campus and the community to which it belongs.

These partnerships have generated cooperative opportunities for meaningful research and service that enhance the efforts of corporate, civic and governmental leaders alike by fostering networking, supporting the creation of new ideas and technology, and offering professional-quality business applications to entrepreneurial endeavors.

Every region of Louisiana has access to the training, support, insight and empowerment that is offered through the vast resources of intellectual capital at the eight UL System campuses. Although each campus is enormously different, the unique make-up of our universities as well as the mutual commitment that each shares with its surrounding community is inherently evident in the service and outreach efforts that are consistently offered to promote local success and achievement.

Through research and service, the UL System is an economic engine that sustains innovation and growth across our state. A wide range of entities exist at each UL System university to contribute directly and indirectly to the economic and social prosperity of its surrounding region.
Art preservationist Lynn Harrington shows Peinte-Aux-Chenes Elementary students how to restore the Chauvin Sculpture Garden that was damaged during Hurricane Katrina. The Nicholls State University project was one of 50 UL System service-learning grants funded by Learn and Serve America.
UL System Universities Enhance Lives

The University of Louisiana System enhances the life experiences of its students, employees and community members by creating unique learning and cultural opportunities.

Strategically located throughout the entire state, the eight UL System universities enrich Louisiana communities with arts and humanities programs such as McNeese State University’s Banners Series, Nicholls State University’s Jubilee, and Southeastern Louisiana University’s Fanfare, all which bring local, national, and international lectures, music, and theatrical programs to the campuses and communities they serve each year.

Louisiana’s citizens rely on University of Louisiana System campuses to serve as the hub for cultural programming, family-friendly activities, and community-building events above and beyond university activities.

On average, there are 100 events taking place every day at UL System campuses.

Combined, the eight universities had almost 36,000 event days and 3.9 million visitor days last year.

Examples of major event attendance include:

- Grambling State University’s Bayou Classic, which attracted 59,784 people to New Orleans,

- Louisiana Tech University’s participation in the 2008 Independence Bowl attracted over 30,000 visitors to north Louisiana,

- University of Louisiana at Monroe’s Bayou Jamboree, which had an attendance of 25,000,

- University of Louisiana at Lafayette’s showcase of marching bands, which drew 17,000,

- Northwestern State University’s hosting of the Louisiana Boys and Girls State program, which brought in 10,800,
Quality of Life

• Southeastern Louisiana University’s House of Blues Art Exhibit, which had an attendance of 8,453,

• McNeese State University hosted the Cajun French Food and Music Festival with 7,000 attendees, and

• Nicholls State University’s 2008 Family Day celebration drew 2,000 visitors to campus.

Campus events attracted 3.9 million people, 45 percent of those being off-campus visitors. Those visitors infused money into the state’s economy through food purchases, lodging, and travel expenses. For example, approximately 266,000 (15%) of university visitors stayed in paid lodging.

UL System visitor spending had a $487 million impact on the state; $270 million of that impact came directly from visitor spending for events and activities.

UL System institutions are also the custodians of the rich cultural history of Louisiana and its people. For example, Northwestern State University’s Louisiana Creole Heritage Center serves as a central clearing house and support system for Louisiana and national Creole communities and organizations. The University of Louisiana at Lafayette’s Center for Louisiana Studies is the only research center devoted exclusively to Louisiana’s rich history and culture.

Service-Learning and Volunteerism

University of Louisiana System faculty, staff and students volunteered approximately 2.4 million hours last year. Contributing vastly to the communities in which they serve, students volunteered an 1.9 million hours and faculty and staff served an 567,000 hours.

Enhancing service-learning and volunteerism across the eight universities is a priority for the UL System. In 2006, the system acquired a three-year, $1.2 million grant from the Corporation for National Community Service’s Learn and Serve America Division to create service-learning programs that address hurricane recovery and disaster preparedness.

Over the past two years, the program, titled “ULS Serves,” has funded 70 service-learning projects at the eight campuses. These projects have engaged 675 faculty and staff, 8,462 college students, 201 youth volunteers, 1,276 adult volunteers, 243 community partners and yielded almost 100,000 service hours.

Grambling’s Service-Learning Program Benefits Victims of Hurricane Katrina

Grambling State University’s musical community came together to support New Orleans high schools greatly impacted by Hurricane Katrina. The college students spent time at O. Perry Walker High School and St. Augustine High School, providing career workshops, restocking the schools’ music supplies lost in the storm and culminating in several musical performances.

The program was funded, in part, by a ULS Serves grant - the UL System’s service-learning initiative. Over the past two years, the program has funded 70 service-learning projects at the eight campuses. These projects have engaged 675 faculty and staff, 8,462 college students, 201 youth volunteers, 1,276 adult volunteers, 243 community partners and yielded almost 100,000 service hours.

Through these projects, UL System students contributed
Quality of Life

almost 100,000 volunteer hours above and beyond their work in the classroom. That’s a win for community and a win for students.

Research shows that student participation in service has positive impacts on leadership ability, grades, retention, degree aspirations, critical thinking skills and commitment to helping others in difficulty. College graduates are also more likely to volunteer and participate in civic activities, so the foundations set in service-learning at the eight UL System schools will continue to benefit Louisiana for years to come.

The final year of the three-year grant cycle will see an increased emphasis on Pre-K-12 partnerships through establishing or enhancing mentoring programs at all eight universities. As the largest provider of education graduates in the state, this is a natural outgrowth of the symbiotic relationships UL System schools have with their local elementary and secondary schools.

The economic and community impact study results show a solid foundation of service-learning and volunteerism at the eight universities. Officials are working towards institutionalization of service-learning activities to ensure a wide range of community programs remain available in the future.

For example, Grambling State University created an Office of Service-Learning and added a service-learning requirement of 160 hours to its General Education Program and Northwestern State University hired a full-time Director of Service-Learning to promote and coordinate programs. Also, since an AmeriCorps program was established on UL Lafayette’s campus in 1995, more than 400 UL Lafayette AmeriCorps members have provided over 250,000 hours of community service in South Louisiana.

UL System universities improve the quality of life for communities in which they serve by providing cultural, economic, and educational opportunities that would not likely be available otherwise.

ULM Dental Hygiene Clinic

Stephanie Patrick of Epps, a fourth-year dental hygiene student, cleans the teeth of patient Marbrae Wilson, 26, during a recent Dental Hygiene Clinic at the University of Louisiana at Monroe.

The clinic is a place where ULM students can offer their valuable services to the community at reduced rates, while getting needed training before entering the workforce.

In addition to teeth cleaning, the clinic offers X-rays, fluoride treatments, cancer screening, patient education and nutritional counseling. The clinic is located at 124 Caldwell Hall on the ULM campus. Supervised students also treat students in local schools.

A new mobile dental health unit will enable even more patients in economically depressed communities in northeast Louisiana to receive treatment. U.S. Senators Mary Landrieu (D-La.) and David Vitter (R-La.) and Congressman Rodney Alexander (R-Quitman) played vital roles in securing the federal appropriations necessary to purchase the unit.
Grambling has a rich history of fostering civic engagement and offering students leadership opportunities. Pictured here are GSU Student Government Association members on the steps of the Louisiana State Capitol Building.
Message from Grambling State University President Horace Judson

Grambling State University can trace its humble beginnings to more than 100 years ago, when a group of farmers dreamed of a place where African-American students could go to college. Today, GSU boasts students from as far away as Nepal and as close by as the town of Grambling itself.

Five years ago, when I became GSU’s seventh president, one important goal was to strengthen the university's infrastructure while creating a student-centered, result-oriented environment. I’m proud to say that we have made much progress and are continuing to reclaim our legacy of excellence in teaching, learning, service and research.

Over the years, GSU graduates have taken their place in every facet of American society, from being leaders in politics, business and industry to winning a Super Bowl. I’m proud to say that GSU is an intellectual and economic engine in the state.

As you read over the next few pages, you will see real proof of that fact. We have a tremendous story to tell, from the more than 300 programs and 68 degrees we offer, to a stellar nursing school and computer information system programs they produce top-notch talent that is ready to go to work, as you will read from two newly minted Wal-Mart associates who are former Gramblinites.

Despite our success, we can't rest on our laurels. GSU's growth not only shows in the classroom, but also in the campus atmosphere.

Spending
Grambling’s statewide annual economic impact is $264 million and supports 2,778 non-university jobs.

This includes:
• $6 million impact of affiliated organizations,
• $10 million in health insurance payments,
• $13 million impact of retiree spending,
• $35 million in university operations,
• $36 million from visitors,
• $41 million in construction and capital outlay,
• $50 million in faculty and staff expenditures, and
• $71 million impact from student spending.

Teaching
Grambling’s graduates have added $453 million to Louisiana’s economy over the last 10 years.

The university’s bachelor’s degree holders have generated over $401 million, master’s degree holders almost $44 million, and associate’s degree holders over $8 million.

GSU produced 33,763 degrees in the last 50 years and 7,843 graduates between 1998 and 2007.

Grambling is home to Louisiana’s only precision production program and is the largest producer in the state of bachelor’s degrees in computer and information sciences.

Research & Service
This study captured 11 research and service programs at Grambling.

They are:
• 2 in economic development,
• 3 in engineering and technology,
• 1 in environmental and natural science, and
• 5 in education, health and human services.

An example is Project EMERALD (Expanding Minority Entrepreneurship Regionally Across the Louisiana Delta) that assists African-American business owners in North Louisiana’s rural parishes.

Quality of Life
There were approximately 189,000 attendees at Grambling State University events last year. Of those, 60% were from off-campus, greatly adding to the $36 million impact from visitor spending.

