

IMPACT

ECONOMIC AND COMMUNITY IMPACT STUDY



Spending

Teaching

Research
& Service

Quality
of Life

Above
& Beyond



Methodology



Spending

Teaching

**Research
& Service**

**Quality
of Life**

**Above
& Beyond**

Methodology

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A Message from Nicholls State University President

Stephen T. Hulbert

During the 2008-2009 academic year, Nicholls State University celebrated 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.

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EIGHT UNIVERSITIES STRONG: With over 80,000 students, the University of Louisiana System is the largest higher education system in the state and produces about half of all undergraduate degrees.

University of Louisiana System

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 evidenced in the 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.**

Spending

The UL System's statewide annual economic impact is \$3.4 billion and supports 34,800 non-university jobs.

This includes:

- \$101 million from affiliated organizations,
- \$148 million in health insurance payments,
- \$131 million impact of retiree spending,
- \$334 million in university operations,
- \$222 million in construction and capital outlay,
- \$487 million from visitors,
- \$661 million in faculty and staff expenditures, and
- \$1.3 billion impact from student spending.

Teaching

UL System graduates have added \$6.5 billion to Louisiana's economy over the last 10 years. Bachelor's degree holders have generated \$5.6 billion, master's degree holders \$728 million, and associate's degree holders \$143 million.

UL System schools produced 455,669 degrees over the last 50 years with 122,974 graduates between 1998 and 2007.

In the past 10 years the UL System generated the majority of graduates in the fields of criminal justice, family and consumer sciences and human sciences, health and fitness studies, public administration and social work, health professions and clinical sciences, education, visual and performing arts, computer and information sciences, and business, management and marketing.

Research & Service

UL 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.

This study captured 188 research and service programs in the UL System.

They include:

- 28 in economic development,
- 23 in engineering and technology,
- 27 in cultural development,
- 24 in environmental and natural sciences, and
- 86 in education, health and human services.ces.

Quality of Life

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

On average, there are 100 events taking place every day at UL System campuses. Last year, campus events attracted 3.7 million people, 45 percent of those being off-campus visitors.

Additionally, UL System faculty and staff volunteered 567,000 hours last year, and students logged 1.9 million hours in their communities..



The University of Louisiana System is comprised of: Grambling State University, Louisiana Tech University, McNeese State University, Nicholls State University, Northwestern State University, Southeastern Louisiana University, University of Louisiana at Lafayette, and University of Louisiana at Monroe. The value added to Louisiana's economy by increased taxable earnings of UL System graduates over the last 10 years is \$6.5 billion.



“Eight Universities Strong” is more than just a tagline. It’s a reflection of the collaborative partnerships that exist between the eight institutions in the University of Louisiana System.

From joint degree programs to pooling resources for cost-savings measures to student initiatives, the UL System proves universities enhance their individual impacts when working together.

“Our universities have a history of working collaboratively through joint programs and sharing of resources. We want to build upon that foundation, as we are good stewards of taxpayer dollars invested in our enterprises,” said UL System President Randy Moffett.

Working Together in Teaching

Three strong joint degree programs already exist between UL System universities.

McNeese State University in Lake Charles, Southeastern Louisiana University in Hammond, and the University of Louisiana at Lafayette comprise the Intercollegiate Consortium for a

Master of Science in Nursing. Created in 1986, this consortium allows students to enroll in courses at any of the participating universities and receive credit toward a master’s degree. Accredited by the National League for Nursing Accrediting Commission, the advanced nursing specialty tracks offered are nursing administration, nursing education, clinical nurse specialist, and nurse practitioner.

Grambling State University in Grambling, Louisiana Tech University in Ruston, and the University of Louisiana at Monroe established the Louisiana Education Consortium (LEC) in 1995 to offer a joint doctoral program in education. With specialization in either curriculum and instruction or educational leadership, the Doctor of Education (Ed.D.) degree program has generated 85 graduates. Over two thirds of those graduates currently work in K-12 or higher education in Louisiana, Texas and Arkansas.

Southeastern and UL Lafayette also offer a joint doctoral program through the Consortium for Ed.D. in Educational Leadership. Established in 2006, the program will award its first degrees in May 2009. In order for more efficient course delivery, each university has primary responsibility for certain program courses. Thus, those enrolled at Southeastern take seven courses offered by UL Lafayette, and UL Lafayette students take seven courses offered by Southeastern.

UL System President Randy Moffett has asked the eight university presidents to explore further opportunities for establishing new joint course offerings and degree programs.

“We want to see more cooperative endeavors like these across our system. It’s good for the students in terms of expediting degree attainment; it’s good for faculty in terms of peer development; and it’s good for our state in terms of a higher educated citizenry and fiscal responsibility,” said Moffett.

Working Together for Cost Savings

Looking beyond academic collaborations, the Board of Supervisors for the University of Louisiana System recently established a Cost Containment and Efficiencies Committee. The committee is researching how to build upon existing collaborations between campuses and pool resources to streamline costs.

In the beginning stages of their work, the committee has already identified four ways to work collaboratively:

- Energy – The committee is looking at the feasibility of purchasing electricity in bulk quantities for the UL System.
- Credit Card Processing Fee – The committee is collecting information from the universities to explore ways to lower credit card processing fees.
- Telecommunications – The committee is working with the Office of Telecommunications (OTM) to determine if there are ways to cut costs for local, long-distance, e-mail, and internet connections.
- Healthcare – The committee is exploring the feasibility of setting up a healthcare insurance network for UL System faculty, staff, and students and other options.

Working Together for Student Initiatives

The UL System is a student-centered system, as evidenced by the Board-recognized Student Advisory Council (SAC). SAC consists of the Student

Government Association Presidents from each of the eight universities and meets regularly to share information and identify ways to work collaboratively.

Past UL System student-led initiatives include the “RU Ready?” campaign, where university students visited middle schools across the state to talk about the importance of college preparation, and Extreme Spring Break, where college students traded their spring breaks to rebuild the Gulf Coast after Hurricanes Katrina and Rita.

Currently, UL System students are the cornerstone of the system’s service-learning and mentoring initiatives.

Through a three-year, \$1.2 million grant from the National Corporation for Community Service’s Learn and Service America Division, the UL System funded 70 service-learning projects and nine related mentoring programs. These projects have already engaged 675 faculty and staff, 8,462 college students and 243 community partners.

Conclusion

As the largest higher education system in the state, the reach of the eight universities’ 9,500 employees and 80,000 students is broad. Leveraging the power of eight four-year universities has yielded collaborative partnerships that touch academics, students and campus operations.

