“It shall be the aim of this institution to concentrate its efforts upon the welfare of its students and teachers. Intelligence, health, character and personality shall be major requirements for entrance. No student shall be eliminated because of finances or social standing. This policy may be somewhat difficult to carry out, but all the worthwhile and precious things in life are only obtained through continuous and exacting effort, and their worth is in direct proportion to the effort put forth for their attainment.”

Russell E. Lawrence
1889-1934
Founder, Lawrence Technological University
We are delighted to present Lawrence Technological University’s Strategic Plan 2004-2005. This plan is the third developed by the Lawrence Tech community and approved by the Board of Trustees since we initiated the planning process in 1998-99. It builds upon the success of our two previous plans that guided the University to remarkable achievements over the past six years, including:

- Exceeding enrollment goals since 1999;
- Increasing financial aid and scholarship support by over 30 percent since 1998, leading to the University being named a “Best Value” and “Best College” by America’s Best Colleges published by U.S. News and World Report;
- Building and opening the new University Technology and Learning Center in 2001, the University’s largest academic facility;
- Substantially upgrading the University’s technological infrastructure, including becoming Michigan’s first entirely wireless laptop campus – registered students receive a high-end laptop;
- Establishing the Veraldi Instructional Technology Resource Center and the Educational Innovation Collaborative to assist faculty in using technology and to support innovative programs and delivery;
- Adding new bachelor’s, master’s, doctoral, and international programs;
- Upgrading classrooms, studios, and laboratories throughout the University;
- Installing an Integrated Student Information System to better serve students and increase administrative efficiency;
- Significantly increasing student development and student life on campus;
- Creating a program for student assessment that is a national benchmark;
- Creating a Campus Master Plan and process to guide our future capital investments over the next two decades, including designation as a Michigan Smart Zone;
- Exceeding annual and campaign fund raising goals and twice increasing the goal of the Campaign for Lawrence Tech;
- Winning a national CASE/Wealth ID award for most improved fund raising operation;
- Increasing awareness and visibility of Lawrence Tech throughout the region;
- Building and opening the new Student Housing Center-North in the fall of 2002;
- Breaking ground in September 2004 for the new A. Alfred Taubman Student Services Center, a one-stop center for all student services and supported entirely through philanthropy.

The above accomplishments include over $65 million in investment in the University’s infrastructure. They’ve been achieved in concert with increased efficiencies and maintaining Lawrence Tech’s tuition at the intended mid-level range of private colleges and universities in Michigan.

Working together, through this Strategic Plan 2004-2005, the Lawrence Tech community has again set forth ambitious, yet achievable goals for the University. We have refined our Mission, Vision, and Values Statements and tried to make them more memorable, durable, and concise while they reflect our hopes for the future, and describe the purpose for which the organization operates and serves. Prior plans focused on leapfrogging our competitors in terms of technology, enhancing service to students and student life, and creating an environment that sustains superior teaching and learning. This plan continues to stress those themes but significantly focuses the University on our core business – academic programs and delivery. Finally, we continue to work to refine ways to measure success and achievement.

We would like to thank all of the students, faculty, staff, administrators, and trustees who have participated in the planning and implementation of Lawrence Tech’s strategic plans over the past several years, and Howard Padgham and Sue Slack who so ably chaired and staffed this project. This collective and collaborative effort has delivered proven results that we know will continue to serve this University in its quest to be an ever greater center of learning.

Lloyd E. Reuss
Chair, Board of Trustees

Charles M. Chambers
President and CEO
## Contents

### Introduction

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Tool for Progress</td>
<td>1</td>
</tr>
<tr>
<td>Updating the Plan</td>
<td>1</td>
</tr>
<tr>
<td>Highlights of the Plan</td>
<td>2</td>
</tr>
<tr>
<td>Vision Statement</td>
<td>2</td>
</tr>
<tr>
<td>Values Statement</td>
<td>2</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>2</td>
</tr>
</tbody>
</table>

### Strategic Objectives and Initiatives

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth and Market</td>
<td>4</td>
</tr>
<tr>
<td>Program and Delivery</td>
<td>5</td>
</tr>
<tr>
<td>Constituency Centered Culture</td>
<td>9</td>
</tr>
<tr>
<td>Educational Campus Environment</td>
<td>11</td>
</tr>
<tr>
<td>Institutional Support/Reputation and Financial Base</td>
<td>12</td>
</tr>
</tbody>
</table>

### Criteria for Measurement

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth and Market</td>
<td>15</td>
</tr>
<tr>
<td>Program and Delivery</td>
<td>15</td>
</tr>
<tr>
<td>Constituency-Centered Culture</td>
<td>16</td>
</tr>
<tr>
<td>Educational Campus Environment</td>
<td>16</td>
</tr>
<tr>
<td>Institutional Support/Reputation and Financial Base</td>
<td>16</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Participants</td>
<td>17</td>
</tr>
<tr>
<td>Strategic Plan Review Committee and Executive Council</td>
<td>19</td>
</tr>
</tbody>
</table>
In March of 1999, Lawrence Technological University (LTU) initiated a strategic planning and implementation process that has proven to be one of the most effective tools in the dramatic progress made by this institution over the past six years. The initial effort established a process for planning, monitoring, and updating the plan. The University leadership championed the development of the plan, but it was also participatory in its approach, with over 100 people from throughout the Lawrence Tech community engaged in planning. The structure of the initial plan mirrored the strategic issues facing Lawrence Tech and addressed in considerable detail the numerous issues throughout the University that needed to be “fixed,” with a major emphasis on technology.

A board committee was formed upon trustee approval of the plan in January 2000 to monitor implementation, help eliminate roadblocks to success, and ensure periodic updates. Since that time, the committee, chaired by Trustee Howard Padgham, has met on a regular basis with the Executive Leadership Council and remains an active and significant element in the success of strategic planning at Lawrence Tech.

The initial plan created a sense of urgency and guided the actions and investments of the University in a very focused way. So much was accomplished in such a short time that by January 2002, the joint board and leadership group initiated a process to update the Strategic Plan. The leadership group was primarily responsible for this update to the plan. The process once again included a review of the mission and vision as well as further refinement of objectives and initiatives and measurement criteria. That plan reflected changes to the mission and vision statements to incorporate attributes that distinguish Lawrence Tech and added a statement of values. The objectives and initiatives still addressed many critical issues and focused overwhelmingly on service to students. The most obvious outcome of that plan will be, upon its opening, the new A. Alfred Taubman Student Services Center, a one-stop location for all student services and supported entirely through philanthropy. The groundbreaking for this new center took place as the new plan went to print in September of 2004.

UPDATING THE PLAN

In January 2004, the joint leadership group commenced a process to update Lawrence Tech’s Strategic Plan once again. Howard Padgham chaired the effort with the active participation of fellow trustees Lauren Bowler, Ray Khan, and John Petty. Sue Slack, consultant to the board and facilitator of the Strategic Plan, as in prior planning, was responsible for staffing the entire process.

In preparation for this update, a number of discussions were held with members of the leadership group. The consensus was that the process used in past planning worked and the five strategic theme areas around which the plans have been structured remain valid. The leadership also felt it was time to once again engage the broader Lawrence Tech community, particularly those new and longer-term members who have contributed to the University’s considerable progress over the past six years.

With each planning effort, Lawrence Tech has strived to enhance the product and the process. An effort was made to improve the external and internal analysis phase of the planning. To help assess the internal climate as well as further engage members of the community, an Open Community Forum was held, facilitated by faculty and staff. Over 75 people attended and were asked to provide their insight to questions such as what differentiates Lawrence Tech and what is their vision for the University. A research team was organized to help identify and present needed data. In an effort to be more future oriented, the research team developed a presentation by outside experts on future trends that impact higher education and 100 people attended this event.

This update attempted to engage even larger numbers of the University community, accomplished through an invitation to join one of the five action teams. The teams were essentially provided a clean slate and challenged to be creative. Each team had approximately 25 to 35 people participating. In all, well over 150 members of the Lawrence Tech community participated in this planning effort.
Strategic Plan 2004-2005

The focus of Lawrence Tech’s strategic plan is to align the University’s mission, vision, and values with the market opportunities that exist. The plan seeks to ensure equity in service to those constituencies, address the increase in graduate programs and underscore the strategic intent of the University to be innovative and agile in its programs and delivery. Objectives and initiatives center on faculty development and expectations, including the creation of a new Center for Teaching and Learning to promote innovation and excellence; comprehensive analyses of and approaches to Jones faculty and applied research; improving the use of technology to support instructional delivery; and sustaining a culture to promote student development in and out of the classroom.

1. Growth and Market

Prior plans helped create an enrollment management infrastructure that focused on building the traditional undergraduate student base, including residential students, strengthening student life, and providing “seamless” and quality student services. Tremendous progress has been made in these areas. This plan focuses on building the traditional student base, the Colleges’ emphasis on enrollment management infrastructure and the further integration of functions to enhance service and business practices.

Criteria for measuring success and progress continue to be refined as does the system for monitoring implementation of the plan. This year, the process also resulted in a Board Scorecard, which provides high level measures of performance tied to the Strategic Plan, that helps portray the health and vitality of the University.

2. Program and Delivery

The focus of Lawrence Tech’s Strategic Plan 2004-2005 is overwhelmingly on the core business of the University – the academic program. While the Admissions Office focused on building the traditional student base, the Colleges’ emphasis on enrollment resulted in the creation of new programs – typically graduate programs. This has reinforced the hybrid nature of Lawrence Tech, almost equally divided between traditional and non-traditional students. This plan seeks to ensure equity in service to those constituencies, address the increase in graduate programs and underscore the strategic intent of the University to be innovative and agile in its programs and delivery. Objectives and initiatives center on faculty development and expectations, including the creation of a new Center for Teaching and Learning to promote innovation and excellence; comprehensive analyses of and approaches to Jones faculty and applied research; improving the use of technology to support instructional delivery; and sustaining a culture to promote student development in and out of the classroom.

3. Constituency Centered Culture

Tackling the most challenging objective, this action team worked very hard to develop objectives and initiatives that address the fundamental culture of the institution and how to continue to transform that culture to enable the University to achieve its mission and vision and live its values. This plan addresses staff development and advancement, formalizing a continuous improvement program, the integration of functions, and further engraining strategic thinking into the life of Lawrence Tech.

4. Educational Campus Environment

The prior plan resulted in the creation of a comprehensive Campus Master Plan. This plan maintains that path but stresses the need for the continual updating and connection of the Campus Master Plan to strategic and financial planning. This plan remains focused on the improvement of the technology infrastructure and service and calls for the creation of a Strategic IT Plan.

5. Institutional Support/Reputation and Financial Base

The plan acknowledges the impressive progress in branding and fund raising and seeks to continue that path through appropriate investments and strategies. In addition, this plan focuses on matters related to financial health, and administrative controls and efficiencies.

Finally, the leadership determined to change the way it labels the Strategic Plans. The new plan is identified by the academic year in which it was developed and approved by the Board of Trustees. This Strategic Plan, detailed in the pages that follow, is created once again to challenge and guide the University over the next few years in its quest to become an ever greater center of teaching and learning.
1. **Enrollment:** By 2007, sustain an enrollment of 5,000 qualified traditional and non-traditional students, or 90,000 credit hours.

**Initiatives:**

1.1 **New Student Recruitment:** Align student recruitment and marketing strategies to meet new student enrollment goals.
   - **Start and Completion:** August 2004 - August 2005 and ongoing
   - **Responsibility:** Director of Admissions
   - **Support:** Assistant Provost, Director of Marketing

1.2 **Collaborative Projections:** Develop a three-year Enrollment Projection Plan for each College by program, through collaboration between Enrollment Management and the Colleges.
   - **Start and Completion:** August 2004 - August 2005
   - **Responsibility:** Assistant Provost
   - **Support:** Director of Admissions and Deans

1.3 **Tuition:** Conduct a tuition elasticity study and incorporate results in decisions related to adjustments in tuition, fees, housing costs and other new/existing charges.
   - **Start and Completion:** August 2004 - March 2005
   - **Responsibility:** Assistant Provost

1.4 **Partnerships:** Continue to develop relationships and partnerships with educational institutions and corporations that enhance enrollment opportunities.
   - **Start and Completion:** November 2004 - July 2005
   - **Responsibility:** Director of Admissions
   - **Support:** Directors of Business Services, Corporate Relations, and Career Services, Vice President Finance and Administration

1.5 **Enrollment Mix:** Study and identify the optimum enrollment mix of traditional, non-traditional, and other students and provide recommendations for process, strategy, and success.
   - **Start and Completion:** July 2004 - August 2005
   - **Responsibility:** Assistant Provost
   - **Support:** Enrollment Management Committee, Deans and Director of Marketing

1.6 **Minority/Women:** Establish Minority and Women Engineering Programs and market Lawrence Tech as the university of choice for women and minorities seeking technical and professional careers.
   - **Start and Completion:** September 2004 - July 2005 and ongoing
   - **Responsibility:** Assistant Provost
   - **Support:** Associate Provost and Dean of Engineering

1.7 **Electronic Marketing:** Develop strategies to effectively integrate email and electronic marketing technologies into the marketing program.
   - **Start and Completion:** March 2005 - ongoing
   - **Responsibility:** Director of Marketing
   - **Support:** Director of Admissions

2. **Non-Traditional Student Recruitment:** By September 2006, implement recruiting, marketing and retention strategies to assure that 50 percent of the total enrollment is non-traditional students.

**Initiatives:**

2.1 **Satellite Programs:** Develop approaches for expanding and marketing satellite programs.
   - **Start and Completion:** January 2005 - May 2005
   - **Responsibility:** Assistant Provost
   - **Support:** Director of Marketing and Deans

2.2 **International Students:** Develop approaches to target, recruit, and retain international students, including restructuring of the International Program Office.
   - **Start and Completion:** August 2004 - August 2005
   - **Responsibility:** Director of Admissions
   - **Support:** Assistant Provost, Director of Marketing
2.3 **Graduate Students:** Develop approaches to target and recruit graduate students.
   
   **Start and Completion:** August 2004 - May 2005  
   **Responsibility:** Director of Admissions  
   **Support:** Assistant Provost, Director of Marketing

2.4 **Transfer Students:** Create a transfer recruitment plan for the non-traditional student with specific strategies to recruit community college students.
   
   **Start and Completion:** August 2004 - September 2005  
   **Responsibility:** Director of Admissions

### INITIATIVES:

#### 3.1 **Three-Year Plan:**
Create an Ad Hoc Task Force to develop a three-year Strategic Plan for Continuing Education, including identification of market opportunities, programs offered, benchmarking, and realistic financial goals.

**Start and Completion:** August 2004 - February 2005  
**Responsibility:** Director of Continuing Education

#### 3 CONTINUING EDUCATION: By February 2005, determine program feasibility, opportunities for service to alumni and industry, and financial goals for Continuing Education and Professional Development.

#### 4 ACADEMIC PROGRAMS:
Create and sustain academic programs, distinctive in theory and practice that enable students to attain professional and personal success, become life-long learners, and meet changing needs of Lawrence Tech’s industry and community partners.

**4.1 Department Plans:** Develop five-year strategic plans in all academic departments, consistent with University and College Strategic Plans, including:
   
   - Classroom, curriculum and course innovation
   - New programs to enhance the educational experience of students on campus (entrepreneurial, international study, guest lecturers, global, honors, and others)
   - Interdisciplinary programs with other departments on campus
   - New degree programs and revision of current programs with recommendations for future action
   - Mechanisms to facilitate and provide incentives for innovation
   - Faculty applied research and/or scholarly activities
   - Laboratory and instructional technology improvement plans

   **Start and Completion:** October 2004 - June 2005  
   **Responsibility:** Department Chairs  
   **Support:** Faculty, Deans, Associate Provost

**4.2 Integration:** Establish mechanisms that integrate key non-academic units into new program development to ensure consideration of such factors such as program feasibility, marketing strategies, and impact on University services.

**Start and Completion:** January 2005 - March 2005  
**Responsibility:** Vice President Finance and Administration  
**Support:** Associate Provost, Dean of Students, Director of Marketing
4.3 Service Learning: Establish a comprehensive Service Learning program in each College and for each undergraduate level, phased over five years.
   Start and Completion: January 2005 - January 2006
   Responsibility: Deans
   Support: Dean of Students, First-Year Coordinator

4.4 Engineering: Continue to transform the College of Engineering into a regional leader in engineering education.
   Start and Completion: January 2005 - January 2008
   Responsibility: Dean
   Support: Executive Vice President and Provost office, Department Chairs, Faculty

4.5 Library: Update and implement the library’s strategic plan to improve the breadth and depth of services and facilities to support instructional delivery.
   Start and Completion: March 2005 - September 2005
   with annual review
   Responsibility: Library Director
   Support: Associate Provost, Faculty

4.6 Consistent Practices: Assure consistency in both academic and administrative services provided for evening, day and weekend students.
   Start and Completion: September 2004 - September 2005
   Responsibility: Associate Provost
   Support: Assistant Provost, Registrar, and Departments

4.7 Mentoring: Create a program to improve student mentoring/advising that effectively supports students’ development and their academic and professional choices.
   Start and Completion: October 2004 - January 2005
   Responsibility: Associate Provost
   Support: Faculty Senate, Deans

4.8 Doctoral Program Support: Provide infrastructure support for doctoral programs that include exploration of a “virtual computing center.”
   Start and Completion: August 2004 - January 2005
   and ongoing
   Responsibility: Associate Provost
   Support: Doctoral Program Directors

5.1 Center for Teaching and Learning: Incorporate the Educational Innovation Collaborative into a Center for Teaching and Learning (CTL), with a faculty director responsible to research, develop and implement professional development programs that promote excellence and innovation in the classroom.
   Start and Completion: September 2004 - August 2005
   Responsibility: Associate Provost
   Support: Director of EIC

5.2 Advisory Committee: Establish an advisory committee with internal and external members that will help guide the activities of the Veraldi Instructional Technology Resource Center (VITRC) and the CTL.
   Start and Completion: September 2004 - ongoing
   Responsibility: Directors of CTL
   Support: Associate Provost, Director of VITRC

5.3 Faculty Development: Require full-time faculty members to attend at least one CTL- and VITRC-sponsored workshop or seminar annually on classroom innovation or new teaching strategies, and attend and preferably present at a conference in his/her technical field every two years.
   Start and Completion: September 2005 - ongoing
   Responsibility: Directors of CTL and VITRC
   Support: Deans, Department Chairs

5.4 Faculty Performance Planning: Establish and implement new standards for the annual performance planning and evaluation of faculty that, in addition to teaching, considers scholarly work, applied research, and innovative education activities along with student advising and mentoring.
   Start and Completion: September 2005 - September 2006 and ongoing
   Responsibility: Associate Provost
   Support: Executive Vice President and Provost, Director of Human Resources, Deans, Faculty Senate
5.5 **Faculty Development Committee:** Establish a faculty development committee within each College to develop a midterm tenure review process, a mentoring system for new faculty, and a process for regular peer review of instruction, with mechanisms for using the process to improve the overall quality of instruction.

- **Start and Completion:** September 2006 - September 2007 and ongoing
- **Responsibility:** Deans
- **Support:** Executive Vice President and Provost, Faculty Senate

5.6 **Graduate Assistants:** Study and provide recommendations on the scope and impact of creating graduate assistant positions to support applied research and teaching.

- **Start and Completion:** March 2006 - September 2006
- **Responsibility:** Associate Provost

6.2 **Post-Doctoral Positions:** Investigate transforming multiple adjunct positions into two-year post-doctoral positions, considering appropriate departments, financial implications, and the impact on retention.

- **Start and Completion:** January 2005 - December 2005
- **Responsibility:** Associate Provost
- **Support:** Executive Vice President and Provost, Deans, Director of Human Resources

6.3 **Phased Retirement:** Investigate a phased retirement program that provides flexibility and support while maintaining ties to Lawrence Tech for full-time faculty interested in reduced loads.

- **Start and Completion:** January 2005 - December 2005
- **Responsibility:** Associate Provost
- **Support:** Executive Vice President and Provost, Deans, Director of Human Resources

6.1 **Adjunct Task Force:** Create a multidisciplinary Ad Hoc Task Force (with a Faculty Senate and adjunct faculty representative) to conduct a comprehensive analysis of adjunct faculty and make recommendations to strengthen the student educational experience. Include:

- Role and responsibilities
- Teaching and delivery standards and support
- Integration into the departments and colleges
- Compensation and other recognition opportunities
- Facility and infrastructure support for Adjuncts
- Access to administrative and instructional support services
- Courses being taught by adjuncts
- Identifying best practices within Colleges
- Financial implications of recommendations

- **Start and Completion:** September 2004 - December 2004
- **Responsibility:** Associate Provost
- **Support:** Executive Vice President and Provost, Director of Human Resources, Ad Hoc group

7.1 **Applied Research Plan:** Create an interdisciplinary Task Force to recommend strategic areas of excellence for applied research that include:

- Inventory of current applied research activities and opportunities
- Areas of strength to build upon
- Level of applied research
- Integration into the undergraduate and graduate academic programs
- Faculty expectations and incentives
- Identification and creation of policies required
- Facilities and infrastructure requirements
- Coordination of outreach with Director of Technology Partnerships
- Reinvestment approach

- **Start and Completion:** October 2004 - June 2005
- **Responsibility:** Vice President Advancement, Executive Vice President and Provost
- **Support:** Director of Technology Partnerships, Associate Provost, Task Force
7.2 **Intellectual Property Policy:** Develop an Intellectual Property Policy that supports the University’s strategic approach to applied research.

**Start and Completion:** Underway - January 2005  
**Responsibility:** Director of Technology Partnerships, Associate Provost  
**Support:** Legal counsel, Task Force

---

8.1 **Assessment Program:** Continue the LTU Assessment Program to meet the University’s educational goals and specific program goals for the Colleges.

**Start and Completion:** Ongoing  
**Responsibility:** Director of Assessment

8.2 **Student Participation:** Promote the value of assessment to students and involve students on assessment committees.

**Start and Completion:** September 2004 - January 2005 and ongoing  
**Responsibility:** Director of Assessment  
**Support:** Associate Provost, Dean of Students

8.3 **Assessment of Support Programs:** Establish an Assessment Team to assess academic and student support programs and develop two-year action plans for business process and service improvement, revised annually.

**Start and Completion:** Immediately - August 2004  
**Responsibility:** Associate Provost  
**Support:** Coordinator of Institutional Research, Dean of Students

---

8.4 **Delivery Assessment:** Assess the academic delivery methods, including traditional delivery, e-learning (both hybrid and online), laptop instructional strategies, and collaborative learning.

**Start and Completion:** February 2005 - September 2005 and ongoing  
**Responsibility:** Director of VITRC  
**Support:** Directors of IT and CTL, Deans

---

8 **ASSESSMENT:** By June 2007, create a culture of assessment that will, in addition to assessing student learning, assess student and academic support services.

---

9 **INSTRUCTIONAL DELIVERY AND TECHNOLOGY:** By 2007, improve and promote the use of technology to support instructional delivery and productivity.

---

9.1 **College Plans:** Develop and implement an Action Plan at the College level to:

- Improve the use of laptop computers to support instructional delivery  
- Provide, maintain, and support instructional technology in appropriate classroom, laboratory, and learning spaces  
- Improve instructional delivery methods through appropriate use of technology tools

**Start and Completion:** June 2005 - April 2006 and annual review  
**Responsibility:** Director of IT  
**Support:** Director of VITRC, Deans with Faculty Input

9.2 **E-Learning Strategic Plan:** Create an Ad Hoc Team, including faculty and staff, to develop strategic and tactical e-learning plans for the University and Colleges, driven by curriculum, instructional delivery, and support needs.

**Start and Completion:** January 2005 - September 2005 and annual review  
**Responsibility:** Director of VITRC  
**Support:** Director of IT, Library, Deans with Faculty Input
STUDENT DEVELOPMENT:
Sustain an on-going culture of student development centered on leadership development and service that promotes learning both inside and outside the classroom.

INITIATIVES:

10.1 Commuter Support: Use “U Serving You” to develop and implement a commuter support program that connects non-traditional, evening, and weekend students to the Lawrence Tech community.
   Start and Completion: June 2005 - September 2005
   Responsibility: Dean of Students
   Support: Associate and Assistant Provosts

10.2 Student Engagement: Use “U Serving You” to identify and implement action plans that integrate academic and non-academic activities to promote student engagement and interaction with faculty and staff outside the classroom.
   Start and Completion: June 2005 - September 2005
   Responsibility: Dean of Students
   Support: Associate and Assistant Provosts, Deans

10.3 Virtual Counseling: Develop a virtual counseling program for students using Blackboard and other distant communication mechanisms.
   Start and Completion: January 2005 - June 2005
   Responsibility: Dean of Students

10.4 Student Newspaper: Establish and support a student-run newspaper
   Start and Completion: January 2005 - September 2005
   Responsibility: Dean of Students
   Support: Director of Marketing

CULTURE/SERVICE/TEAMWORK:
By September 2007, transform the culture of the University to be service centered and teamwork focused through alignment of policies and investment in the Lawrence Tech academic family.