Grambling was the first UL System school to establish an Office of Service-Learning and has recently added a 160 hour service-learning requirement to its General Education Program.

GSU faculty and staff volunteered 46,500 hours last year, and students contributed 101,000 hours to enhancing the community.
Grambling State University

GSU leads the state in producing graduates in the field of computer information systems. Major corporations such as Wal-Mart, Bank of America, Chevron and Tyson Foods see Grambling as a fertile recruiting ground.

With its long history of producing top-notch educators, Grambling State University graduates historically have been able to flourish through all economic cycles.

Today, GSU’s nursing school and its computer information systems (CIS) program are positioned to take advantage of a 21st century economy where healthcare and network administrators are in high demand.

Forbes.com recently published a list of its top-10 most recession-proof jobs.

Near the top, at No. 3, were nurses. Network administrators, those who design and manage the physical and technical structure of company websites, email and other communications tools, ranked No. 6.

That’s good news for GSU, which has graduated more CIS students in the past 10 years than any other university in the state. It also bodes well for GSU’s nursing school, as Baby Boomers age and chronically ill patients live longer, thanks to better healthcare.

“\nThe nationwide shortage of IT people is so acute that Bill Gates has gone to Congress on numerous occasions to ask them to reduce the amount of paperwork needed for foreign employees to come to the U.S.,” said Gary Poe, assistant professor of computer information systems at GSU.

Poe said any GSU student who carries a “B” average and above is highly sought-after.

Companies such as Caterpillar, CenturyTel, Tyson Foods and Wal-Mart, among others, has found their way to Grambling in recent years.

During the summer of 2008, Wal-Mart hired five student interns and recently hired three GSU IT graduates. One of them, Network Administrator Martinequa Wilks, 24, said the trust that Wal-Mart has established with the CIS program will help other graduates be successful as well.

GSU’s nursing school has come a long way in a short time, having produced more than 1,000 nurses since it opened in 1983, many of whom are working in Louisiana hospitals and other state healthcare agencies.

In its infancy, the nursing school provided an opportunity for a large number of potential nurses to enroll in a BSN program and offered a solution for an admissions backlog at other state schools. In 1997, the graduate nursing program was established, and today, the program has graduated more than 113 nurse practitioners and 30 nurse educators with master’s degrees.
A recent report by the American Hospital Association suggests an estimated 116,000 registered nurse positions are unfilled at U.S. hospitals and nearly 100,000 jobs go vacant in nursing homes. But GSU is doing its part to fill the void.

Rhonda Hensley, director of the graduate school of nursing, affirms those statistics. “Even in tough economic times, there is a national nursing shortage,” she said. “Having a nursing degree provides a graduate with easy access to the job market these days.”

Nurse practitioner graduates all have been able to find jobs, she said, especially serving rural areas of Louisiana and other areas of the country that have been especially hard-hit in a difficult economy.

“They contribute greatly to [ease the] economic hardships of our day by providing affordable, accessible healthcare to rural and underserved populations across the country. NPs are known for their cost conservative healthcare delivery approaches,” she said.

Hensley believes GSU’s nursing program is a major asset for the state.

“I am extremely excited to be a part of the graduate nursing program and to see graduates each year becoming advanced practice nurses contributing to the healthcare community in such a positive manner,” she said. “At this point in my career, it is thrilling to open the doors for good nurses to become advanced practice nurses, knowing they will have a positive impact on their communities where they will be practicing.”
Confidence, Excellence, Commitment, Knowledge, Integrity, Respect, Leadership, Loyalty, Enthusiasm, Caring, Hope, Pride. The Tenets of Tech serve as a compass students use to navigate through life and to lead others toward a better tomorrow.
Spending
Tech’s statewide annual economic impact is $462 million and supports 4,746 non-university jobs.
This includes:
- $14 million impact from affiliated organizations,
- $22 million in health insurance payments,
- $22 million impact of retiree spending,
- $29 million in construction and capital outlay,
- $39 million in university operations,
- $82 million from visitors,
- $110 million in faculty and staff expenditures, and
- $145 million impact from student spending.

Teaching
Tech’s graduates have added $973 million to Louisiana’s economy over the last 10 years.
The university’s bachelor’s degree holders have generated over $806 million, master’s degree holders almost $149 million, and associate’s degree holders over $17 million.
Tech produced 77,302 degrees over the last 50 years with 18,882 graduates produced between 1998 and 2007.
Tech holds the UL System’s only doctoral program in psychology and offers some of the nation’s most innovative programs in information assurance, micro/nanotechnology, and biomedical engineering.

Research & Service
This study captured 26 research and service programs at Louisiana Tech.
They include:
- 7 in economic development,
- 6 in engineering and technology,
- 1 in cultural development, and
- 12 in education, health and human services.
An example is the Louisiana Tech Enterprise Center, which houses the Louisiana Tech Technology Incubator, the Technology Business Development Center, and the Enterprise Center Art Gallery.

Quality of Life
There were approximately 378,000 attendees at Louisiana Tech University events last year. Of those, 58% were from off-campus, greatly adding to the $82 million impact from visitor spending.
Louisiana Tech reaches out to the community through service, recently establishing a Service-Learning / Civic Engagement Council and adding seven new service-learning courses to the curriculum.
Additionally, Tech faculty and staff volunteered 88,000 hours last year, and students contributed 397,000 hours to enhancing the community.

Message from Louisiana Tech University President Daniel D. Reneau

One of Louisiana Tech University’s greatest strengths is that it has never been an institution that has rested on its accomplishments. Our University prides itself on its ability to continually share a vision for the future with its constituents and then commit itself to the fulfillment of that vision.

Throughout my 22 years as Louisiana Tech president, I have had the privilege of seeing our campus community, economic and business partners, and community leaders come together as one to accomplish more than would ever have been possible individually. This enthusiasm for working together has become the basis for our success as an institution and our contributions to creating a stronger and more prosperous Louisiana.

Without action, there is no reaction, and it’s clear that our actions have become a driving force in the economic and community growth of our region. Louisiana Tech University’s vision is an ambitious one and there is still much that we are striving to achieve. The future success of our University and our region is built on strengthening our existing partnerships with community and business leaders, while seeking to develop new relationships with professionals and organizations coming into our state.

A good university will use its intellectual and innovative strengths for the betterment of the institution. A great university uses these assets for the betterment of us all.

Once again, Louisiana Tech is leading the way in innovation productivity and delivering new ideas to the region. Our University continues to disclose inventions at five times the national average and works to commercialize these new technologies to get them into the marketplace where they can help stimulate the local economy.

Above all, Louisiana Tech University is committed to producing the state’s most highly qualified graduates who are prepared to serve as leaders in every industry and in all parts of the world. Graduates leave our campus with educational experiences that extend far beyond the walls of the classroom, opportunities to excel in their personal and professional lives, and relationships that endure long after commencement.

Our success and contributions to Louisiana are the direct result of a commitment to our mission and our belief that we hold the key to enhancing the quality of life for all Louisianans. To that end, we will continue to provide strength and leadership to all of Louisiana. Our pursuit of excellence is unwavering, our commitment to community is unrivaled, and our passion for discovery is unmatched.

This is our Louisiana Tech University.
The IDEA Place has become a model for hands-on learning and has directly impacted dozens of school districts and thousands of students throughout Louisiana.

## Louisiana Tech’s Learning Enterprise

### Strength in People, Strength in Purpose

The “butterfly effect” describes a condition in which small changes in one environment can ultimately result in epic and enduring changes in other environments.

Louisiana Tech University is creating its own “butterfly effect” by providing students with unique learning opportunities and producing graduates with the confidence and leadership skills needed to build a better tomorrow for northern Louisiana.

Interdisciplinary collaborations, innovative outreach programs, and living-learning communities form the cornerstone of Louisiana Tech’s efforts to create new economic and community growth opportunities by investing its most valued assets: its people.

The Cyber Discovery Camp and Studies in Cyberspace course exemplifies this approach. It shows what can be achieved when ten professors from a variety of disciplines come together to share a multi-faceted perspective of a complex issue that can significantly impact our economy and our society.

Cyber Discovery Camp, a collaboration with the Cyber Innovation Center in Bossier City, features workshops for the high school teachers, while students learn about the history of cyberspace, enjoy hands-on activities, explore possible cyber career fields, and work with cyber systems and programs.

The Studies in Cyberspace course capitalized on the momentum of the Cyber Discovery Camp, exposing Tech students to the unique research and career opportunities that exist within the field. Cyberspace research and security impact everyone and are of particular importance to the citizens of our area.

The U.S. Air Force is looking at north Louisiana as a possible home for its Cyber Command, which could result in 10,000 new jobs and hundreds of millions of dollars for our region. Louisiana Tech is helping to produce and retain experts locally that understand cyberspace technologies as well as their political and societal implications.

Louisiana Tech’s College of Applied and Natural Sciences and College of Engineering and Science are looking to reach students at an even earlier age, using science and discovery as a way to develop northern Louisiana’s future leaders.

Creating Connections, a National Science Foundation-funded outreach program to encourage students to pursue careers in science and math, is investing in area schools by creating hands-on experience and offering professional development opportunities for teachers and fellows.

Creating Connections also helps students and teachers understand science and scientific processes, which can help people to develop strong reasoning, logic, and business and personal decision-making skills. The program will also invest approximately $75,000 in three area schools and create over 60 complete, hands-on labs for use by teachers.

Teachers and fellows from the Creating Connections
program are already seeking ways to develop their own outreach programs in this part of Louisiana in order to continue this innovative approach to teaching people science and math.