As the Economic and Community Impact Study reveals, each university has a significant impact on the state’s economic vitality and the quality of life of its citizens. Collectively, that impact grows to a \$3.4 billion impact each year that touches all 64 parishes in Louisiana.

“Eight Universities Strong” is more than a tagline. It defines and guides the work of the largest system in the state. The University of Louisiana System is **EIGHT UNIVERSITIES STRONG!**

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.

Spending



Nicholls Colonels supporters enjoy tailgating outside John L. Guidry Stadium, which can hold over 14,000 football fans.

IMPACT Spending

Spending

\$8 Return for Every \$1 Louisiana Invests in Nicholls

Nicholls State University is an essential economic driver to the state and the communities it serves. With sustained expenditures by the institution, its employees and its students, the campus provides an economic benefit that is significant.

As part of the UL System, the impact of each dollar invested in the university is multiplied by eight as it cycles through the state's economy.

Nicholls has a total spending impact of \$274 million. That includes a \$24 million impact of university operating expenditures, \$19 million from capital outlay and construction projects, \$11 million from health insurance payments, \$14 million from retiree spending, \$30 million from visitor expenditures, \$56 million from spending by faculty and staff and \$109 million from student expenditures.

Job Creation

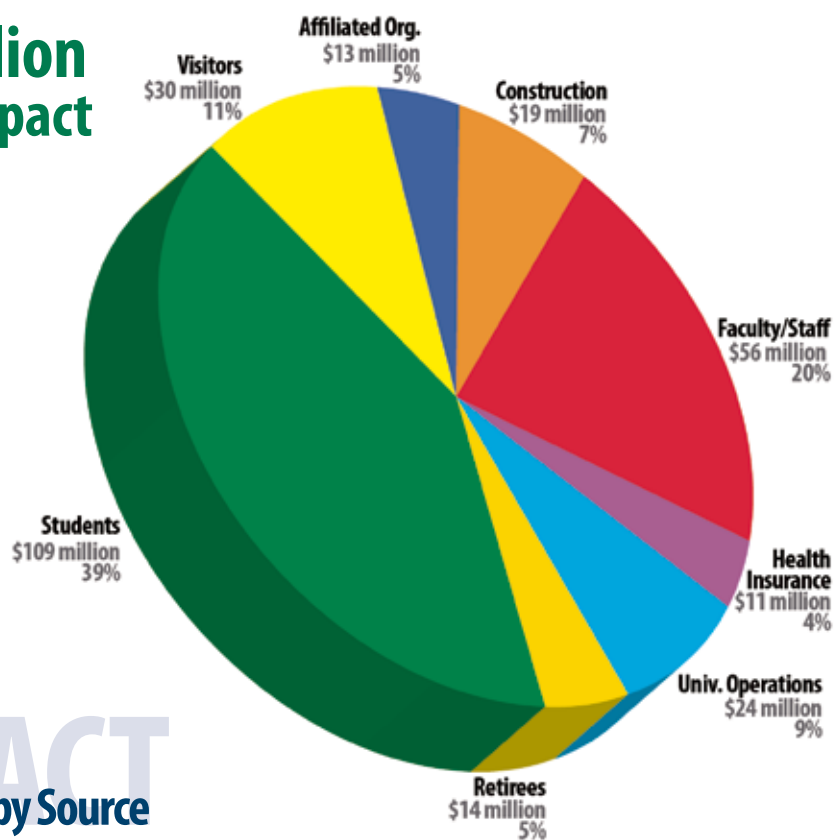
An additional benefit to the Nicholls spending impact is the creation of 2,843 non-university jobs throughout Louisiana. These are full-time equivalent positions that support expenditures such as construction, healthcare and food services.

Students

The enrollment at Nicholls plays an important role in supporting the community. Student spending in areas such as housing, food, entertainment, telecommunications and transportation generates an annual \$109 million impact on Louisiana's economy.

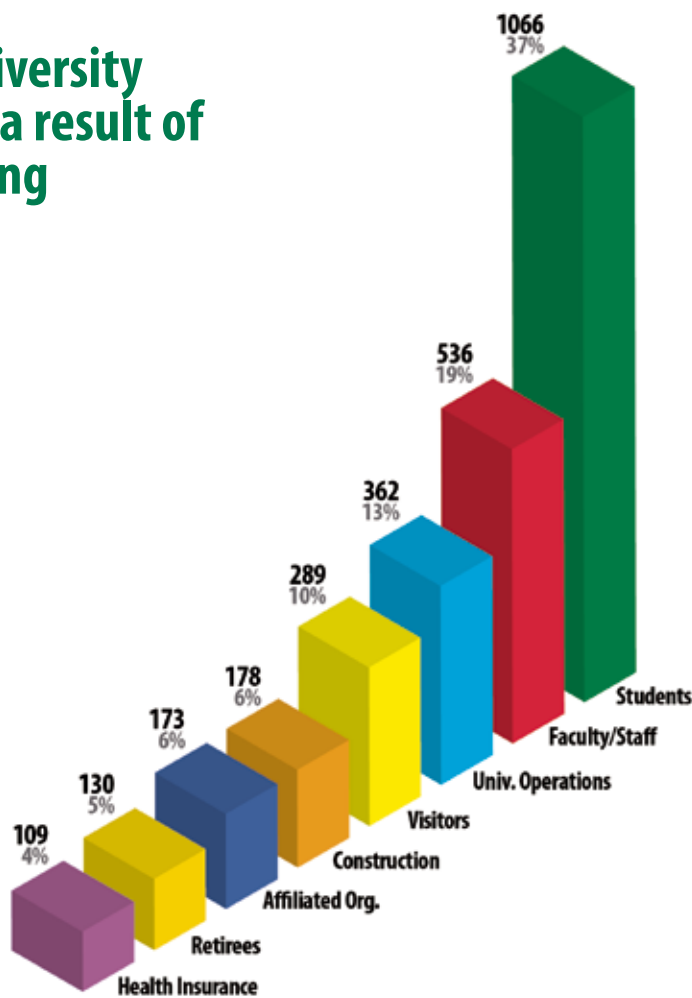
Student spending at Nicholls also supports more than 1,000 non-university jobs in Louisiana's restaurant, entertainment and retail industries.

\$274 Million Annual Impact



IMPACT
by Source

2,843 non-university jobs created as a result of Nicholls spending



Faculty and Staff

There are over 750 faculty and staff employed by Nicholls. Their expenditures on items such as housing, food, entertainment, telecommunications and transportation generate an annual \$56 million impact in Louisiana. Those expenditures also support 536 non-university jobs.