INITIATIVES:

11.1 Continuous Improvement: Create an Ad Hoc Coordinating Group and specific teams to expand, implement, and fund “U Serving You” as the University’s continuous improvement tool to identify and revise policies, procedures, and business practices, including the application of Banner, for business process and service improvement.
   Start and Completion: June 2005 - January 2006 and Ad Hoc teams as needed
   Responsibility: Vice President Finance and Administration
   Support: Ad Hoc Coordinating Group, including the Director of Human Resources, representatives from Staff Senate, Administrators’ Council, and Faculty Senate Specific Ad Hoc Continuous Improvement Teams as needed

11.2 Service Goals: Establish service goals by department/division, develop a service and relationship-management training program for faculty and staff, and incorporate service expectations into performance planning and measurement.
   Responsibility: Vice President Finance and Administration,
   Support: Executive Vice President and Provost, Director of Human Resources, representatives from Staff Senate, Administrators’ Council, and Faculty Senate
11.3 **Staff Professional Development and Advancement:** Identify existing and develop new training and professional development programs for all staff and administrators to foster better job performance and opportunities for promotion.

*Start and Completion:* September 2005 - May 2006  
*Responsibility:* Vice President Finance and Administration  
*Support:* Executive Vice President and Provost, Director of Human Resources, representative from Staff Senate, Administrators’ Council and Faculty Senate

11.4 **Surveys:** Implement a coordinated program of constituency service and satisfaction surveys that includes benchmarks, goals, plans of action to address major dissatisfaction areas, and feedback on action to appropriate constituents.

*Start and Completion:* March 2005 - December 2005  
*Responsibility:* Vice President Finance and Administration  
*Support:* Executive Vice President and Provost, Vice President Advancement, Directors of Human Resources, Alumni Relations, Career Services, Coordinator of Institutional Research

11.5 **Key Success Factors:** Identify and document key success factors for critical operations.

*Start and Completion:* June 2005 - September 2006  
*Responsibility:* Vice President Finance and Administration  
*Support:* Directors of Departments

11.6 **Compensation Analysis:** Analyze the compensation system and provide recommendations that support the strategy and competitive strength.

*Start and Completion:* July 2005 - January 2006  
*Responsibility:* Vice President Finance and Administration  
*Support:* Executive Vice President and Provost, Director of Human Resources, representatives of Staff and Faculty Senates, Administrators’ Council

11.7 **Senates:** Clarify the roles of the Faculty and Staff Senates in preparation for the NCA visit in 2005.

*Start and Completion:* October 2004 - February 2005  
*Responsibility:* Executive Vice President and Provost, Vice President Finance and Administration

11.8 **Communication and Teamwork:** Implement regular meetings and communication strategies and processes at all leadership levels to foster teamwork, collaborative planning, and communication.

*Start and Completion:* September 2004 - September 2005 and ongoing  
*Responsibility:* Executive Vice President and Provost  
*Support:* Vice Presidents Finance and Administration, and Advancement, Director of Marketing

11.9 **Diversity:** Continue to promote diversity within the Board, faculty, staff, and administration.

*Start and Completion:* September 2004 - September 2005 and ongoing  
*Responsibility:* Vice President Finance and Administration  
*Support:* Executive Vice President and Provost, Vice President Advancement, Board Chairman, Deans

---

**INITIATIVES:**

12.1 **Think Tank:** Create a “Strategy Think Tank,” representing different functions and levels, to consistently raise strategic questions and generate creative thinking about future opportunities and strategic direction.

*Start and Completion:* Immediate - ongoing  
*Responsibility:* Executive Vice President and Provost  
*Support:* Consultant to the Board

12.2 **Plan Champions:** Identify “Champions” of Lawrence Tech’s Strategic Plan for each Division and Department to communicate progress and provide an annual update on the status of the Strategic Plan to Colleges, Departments, and Faculty and Staff Senates.

*Start and Completion:* January 2005 - May 2005 and ongoing  
*Responsibility:* Division Heads  
*Support:* Consultant to the Board, Department Chairs

12.3 **Plan Reporting and Monitoring:** Enhance the reporting and monitoring process for implementation of Lawrence Tech’s Strategic Plan.

*Start and Completion:* August 2004 - March 2005  
*Responsibility:* Committee Chair  
*Support:* Consultant to the Board
13 CAMPUS MASTER PLAN: By September 2004, the Campus Master Plan will be integrated with the Strategic Plan and include a process for continuous updating, prioritizing, and financial planning.

INITIATIVES:

13.1 Process for Campus Master Plan: The Campus Master Plan Board Sub-Committee and the University leadership will review and update the Campus Master Plan (CMP) including priorities and financing options, consider all new opportunities as they arise (such as adjacent campus properties, research and recreational facilities), and engage the Board of Trustees in an annual review of the Plan.

Start and Completion: Immediate – ongoing
Responsibility: Vice President Finance and Administration
Support: Campus Master Plan Sub-Committee Chair, Strategic Plan Chair, Consultant to the Board

13.2 Student Services Center: Build, fully equip, and occupy a new Student Services Center upon successful completion of the fund raising effort.

Start and Completion: September 2004 - August 2005
Responsibility: Project Manager

13.3 Campaign and CMP: Integrate the anticipated comprehensive campaign with the priorities of the Campus Master Plan.

Start and Completion: June 2005 - December 2006
Responsibility: Vice Presidents Finance and Administration, and Advancement

14 CAMPUS ENVIRONMENT: By January 2005, sustain a clean, healthy, safe, and environmentally sensitive campus that fosters pride in and care of the campus by all constituents.

INITIATIVES:

14.1 Space Planning: Develop a Space Allocation Plan that establishes space standards.

Start and Completion: September 2005 - June 2006
Responsibility: Vice President Finance and Administration

14.2 Vacated Space Plan: Implement a collaborative space planning approach to develop standards and criteria for assignment of space vacated by the new Student Services Center.

Start and Completion: August 2004 - January 2005
Responsibility: Vice President Finance and Administration

14.3 Buildings and Grounds: Develop strategies to ensure Lawrence Tech’s buildings and grounds are accessible, incorporate student friendly spaces, meet standards for health and safety, and encourage environmentally sound and sustainable practices.