The Science and Technology Education Center (SciTEC) at Louisiana Tech University is an active outreach program of the College of Education developed to serve the school systems and communities of northern Louisiana.

Through the NASA Educator Resource Center, The IDEA Place, professional development programs for teachers, and community outreach activities, SciTEC is helping to develop a higher-order of thinking skills in students and the incorporation of real-world experiences and hands-on learning activities.

SciTEC is also striving to address important educational issues such as the acute shortage of teachers in the critical areas of math and science and the low number of economically disadvantaged and minority students that enter post-secondary education programs.

Partnerships with area business and industry leaders help SciTEC to develop programs that will provide a pool of potential employees who possess the necessary skills to make a positive contribution.

For Louisiana Tech’s first-year students, living-learning communities (LLCs) have become the foundation for a smooth transition into a higher-education environment by encouraging collaborative learning between students, faculty and staff.

LLCs promote the idea of networking, stronger verbal and thinking skills due to group discussion, stronger social skills, and enhancing a stronger understanding of academic content. Through infusing ideas about civic engagement and responsibility, LLCs also prepare students to make a strong impact in the community as more well-rounded citizens.

Louisiana Tech University continues to be a catalyst for change in northern Louisiana’s community and economic environments. Through its innovative and interactive programs, Louisiana Tech will also be the means for epic and enduring changes that are soon to come.
Ensuring that all students, regardless of major, can write effectively and appropriately is the goal of the McNeese Write to Excellence initiative which will enhance graduates’ job skills and benefit employers in all fields and professions.
Message from McNeese State University President Robert Hebert

As one of the largest employers in the five-parish area, McNeese State University is a major contributor to the economy of Southwest Louisiana. Our employees and students live in cities and communities throughout Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis parishes.

McNeese awards nearly 70 percent of the public four-year college degrees earned by residents of Southwest Louisiana. Our dedication to teaching and academics is strong and we are proud of our commitment to student success. “Excellence with a Personal Touch” is more than just a University slogan; it is a creed and words we strive to live by.

McNeese alumni have achieved impressive accomplishments and continue to be major contributors to the economy in many different ways. They are the teachers, attorneys, engineers, physicians, businessmen and women, nurses, scientists, cultural leaders and law enforcement personnel that live and work in our communities.

Approximately one-third of the engineers working in the local petrochemical industry are McNeese graduates. Nearly 80 percent of all nurses working in Lake Charles and surrounding communities are McNeese graduates. School districts in the five-parish area rank among Louisiana’s top 10 districts in high school graduation rates. More than 70 percent of the educators in Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis parishes earned a degree from McNeese and 99 percent of the administrators in these parishes are McNeese graduates.

We were severely tested in September 2005 by Hurricane Rita. Following 14 consecutive enrollment increases, McNeese had a record enrollment of 8,992. When classes resumed in late October, 700 students withdrew and the University faced more than $30 million in damages. Today, almost all of the damage has been repaired, enrollment is on the upswing, and more than $50 million in capital outlay projects are in planning or construction phases.

Every person in Southwest Louisiana is connected to, or touched by, McNeese in one way or another. This economic impact study illustrates the importance of McNeese State University in dollar figures. What cannot be calculated is the human factor and the invaluable contributions almost 1,000 McNeese employees, 8,000 students and tens of thousands of area alumni make to our communities and to our civic, volunteer and religious organizations.

For 70 years, Southwest Louisiana has relied on McNeese to provide an educated and well-prepared workforce, to provide employment opportunities, to host cultural and competitive athletic events and to purchase local goods and services. McNeese State University is a major force in improving the quality of life and the economy in Southwest Louisiana.

Spending
McNeese’s statewide annual economic impact is $335 million and supports 3,520 non-university jobs.

This includes:
• $12 million in health insurance payments,
• $11 million impact of retiree spending,
• 18 million from affiliated organizations,
• $34 million in university operations,
• $12 million in construction and capital outlay,
• $47 million from visitors,
• $55 million in faculty and staff expenditures, and
• $145 million impact from student spending.

Teaching
McNeese’s graduates have added $640 million to Louisiana’s economy over the last 10 years.

The university’s bachelor’s degree holders have generated over $541 million, master’s degree holders over $74 million, and associate’s degree holders almost $25 million.

McNeese produced 46,591 degrees over the last 50 years with 12,962 graduates produced between 1998 and 2007.

Some of McNeese’s top producing bachelor’s degree programs are in business management and marketing, education and health professions and related clinical sciences.

Research & Service
This study captured 20 research and service programs at McNeese.

They include:
• 3 in economic development,
• 2 in engineering and technology,
• 2 in cultural development,
• 3 in environmental and natural sciences, and
• 10 in education, health and human services.

An example is the H.C. Drew Center for Economic Development Information Services that collects and disseminates economic development information and data specifically pertaining to the economy of Southwest Louisiana.

Quality of Life
There were approximately 378,000 attendees at McNeese State University events last year. Of those, 55% were from off-campus, greatly adding to the $47 million impact from visitor spending.

McNeese reaches out to the community through service, offering 12 service-learning courses. All student social organizations and clubs are working to integrate service-learning activities into their annual programming.

Additionally, McNeese faculty and staff volunteered 55,000 hours last year, and students contributed 215,000 hours to enhancing the community.
The Southwest Louisiana Entrepreneurial and Economic Development Center at McNeese will create a one-stop shop for economic development and support for local businesses in Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis parishes.

McNeese State University

An economic development project which will combine an entrepreneurial center and business incubator is being developed through a partnership between McNeese State University, the Southwest Louisiana Economic Development Alliance, the Calcasieu Parish Police Jury and the City of Lake Charles.

The Southwest Louisiana Entrepreneurial and Economic Development Center, or SEED Center, to be located at McNeese State University will serve as the hub for economic development for Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis parishes, and it will be an economic catalyst for Southwest Louisiana and the state of Louisiana. The SEED Center will be a one-stop shop for the creation, retention and recruiting of businesses and high quality, diversified jobs.

“McNeese is an important component in economic development in Southwest Louisiana. Through this joint partnership, McNeese has the opportunity to become the central point for economic development and provide exceptional education and training for our students while benefiting the public,” McNeese President Dr. Robert Hebert said. “All of the partners concerned believe the strategy of centralizing economic development and entrepreneurial activities for the five parishes at McNeese will enhance economic growth for the area.”

Through the incubator and entrepreneurial center, emerging and established businesses will receive the support and technical assistance they need to ensure that they stay in the area, become successful and sustain long-term growth. The business incubator portion of the facility will offer space for emerging businesses to operate and to share equipment and services. Consulting services, counseling, networking and management assistance will be provided to encourage small business development and economic diversification.

A feasibility study for the SEED Center, conducted by Charles D’Agostino and Roy Holleman of Developmental Consulting Inc., found that the SEED Center project in Southwest Louisiana “...has tremendous potential to become one of the top economic development programs in the state. By developing a site that can become the one-stop shop for economic development professionals, business assistance organizations and university business and engineering programs, the Southwest Louisiana Center will position itself as the optimum place for business development and job creation.”

The SEED Center will be home to offices and work space for business incubators, training labs, staff offices and conference rooms. Plans also call for the Chamber Southwest Alliance and its Foundation to relocate to the Center. The McNeese Small Business Development Center, the McNeese H.C. Drew Center for Economic Development Information Services and other area economic development and business assistance organizations will also be located in the SEED Center.

D’Agostino, director of the nationally recognized Louisiana Business and Technology Center at LSU, and Holleman, executive director of the Enterprise Center of Louisiana, specifically pointed to the SEED Center as...
Calcasieu and Jefferson Davis were the only two school districts in Louisiana with four high schools earning a three-star rating or higher in state performance scores. 85 percent of the teachers in those eight high schools earned a degree from McNeese. 100 percent of the school administrators in those eight schools earned a degree from McNeese. 74 percent of the educators in Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis parish school districts earned a degree from McNeese. 99 percent of the administrators in these parishes earned a degree from McNeese.

The McNeese H.C. Drew Center for Economic Development Information Services serves as a repository for economic development information and data specifically pertaining to the economy of Southwest Louisiana. Data related to population, employment, wages and payroll, taxable sales and port shipments is collected, analyzed and made available to government, businesses, industry and economic development agencies.

The McNeese Small Business Development Center offers community outreach seminars and other activities related to economic development throughout the five-parish area. During the past fiscal year the McNeese SBDC served 314 clients, provided 1,006 business counseling hours and conducted 45 training seminars serving 882 attendees. More than 75 new jobs were created and 26 new businesses were started as a direct result of the resources and expertise provided by the McNeese SBDC.

According to the feasibility study, at full capacity, the potential impact of the SEED Center at McNeese State University would be 36 businesses with 108 jobs; 302 direct and indirect jobs; 421 direct, indirect and induced jobs; $1.4 million payroll in year one; and $3.5 million in payroll in year three. Projected planning and construction of the SEED Center are estimated at over $14 million. It will be located on eight acres of undeveloped McNeese property across from the main campus.

Above & Beyond

- Calcasieu and Jefferson Davis were the only two school districts in Louisiana with four high schools earning a three-star rating or higher in state performance scores. 85 percent of the teachers in those eight high schools earned a degree from McNeese. 100 percent of the school administrators in those eight schools earned a degree from McNeese. 74 percent of the educators in Allen, Beauregard, Calcasieu, Cameron and Jefferson Davis parish school districts earned a degree from McNeese. 99 percent of the administrators in these parishes earned a degree from McNeese.