University Operations

In 2007-2008, operating expenditures by Nicholls on items such as supplies, equipment and services garnered an impact of \$24 million throughout the state with over 350 jobs created as a result of university operations expenditures.

Construction

Between 2001 and 2008, two major construction projects were completed on the Nicholls campus. Those projects yielded a \$153 million impact on the state and created 1,400 jobs.

An eight-year average of construction at Nicholls revealed an average annual impact of \$19 million, with nearly 200 non-university jobs tied to

university construction projects each year.

Visitors

Each year, Nicholls hosts numerous visitors for cultural, sporting and educational events. Visitor expenditures on items such as transportation, food and lodging impact the state economy by \$30 million.

Visitor spending also accounts for 300 non-university jobs.

Health Insurance

About 88.6 percent of Nicholls health insurance payments are made to healthcare providers in Louisiana. Those payments generate an economic impact of \$11 million and create nearly 100 non-university jobs.

Retirees

Approximately 87 percent of Nicholls retired faculty and staff reside in Louisiana, adding \$14 million to the economy after their employment at the university. Their spending supports 130 jobs.

Greg Stock, CEO

Thibodaux Regional Medical Center
Thibodaux, La.



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 \$13 million.

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.

“The biggest contributions to local business, the community and the future of our state are the graduates of Nicholls. Not only in Louisiana, but through the Gulf Coast, and in fact, the country and beyond, one can find Nicholls graduates in positions of leadership and influence. The contributions of these leaders to society most likely would not have been possible without Nicholls State University,” said Johnson L. Hale, vice president of Flochem Technologies, an oilfield service company based in Lafayette.

These study results demonstrate the extent to which the economies of Louisiana and the Gulf Coast are strengthened by Nicholls.

Greg Stock, chief executive officer of Thibodaux Regional Medical Center, 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 through their high-paying jobs.

“As Thibodaux Regional continues to attract more patients from outside the local area, the demand for additional, quality health care professionals increases. Nicholls graduates satisfy a substantial chunk of that demand, and we are quite grateful to have them,” Stock said.

Teaching



Nicholls faculty hold advanced degrees from top universities around the nation, and they share diverse perspectives and experiences with students from south Louisiana.

IMPACT

Teaching

Nicholls Graduates Are Louisiana's Workforce

Nicholls State University produces quality graduates that create, enhance and support Louisiana's workforce.

Nicholls has awarded 37,288 degrees over the last 50 years. More recently, the last 10 years have seen 10,274 graduates from Nicholls including 7,254 bachelor's degrees, 1,193 master's degrees and 1,305 associate's degrees.

Not only is Nicholls awarding a significant number of degrees, the university is also meeting the needs of Louisiana's workforce.

Home to Louisiana's only public culinary arts program – the John Folse Culinary Institute – Nicholls is a leader in personal and culinary services. The institute's mission includes preserving and promoting Louisiana cuisine, and it has produced more than 125 graduates over the last 10 years.

Nicholls has also generated a significant amount of graduates with advanced degrees over the last 10 years. More than 125 multi-interdisciplinary studies graduates at the master's level as well as 656 master's degrees in education were awarded from Nicholls.



Teaching

Nicholls Programs Help Make Grads Business-Ready

The professional sales program at Nicholls – with its emphasis on behavioral studies, role playing and sales ethics – affords students the opportunity to hone their sales techniques before there is money at stake. The program also has applications in other aspects of business, such as management and human resources.

Part of the marketing program in the College of Business Administration, professional sales is one of several recent offerings that are providing students with real-world experience and giving employers what they want – graduates who are more job-ready. The university has enrolled its second Executive MBA class; its incubator for student businesses has its first tenant; and the Nicholls accounting program earned accreditation by the Association to Advance Collegiate Schools of Business International, a distinction shared by fewer than three percent of accounting programs worldwide. The university's College of Business has long maintained AACSB International accreditation, which is held by only five percent of business schools around the world.

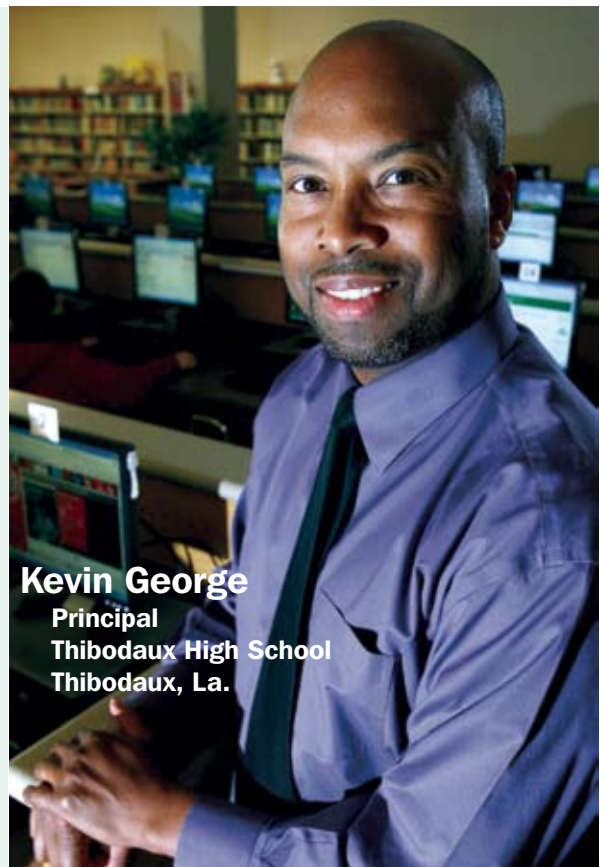
With entrepreneurship and business expansion at the heart of economic vitality, Nicholls's increased focus on top-notch business education is essential to the region and state.

Teaching

Kevin George, principal of Thibodaux High School, leads a workforce heavily comprised of Nicholls graduates – including himself. Nearly 70 percent of Thibodaux High’s teachers and 100 percent of its administration graduated from Nicholls, the Bayou Region’s only four-year university, George said.

Moreover, most of Thibodaux High’s college-bound students “prefer to remain close to home” – and an increasing number of them are participating in the university’s Early Start Program.

“We wouldn’t be nearly as successful without Nicholls in our region,” George said.



Kevin George
Principal
Thibodaux High School
Thibodaux, La.

Teaching

Prominent baccalaureate degrees at the Thibodaux university include social sciences, biological and biomedical sciences, and mass communication and related programs that produced 393; 253 and 250 degrees respectively over the past ten years.

The university’s commitment to enhancing Louisiana and the Gulf Coast’s workforce is evident through the amount of quality graduates produced over the past 10 years. As a member of the University of Louisiana System, Nicholls is a key contributor to the largest degree-producing higher education system in Louisiana.

With approximately two-thirds of UL System graduates residing 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. Gov. Bobby Jindal has made strengthening Louisiana’s workforce 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 has earned 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 Louisiana as the third highest in the nation in overall poverty at 16 percent.

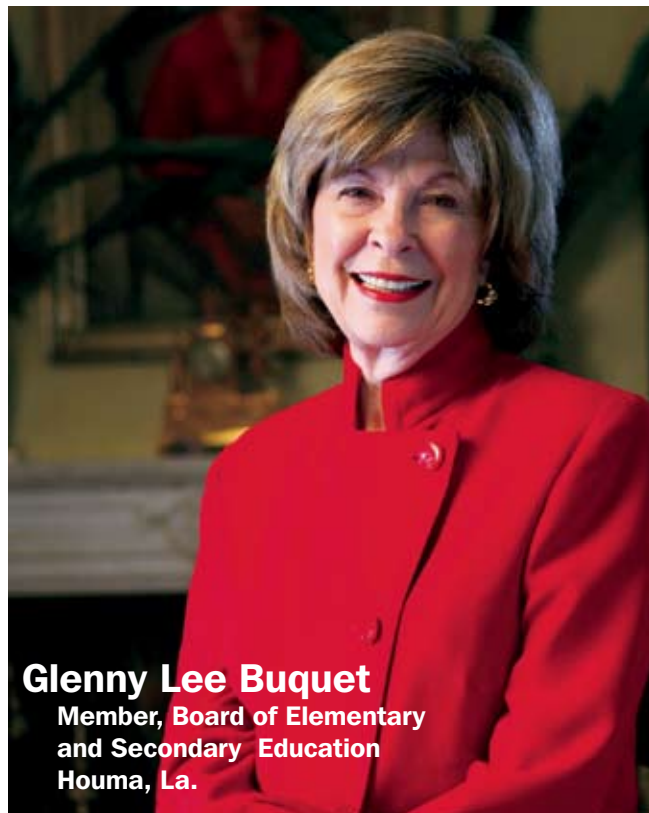
According to the U.S. Census Bureau, higher learning equals higher earning. Associate’s degree graduates make an additional \$4,294 in wages per year over high school graduates. That annual additional salary grows by \$17,287 for a bachelor’s degree and \$27,856 for a master’s degree.

Taking into account the incremental earnings per year as a result of degree attainment and in-state retention, Nicholls graduates have added about \$526 million 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.



Glennie Lee Buquet
Member, Board of Elementary
and Secondary Education
Houma, La.

Teaching

“Nicholls State University provides an educational benefit to the students in our area that is hard to calculate because so many Nicholls graduates are first-time degree holders in their families,” said Glennie Lee Buquet, member of the Louisiana Board of Elementary and Secondary Education. “I don’t think we would have nearly the teaching core that we need for our growing area were it not for the fact that students can stay at home and commute or live on campus.”

Further evidence of Nicholls’s economic impact can be found in the College of Business Administration – which has “formed a tremendous pool of experts who have helped our area grow” – and the Louisiana Center for Dyslexia and Related Learning Disorders is a facility unique to Nicholls and a “tremendous aid across the entire state,” Buquet said.

Research
& Service



Graduate studies at Nicholls bring top students from other states and countries to expand their knowledge and often focus their research on regional topics with a national impact.

Nicholls Fuels Economic Growth

Through strategic planning, professional services and innovative research, Nicholls State University provides opportunities for growth and enhancement of both new and established industries in its surrounding communities.

According to data collected for this study, Nicholls has at least 30 research and service activities including two economic development initiatives, two engineering and technology programs, three cultural development programs, seven environmental and life science projects and 16 education, health and human services activities.

Economic Development

Housed on the Nicholls campus, the South Louisiana Economic Council is one of only eight regional economic development organizations recognized by the Louisiana Department of Economic Development. SLEC offers tailored services to industries throughout the four Bayou parishes including industrial recruitment, business retention and expansion, new business development, workforce development and international relations. For the parishes of Assumption, Lafourche, St. Mary and Terrebonne, future growth predictions lie in coastal restoration, tourism and coastal recreation, marine technology and the continued growth and development of the already flourishing culinary industry.

An upper-level marketing class in the Nicholls College of Business Administration conducts research projects that include designing survey instruments that address problems and objectives of clients, collecting and analyzing primary data and offering managerial recommendations. The class has previously serviced many clients, including Southeast Louisiana United Way, Songy's Sporting Goods and Southland Mall. Nicholls-based clients have included the Green Initiative Campaign, the football program, the development office, the mass communication department, the study abroad program, intramural and recreational sports, auxiliary services, the student programming association, health services and the honors program.

Engineering and Technology

Coastal wetland research conducted at Nicholls evaluates the success of restoration efforts on Louisiana's barrier islands as well as other restoration and protection projects in the coastal areas of south Louisiana. The goal of the research is to improve the management and conservation of barrier islands and coastal wetlands of south Louisiana.

The Nicholls Department of Biological Sciences is conducting a shoreline erosion control demonstration project in Terrebonne Bay. The project is designed to stimulate the colonization of oysters and eventual development of reef habitat on manmade structures. Additionally, it will help stop the erosion of coastal shorelines, which ultimately promotes tourism and sustained recreational and commercial fishery harvests.

Cultural Development

Nicholls was awarded a Research Council Grant to complete an archival research project at the University of California-Los Angeles, University of Southern California and the Santa Monica Public Library. The project highlights the work of Jim Morrison, Lawrence Lipton and Venice West. The research recovers the lost history and culture of unpublished activities of poets and musicians from the 1960s.

The Jubilee Jambalaya Writers' Conference is an annual daylong event sponsored by Nicholls, Friends of Terrebonne Parish Public Library and area businesses. Over 200 attendees – Nicholls students and writers from across the state – gather to hear speakers read excerpts and participate in panel discussions about their writings. Presentations about the art and craft of writing are also conducted. Editors and agents participate in the conference, one-on-one critiques are provided for aspiring authors and the winner of a fiction contest receives an appointment with a New York-based publisher.

Saxophone Day at Nicholls consisted of a master class and concert led by saxophonist Jeffrey Vickers, a Selmer clinician. Forty people from the surrounding community and five Nicholls students attended the master class, and Nicholls students performed with Vickers at a widely attended evening concert.

Education, Health and Human Services

Education, health and human services are also areas in which the Nicholls community outreach programs have a great impact on the local economy.

The Child Welfare Family Service Center provides a wide array of services for "at-risk" families referred by the Office of Community Services and Families in Need of Services. The services, directed by the Nicholls Family Service Center, focus on improving environments for children and thus increasing the safety, permanency and

Highlights

The Nicholls genetics outreach program provides education to community and professional groups pertaining to fundamental genetics, including specific genetics issues facing Louisianans and their families.

The LA2T2 program at Nicholls actively recruits degreed professionals and provides them with the education coursework they need to become licensed teachers.

The Nicholls Department of Physical Sciences is publishing and distributing educational DVDs targeted at high school and college physics teachers throughout Louisiana and the U.S.

Teaching What Matters: Building Literacy Skills Using Content Reading and Writing Knowledge, is a project designed to increase middle and secondary school teachers' knowledge of the foundations of reading and writing and the implementation of strategies that will simultaneously increase students' content knowledge and reading and writing skills.

Nicholls is conducting a Value Added Teaching study to determine the extent to which beginning teachers are effective in the classroom.

Nicholls has established a Video Assessment Library for Undergraduate Education that utilizes YouTube videos to explain the answers to exam-style questions for the Introductory to Chemistry class.

The Geospatial Technology Center at Nicholls is developing a geospatial research base to address regional issues such as subsidence, coastal erosion, and wetland protection, as well as issues related to the regional agriculture, real estate, and petroleum industries.

The Nicholls Department of Biological Sciences is researching the production of next generation bio-fuels using sugar cane bagasse and leaf litter.

well-being of children and families. Services are available to children from the parishes of Assumption, Lafourche, St. Charles, St. James, St. John, St. Mary and Terrebonne.

The Nicholls Department of Physical Sciences oversees professional development programs designed to emphasize literacy strategies and focus on effective physical science education methodology. Funded by the Louisiana Systemic Initiatives Program, the programs are geared toward high school teachers and the students they teach. Projects aimed at enhancing content knowledge, teaching literacy strategies and improving pedagogical practices of high school teachers are the focus of the program.

The Jo Carol Nolen Speech, Language and Hearing Center is the "heart" of the communicative disorders program at Nicholls. Under the supervision of clinical supervisors, student clinicians serve clients of all ages from throughout the Bayou Region with speech, language and hearing disorders. The center offers speech and language diagnostic and therapy services, audiological screenings and diagnostic services at no cost to clients. The center also screens more than 300 Head Start students and about 50 percent of students attending the Maxine Giardina Charter School in Thibodaux annually. These important screenings lead to the intervention and therapy required for future educational success and independence and improved overall educational performance which ultimately expands a student's vocational pursuits.

The Louisiana Center for Dyslexia and Related Learning Disorders provides academic support for approximately 125 college students each semester in addition to educational evaluations for children and adults. The center also provides teacher and parent training to educate those who work with dyslexic individuals, with 4,000-5,000 teachers and 200 parents attending workshops each year. The center offers tutoring in reading, writing and math for grade school students in Houma, Morgan

City and Thibodaux. They also work with area adult education facilities to offer reading and writing strategies designed for GED students as well as support for the Early Start programs at each of the adult education centers. The center hosts an annual statewide conference to educate those interested in learning more about students with dyslexia. The educational evaluations offered by the Center for Dyslexia are provided at a cost to the client that is about \$500 to \$1,500 less than evaluations offered in the private sector. K-12 student tutoring services are also offered at a far lower cost than services available in the private sector. The center's daily billing rate for teacher workshops is also much less than that of private providers.

The Nicholls College of Nursing and Allied Health provides services to support the Nurse-Family Partnership Program for families at risk for low birth weight babies, poor health maintenance, child abuse and neglect. The nurse visitors focus their services on personal health, maternal role development, maternal life course development, family support and linkage to health and human services. They offer a critical bridge toward effective parenthood foundations and provide a mechanism for personal growth and responsibility.

The Nicholls Family Service Center serves as the fiscal agent for the Region III Office of Mental Health. The center provides preventative services to individuals who are identified by professionals in the community as at risk for developing mental health issues. It also offers a full range of mental health services, support, assistance and referrals for preventative services. Services are accessible, whether home-, school-, community- or agency based in origin, to children and families in the seven-parish service area of Region III.

Environmental and Life Sciences

Participants in the Nicholls marine debris removal project at Grand Isle State Park conduct annual beach sweeps to remove trash and litter. They experience first-hand the effect of marine debris on Louisiana's barrier islands and how the ecological problem is manifested as a consequence of litter in various regions.

The Nicholls aquaculture production of alligator gar project seeks to efficiently produce the fish for both sale and restocking efforts and to continue development of the farm-raised alligator gar market.

The Nicholls sand dune construction and beach restoration efforts at Fourchon Beach is designed to protect fish and wildlife habitats as well as important human infrastructure using and comparing two distinct restoration methodologies. The results will be used to leverage funding for large-scale dune restoration projects and will provide understanding of the importance of beach dune habitats. The project will also aid hurricane and storm surge protection and strengthen wildlife habitat by restoring coastal aesthetics using native plants.

Conclusion

Nicholls, along with the UL System's other seven universities, is dedicated to building a knowledge-based economy to ensure Louisiana's future vitality.

The mutual commitment Nicholls shares with its neighboring communities is inherently evident in the service and outreach efforts that are consistently offered to promote local success and achievement. Through its wide range of programs, Nicholls is able to contribute directly and indirectly to the economic and social prosperity of its surrounding region. Through research and service, the university's efforts play a role in sustaining innovation and growth within Louisiana.



Shrimp and crabs are part of the research menu

To many South Louisiana residents, shrimp and crabs are menu items, but to Dr. Enmin Zou, associate professor of biological sciences at Nicholls, and some of his students, they are more than just good things to eat. They are excellent models for research on molting, glucose regulation and hypoxia, which occurs in marine animals when insufficient oxygen reaches the tissues.

The research, which has generated numerous papers and presentations, is significant for understanding environmental factors and how they affect the marine animals that are so important as food sources. Some of the environmental factors are caused by the presence of the oil and gas industry in the northern Gulf of Mexico, and are also important to other coastal states.

Zou, a native of China, has found a home in south Louisiana and at Nicholls where, over the past seven years, he has brought in more than \$750,000 in research funds, primarily grants from the Board of Regents and the Nicholls State University Research Council.

**Quality
of Life**



The beautifully landscaped, 287-acre Nicholls campus in Thibodaux provides many quiet, shaded spots for studying and relaxing.