Start and Completion: January 2005 - September 2005
Responsibility: Vice President Finance and Administration

14.4 Cleanliness and Satisfaction: Continue a program of continuous improvement and customer satisfaction for the cleanliness and attractiveness of buildings and grounds.

Start and Completion: Immediate - ongoing
Responsibility: Vice President Finance and Administration

14.5 Athletics: Explore opportunities to expand intramural and extramural recreational facilities and programs and make recommendations that incorporate effects on facilities and resources.

Start and Completion: June 2005 - January 2006
Responsibility: Dean of Students
Support: Vice Presidents Finance and Administration, and Advancement
**INSTITUTIONAL SUPPORT/REPUTATION AND FINANCIAL BASE**

**15 IT MASTER PLAN:**
By June 2005, create a strategic IT Master Plan to oversee current and future needs of the campus, and coordinate and protect technology resources.

**INITIATIVES:**

15.1 **IT Master Plan:** Create a multidisciplinary Ad Hoc Team to study and complete a strategic IT Master Plan that includes:
- IT Vision to guide the future developments of the IT infrastructure
- Review the IT administrative structure to ensure that it optimally supports academic programs and services
- Include a disaster/recovery/continuity component to ensure the security and integrity of the data structures within the IT area
- Develop IT Architecture plans to coordinate hardware/software upgrades and to support ongoing curriculum changes

**Start and Completion:** March 2005 - December 2005
**Responsibility:** Director of IT
**Support:** CTO, Ad Hoc Team, Executive Vice President and Provost

15.2 **Electrical and Network:** Improve electrical service in student areas to support laptop usage (library, meeting rooms, common areas, cafeteria) and complete the building of the wireless network system to those areas of the campus not currently serviced.

**Start and Completion:** September 2005 - September 2006
**Responsibility:** Director of IT
**Support:** Campus Facilities

**16 DEVELOPMENT:**
Sustain a successful development and alumni relations programs that supports the University’s mission, vision and strategic priorities and continues to diversify and strengthen its financial base.

**INITIATIVES:**

16.1 **Comprehensive Campaign:** Engage in the planning and implementation of a next-generation comprehensive campaign, scheduled for a public kickoff in 2007 that focuses on endowment growth and increased participation of a broad and diverse constituent base.

**Start and Completion:** June 2005 - December 2008
**Responsibility:** Vice President Advancement
**Support:** Development Team, President, Steering Committee, Board of Trustees

16.2 **Development Program:** Grow and staff a comprehensive development program that includes the Annual Fund, Major Gifts, Corporate and Foundation Gifts, Alumni Relations, and Planned Giving programs, and that stresses the importance of proper cultivation, solicitation, and stewardship of prospects and donors.

**Start and Completion:** Ongoing
**Responsibility:** Vice President Advancement
**Support:** Development Team

16.3 **Outreach:** Provide to the LTU community ongoing information and education regarding advancement and marketing plans, goals, and available services and identify ways to engage the faculty and staff in fund raising and marketing efforts.

**Start and Completion:** July 2005 - January 2006
**Responsibility:** Vice President Advancement
**Support:** Development Team, Deans
16.4 **Policies/Reporting:** Define endowment management practices, gift fund management policies, and fund stewardship that will lead to regular and consistent reporting to both internal and external constituents.

**Start and Completion:** Immediate - December 2004

**Responsibility:** Vice President Finance and Administration

**Support:** Vice President Advancement

16.5 **Student Projects:** Create a mechanism to support and supervise fund raising for student projects that is collaborative, with clear roles and responsibilities.

**Start and Completion:** March 2005 - September 2005

**Responsibility:** Vice President Advancement

**Support:** Dean of Engineering, Project Faculty Supervisors

17.3 **Marketing Committee:** Develop an integrated Marketing Committee to advise on marketing activities.

**Start and Completion:** June 2005 - December 2006 and ongoing

**Responsibility:** Director of Marketing

17.4 **Website:** Continue to enhance the Lawrence Tech website with effective design, distributed content management, and integrated on-line services.

**Start and Completion:** Immediate - ongoing

**Responsibility:** Manager Web Services

17 **MARKETING:** Sustain an effective marketing function that supports the visibility, positioning and branding of Lawrence Tech for the Southeast Michigan and other targeted markets.

18 **FINANCIAL BASE:** On an annual basis, sustain financially sound results while making appropriate investments in programs, people, and infrastructure.

17.1 **Recognition:** Increase recognition of Lawrence Tech’s academic excellence and brand with peers, ranking organizations, and publications.

**Start and Completion:** January 2005 - ongoing

**Responsibility:** Director of Marketing

18.1 **Projections:** Generate annual three-year budget projection based on valid assumptions and strategic directions.

**Start and Completion:** January 2005 - ongoing each budget cycle

**Responsibility:** Vice President Finance and Administration

17.2 **Advertising:** Develop an annual paid-advertising program to support enrollment and branding objectives.

**Start and Completion:** Immediate - ongoing

**Responsibility:** Director of Marketing

18.2 **Reports and Controls:** Continue to maintain controls on costs, provide monthly budget reports through Banner and hold managers accountable for budget results.

**Start and Completion:** January 2005 - ongoing

**Responsibility:** Vice President Finance and Administration

**Support:** Finance Offices, Budget Managers

18.3 **Banner:** Integrate Banner into business processes and financial planning and identify additional modules required to improve operational efficiencies.

**Start and Completion:** January 2005 - ongoing

**Responsibility:** Vice President Finance and Administration

**Support:** Finance Offices, Budget Managers
Criteria for Measurement
GROWTH AND MARKET

ENROLLMENT AND RETENTION

1. Increase the number of new students by 5 percent each year.
2. Colleges attain established enrollment goals.
3. Enroll 500 first-year students (FTIACS) on an annual basis.
4. Enroll 1,000 residential students by 2010.
5. Increase first-year student retention by 5 percent each year. Overall retention goal of 90 percent.
6. By 2007, the average ACT score for FTIAC students will be 24 – an incremental increase of .2 points per year.

SERVICE GOALS

7. Student satisfaction ratings of 1 or less on the Noel Levitz Survey in all categories surveyed that focus on student services.

OTHER

8. Achievement of annual financial aid leveraging goals (discount rate ranges between 17-25 percent), student profile goals, and net revenue goals.
9. Achievement of Continuing Education and Professional Development enrollment and revenue goals.