- Research involving cattle at the McNeese-Fuller Farm in Allen Parish is the only one of its kind in the state. Growing corn crops and feeding heifers corn silage, a high quality, affordable cattle feed, is helping local cattle producers improve the quality of their herds and maximize their cattle operation potential. This program has served over 20 producers who are mostly located in the southwest portion of the state. These area producers are benefiting from new technologies and methods to improve their operations through the research conducted by McNeese agricultural sciences faculty and students.

- A McNeese faculty member is on the cutting edge of research that could have potential medical and biotechnological applications. His research isolates the antibiotic peptides found in alligator tissue and the antibiotic properties of alligator blood that may lead to the development of a new class of antibiotics. There is anecdotal evidence suggesting that alligators are resistant to bacterial infection. The American alligator is often involved in interspecies fighting, which often results in the loss of entire limbs. However, despite alligators living in marsh environments that harbor a wide variety of potentially infectious microbes, these serious injuries heal very rapidly and without infection. This is important since studies show that antibiotics are becoming less effective because today’s bacteria are becoming more resistant.

MARTY DEROUEN, Professional Engineer, Trunkline LNG

“We in industry recognize three significant ways that McNeese prepares its engineering and engineering technology graduates to be industry ready. The University solicits feedback from industry on its curriculum to ensure that the students are getting appropriate material to match our needs and the strong co-op and capstone projects teach the students the industry needs before they ever graduate.”

“By tailoring its program to match our industry specific needs and demands, McNeese provides students who are ready to go to work in our environments that are exactly what we need to meet first day on the job demands.”
Nicholls State University offers a comprehensive range of academic programs, providing young men and women the preparation to succeed in virtually any professional field.
Message from Nicholls State University
President Stephen T. Hulbert

During the 2008-2009 academic year, Nicholls State University celebrates 60 years of providing educational opportunities to the Bayou Region of Louisiana. Our past is truly worthy of celebration, and our future shines brightly with the promises that only education can make possible, including rewarding careers, exposure to world culture, knowledge of humanity’s universal role and appreciation of individual growth and achievement.

Under the leadership of only four presidents, Nicholls has enjoyed steady and stable progress as it matures into a comprehensive university serving the diverse needs of the region and state. Historically and today, many different people have contributed to the emergence of Nicholls as a great university. Faculty, staff, students, administrators, alumni, the Nicholls Foundation, boosters and friends of the university – all have helped to define who we are, and how we serve, today and in the years to come.

Just as these individuals and organizations have given greatly of themselves to Nicholls, so has this university given much back to them and to the communities of our region. Our $60 million annual operating budget generates spending that makes our economic impact exponentially larger than our own annual fiscal outlay might indicate.

Then, too, our growing and improving campus represents an investment of tens of millions of dollars that will stay in the Bayou Region for good, a solid base for shining higher education’s light.

Educational opportunity, community service, locally oriented research, cultivation of the arts, generation of economic activity – these are ongoing benefits of the presence of Nicholls in the region and state. Citizens of Louisiana are rightly proud and protective of an uncommon resource like Nicholls. So are those of us privileged to be part of our university’s 60-year history of making life better for those we serve.

Spending
Nicholls’ statewide annual economic impact is $274 million and supports 2,843 non-university jobs.

This includes:
- $11 million in health insurance payments,
- $13 million from affiliated organizations,
- $14 million impact of retiree spending,
- $19 million in construction and capital outlay,
- $24 million in university operations,
- $30 million from visitors,
- $56 million in faculty and staff expenditures, and
- $109 million impact from student spending.

Teaching
Nicholls’ graduates have added $526 million to Louisiana’s economy over the last 10 years.

The university’s bachelor’s degree holders have generated over $457 million, master’s degree holders almost $44 million, and associate’s degree holders almost $25 million.

Nicholls produced 37,288 degrees over the last 50 years with 10,274 graduates produced between 1998 and 2007.

Some of the university’s top producing bachelor’s degrees are in social sciences, biological and biomedical sciences, communication and journalism.

Research & Service
This study captured 30 research and service programs at Nicholls.

They include:
- 2 in economic development,
- 2 in engineering and technology,
- 3 in cultural development,
- 7 in environmental and natural sciences, and
- 16 in education, health and human services.

An example is the South Louisiana Economic Council housed on the Nicholls campus, which serves the industries in four Bayou parishes through industrial recruitment, business retention and expansion, new business development and workforce development.

Quality of Life
There were approximately 188,000 attendees at Nicholls State University events last year. Of those, 66% were from off-campus, greatly adding to the $30 million impact from visitor spending.

Nicholls reaches out to the community through service, offering 40 service-learning courses and encouraging faculty and staff to develop goals related to service-learning on an annual basis.

Additionally, Nicholls faculty and staff volunteered 35,000 hours last year, and students contributed 141,000 hours to the community.
Biology at Nicholls Enhances Regional Life

Biology, the study of life, encompasses the study of animal and plant life, as well as medicine. The Department of Biological Sciences at Nicholls State University reflects the breadth of the field.

Nicholls students and faculty explore agriculture, marine biology, microbiology and environmental biology. Students are prepared to enter schools of medicine, dentistry, pharmacy and veterinary science. The department offers more than a dozen areas of concentration, including a master's degree program in marine and environmental biology.

The department has adopted as its motto: “In the biology department at Nicholls, you don't just study life, you prepare for it.” The success of its teaching, research and service programs delivers on this promise.

After more than 40 years of offering preparatory study for medical school, Nicholls counts many of the region’s physicians as former biology majors. The university’s location has made it a natural starting point for bright students from the Bayou Region who aspire to earn a medical degree and return home to serve patients in a largely rural setting. Other former Nicholls biology students practice medicine in cities, towns and rural areas around the state of Louisiana.

Besides sending a steady supply of students to the LSU medical schools, Nicholls sends them to Tulane as well. An early acceptance program worked out between Nicholls and the Tulane University School of Medicine six years ago has steered 12 Nicholls graduates to the medical school at Tulane. Only four Nicholls students may be recommended for early admission to the Tulane medical school each year.

Besides doing an exceptional job of providing instruction to students, Nicholls biology faculty are conducting pathbreaking research that often has a connection to Bayou Region industries. Motivatit Seafoods of Houma, La., commissioned Dr. Marilyn Kilgen, Alcee Fortier professor and distinguished service professor of biological sciences to test a new machine that uses hydrostatic pressure to kill bacteria in raw oysters. Concerns about food poisoning from oysters threatened the industry’s future.

Kilgen's research not only proved the machine’s effectiveness at its primary purpose—thereby helping protect a vital local industry—and also revealed a beneficial, and highly desirable, secondary effect. The decontaminated oysters emerged from the high-pressure machine loosened from their shells. Motivatit workers no longer needed to shuck the oysters by hand before packing them, saving labor and improving the quality of the product.

Another Nicholls distinguished service professor of biological sciences, Dr. Ramaraj Boopathy, mentored the work of a graduate student, Leith Adams, who helped Boopathy conduct a U.S. Department of Agriculture-funded research project on controlling Formosan termites.
The ravenous termites are the scourge of property owners across the South, costing them millions of dollars every year. Boopathy and Adams focused their work on buildings and trees in the French Quarter and other neighborhoods of New Orleans.

Together, they identified “gut microbes” in the termites’ digestive system and experimented with using various substances to disable the microbes and eventually eliminate the termites. Early on, their research found that one of the most effective substances is cayenne pepper, something almost as ubiquitous in South Louisiana as the termites themselves.

Nicholls biology students and faculty are also on the front lines of the battle against coastal erosion and the accompanying disappearance of wildlife—and human-habits in South Louisiana. In addition to supporting the conservation activities of the Barataria-Terrebonne National Estuary Program, which is housed on campus, the Nicholls biology department is cultivating plants that can help prevent erosion and even help restore lost land.

Dr. Allyse Ferrara, associate professor of biological sciences, and her students are growing woody plants that can resist tropical storms and provide food and habitat for coastal wildlife, especially birds. Planting bulrush, hackberry, mangrove, mulberry, live oak and cypress in rapidly disappearing areas such as Port Fourchon and Grand Isle has the potential to create natural barriers against tides and coastal floods. Regional business people can use the Nicholls research findings to grow the most viable plants and make them widely available.

Many other activities within the Nicholls biology department benefit the residents and economy of the state and region. From sugar cane production to floodplain research, someone at Nicholls is working on creating a better future for Louisiana through biology, the study of life.

**Above & Beyond**

- For more than three dozen communities situated between the Atchafalaya and Mississippi River from Baton Rouge to the Gulf of Mexico, Nicholls is the primary provider of higher education. Students, faculty and staff come to Thibodaux from Donaldsonville, Morgan City, Houma and Metairie, making the Nicholls campus a nexus of South Louisiana’s people and their distinctive cultures — urban, suburban and rural.

- People look to Nicholls for instruction in 87 undergraduate degree programs and 16 graduate programs. Some of the most popular programs at Nicholls, based on the number of students completing them, are education, business, biology, family and consumer sciences, allied health sciences and nursing. These are exactly the kinds of programs that Louisiana needs to ensure steady, good-paying careers in activities that are important for families and communities in the region and state.

- Nicholls has graduated more than 37,000 students during its 60-year history. Doctors, engineers, teachers, lawyers, nurses, business people, writers, restaurant chefs, managers, police officers, therapists, accountants and countless other professional roles are filled by Nicholls alumni across the Bayou Region and the state. Where might these bright and ambitious people have attained their higher educations without Nicholls? In many cases, the answer is: They would not have had the opportunity.