IMPACT

Quality of Life

Nicholls Enhances Lives

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

Located in the Gulf Coast region, Nicholls enriches its community with arts and humanities programs such as academic enrichment and performing arts camps. These programs and others bring local, national and international lectures, music and theatrical programs to the campus and communities it serves.

The Bayou Region relies on Nicholls to serve as the hub for cultural programming, family friendly activities and community-building events above and beyond university activities.

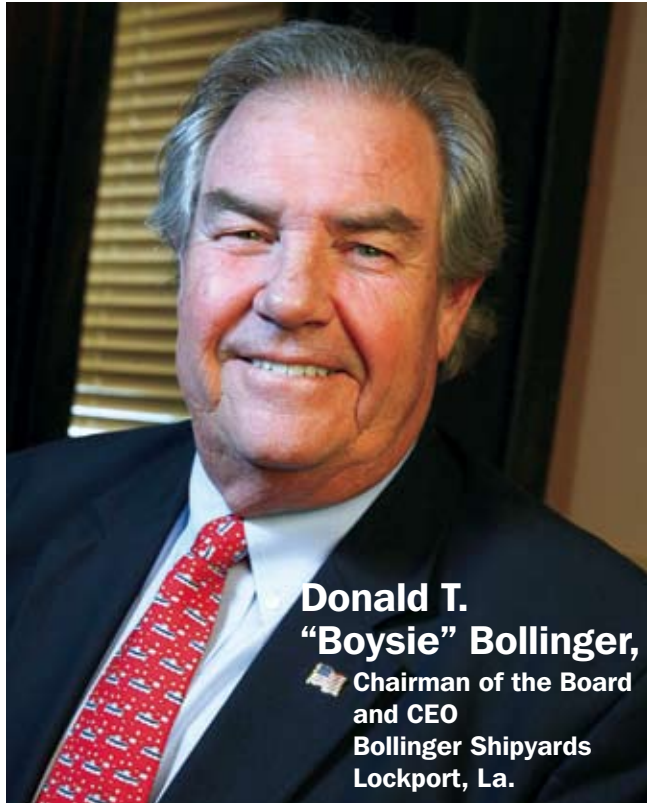
Nicholls's 10th annual Jubilee attracted over 11,500 people in 2008. Jubilee is an arts and humanities festival held for the Nicholls community and the Southeast region of Louisiana. Beginning in 1998 as part of the university's 50th anniversary celebration, the event has become an annual tradition that draws thousands of locals, tourists and academics to Thibodaux to share in the arts and humanities. Since its beginning, nearly 85,000 people have attended Jubilee events.

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

Combined, the eight UL System universities, of which Nicholls is a member, had almost 36,000 event days and 3.9 million visitor days last year.

Examples of major event attendance at Nicholls include:

- The Manning Passing Academy, which attracts more than 4,180 visitors annually – most from outside the region
- Summer youth camps, which draw an annual attendance of 16,450
- Home football games, which host 12,478 fans every fall
- Crawfish Day, which draws an attendance of about 2,000 people each spring
- The Nicholls Family Day celebration, which attracts 2,000 campus visitors annually



Donald T. "Boysie" Bollinger,
Chairman of the Board
and CEO
Bollinger Shipyards
Lockport, La.

"Nicholls State University has been a tremendous asset for this region and is very important to our business," said Boysie Bollinger, chairman of the board and chief executive officer of Bollinger Shipyards. "A large number of Nicholls graduates come to work here, and we have put a lot of students through Nicholls in student employment roles – so it's a symbiotic relationship."

Bollinger added that if the university were not so geographically convenient, many Nicholls alumni would probably not even have attended college. "Certainly, Nicholls is a big economic engine for our community."

Quality
of Life



Dr. Alice G. Pecoraro
Educational Consultant
Morgan City, La.

Educational consultant Dr. Alice Pecoraro, former Nicholls vice president for academic affairs and professor of family and consumer sciences, said that Nicholls was originally founded because the Bayou Region did not have enough qualified educators.

“Southeast Louisiana would be much less advanced without Nicholls,” she said. “It is a key economic engine – an essential component of our region.”

Nicholls-trained teachers have not only resulted in a better-educated citizenry, Pecoraro said, but have helped stimulate the regional economy – as have Nicholls-trained business leaders, government officials, healthcare providers and other professionals.

- The Halloween Breakfast, which draws 900 students to the late-night feast
- The Nicholls Upward Bound program, which provides academic services each Saturday throughout the academic year and offers a summer residential component which results in more than 900 campus visits annually
- The 2008 spring commencement ceremony, which had an attendance of 6,000

Nicholls visitor spending had a \$30 million impact on the state; \$18 million of that impact came directly from visitor spending for events and activities.

Campus events at Nicholls attracted over 188,000 people, 66 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, 8,625 university visitors stayed in paid lodging.

Service-Learning and Volunteerism

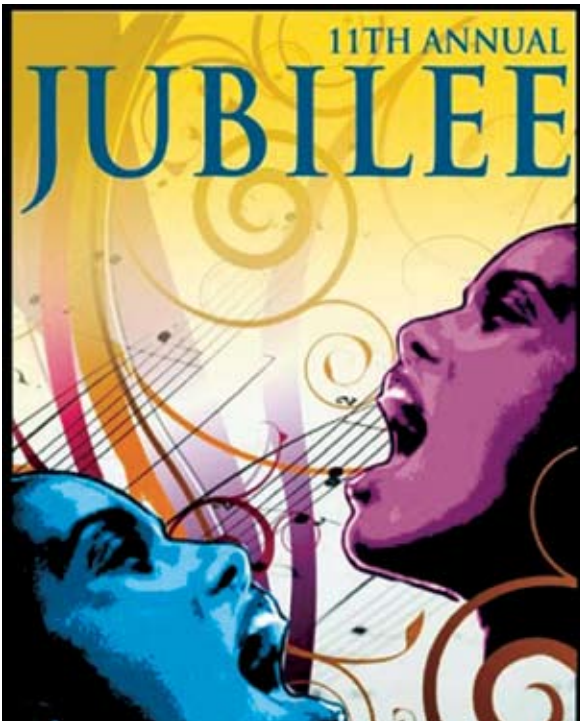
Enhancing service-learning and volunteerism across the eight universities is a priority for the UL System. In 2006, the system acquired a three-year, \$1.2 million grant from the Corporation for National Community Service’s Learn and Serve America Division to create service-learning programs that address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

Over the past two years, the program, titled “ULS Serves,” has funded 70 service-learning projects at its eight campuses. These projects have engaged 675 faculty and staff, 8,462 college students, 201 youth volunteers, 1,276 adult volunteers and 243 community partners – all working towards improving Louisiana’s communities.

