Office of Institutional Advancement
Six Year University Plan
U. S. News Rankings
USN&WR Rankings

“The annual rankings – in which U.S. News groups schools based on categories created by the Carnegie Foundation for the Advancement of Teaching – provide an unmatched resource for parents and students contemplating one of life’s most challenging financial decisions.”

- **Peer Assessment Survey Weight** 25%
- **Avg. 6-yr Graduation rate** 20%
- **Financial resources per student, Acceptance rate, SAT/ACT Freshmen scores, Retention rate, Student / Faculty ratio, Alumni giving** 5%
USN&WR Rankings

Peer assessments are based on Master’s Universities of the South rankers’ perception of our:

1. Exemplary undergraduate programs by Specialty area
2. Best Colleges’ ranking factors
3. Recent improvements in academics, faculty, students, campus life, diversity, and facilities

LOYOLA UNIVERSITY NEW ORLEANS
Six Year University Strategic Goal

Significantly improve ranking in US News & World Report’s (USN&WR) Masters Universities in the South category over next six years, through enhancement and promotion of reputation and stature of the University.

- 2009 - Ranked 5 out of 59
- 2010 - Ranked 6 out of 59
- 2011 Target - Rank 3 out of 59
- 2014 Target - Rank 1 out of 59
University’s Marketing Goal

Increase awareness of Loyola’s successes and expertise in select areas of the *US News & World Report*’s Exemplary Programs by Specialty areas in addition to Best Colleges’ ranking factors among voting rankers.

- First Year Experience, Learning Communities, Undergraduate Research, Service Learning, Study Abroad, Internships, Writing in the Disciplines
Overall Marketing Strategy

Raise awareness of Loyola’s achievements through increased rankers/peer contact utilizing:

- direct marketing (reports, promotions, emails)
- print and internet advertising in key ranker areas
- web/internet/social media networking
- publicity
- research
University’s Marketing Objectives

- Increase awareness of Loyola’s successes and expertise in the Exemplary Programs by Specialty areas

- Increase rankers/peer contact through direct marketing vehicles 12 times a year, ad placement in regional high profile magazines, internet and social media marketing (multimedia content) and publicity.
Direct Marketing Campaign

LOYOLA UNIVERSITY NEW ORLEANS
Print Advertising Campaign

The Jesuits were brave enough to shape a new city.

Our students are bold enough to create a better world.

This is at the very heart of what it means to receive a Jesuit education at Loyola.

www.TheWorldisOurBlackboard.com

Where student learning is brought to life.

Connecting the classroom to the community instills a desire in our students to be men and women for others.

This is at the very heart of what it means to receive a Jesuit education at Loyola.

www.TheWorldisOurBlackboard.com

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LOYOLA UNIVERSITY NEW ORLEANS
Internet/Web Campaign

Update web pages relative to Exemplary Specialty Programs

Purchase Exemplary program terms on Google (Dec. – April)

Increased interactive video content on website and within social media platforms

Email messaging
Public Relations Campaign

Increase regional and national awareness of Loyola’s successes related to academic and exemplary programs through targeted publicity efforts.

Media Relations

- Campaign to highlight successes and stories specific to Loyola’s academic and exemplary programs to select educational publications
- Production of Faculty Experts Guide to be distributed to national media and rankers’ mailing list
Research Campaign

Assess current perception of Loyola among rankers’ as a benchmark to determine measurable results of proposed strategies

- Determine existing perception of Loyola in specific areas that affect peer assessment scores
- Determine how best these rankers prefer to be informed of our successes
- Rankers’ database is updated twice yearly to ensure integrity of mailing list
Loyola Today!
Faculty/Staff Profile
- Full Time Teaching Faculty: 302
- Faculty to Student Ratio: 11:1
- Full Time Faculty w/ highest degree in field: 91%

Overall Student Body Profile  4,750 Total Students
- 38% Male  62% Female;
- 34% Minorities
- 54% Out of state
- 3% International
- 69% Full time
- 54% UGs
- 28% Live on campus
- 84% UGs receive some form of financial aid

LOYOLA UNIVERSITY NEW ORLEANS
809!

- 57% Female, 43% Male
- 57% