



# 2020-2021 State of the University

A Spotlight on the Accomplishments of the  
Southern University System

Ray L. Belton  
President-Chancellor

# Fulfilling the Promise ... Promoting Student Success and Excellence


The Southern University System continues to fulfill the promise through the following:

1. Commitment to Student Access and Affordability
2. Commitment to Academic Excellence and Student Success
3. Commitment to Institutional Effectiveness and Accountability
4. Commitment to Scholarly Research, Discovery, and Entrepreneurship
5. Commitment to Fundraising and Philanthropic Support
6. Commitment to Improve Campus Life through Infrastructural Development
7. Commitment to Promote the SUBR Brand through Outreach and Global Engagement
8. Commitment to Enhance Campus Technology
9. Commitment to Invest in Human Capital and to Strengthen Operations
10. Commitment to Quality Customer Service



# SUS: SUccess by the Numbers

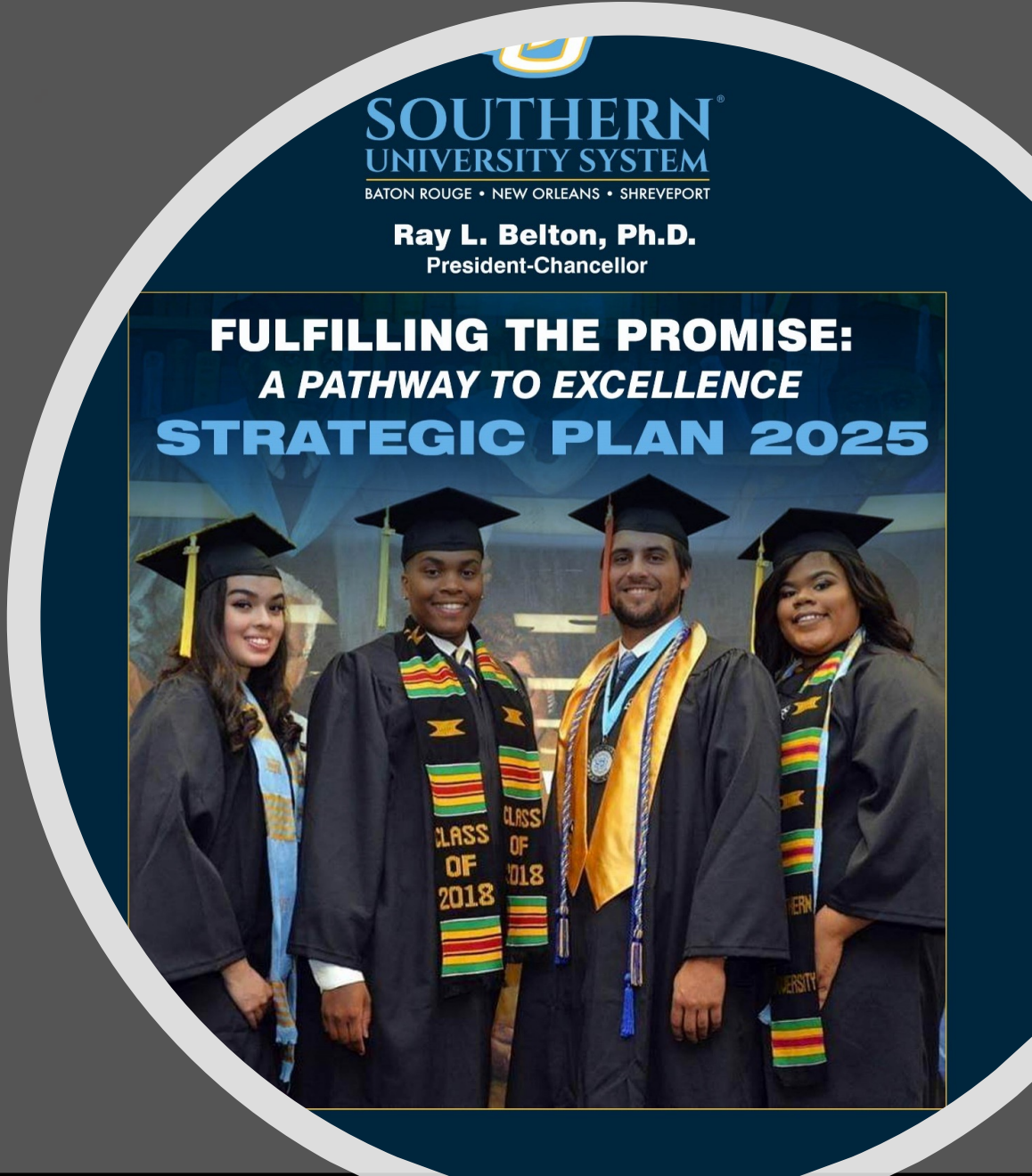
- The SU System total enrollment has grown by more than 3 percent over the last 3 years, which on average is a 1 percent growth annually.
- Concurrently, during the same period, the System has grown dual enrollment more than 23 percent which speaks to Southern's contribution to college preparedness and talent development in this State.
- Out-of-state enrollment is indicative of the power of the SU National Brand! As the only HBCU system in the nation, our out-of-state enrollment has grown more than 40 percent.
- Graduate and professional student enrollment has increased approximately 37 percent.
- Philanthropic efforts grew by approximately 30 percent in the last three years, which speaks to the confidence and fiscal integrity of the Southern University System.