- Every year since 1998, in March and April, the Nicholls campus resonates with music, lectures and performances organized and promoted as Jubilee: A Festival of the Arts and Humanities. Faculty and students from the John Folse Culinary Institute demonstrate the unique cuisine of South Louisiana; musicians from places like Mamou and Houma set dancers awhirl to the sounds of Cajun and zydeco music; historians, poets and visual artists present and discuss creative representations of local culture; and the Nicholls music and fine arts faculty are bolstered by visiting artists from other universities as well as other nations around the globe. During the weeks of Jubilee at Nicholls, no other place on the planet offers a more diverse and exciting educational and cultural experience.

**GREG STOCK, CEO**

**Thibodaux Regional Medical Center**

Stock oversees a workforce of approximately 1,000 people – nearly 25 percent of whom graduated from Nicholls State University. Among the graduates are 15 physicians and nearly 200 registered nurses who not only provide medical care to thousands of patients; they also stimulate the local economy via their high-paying jobs.

“As Thibodaux Regional continues to attract more patients from outside the local area, the demand for additional, quality healthcare professionals increases. Nicholls graduates satisfy a substantial chunk of that demand, and we are quite gratified to have them.”
Northwestern State University impacts its service region not only through education, workforce training and cultural opportunities, but also by partnering with area businesses and industry to provide resources through grants and services that promote the good health, safety and welfare of the community. The university was founded in 1884 as the Louisiana State Normal School and is observing its 125th anniversary this year.
Northwestern State University’s role in economic development encompasses many forms of outreach and support for the school’s service area. From its roots as the state Normal School established 125 years ago specifically for the training of teachers, Northwestern has evolved into an institution dedicated to enhancing workforce training and professional development while carving out educational and cultural opportunities for a rural and often underserved populace.

The university has formed partnerships with local, state and national entities that enhance resources we are able to offer to the public and works in cooperation with the city and parish to attract industry and support entrepreneurial efforts. The Louisiana Small Business Development Center at Northwestern provides low-cost business training and other services aimed at helping small business owners and entrepreneurs start and expand their businesses. Our faculty and staff work with industry partners to facilitate internships, professional development opportunities and scholarship programs that are mutually beneficial to the student and the industry.

Northwestern has always been at the forefront of producing leaders in the field of education and in the last decade has pioneered the use of technology to provide access to education for learners challenged by location. NSU successfully incorporates technology into instruction to enhance learning environments for both traditional and non-traditional students, including working adults seeking degrees. Northwestern is also noted for producing outstanding graduates in the College of Nursing, who achieve a pass rate on the registered nurse licensure examination that averages above the national norm.

Northwestern’s presence enhances the cultural fabric of Northwest Louisiana by providing a forum to explore fine arts, heritage resources and the significant history of the area. Northwestern also recognizes service as an intrinsic part of education and encourages faculty to incorporate service-learning projects into their curriculums, promoting endeavors that not only offer students relevant hands-on experience within their disciplines, but also serves the greater good of improving the quality of life in Northwest Louisiana. Service-learning benefits from the efforts of the university’s Office of Research and Sponsored Programs, which has worked with faculty and staff to secure funding for projects that include emergency preparedness, improving water quality, combating truancy, recruiting teachers, aiding disadvantaged students and numerous other endeavors that promote the health, safety and welfare of the community.

NSU’s devotion to understanding challenges and identifying opportunities for Northwest Louisiana is perfectly aligned with the university’s mission of remaining a responsive, student-oriented institution that is committed to the creation, dissemination and acquisition of knowledge through teaching, research and service.

<table>
<thead>
<tr>
<th>Spending</th>
<th>Teaching</th>
<th>Research &amp; Service</th>
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<tbody>
<tr>
<td>Northwestern’s statewide annual economic impact is $353 million and supports 3,738 non-university jobs.</td>
<td>Northwestern’s graduates have added $717 million to Louisiana’s economy over the last 10 years.</td>
<td>This study captured 13 research and service programs at Northwestern.</td>
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<tr>
<td>This includes:</td>
<td>The university’s bachelor’s degree holders have generated almost $599 million, master’s degree holders $80 million, and associate’s degree holders over $38 million.</td>
<td>They include:</td>
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<tr>
<td>• $9 million from affiliated organizations,</td>
<td>NSU produced 52,070 degrees over the last 50 years with 15,086 graduates between 1998 and 2007.</td>
<td>• 2 in economic development,</td>
</tr>
<tr>
<td>• $18 million in health insurance payments,</td>
<td>Northwestern offers extensive online degree programs and top producing bachelor’s degree programs in health professions and related clinical sciences, psychology, and public administration and social services.</td>
<td>• 10 in cultural development, and</td>
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<tr>
<td>• $13 million impact of retiree spending,</td>
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<td>• 1 in health and human services.</td>
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<td>• $49 million in university operations,</td>
<td>An example is the National Center for Preservation Technology, housed on Northwestern’s campus, that advances the use of science and technology in historic preservation.</td>
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<tr>
<td>• $14 million in construction and capital outlay,</td>
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<td>• $36 million from visitors,</td>
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<td>• $63 million in faculty and staff expenditures, and</td>
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<td>• $152 million impact from student spending.</td>
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Quality of Life
There were approximately 364,000 attendees at Northwestern State University events last year. Of those, 37,000 were from off-campus, adding to the $36 million impact from visitor spending. Northwestern reaches out to the community through service, recently establishing an Office of Service-Learning and working towards institutionalization of service-learning activities. Additionally, Northwestern faculty and staff volunteered 79,000 hours last year, and students contributed 199,000 hours to enhancing the community.
Northwestern State University

Technology, Research & Economic Development

Northwestern State University’s Division of Technology, Research and Economic Development was created in 2007 when several related units were combined to enhance efficiency and provide more dynamic opportunities for collaboration. The division includes the Offices of Electronic and Continuing Education, Information Systems, Student Technology, Research and Sponsored Programs and Economic Development.

“It is a serious obligation on the part of this university to assist in economic development efforts,” said Dr. Darlene Williams, vice president of the division. “These areas are all linked together and have worked together for years. Each area has significant individual impact. We have been very purposeful in streamlining and bringing these groups together to create a dynamic full of opportunity for outreach, for professional development and for bringing forward cutting-edge technology to faculty and students.”

The endeavors of the individual units, which include grant-writing, overseeing contracts and student technology fees, electronic learning and technical support, allow for better communication and efficiency in tapping internal and external resources, said Williams, who spent 10 years overseeing Northwestern’s tremendously successful Electronic and Continuing Education programs. NSU’s ECE programs blazed the trail in distance learning as quickly as new technologies emerged and are recognized as a pioneer in electronic learning.

“In the development of e-learning, we grew from offering a handful of courses to offering 17 on-line degree programs, two add-on certifications, 550 sections per semester and an enrollment of well over 10,000. Now we are leveraging our experience in the on-line environment to focus on business and industry, workforce needs and the needs of adult learners in Louisiana,” she said.

NSU reaches out to business and industry to development partnerships to help meet the needs of employees by providing skill set training and professional development.

The division’s purpose is especially relevant in difficult economic times when many adults consider going back to school. Enrollment is on the rise for the Center for Adult Learning in Louisiana (CALL) program, piloted by NSU, and Bossier Parish Community College, designed for adults who started but did not complete a college degree.

Outreach and customer service are key components to Williams’ direction and are the continuation of partnerships with industry that began before the new division was structured. In the last decade, Northwestern has partnered with local industries, such as Pilgrim’s Pride, Alliance Compressors and Weyerhaeuser, in research projects to enhance production efficiency and tuition reimbursement programs that allow employees to earn a GED, bachelor’s or master’s degree. Other programs have helped employees obtain certification in industry-related
programs and apply the certification towards a bachelor’s degree, with some courses taught at the local plant. Internships, service-learning projects and company-sponsored scholarships for employees have further enhanced the relationship that NSU has with local business and industry.

“Customer service is key when working with employers and students,” she said. “We have sent staff to the plant to hold registration. And because our on-line programs have been so successful, our impact on a potential employer is not limited to our service area. It can have a global impact.”

The partnerships are a win-win situation for NSU and area businesses, Williams said.

“NSU provides education to additional students and local industry benefits by having a better educated workforce,” she said. “It’s been a great structure in terms of the responses of each individual who is impacted every day by what we are doing at Northwestern.”

**Above & Beyond**

- The Louisiana Small Business Development Center at Northwestern, which offers business consulting and training services to a 10-parish area, helped clients secure more than $6 million in capital to create new jobs last year.

- NSU’s Computer Information Systems program within the College of Business is one of the school’s Areas of Excellence and consistently earns top honors in national competitions sponsored by the Association of Information Technology Professionals.

- Northwestern’s College of Nursing received a grant in 2008 that allowed the College to expand access to associate, baccalaureate, masters and continuing education programs in nursing to rural Louisiana via distance learning. Graduates of the College, which is the fourth largest in enrollment in the nation, achieve a pass rate on the registered nurse licensure examination that averages above the national norm.

- Northwestern’s nationally recognized Master’s of Heritage Resources program and the Louisiana Creole Heritage Center at NSU actively work with three major National Park Service units located in Natchitoches Parish to enhance our nation’s heritage through scholarship and hands-on preservation projects.

- Northwestern is home of the Louisiana Scholars’ College, the state’s designated honors college in the liberal arts.

- Northwestern supports a collage of cultural activities that range from the creative and performing arts to the preservation of folkways. The university sponsors lectures, concerts, stage productions and exhibits for the general public, as well as those targeted to area public school students.

- Northwestern supports the Louisiana School for Math, Science and the Arts, the state’s preeminent residential high school, which is located on the NSU campus.