PROGRAM QUALITY

1. NCA Assessment Matrix rated at least 2.5 for each area.
2. Establish a baseline and goal for the number of Lawrence Tech graduates admitted to graduate school.
3. Increase by one annually the number of corporations for which Lawrence Tech has a preferential status.
4. Achieve for all Lawrence Tech-accredited professional programs the maximum number of years of accreditation.
   Review final accreditation reports of University and Colleges recommendations for improvements with the Board of Trustees, University and College leadership and faculty.

SERVICE GOALS

5. Achieve student satisfaction of 1 or less on all categories related to program and delivery (which includes IT) as measured by the Noel Levitz Survey. University-wide and College specific.
6. Employer satisfaction ratings of 80 percent in categories related to satisfaction with graduates on the Employer survey.
7. Graduating seniors and alumni satisfaction ratings of 90 percent in categories related to academic program.
8. Faculty satisfaction rating regarding professional development and adjunct faculty increased to 90 percent in subsequent employee survey.
9. Faculty and student satisfaction with the use of technology in the delivery of courses and programs is increased to 90 percent.

OTHER

10. The Center for Teaching and Learning is organized and a first year evaluation of its work is undertaken.
11. Service learning experience implemented for 100 percent freshmen by 2005, 80 percent sophomores by 2006, 80 percent juniors by 2007, 80 percent seniors by 2008.
12. Increase the U.S. News rating of the College of Engineering from 20 to 15 by 2008.
13. An E-Learning Strategic Plan is completed and e-learning methodologies are appropriately incorporated into the curriculum of each College.
14. Comprehensive plans are developed for applied research and adjunct faculty.
15. Increase the number of students involved in student life activities by 20 percent.
CONSTITUENCY-CENTERED CULTURE

SATISFACTION GOALS

1. Student satisfaction ratings of 1 or less on the Noel Levitz survey in all categories surveyed. University-wide and College specific.

2. Improve faculty and staff satisfaction ratings to 80 percent satisfied or very satisfied in all categories surveyed in subsequent employee survey.

3. Alumni Satisfaction ratings of 80 percent satisfied or very satisfied in all categories surveyed on the ACT survey.

OTHER

4. Follow-up action on survey results with an effort to improve the five top dissatisfaction areas by 10 percent in subsequent surveys.

5. Annually review budget allocation for faculty and staff professional development.


7. Annually assess the diversity of the board, administration, staff and faculty.

EDUCATIONAL CAMPUS ENVIRONMENT

SERVICE GOALS

1. Student satisfaction ratings of 1 or less on the Noel Levitz Survey in all categories surveyed related to campus environment.

2. Faculty and staff satisfaction ratings of 80 percent satisfied or very satisfied in all categories surveyed related to campus environment.

OTHER

3. Continuous update of Campus Master Plan to guide physical development and capital projects.

4. Achievement of diversified and sufficient financing approaches for capital projects and enhancements.

5. Development and implementation of an IT Strategic Plan to guide continuous improvement and investment in technology infrastructure and service.

INSTITUTIONAL REPUTATION/ SUPPORT AND FINANCIAL BASE

FUND RAISING GOALS

1. Achievement of annual and campaign goals

2. Achievement of endowment growth goals.

3. Increase in governmental and sponsored research support.

SERVICE GOALS

4. Employee satisfaction ratings of 90 percent satisfied or very satisfied in all categories surveyed related to institutional advancement and marketing/communications.

5. Alumni satisfaction ratings of 80 percent satisfied or very satisfied in all categories surveyed through the ACT survey.

FINANCIAL GOALS

6. The percent of tuition revenue as part of the annual budget remains at its current mid 80’s percentage and/or continues to improve.

7. An annual contribution is made to the University’s reserve that reflects an appropriate balance between efficiency and investment.

8. Tuition remains at the mid-range for private institutions in Michigan.

9. Investment performance and debt ratio goals are achieved.

10. Budget management objectives are achieved.

OTHER

11. Improve rankings of Lawrence Tech by outside entities such as U. S. News and World Report and Gourman’s.

12. Achievement of enhanced alumni participation.

13. Media coverage goals are met on an annual basis.
PLANNING PARTICIPANTS

VISION, VALUES, MISSION COMMITTEE
Lisa Kujawa, Chair
Lauren Bowler
Louis DeGennaro
Laird Johnston
Jerry Webster
Sue Slack
Office of Provost
Board of Trustees
College of Management
College of Engineering
Student Affairs
Consultant to the Board,
Facilitator Strategic Planning

RESEARCH TEAM
Lewis Walker, Chair
Bruce Annett
Louis DeGennaro
Lisa Kujawa
Pamela Lowry
Victoria Navarro
Stephen Ragan
Mary Thomas
Maria Vaz
Jerry Webster
Grant Wenzinger
Office of Provost
Marketing and Public Affairs
College of Management
Student Affairs-Career Placement
Office of Provost
Veraldi Instructional Technology
Continuing Education
University Advancement
Institutional Research
Office of Provost
Student Affairs
Business Services

ACTION TEAMS
GROWTH AND MARKET
Lisa Kujawa, Co-Chair
Bruce Annett, Co-Chair
Eddie Assaff
Dave Chasco
Chan Jin Chung
Nabil Grace
Dino Hernandez
Steve Howell
Patrick Jacobs
Elin Jensen
Mark Martin
Art Michalski
Victoria Navarro
Ed Orlowski
Brian Pedell
Jane Rohrbach
Pat Shamamy
Paul Wang
Office of Provost
Marketing and Public Affairs
University Advancement
College of Architecture
College of Arts and Sciences
College of Engineering
University Advancement
College of Engineering
Admissions
College of Engineering
Financial Aid
Admissions
Continuing Education
College of Architecture
College of Arts and Sciences
Office of Admission
College of Engineering
College of Architecture

PROGRAM AND DELIVERY
Maria Vaz, Chair
Lisa Anneberg
Glen Bauer*
Don Carpenter*
Gary Cocozzoli
Chris Cartwright
Alexander DePetro
Holly Diamond
Greg Feierfeil
Robert Fletcher
Kevin Finn
Jamie Hobart
Steve Howell
Dee King
Charlene Lilla
Pamela Lowry
Bill Madden
Laura Majewski
Alan McCord*
Maria Sipos
Lerine Steenkamp
Valentina Tobias
Bill Wachob
Jerry Webster
Kristi Webster
Melinda Weinstein
Stewart Winger
Office of Provost
College of Engineering
College of Arts and Sciences
Library
College of Arts and Sciences
Veraldi Instructional Technology
Resource Center
Registrar
College of Engineering
Student Affairs
Student Affairs
College of Engineering
Financial Aid
Information Technology Services
College of Arts and Sciences
Information Technology Services
Student Affairs
Admissions
College of Arts and Sciences
College of Arts and Sciences