 <b>Southern University System</b> <b>BY THE NUMBERS</b> <b>Comparison of Baseline Year (2017-2018) to Year 3 (2020-2021)</b>					
No.	KEY PERFORMANCE INDICATORS (KPIs)	Baseline	Year 3	Difference	%
		2017-2018 Actuals	2020-2021 Actuals		Difference
1	Total Head Count Enrollment	12,595	13,023	428	3.40%
2	Dual Enrollment	1,267	1,553	286	22.57%
3	Out-of-State Student Enrollment	1,439	2,018	579	40.24%
4	Graduate Enrollment	1,410	1,926	516	36.60%
5	Donors (#) - Fundraising	2,458	3,091	633	25.75%
6	Gifts (#) - Fundraising	4,117	5,194	1,077	26.16%
7	Gifts (\$) - Fundraising	\$6,681,052	\$8,879,977	\$2,198,925	32.91%
<small>Data Source(s): Louisiana Board of Regents Statewide Student Profile System (SSPS), Integrated Postsecondary Education Data System (IPEDS), SU System Campuses Internal Reports</small>					

# SUBR: Making the Mark

We have made considerable progress towards realizing our goals for the 2020-2021 fiscal year. We are extremely proud that the flagship campus has met or exceeded 73 percent of its outcomes achieving growth in 33 out of 45 metrics, notwithstanding the imposed challenges due to the pandemic.

YEAR 3 - SUBR ACCOUNTABILITY SCORECARD			
OUTCOMES SUMMARY			
Year 3 - Expectation Level	Number	Percent	
Exceeded Expected Outcomes	30	67%	
Met Expected Outcomes	3	7%	
Met and/or Exceeded Expected Outcomes	33	73%	
Failed to Meet Expected Outcomes	12	27%	
<b>TOTAL</b>	<b>45</b>	<b>100%</b>	



# SUBR: SUccess by the Numbers

- 69 percent increase in the number of doctoral degrees awarded. This will greatly expedite our progression from a Carnegie Masters to a Carnegie Research 2 University.
- 16 percent increase in current fiscal ratios. Another example of the financial viability of the SUBR campus.
- 31 percent increase in the number of grant proposals awarded.
- 147 percent increase in the number of financial donors.
- 133 percent increase in the number of gifts coupled with an 87 percent increase in the dollar value of those gifts.
- 30 percent increase in out-of-state student enrollment. We have doubled the annual alumni membership realizing a 105 percent increase. Additionally, we have seen a 5 percent increase in our life membership.
- Our brand is growing: 54 percent in the number of social media followers and 1591 percent increase in total engagement, 73 percent total increase in impressions, and 187 percent increase in total number of website traffic.
- 500 percent increase in the use of dynamic forms, which has helped to automate operational processes more efficiently. 164 percent increase in our wireless bandwidth, along with 178 percent increase in our network bandwidth.