**NICK POLLACIA,**
CEO for the Natchitoches Area Chamber of Commerce and Northwestern Alumnus

“The economy of Natchitoches is three-tier. We have wonderful manufacturers here, we have a great tourism business and we have Northwestern…Northwestern is the most significant economic engine in this parish and probably a couple of parishes.”
Southeastern Louisiana University, the third largest university in the state with an enrollment of more than 15,000, offers students a wide range of academic studies as well as opportunities for undergraduate research with faculty, internships and community service.
Since its founding in 1925, Southeastern Louisiana University has focused on the communities it serves. Southeastern has a solid tradition of development partnerships and programs that enhance the quality of life in Southeast Louisiana.

This report on the economic and community impacts of Southeastern highlights our multi-faceted role in serving the people who live throughout the region.

Our mission – to lead the educational, economic and cultural development of the region – ties Southeastern intimately to the lives of our residents. The impact goes far beyond the funding of construction and capital projects, the research grants, or the dollars and cents that faculty, staff and students earn and spend in their communities. As one of the area's largest employers, those economic contributions of Southeastern are very visible.

Beyond that, however, are the fundamental contributions Southeastern makes to develop an educated citizenry, a workforce prepared for today's knowledge-based businesses, and numerous cultural, creative and other resources that contribute to our quality of life and the wellbeing of our region.

Southeastern willingly shares its faculty and staff expertise by working closely with area school systems to strengthen K-12 education, by cooperating with government and private agencies to strengthen their capabilities, by working to improve the general health and social fabric of our communities, by contributing to a vibrant cultural landscape, and by providing opportunities for lifelong learning. Our students, likewise, freely contribute thousands of hours of service to area groups and organizations. No price tag could be placed on these contributions.

Higher education is a key component of economic development. In this 21st Century global economy – one that is experiencing stressors that have not been seen for generations – our universities are nothing short of critical in helping to lead states and the nation back to prosperity.

This report showcases some of the many way Southeastern factors into the wellbeing of Southeast Louisiana. We remain committed to helping Louisiana grow and prosper.
Southeastern responds to workforce demands

New degree programs strengthen curriculum
It’s a simple case of supply and demand. Regional employers consistently state the need for employees in specialized fields. Graduates of Southeastern’s several new degree programs will be prepared to enter the workforce with the education required to meet those specific needs.

“Community outreach in terms of education and economic development are guiding principles of Southeastern’s mission,” said President John L. Crain. “These new offerings are the result of direct collaboration between the business community and academia.”

The new workforce initiative programs include engineering technology with several different concentrations, supply chain management and two healthcare related programs.

“We are excited about the potential impact these programs can have on the area workforce and economy,” Crain said. “Each was planned after extensive consultation with area employers who tell us these are the kinds of employees they are seeking.”

Engineering technology
The engineering technology program, offered through the Department of Computer Science and Industrial Technology in the College of Science and Technology, has four concentrations of specialized study: industrial, computer, mechanical, and construction engineering technology.

Engineering technology differs from traditional engineering in that it is more focused on applications of technology.

“The technologist is by definition familiar with current technologies and consequently does not require as much training upon entering the workplace,” said Cris Koutsougeras, head of the department. “This is why engineering tech graduates are in such high demand in industry. A number of our advisory board members indicated this program is just what industry needs at this time,” he added.

Supply chain management
The new degree in supply chain management, offered through the College of Business, is the first of its kind in the state and capitalizes on the region’s transportation infrastructure. The curricula combines expertise from the fields of marketing, production and operations management, and information systems.

“Today’s high performance organizations fully integrate procurement, production, logistics, information systems and marketing,” said Randy Settoon, dean.

The growth of the I-12 corridor and the convergence of interstates, rail and other transportation modalities make the region an ideal location as a hub of logistical services.
A recent study by AngelouEconomics of Austin, Texas, noted that the area is prime for extensive growth in international trade, logistics and distribution industries.

**Healthcare programs**

Two new programs at Southeastern are enabling healthcare workers who have not earned undergraduate degrees the opportunity to do so.

A radiologic technology clinical option will be offered through Southeastern’s health studies degree program. It will benefit students who have already completed a diploma or associate degree program and who hold basic certification. The new program will provide students the opportunity to earn a baccalaureate degree while pursuing clinical training in computed tomography and magnetic resonance imaging.

Southeastern is also participating in a statewide effort to help adults with some college credit earn a bachelor’s degree. In conjunction with the Center for Adult Learning in Louisiana (CALL), Southeastern offers registered nurses the opportunity to earn their undergraduate degrees by taking accelerated courses that are offered totally online.

Within its first year of availability, more than 50 students from throughout the state have already begun participating in the program.

**CALL** has enabled us to expand the geographical reach of our nursing program, which is one of the most respected in the state,” said Crain. “It’s an important workforce initiative, helping to address the pressing need for highly skilled nurses in Louisiana.”

**Above & Beyond**

- Southeastern has been named a “Great College to Work for” by the Chronicle of Higher Education, the nation’s primary national source of news about post-secondary education. The only Louisiana institution to be recognized in the survey, Southeastern received high marks in 10 different areas, including collaborative governance, internal communications, teaching environment, job satisfaction and confidence in senior leadership.

- The Ibereao-American Council for Excellence in Education, a consortium of 18 agencies in Latin America, has recognized Southeastern for its Latin American programs. Southeastern was the first public university in the United States to receive the prestigious international award.

- The School of Nursing at Southeastern has been named the “Nursing Program of the Year” three times in the last seven years by the Louisiana State Nurses Foundation. The selection is made by a team of out-of-state evaluators who look at a wide variety of criteria.

- In a report issued by the Southern Regional Education Board, a nonprofit coalition that offers guidance on educational policy issues in 16 states, Southeastern’s master’s degree program in education was rated among the best in the southern states in preparing future school principals and other education leaders.

- In order to encourage students to complete their undergraduate degree in four years, Southeastern is offering a unique “Progression Scholarship” to students who demonstrate satisfactory progress toward graduation.

- The Emmy-award-winning Southeastern Channel, the university’s educational access channel, reaches into 94,000 North Shore homes. The channel airs Southeastern telecourses and provides hands-on experience for students interested in careers in television. The channel’s original programming – from faculty lectures and performing arts concerts to athletic events and commencement ceremonies – also showcases Southeastern to a wide audience.
The University of Louisiana at Lafayette is likely the only university in the nation with a swamp in the middle of its campus. Cypress Lake is a managed wetland filled with cypress trees, turtles, fish, birds, alligators and a variety of plants.
At its essence, a university is, as Cardinal John Henry Newman noted, a “place for the communication and circulation of thought.” It is also a place of countless opportunities to improve the human condition. Those contributions are beyond measure.

At the same time, a university is a significant force in the realm of commerce. Its financial influence has value and that worth can be calculated.

A recent study, for instance, shows that the University of Louisiana at Lafayette had a total spending impact alone in Louisiana of more than $750 million in 2008. Because of its presence, the university sustained about 7,800 non-university jobs.

In addition, UL Lafayette’s economic development centers were responsible for $1.2 billion in increased revenues for their clients. Its research centers reported over $51 million in revenues.

The university’s presence is felt in many sectors of the local, regional and state economies.

Consider, for instance, that about 2,000 men and women receive paychecks from UL Lafayette. They spend their earnings with local businesses and companies; their wages filter through financial institutions.

The university produces well-educated graduates that business and industry need in a globally competitive marketplace.

### Spending

UL Lafayette’s statewide annual economic impact is $755 million and supports 7,783 non-university jobs.

This includes:
- $19 million from affiliated organizations,
- $32 million in health insurance payments,
- $23 million impact of retiree spending,
- $72 million in university operations,
- $47 million in construction and capital outlay,
- $125 million from visitors,
- $150 million in faculty and staff expenditures, and
- $287 million impact from student spending.

### Teaching

UL Lafayette’s graduates have added $1.3 billion to Louisiana’s economy over the last 10 years.

The university’s bachelor’s degree holders have generated $1.16 billion, master’s degree holders almost $133 million, and associate’s degree holders $7.5 million.

UL Lafayette produced 88,448 degrees over the last 50 years with 23,659 graduates between 1998 and 2007.

UL Lafayette has the state’s only doctoral program in Francophone Studies and is the highest producer of computer and information sciences and support degrees at the master’s and doctoral levels.

### Research & Service

This study captured 33 research and service programs at UL Lafayette.

They include:
- 6 in economic development,
- 3 in cultural development,
- 6 in environmental and natural sciences,
- 10 in engineering and technology, and
- 8 in education, health and human services.

In 2008, the university’s research centers received about $49 million in state, federal and private revenues. Its economic development centers were responsible for $1.2 billion in increased revenues for clients; $1.8 billion in retained revenues for clients; and 23,000 non-university jobs created or sustained.

### Quality of Life

There were approximately 1.2 million attendees at University of Louisiana at Lafayette events last year. Of those, 43% were from off-campus, adding to the $125 million impact from visitor spending.

UL Lafayette reaches out to the community through service, offering opportunities for service learning in 118 courses and working toward the centralization and campuswide offerings of service learning activities.

Additionally, UL Lafayette faculty and staff volunteered 115,000 hours last year, and students contributed 393,000 hours to enhancing the community.

The university attracted about 1.2 million visitors in 2008 who spent money on food, lodging and entertainment.

With more than 16,000 students, UL Lafayette is essentially a small city within a city. In fact, if it were a city, it would rank as the 17th largest in Louisiana, according to U.S. Census data. If it were a private business, it would be the largest employer in Lafayette Parish.

Just through its day-to-day operations, UL Lafayette keeps substantial amounts of money moving and that flow of currency is essential for a healthy economy.