CONSTITUENCY CENTERED CULTURE
Jerry Webster, Co-Chair
Laura Majewski, Co-Chair
Lavetta Appleby
Gus Azar
Harry Butler
Louis DeGennaro
Bob Farrah
Andrew Gerhart
Erik Hemingway
Jamie Hobart*
Dane Johnson
Deshawn Warrick-Johnson*
Kevin Kelch
Lisa Kujawa
Tony Lalomia
Victoria Navarro
Noreen Naeyaert
Janielle Ostrowski*
Gabe Sauvie
Barbara Scenna
Joni Starr
Phil Vogt*
Lewis Walker
Student Affairs
College of Management
College of Arts and Sciences
Campus Safety
College of Management
College of Engineering
College of Engineering
College of Architecture
Student Affairs
College of Architecture
Human Resources
College of Arts and Sciences
Office of Provost
Business Services
Continuing Education
Registrar
Student Affairs
Registrar
Finance and Administration
College of Engineering
College of Arts and Sciences
Office of Provost

*Sub-Committee Chair
EDUCATIONAL CAMPUS ENVIRONMENT
Lewis Walker, Co-Chair Office of Provost
Scott Schneider, Co-Chair College of Arts and Sciences
David Bindschadler College of Architecture
Harry Butler
Ruth Favro
Christian Forrest
Dale Gyure
Jim Hanson
Badh Jiwad
Lee Johnson
Laird Johnston
Barbara Kouskoulas
Laura Lisiecki
Frank Marcum
Gonzalo Munevar
Virginia North
Cathy Phillips
Chris Riedel
Scott Trudeau
Carey Valentine
Maria Vaz

INSTITUTION REPUTATION/SUPPORT AND FINANCIAL BASE
Stephen Ragan University Advancement
Laird Johnston College of Engineering
Jim Abernethy College of Management
David Allardice University Advancement
Edie Assaff* College of Management
Suresh Bansal* College of Architecture
Dave Chasco College of Management
Lou DeGennaro College of Management
Ron Foster
Nabil Grace
Dino Hernandez
Dennis Howie*
Robert Inskeep
Joon Kim
Mark Martin
Richard Maslowski
Jim Rodgers*
Karen Sanborn
Steve Schneemann
Lewis Walker
Jerry Webster
Bill White

*Sub-Committee Chair

COMPETITIVE ASSESSMENT: OPPORTUNITIES FOR INPUT AND INSIGHT

Members of the Lawrence Tech community deserve appreciation and thanks for attending these two sessions, providing their input, and seeking insight on the comprehensive strengths of the University and the competitive environment in which Lawrence Tech operates.

Special thanks are accorded to Maria Vaz, Jackie Stravos, and Clarence Rivette in planning the Open Community Forum, and to the Lawrence Tech Research Team for planning the presentations on future trends.

OPEN COMMUNITY FORUM
Moderator
Ray Khan Board of Trustees

Lead-Facilitators
Jackie Stravos College of Management
Clarence Rivette College of Management

Group Facilitators
Ben Bensen College of Management
Patricia Castelli College of Management
Kevin Finn Student Affairs
Dino Hernandez University Advancement
Steve Howell College of Engineering
Betsy Jenaway College of Management
Lisa Kujawa Office of Provost
Pamela Lowry Veraldi Instructional Technology Resource Center
Alan McCord
Patty Riney
Dan Saint
Kristi Webster Admissions

IMPACT OF FUTURE TRENDS ON HIGHER EDUCATION
Presenters:
Robert Sevier Stamats Communications
Sr. Vice President
Philip D. Gardner Michigan State University
Research Director Collegiate Employment Research Institute

Michael Ruskin Comerica Bank
First Vice President and Group Manager Trade Finance, International Dept.

Rena Palloff and Keith Pratt Crossroads Consulting Group
These two groups have met since the initial Strategic Plan was created in 2000. The purposes of the Lawrence Tech Strategic Plan Implementation Review Committee and the Executive Leadership Council are to:

- Implement the plan
- Measure and monitor progress
- Connect the plan to annual business and budget planning
- Report to the Board of Trustees
- Communicate the plan and its implementation progress to the Lawrence Tech community
- Update the plan every two to three years

TRUSTEE STRATEGIC PLAN IMPLEMENTATION REVIEW COMMITTEE MEMBERSHIP

Howard B. Padgham, Chair
Lauren L. Bowler
Charles M. Chambers
Raymond R. Khan, BSEE’70
John Petty BSME’65
Lloyd E. Reuss, ex-officio
Sue A. Slack, Consultant to the Board, Facilitator for Strategic Planning

EXECUTIVE LEADERSHIP COUNCIL

Committee Membership
Charles M. Chambers, Chair
Bruce J. Annett, Jr.
David M. Chasco
Louis A. DeGennaro
Dino Hernandez
Linda Height
J. Lee Johnson
Laird E. Johnston
Lisa Kujawa
Pamela Lowry
Victoria Navarro
Stephen C. Ragan
James S. Rodgers
Maria J. Vaz
Jerome Webster
William Wachob
Lewis N. Walker

Position
President and Chief Executive Officer
Executive Director, Marketing and Public Affairs
Interim Dean of Architecture and Design
Dean of Management
Executive Director, Individual Giving and Alumni Relations
Interim Vice President for Finance and Administration
Vice President for Finance and Administration
Dean of Engineering and Chief Technology Officer
Assistant Provost for Enrollment Management
Director, Veraldi Instructional Resource Center
Director, Continuing Education and Professional Development
Vice President for University Advancement
Dean of Arts and Sciences
Associate Provost
Dean of Students
Executive Director, IT Service Delivery Organization
Executive Vice President and Provost
VISION:
Lawrence Tech is the recognized regional leader in focused technological and professional education.

VALUES:
Integrity and Excellence
Trust and Teamwork

MISSION:
Lawrence Tech develops leaders through innovative and agile programs embracing theory and practice.