*\*Baseline comparison utilizing Fulfilling the Promise 2017-2018 Data*

# Fulfilling the Promise ... Promoting Student Success and Excellence



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**SOUTHERN UNIVERSITY**  
AND AGRICULTURAL & MECHANICAL COLLEGE

- During the COVID-19 pandemic, SUBR utilized CARES Act Relief Funds to provide financial assistance for qualifying students.
- SUBR is one of the first campuses within the state to institute the E-Book initiative, where students may access all course materials electronically by way of one affordable flat rate.
- SUBR distributed nearly 2,000 laptops to students and faculty to ensure the efficient delivery of instruction regardless of whether a student opted to matriculate virtually, face-to-face or via hybrid model during the pandemic.
- SUS established an HBCU Designation as adopted by the Board of Regents.
- SUBR launched the NEW Executive Ph.D. Program in Public Policy and Executive MBA Program in the College of Business on the SUBR campus.
- SUAREC continues to spur research and innovation as the first HBCU in the country to embark upon the research and production of both CBD and THC medical cannabis with the continuous launch of new and innovative products.

# Fulfilling the Promise ... Promoting Student Success and Excellence



- SUBR has renewed its commitment to economic development and philanthropy via the Master Plan.
- SUS provided greater access to students through a continuous focus on the online delivery of academic program.
- SUBR is on the move! Expansive capital outlay initiatives include the NEW STEM Science Building, renovations to A.O. Williams, Fisher and Stewart Halls, the demolition of several buildings, resurfacing of roads, and campus beautification.
- SUBR is focused on the continuous improvement of the admissions and enrollment processes with the revised organizational structure and implementation of new initiatives to promote efficiency such as the new Call Center and enhanced registration processes.
- SUS serves as one of the leading institutions in the state to launch a statewide campaign to encourage minority groups to get vaccinated against COVID-19.
- SUS is one of two institutions leading the Louisiana COVID-19 Health Equity Task Force.



## Affirming Our Existence: SU System SACSCOC Accreditation

The successful reaffirmation of our System campuses by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) proved to be one of our milestones this past fiscal year.

- ✓ The Baton Rouge campus was reaffirmed for the next 10 years with no recommendations.
- ✓ SUNO was removed from probation and was reaffirmed for the next 10 years.
- ✓ SUSLA was reaffirmed for the next 10 years.
- ✓ SULC is similarly positioned to successfully be reaffirmed.

