

Draft Report of Strategic Planning Working Group on Flagship Programs

Analysis

Flagship programs are high profile programs that contribute to the University's reputation. Xavier University enjoys the reputation of its flagship programs in the Pre-health professions and Pharmacy. These programs play a vital role in Xavier's student applications, enrollment, graduation rates, and success rates.

The working group analyzed the characteristics of these flagship programs and hypothesized that Xavier University can capitalize on existing successes of these programs in order to develop other flagship programs. The following criteria have been identified that could define a new flagship program:

- 1) The program will be embody the mission of the University
- 2) The program will promote leadership and civic engagement globally as well as locally
- 3) The program will capitalize on faculty strength, enthusiasm, ambition, and motivation while having the potential to attract revenue and enhance infrastructure

Proposed Recommendation

After analyzing the criteria and institutional data on enrollment, graduation, and student outcome data, it was proposed that over the next five years, Xavier University of Louisiana will develop at least one lead which could result in a flagship program that is consistent with the criteria identified above.

Action Plan

In order to achieve this goal, the university should have strong commitment to growth which will require investing in additional resources, such as:

1. Aggressive recruitment of students by both the admissions office and the prospective flagship program
2. Offer attractive financial aid packages to prospective flagship program students
3. Recruit competitive new faculty
4. Provide the physical resources necessary for growth
5. Offer unique existing flagship program internal support to achieve student goals
6. Active job placements for the prospective flagship program graduates

The working group believes that with strong commitment and enthusiasm from the university faculty and administration, this goal can be achieved.

Evaluation

The development of a new flagship program consistent with the criteria identified above will be considered successfully achieved when the freshman applications to major in that discipline increase by 10%. In addition, the number of freshman who enroll in that discipline must increase by 50%. (Nasrin, 1/3 of students who apply to biol and chem. actually enroll while 12.5% of students who apply to business actually enroll – the 50% increase would push it up to less than 25% enrolling – still less than biol and chem.).

DRAFT