Nicholls faculty, staff and students volunteered approximately 176,000 hours in 2008. Contributing vastly to the communities they serve, students volunteered 141,000 hours, and faculty and staff served 35,000 hours.

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

As part of the final year of the ULS Serves grant, Nicholls is establishing a mentoring program that will increase emphasis on Pre-K-12 partnerships. This is a natural outgrowth of the symbiotic



Jubilee: A Festival of the Arts and Humanities, is held every spring to raise the level of awareness in the arts and humanities for the Nicholls community and the Bayou Region of Louisiana.

The festival strives to educate the student body, faculty, staff and members of the surrounding communities on matters of interest to the arts and humanities. It also furnishes role models by presenting locally and nationally distinguished lecturers and performers. Fine and folk arts, specialists and amateurs – all have a place in Jubilee.

Launched in 1998 as part of the university's 50th anniversary celebration, the festival has become an annual tradition that draws thousands of locals, tourists and academics to share in the arts and humanities. Since its inaugural year, nearly 85,000 people have attended Jubilee events.

relationship Nicholls has with local elementary and secondary schools.

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

Nicholls encourages its faculty and staff to develop goals related to service-learning on an annual basis. Currently, there are 40 service-learning courses available, with the majority of those added just last year. Nicholls students have participated in events such as "X-treme Spring Break" where students sacrificed their spring vacations to work on homes for Habitat for Humanity.

Nicholls is proud that service-learning has become part of its culture without the use of extrinsic rewards. It improves the quality of life for the communities it serves by providing cultural, economic and educational opportunities that would not likely be available otherwise.

"Nicholls has been the window to the world for generations of students who would never have had the opportunity to experience a culture different than their own. Because of the rather cloistered geographical area that Nicholls serves, it may be the most "effective" university in the state by educating and exposing students to a world from which they have been cut off from due to culture, poverty and geography," said R.E. "Bob" Miller, president of Major Equipment and Remediation located in Morgan City.



**Above
& Beyond**

Nicholls State University offers a comprehensive range of academic programs, providing young men and women the preparation to succeed in virtually any professional field.

IMPACT

Above & Beyond

Nicholls State University: Excellence on the Bayou

Nicholls State University, located in Thibodaux, is a comprehensive, regional university serving south Louisiana's Bayou Region and beyond since 1948. The 287-acre campus, once part of the historic Acadia Plantation, fronts on Bayou Lafourche, about 50 miles southwest of New Orleans and 60 miles southeast of Baton Rouge.

Students may come to Nicholls from a rural community well “down the bayou” and far from the city lights. They may come from the bustling nearby city of Houma, or from quaint and thriving Thibodaux itself. They may come from central New Orleans or from one of its suburbs. At Nicholls, all of these students acquire the tools they need to succeed in their careers in a setting that is widely known for its welcoming community spirit.

Nicholls is a friendly place. Yet its mission is as serious as the warm smiles of its people are broad. The university is a vibrant regional center for scientific, technological, cultural, educational and economic leadership. It offers a comprehensive range of academic programs, providing students the preparation to succeed in virtually any professional field. Several programs – including biology, business, culinary arts, education and nursing – have earned outstanding reputations.

Nicholls is home to a number of programs and services that can be found nowhere else. Among these are the John Folse Culinary Institute, the Louisiana Center for Dyslexia and Related Learning Disorders, the Louisiana Center for Women and Government, the Nicholls Sculpture Garden and Folk Art Studio, the Center for Traditional Louisiana Boat Building, the Sugar Institute and the Jubilee arts and humanities festival.

As people in south Louisiana well know, Nicholls has a lot to offer.

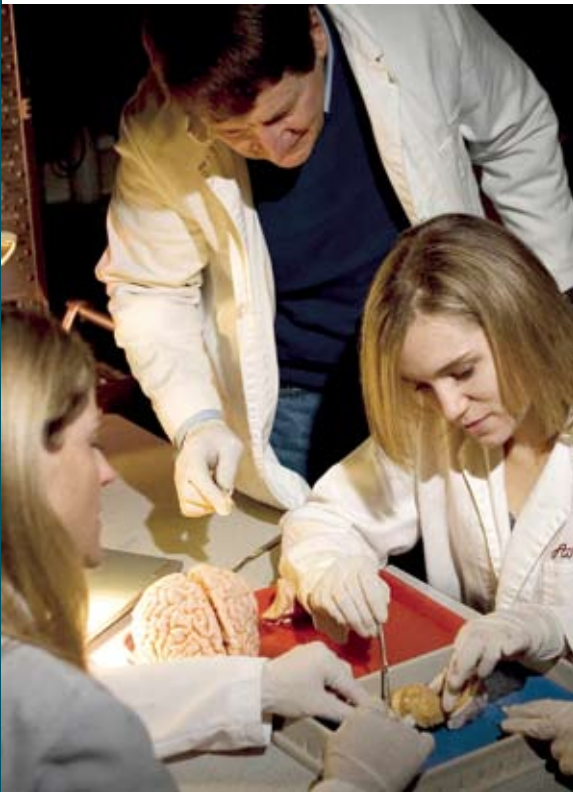
Six Areas of Excellence

Under the leadership of Dr. Stephen Hulbert, president of Nicholls since July 1, 2003, and only the fourth person to hold that position in the university's

60-year history, six “areas of excellence” have been identified – educational programs that have become distinguished regionally, statewide and nationally.

- The John Folse Culinary Institute at Nicholls attracts students from across the nation and around the world. Nicholls was the first public university in the country to offer a bachelor's degree in culinary arts. The institute's connections with restaurant owners, managers and chefs in nearby New Orleans and in other culinary centers make its job placement rate among the highest of any program at the university.
- The Department of Biological Sciences features award-winning faculty who involve undergraduate and graduate students in research projects that often focus on issues that are important in the region and the state. Nicholls students also have the opportunity to pursue studies at the Louisiana Universities Marine Consortium located in Cocodrie.
- The Nursing and Allied Health departments provide extensive facilities for student clinical experiences and maintain an ongoing partnership with the Louisiana Department of Health and Hospitals. Regional healthcare services are among the best in the state largely as a result of this dynamic enterprise at Nicholls.
- The Department of Teacher Education provides degrees and licensing programs for a high percentage of the region's teachers. In recent years, 100 percent of Nicholls education students taking the PRAXIS teacher certification exam passed it on the first attempt, well above state averages.
- The Department of Accounting and Information Systems at Nicholls includes distinguished professors from the business world and state-of-the-art student computer laboratories with access to extensive software, databases and the Internet. The Executive MBA program, in particular, has taken advantage of computer technology to meet the needs of students, in this case working

Above
& Beyond



Biology at Nicholls Enhances Regional Life

The Department of Biological Sciences at Nicholls reflects the breadth of the biology 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.

professionals who have chosen to advance their educations.