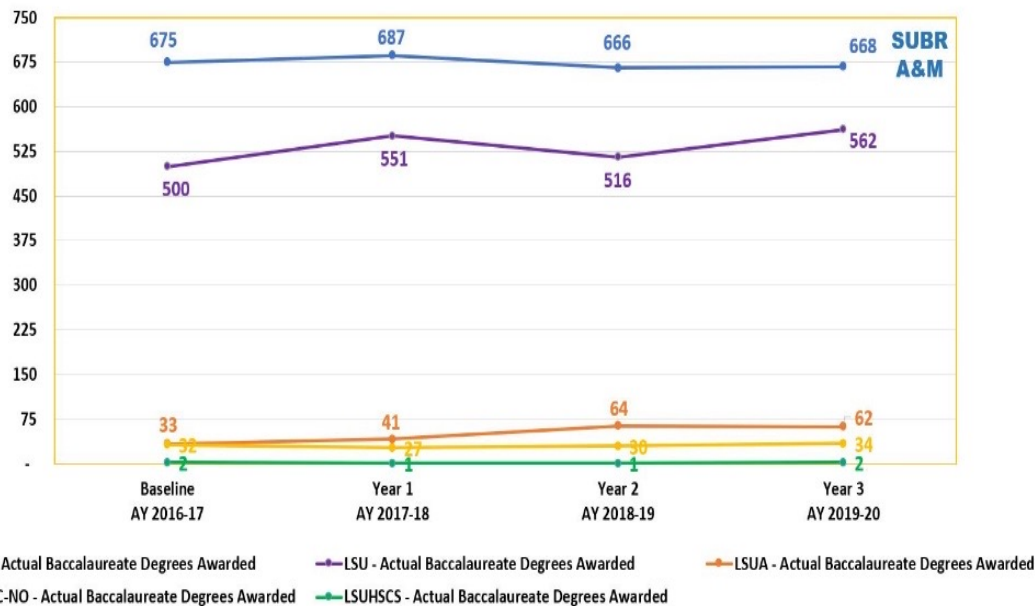


The Southern University flagship campus remains the leading producer of African-Americans with Baccalaureate Degrees as compared to any institution in the state of Louisiana.



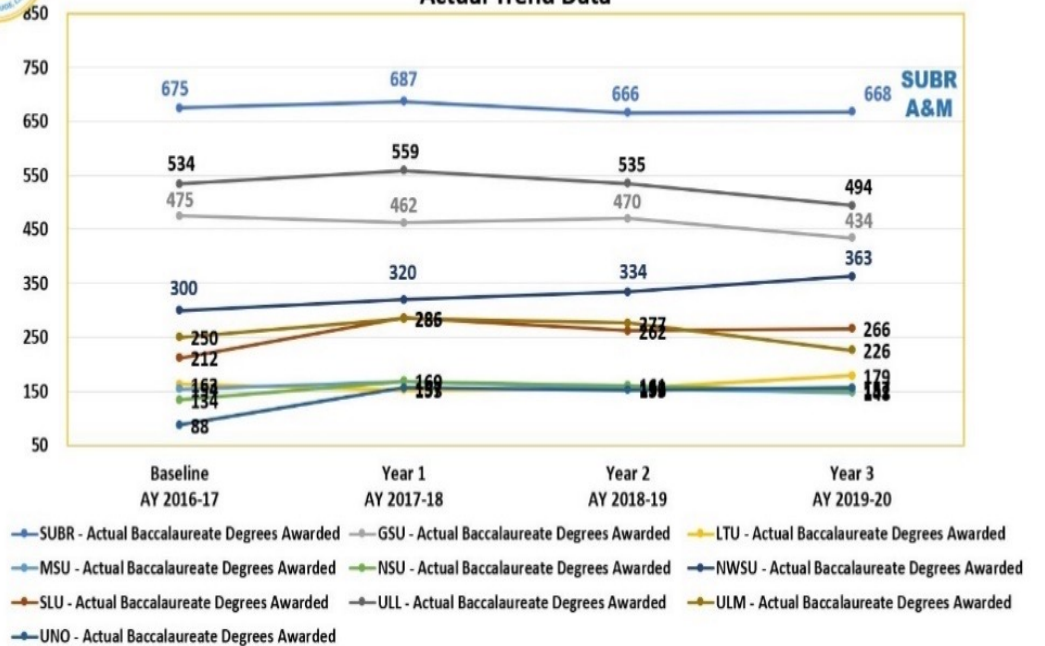
### Baccalaureate Degrees Awarded - Black Students SUBR compared to LSU System Campuses