Since the Oil Bust of the 1980s, the University of Louisiana at Lafayette has been dedicated to supporting business and industry.

It remains committed to using its resources to continue to contribute to the stability and future growth of the Lafayette, Acadiana and Louisiana economies.
The design of the $27 million Louisiana Immersive Technologies Enterprise is a clue that it’s a place for innovative work. LITE is a 3-D immersive visualization and high-performance computing resource center on UL Lafayette’s campus.

University Research Park

With a three-story, egg-shaped glass enclosure that glows in the dark, the Louisiana Immersive Technologies Enterprise is a landmark in University Research Park.

Although LITE’s architectural design turns heads, its location is arguably more impressive. University Research Park is a 143-acre tract that’s home to many federal, state, local and university research facilities and agencies. It epitomizes a time-tested principle: research can be a powerful tool for economic development.

The research park is across the street from UL Lafayette’s athletic complex and its Cajundome and Convention Center. The United States Geological Survey National Wetlands Research Center was its first tenant; it opened for business in 1992.

Today, other University Research Park occupants include:

- the National Oceanic Atmospheric Administration Estuarine Habitats Coastal Fisheries Research Center;
- the Lafayette Primary Care Facility, where future family physicians and nurse practitioners train;
- the Lafayette Economic Development Authority;
- Abdalla Hall, which houses university centers such as the Center for Business and Information Technologies; and
- Hilton Garden Inn, which is used to train UL Lafayette’s hospitality management students.

LITE will soon have a next-door neighbor, the Cecil J. Picard Center for Child Development.

More than 400 employees are employed by agencies in University Research Park. Their total payroll exceeds $26 million.

Dr. Bob Stewart, vice president for Research and Graduate Studies at UL Lafayette, said the park serves several purposes. “It’s an exceptional environment for teaching and research. It also promotes partnerships between the university, industry and government for research and economic development.”

Stewart noted that University Research Park has helped elevate UL Lafayette’s status as a research institution by providing additional opportunities for research and internships for university students. “The research park has also helped diversify Louisiana's economy and has created hundreds of new economy jobs.”

The Carnegie Foundation has designated UL Lafayette as a “Research University with High Research Activity.” That puts UL Lafayette in the same category as institutions such as Baylor University, the University of Oklahoma, Clemson University and Auburn University.

To fully appreciate the significance of University Research Park, it helps to know about some of the work that’s being done there.

In Abdalla Hall, for instance, a new agency – NIMSAT – is using supercomputers and visualization technologies to improve disaster management by public and private sectors. The National Incident Management Systems and Advanced Technologies Institute was established after Hurricanes Katrina and Rita slammed South Louisiana in 2005.

LITE was created specifically as an economic development
tool by the State of Louisiana, UL Lafayette and the Lafayette Economic Development Authority. It harnesses the power of supercomputers to quickly transform massive amounts of data into three-dimensional images. Through the projection of 3-D images and the use of special headgear, researchers can literally immerse themselves in those images.

Since it opened in 2006, LITE has helped physicians learn more about breast cancer. It has had a starring role in a science fiction movie. And, it has been used to show oil and gas companies how immersive imaging can help minimize risk, reduce costs and increase safety.

In April 2008, Southern Business and Development Magazine named Lafayette one of the Top 10 Great Innovation Markets in the South, citing LITE as one of the facilities that makes the city worthy of that designation.

The following are some of the other agencies represented in University Research Park.

**Abdalla Hall:** Regional Application Center, Governor’s Office of Homeland Security and Emergency Preparedness, Louisiana Procurement Technical Assistance Center, Louisiana Department of Natural Resources Office of Coastal Protection and Management (Lafayette Field Office), Civil Air Patrol and Lafayette Composite Squadron.


**Margaret Trahan,** President and CEO
United Way of Acadiana

“The university plays a huge role in economic development because it really helps create a higher standard of living in the Acadiana region.

“We share a common interest in early childhood education. The university, through the Picard Center, is helping us with a longitudinal study to track results of a new early learning program that United Way of Acadiana will be implementing very soon.

“We’ve been able to tap into what I call the ‘intellectual capital’ of the university to help our organization do a better job of advancing the common good.”

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**Above & Beyond**

- Between 2004 and 2008, 1,934 contracts totaling $2.6 billion were awarded to Louisiana companies, in part as a result of assistance provided by the Louisiana Procurement Technical Assistance Center on campus. Also, in the past two years, 1,364 jobs were created or retained due to the Manufacturing Extension Partnership of Louisiana at UL Lafayette.

- UL Lafayette’s BeauSoleil Team is one of only 20 teams chosen worldwide to compete in the U.S. Department of Energy’s 2009 Solar Decathlon. The teams will each design, build and operate a small energy-efficient house powered entirely by the sun. The houses will form a “solar village” in the National Mall in Washington, D. C. in October. The BeauSoleil Team represents collaboration among the School of Architecture and Design, College of Engineering and the B. I. Moody III College of Business Administration.

- Patented research developed at the University of Louisiana at Lafayette may someday help physicians deliver cancer-fighting medicine directly to a malignant tumor without damaging surrounding tissue. This new method uses magnetic nanocrystals coated with a polymer or binding agent that helps the medicine attach to the tumor. The nanocrystals are nontoxic and biodegradable, so they do no harm to the body.

- Lafayette’s new Institute for Coastal Ecology and Engineering was created to identify and coordinate university resources related to repairing and restoring the state’s wetlands and halting coastal erosion.

One of the most promising methods of rebuilding the coast is sediment transfer. A mixture of sediment and water is sprayed in layers; land forms as sediment collects and water drains away.

- The Ernest J. Gaines Center in Dupré Library will house the only complete collection of Gaines’ scholarship in the world. Gaines, author of “The Autobiography of Miss Jane Pittman” and “A Lesson Before Dying,” is UL Lafayette’s writer-in-residence emeritus.

- UL Lafayette students were the first students at a Louisiana university to design, build and launch a working satellite. CAPE1 was sent into orbit from a site in the Republic of Kazakhstan in 2007. Another group of UL Lafayette students is working on a second satellite.

- The Louisiana Workforce Commission has contracted with the University of Louisiana at Lafayette’s research consortium to develop a method and the tools needed to provide enhanced information on workforce demand and projected supply. Its goal is to help build and manage a more responsive workforce delivery system.

- A UL Lafayette scientist is using shells from crawfish, crabs and shrimp to develop a substance that could eventually replace bone in the human body. The research is being conducted in the Biomaterials and Biomedical Engineering Research Laboratory, which is part of the university’s Center for Structural and Functional Materials.
The University of Louisiana at Monroe, devoted to student-centered learning, shapes its students to become lifelong learners and thrive in the workforce.
Message from University of Louisiana at Monroe President James Cofer

Education is economic development. Encouraging young scholars to flourish, thereby benefiting the global society, embodies the true spirit of this incredible institution. This economic impact report highlights just a few of ULM’s significant contributions to greater Louisiana, the surrounding region, and the country. You will discover the breadth of our reach in the professional services provided by our faculty, staff and students, the innovative research conducted by our faculty, and the volunteer hours regularly contributed by our university family.

Much of what we contribute to the state and region is unique to our institution. For example, our nationally renowned College of Education and Human Development’s Louisiana Leader Fellows Program, hailed by Governor Bobby Jindal as the premier program in the state, empowers talented teachers to become principals in their schools. In addition, ULM’s College of Pharmacy, Louisiana’s only state-supported program, continues to produce the best professionals in the field, and our nursing students continue to score significantly higher than the national average on exit exams.

These programs and many others exemplify an impressive and growing tradition of excellence. We are also constantly evolving and expanding our idea of the university. For example, we are strengthening our state by providing courses to the 600,000 Louisiana adult learners who have earned college credits but have not completed their degrees. ULM’s Gateway to Online Degrees strives to educate today’s “anytime, anywhere” student.

Our new online health studies degree prepares professionals for mid-level management positions in a variety of healthcare organizations and increases the capabilities of our state’s workforce. That kind of educational outreach is the cornerstone of economic development. By making higher education available to all Louisianans, we are ensuring a brighter economic future and quality of life for our entire state and region.

Another part of our story, our commitment to northeastern Louisiana, is exemplified in the revitalization of our university—both within and beyond our classrooms. By 2010, we will have spent more than $80 million in classroom upgrades and campus improvement projects in an effort which was launched in 2002. That is a direct and concerted investment in our students and in northeastern Louisiana. In addition, our professors continue to expand their methodologies, and many now incorporate emerging technologies into their curriculums.

Finally, ULM contributes to something quite incredible: the vitality of our state and region. Investing in higher education is crucial to our economic future because it means we envision a potential for growth and new possibilities for Louisiana.

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Spending
ULM’s statewide annual economic impact is $350 million and supports 3,669 non-university jobs.

This includes:
- $12 million from affiliated organizations,
- $19 million in health insurance payments,
- $18 million impact of retiree spending,
- $39 million in university operations,
- $27 million in construction and capital outlay,
- $29 million from visitors,
- $77 million in faculty and staff expenditures, and
- $129 million impact from student spending.

Teaching
ULM’s graduates have added $784 million to Louisiana’s economy over the last 10 years.

The university’s bachelor’s degree holders have generated almost $683 million, master’s degree holders $92.5 million, and associate’s degree holders almost $9 million.

ULM produced 63,288 degrees over the last 50 years with 14,215 graduates between 1998 and 2007.

Home to Louisiana’s only public pharmacy program, ULM is a leader in health and clinical sciences degree production.

Research & Service
This study captured 23 research and service programs at ULM.

They include:
- 3 in economic development,
- 2 in cultural development,
- 3 in environmental and natural sciences, and
- 15 in education, health and human services.