- The Child, Family and Social Services program at Nicholls operates an internship program with more than 75 social service agencies in the region and partnerships with the Louisiana departments of Social Services and Addictive Behavior.

Because of their unique course offerings and their leadership in Louisiana education, these six areas of excellence are distinguished among the hundreds of educational programs Nicholls provides.

An Expanding, Improving Campus

Nicholls is in the midst of the largest campus transformation in 20 years. By the time the major projects are completed, improvements to campus buildings and the overall physical plant will represent a more than \$100 million capital outlay by the state and other public and private sources.

The projects include new and renovated residence halls, a renovated student union and main dining hall, a new student recreation center, a completely rebuilt and improved science building, road and parking lot improvements, new landscaping and signage and general infrastructure upgrades.

President Hulbert said these efforts are all part of a larger initiative to recruit and retain students. "For Nicholls to continue to attract top-quality students, a comfortable standard of on-campus living must be a priority. In our effort to maintain and strengthen that standard, we are indeed succeeding."

Excitement among incoming and returning students in fall 2008 came as no surprise to university personnel involved in remaking the Nicholls campus. The students were the first to live in three brand-new residence halls and the renovated La Maison du Bayou apartments. These four projects are a \$50 million investment – the largest investment of any kind in Nicholls history.

"Students love the way the new residence halls look," said Alex Barnes, president of the Nicholls Student Government Association. "When you walk inside, they resemble a hotel. There are plenty of study rooms available, as well as rooms for students to socialize. Some students who live off campus have even mentioned slight jealousy."

With good reason. Each of the new three-story residence halls features two-bedroom units with individual, furnished bedroom spaces and a well-appointed bathroom shared by no more than two residents. All units provide high-speed wireless Internet; individual telephone connections; ceiling fans; and, in many units, a microwave and refrigerator.

Each new residence hall houses elevators, a computer lab, a game room with a pool table, a TV lounge, a media room, a meeting room, a study room, laundry facilities, a snack bar, outdoor seating and barbecue areas.

La Maison du Bayou, new in 2004 and renovated in 2008, includes seven three-story brick buildings with two-bedroom

and four-bedroom apartments. Each apartment includes modern furniture, a full-size washer and dryer, basic cable TV, wireless Internet and a kitchen equipped with a refrigerator, microwave and stove.

The apartment complex also offers a landscaped courtyard; private parking; a clubhouse with media, game, and meeting rooms; a fitness center; a resort-style swimming pool; a beach volleyball court; and a convenience store featuring a sandwich shop.

“Nicholls offers state-of-the-art housing to students,” said Dr. Eugene Dial, vice president of student affairs. “Our new facilities are second to no other school in the state or the region.”

Athletics Inspire “Colonel Pride”

Drive into Thibodaux from the north on Louisiana Highway 20, and one of the first landmarks on the edge of town is a water tower with an enormous Nicholls “N” painted on it. Bayou Region sports fans love the Nicholls Colonels, and in an area of the state that has many options for the attention of sports enthusiasts, the Colonels’ sword logo outnumbers the New Orleans Saints fleur de lis and the LSU tiger.

In sports, Nicholls is a member of the Southland Conference and a Division I member of the National Collegiate Athletic Association. The Nicholls Colonels compete in 14 sports and the school’s teams have participated in NCAA tournaments in football, men’s and women’s basketball, softball, baseball, tennis and volleyball.

The teams have widely varying degrees of success, as do all sports teams. But there are no shortcomings in the facilities provided to them. As with the campus as a whole, impressive improvements in athletics facilities at Nicholls have made their debut recently or are about to do so in the near future.

The football field at Guidry Stadium has a two-year-old AstroTurf surface donated through the efforts of the famed quarterback Archie Manning, who conducts a summertime football camp at Nicholls along with his sons Cooper, Payton and Eli. Stopher Gym, home to basketball and women’s volleyball, has a new court surface and new chair-back seating throughout, as well as remodeled locker rooms. FEMA funds paid for the new floor after Nicholls housed refugees from Katrina-flooded New Orleans in the gym nearly four years ago. A new soccer complex is under construction, donated by a Houma construction company owner.

The most recent source of Colonel Pride for Nicholls supporters was the men’s basketball team’s extraordinarily successful 2008-09 season. Heading into the season, the Colonels were ranked near the bottom of Southland Conference standings by the league’s coaches and sports information directors.

Their lowly pre-season status surprised no one. Nicholls had suffered seven straight losing seasons, averaging only 6.3 wins per season in that time. The Colonels also failed to make the conference tournament in each of those seasons. But something changed on the way to March Madness in 2009. The Colonels started winning. At season’s end they had won 20 games and lost only 11.

The Colonels traveled to Katy, Texas, for the conference tournament, where they advanced to the semi-final game and lost in a nail-biter to Texas-San Antonio. The head coach, J.P. Piper, was named the Southland Conference Coach of the Year.

With good reason, Colonel Pride is strong among Nicholls supporters around Louisiana and across the country.

A Big, Happy Family

In academe, perhaps more so than in other settings, many employees tend to be transplants from other places. Not so at Nicholls. More than 220 Nicholls alumni are employed by the university in administrative, professional staff and faculty positions.

Having started their own successful lives at Nicholls, many of them pursue their careers at their alma mater so that they can help today’s students find their own paths to success.

Nicholls graduates serve as instructors in every college on campus. They work in student services, auxiliary services and athletics. They work as department heads, deans and administrators. And they work in admissions, recruiting the Nicholls graduates of the future.

No one will be surprised when many of those future alumni make their careers at Nicholls, too.

“We feel like we’re building pride here,” said Michael Davis, a 1973 Nicholls graduate who is now the university’s assistant vice president for administration, and a key player in the ongoing campus improvement projects. “We’re on the move. We’re not the same university we were 30 years ago.”

IMPACT

Methodology

Quantitative and Qualitative Analysis

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

The University of Louisiana System Economic and Community Impact Study focused on the following four components:

1. The Impact of Spending
2. The Impact of Teaching
3. The Impact of Research and Service
4. The Impact on Quality of Life

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



Over \$743 million in University of Louisiana System direct student expenditures yielded an impact of over \$1.3 billion.

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.



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