Actual Trend Data



### Baccalaureate Degrees Awarded - Black Students SUBR Compared to UL System Campuses

Actual Trend Data



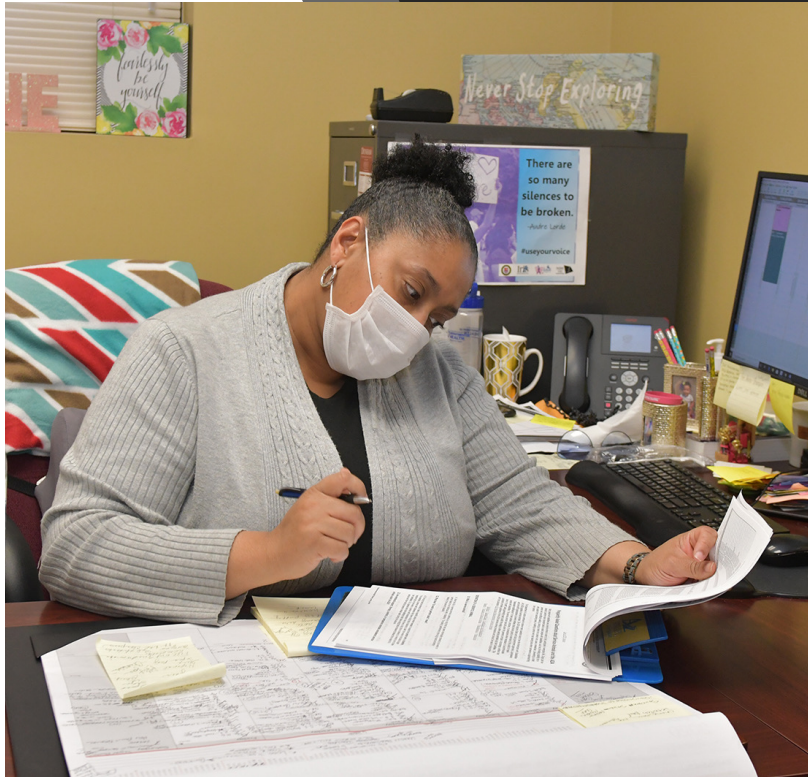
# 4 Year Fall/Spring Dual Enrollment Analysis

DE Student Enrollment Fall 2017 ACTUAL	DE Student Enrollment Spring 2018 ACTUAL	DE Student Enrollment Fall 2018 ACTUAL	DE Student Enrollment Spring 2019 ACTUAL	DE Student Enrollment Fall 2019 ACTUAL	DE Student Enrollment Spring 2020 ACTUAL	DE Student Enrollment Fall 2020 ACTUAL	DE Student Enrollment Spring 2021 ACTUAL
156	152	188	184	416	414	582	473
SOUTHERN UNIVERSITY and A&M COLLEGE Imagine 20K Strategic Plan 2018- 2030 Baton Rouge TARGETS				226		286	



- Dual Enrollment has been a priority for the SUBR Campus. To date the campus has made significant progress during the past four years, as well as during the 2020-2021 Academic Year
- Established MOU's: 12
- Number of High School Partnerships: 21
- Expanded Networks in the Following Parishes: East Baton Rouge, East Feliciana, Lafayette, Rapides, St. Landry, and St. Mary

# Adapting to the “New” Norm: COVID-19



- Planning a full return Fall 2021.
- Continuing to ensure the health and safety of all students, faculty and staff.
- Continuing partnerships with CareSouth and other community partners for free vaccinations and wellness checks for faculty and staff.
- Incentivizing vaccinations for students through the student health center.
- Continuing to upgrade classroom technology.

# The Path Forward: Capital Outlay

The Southern System is set to receive funding for a number of projects, including emergency, continuing, and new projects. Specific projects approved for the Southern University System were:

## SUBR

- ✓ New STEM Science Complex, Planning and Construction=\$4m (\$47M)
- ✓ New College of Business Building=\$40M
- ✓ New Student Life Center and Honors Dorm to be built from Federal HBCU Finance Program=\$80m
- ✓ Bluff/Ravine Erosion Mitigation=\$23M

## SUNO

- ✓ ADA Restroom Renovation = \$1.65M

## SUSLA

- ✓ Collier Science Building Renovation = \$4.2M
- ✓ New Workforce Training Center = \$676k

## SU Ag Center

- ✓ A.O. Williams Renovation = \$5.6M
- ✓ Disaster Shelter = \$8.375M

## SULC

- ✓ Renovations and Addition to Existing Law Library, Planning and Construction



# The Path Forward: Capital Outlay

- **W.W. Stewart Hall Interior Renovations** entailed adding new ceilings, light fixtures and flooring throughout the three (3) floors of the building. In addition to renovating the restrooms on each floor, the project included painting of all the walls and installing new furniture. Also, the HVAC system in the first-floor auditorium was upgraded for functionality. \$1,900,000.