An example is ULM’s Center for Business and Economic Research, which provides unbiased, independent, reliable, and high value information and analysis of state and local economic conditions for Northeast Louisiana.

Quality of Life
There were approximately 443,000 attendees at University of Louisiana at Monroe events last year. Of those, 54,000 were off-campus, adding to the $29 million impact from visitor spending.

ULM reaches out to the community through service, offering 65 service-learning courses each year and working towards institutionalization of service-learning activities.

Additionally, ULM faculty and staff volunteered 80,000 hours last year, and students contributed 175,000 hours to enhancing the community.
University of Louisiana at Monroe

ULM College of Pharmacy students work on Sim-Man, their simulated patient. Through their work with Sim-Man, ULM students learn about subjects like drug interactions and drug disease states.

Pharmacy: Making an Indelible Impact

Louisiana’s only state supported College of Pharmacy program resides at the University of Louisiana at Monroe, where graduates are prepared to meet the challenge of the state’s evolving healthcare needs.

For more than 50 years, thousands have taken advantage of the opportunity to be educated in the college’s outstanding academic programs. In addition to the Doctor of Pharmacy degree, students may seek the Masters of Science degree in Pharmaceutical Sciences, a Doctor of Philosophy degree in Pharmacy, or the Bachelor of Science degree in Toxicology – one of only seven undergraduate toxicology programs offered in the nation.

However, the College of Pharmacy does much more than educate future pharmacists and toxicologists. Every day, faculty and students perform groundbreaking research; provide invaluable services; and deliver quality patient care, leaving an indelible economic impact on Louisiana’s communities and improving quality of life.

Research
Faculty members are dedicated scholars who work collaboratively with researchers not only across Louisiana, but also across the world.

For example, an Australian-based pharmaceutical company recently awarded an additional $399,000, bringing the total investment to $1,017,000, for a project headed by Professor Paul Sylvester, Ph.D. He has researched how tocotrienols – commonly known as vitamin E – attack cancer cells in early stages without harming healthy cells. Sylvester believes tocotrienols derived from palm oil could be available as a supplement within three years and may prevent breast cancer in at-risk women.

Meanwhile, Dr. Kevin N. Baer, head of Department of Toxicology, and his students monitor water quality to address non-point source pollution, which comes from widespread sources, and occurs when rainfall moves over and through the ground. Pollutants are deposited in Louisiana’s numerous waterways, and even underground sources of drinking water; Baer’s project tracks water quality improvement to gauge whether project outcomes have been successful.

Services
ULM faculty members provide clinical pharmacy services at a number of centers across the state; however, their services extend far beyond the clinical setting. As a part of their service-learning requirements, pharmacy students provide nutritional education as well as information on the dangers of tobacco use and abuse to elementary school students. They also perform a variety of health screenings at area health fairs to identify patients at risk of chronic diseases such as diabetes and high cholesterol. Also, the Office of Outcomes Research and Evaluation provides diabetes and asthma education to Louisiana Medicaid recipients, decreasing healthcare costs and improving
When an academic program in Louisiana draws favorable mention from a New York Times editorialist, someone must be doing something right. Actually, a lot of “someones” are doing things right in the College of Education and Human Development at the University of Louisiana Monroe and the teacher preparation programs mentioned in the NYT’s editorial, “What Louisiana can Teach,” are just the beginning. The editorial acknowledged a state report giving high marks to ULM’s teacher-preparation program which produces teachers more effective at teaching math, reading and language arts than more experienced educators.

In addition, the ULM Elementary Education Program is one of only 10 in the nation to receive full passing marks for its preparation of future mathematics teachers. A 2008 National Council on Teacher Quality report said only 10 of 77 programs reviewed scored adequately on all three criteria when examining the mathematics courses that elementary teacher candidates had to take.

Ouachita Parish Schools Superintendent Robert Webber heaped further praise when his district joined Big Brothers Big Sisters of Northeast Louisiana and ULM in a formal agreement to launch a new mentoring program involving the Monroe City and Ouachita Parish School Systems.

LINDA HOLYFIELD,
President and CEO of
P&S Surgical Hospital in Monroe

“ULM is absolutely a mega economic and cultural driver for this region.”

“Workforce development is a huge issue in our state and a particularly important issue in Northeast Louisiana. ULM provides high-quality healthcare professionals, and it is critical for my operation to have those professionals. We work with the School of Nursing for the training of our clinical staff. We also partner with the College of Pharmacy; we utilize their expertise to help us with our own pharmacy. All of our pharmacy staff are ULM graduates, and we’ve been awarded for clinical excellence and patient satisfaction. ULM is a key resource for us.”

Conclusion
For every dollar invested in the college, the net economic impact on output is considerable.

It is estimated that 70 percent of ULM’s pharmacy graduates remain in Louisiana and fill high-paying jobs in high-need areas, including community and hospital pharmacies; teaching; drug manufacturing and regulation; and sales. The development of patented medicines has the potential to bring royalty revenues and the possibility of longer, more productive lives for many individuals.

The college takes immense pride in the quality of students it produces and the tradition of excellence established long ago.
The Impact of Spending
The annual fiscal impact of each university was estimated using a spending model originally outlined by the American Council on Education. Sometimes referred to as an “accounting method,” the model details expenditures from various sources and then uses a basic multiplier to estimate total dollar impact. Expenditures were separated into those within an identified target area and those outside of the target area. All primary and secondary data sources were rigorously checked and subjected to tests of reasonableness. Questionable data and some outlier data points were discarded.

University expenditures were derived from reports of non-personnel related spending matched to vendor names and addresses. Thus the total amount of spending from operational and restricted accounts for equipment, supplies, services, and other consumables was estimated. An Educational Services multiplier from the Bureau of Economic Analysis, RIMS II chart was applied.

Faculty and staff expenditures at each campus were based on survey data collected in Fall 2008. Respondents were asked to supply monthly estimates of spending in categories such as Housing, Food, Entertainment, Telecommunications, Transportation, etc. Average spending by category was determined and applied to total faculty and staff counts to determine a dollar total. RIMS II multipliers for each category were used to determine a weighted average multiplier across categories. Similarly, student expenditures were collected via survey and analyzed.

Affiliated organizations are those third-party entities that perform services on behalf of the university and have a separate payroll and budget. Some examples are food service companies, bookstores, housing management companies, and printing companies. The payrolls, expenditures and capital expenditures of these organizations were added into the spending model.

Capital outlay construction, privatized construction and deferred maintenance monies are significant expenditures for a university and are separate from the operational and restricted budgets. To account for the wide variations in capital expenses over time, the model used an eight-year average to determine the “typical” capital expenses spent in a year. Figures on state capital outlay, deferred maintenance, and privatized construction were obtained from the University of Louisiana System office.

Data from the Louisiana State Employees Retirement System (LASERS) and the Teachers Retirement System of Louisiana (TRSL) indicated that numerous retired faculty and staff continue to live in the target areas of their respective universities. Gross retirement salary data collected from LASERS and TRSL was adjusted for benefits before being added to the spending model.

Payments to health providers were estimated using data obtained from the Office of Group Benefits (OGB). Payment data included zip codes of providers and thus were separated into target area and non-target area totals. Payments to non-OGB providers were also estimated by determining the number of employees and retirees not subscribed to OGB health plans and then multiplying that number by the yearly average payment per subscriber.

Each university collected events and activities data from academic and non-academic units on campus. Data collected included the event name and description, the sponsoring department, the date(s) and time of the events, and the number of non-university attendees. Each event was also categorized by type, e.g., athletic, performing arts, continuing education, public service, etc. The visitor
data was used to estimate the number of day visitors and overnight visitors and their associated estimated expenses for transportation, food, and lodging. These estimates were added into the spending model.

The Impact of Teaching
This study examined the impact of teaching at UL System universities by analyzing the contributions of its graduates in economic and non-economic terms. The UL System graduates more students with baccalaureate and master’s degrees than any other state system. Research on in-state retention rates of UL system graduates indicates that the rate is high, at least 65%. The dollar value to the state of such degree attainment was calculated.

Additional analysis demonstrated that UL System graduates contribute heavily to new and emerging industries identified by the office for Louisiana Economic Development as essential for future state growth. Graduates also benefit their communities and the state in other ways such as decreased crime rates, increased civic engagement, and better health.

The Impact of Research and Service
Universities in the UL System are increasingly participating in research and service projects and centers that have tremendous impact or potential impact on the region and state. Each university surveyed its academic and non-academic units to ascertain whether particular programs or centers have a beneficial impact to citizens outside the university community. Those that did were asked to describe such impact and to estimate quantitative indicators such as jobs created or sustained, dollars saved, and clients served.

The Impact on Quality of Life
The impact that the university makes on the quality of life in its region was estimated in two ways: 1) the events and activities data described previously was used to tally the number of participants and to categorize the types of events offered by each institution; and 2) the faculty/staff and student surveys asked respondents to estimate the number of hours that are volunteered for community service projects. Campus teams used this data to gather further qualitative narrative on particular events of interest.
GRAMBLING STATE UNIVERSITY
Grambling

LOUISIANA TECH UNIVERSITY
Ruston

MCNEESE STATE UNIVERSITY
Lake Charles

NICHOLLS STATE UNIVERSITY
Thibodaux

NORTHWESTERN STATE UNIVERSITY
Natchitoches

SOUTHEASTERN LOUISIANA UNIVERSITY
Hammond

UNIVERSITY OF LOUISIANA AT LAFAYETTE
Lafayette

UNIVERSITY OF LOUISIANA AT MONROE
Monroe