# The Path Forward: Capital Outlay

- **E. C. Harrison and B. A. Little Bridge Replacement** strengthened the main transportation portals between the housing and academic sides of the main campus. Years of erosion became a detriment as both passageways collapsed due to high traffic and sub base failures. As a part of this project, an additional road was constructed to provide passage to the campus housing area from the rear campus entrance now giving residence an alternative exit in case of emergency.  
\$5,800,000



The Path Forward:  
Capital Outlay

**BLUFF and Smith-Brown Student Union  
pergola installations**



# The Path Forward: Capital Outlay

**Demolition Projects Designed to Redefine the Footprint and Fabric of the University:** Architecture West, Jones Hall and Lottie Anthony are complete. Jesse Owens, Washington Hall and the Old infirmary are underway.





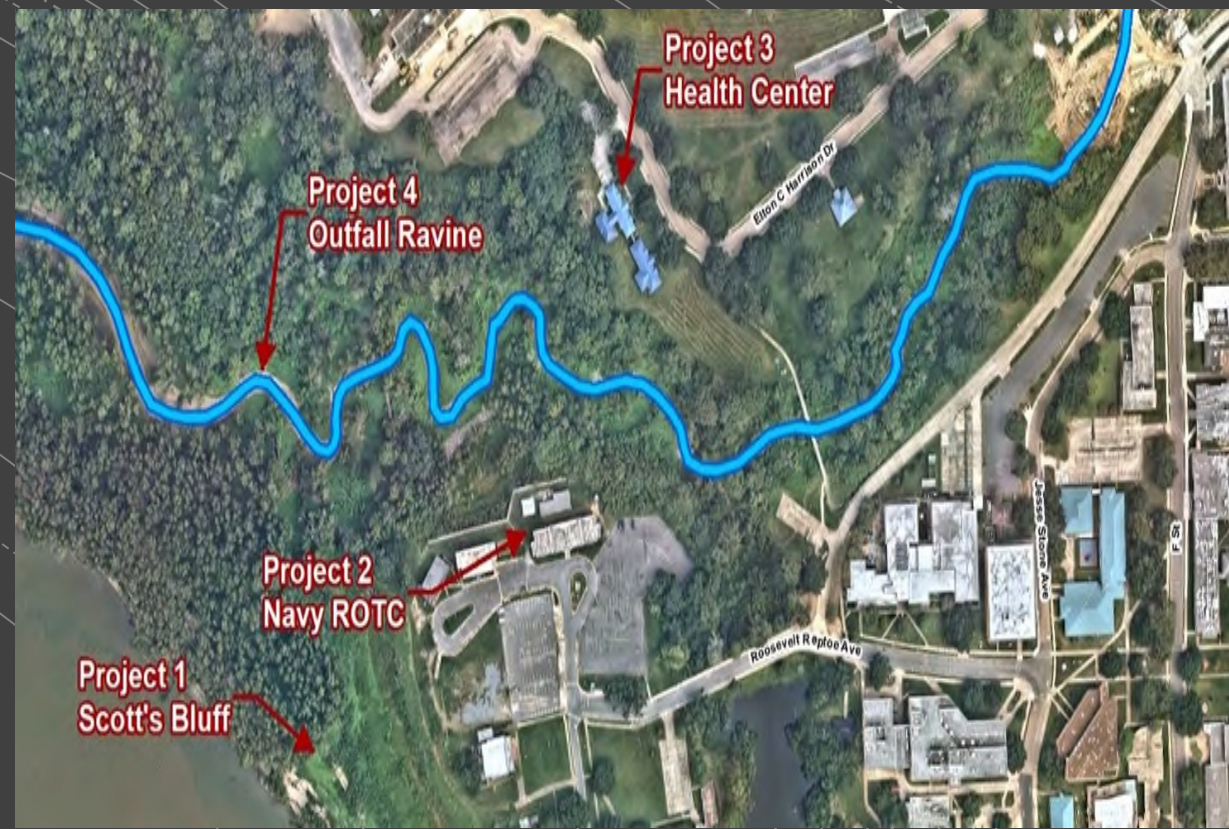
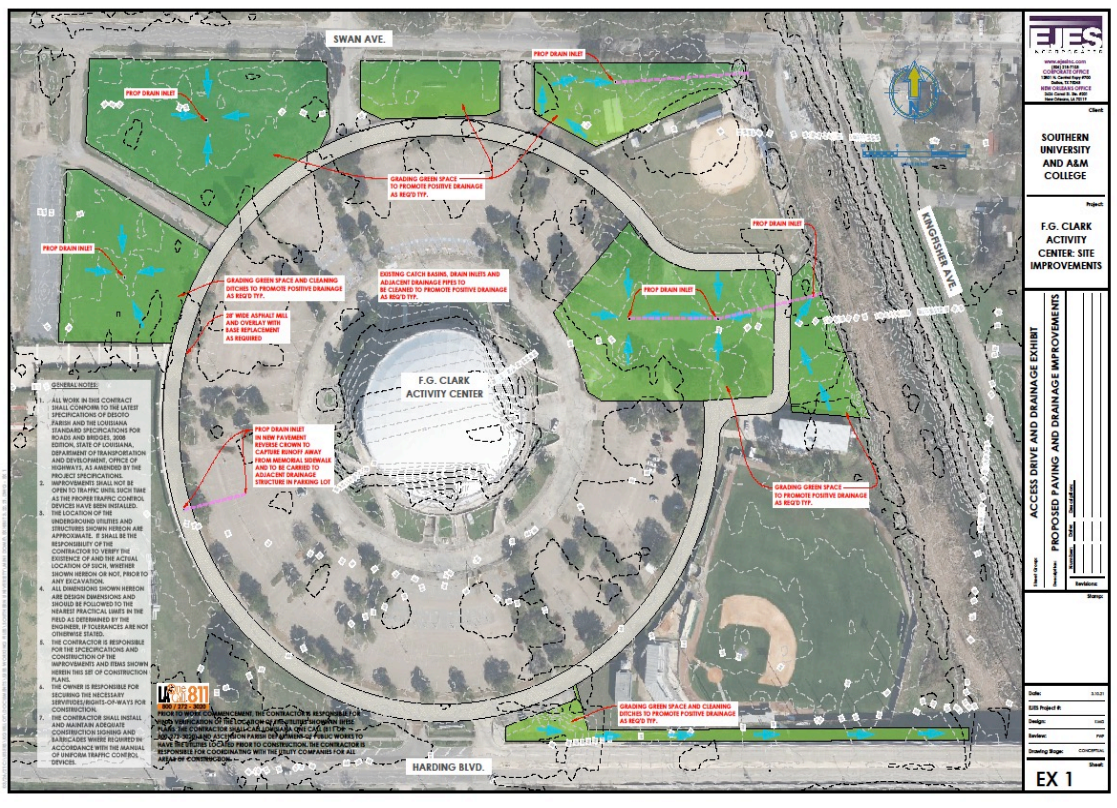


New Science Building



New Gateway Project

# The Path Forward: New Projects



Mini Dome Drainage, Parking Lot and Ring Road Project

Ravine Stabilization

**New Residential Housing and Student Union Coming SOON!**

# The Path Forward: New Projects



# #WeAreSouthern

*“Higher education is one of the most important investments in our state. In fact, this session we are proud to have successfully championed progressive policies which support and underscore its importance. As the only HBCU system in the country, Southern has and will continue to play a critical role in positively shaping the lives of Louisianians. President Belton, along with the Board of Supervisors and other stakeholders are to be commended for their leadership, especially during the unprecedented COVID-19 global pandemic. I am particularly proud of the Southern System for its role in addressing health disparities and remaining front and center to ensure that our communities are both safe and vaccinated. I look forward to the continued contributions from President Belton and the Southern System to spur innovation and promote talent development throughout Louisiana and beyond.”*

*~ Governor John Bel Edwards*



Questions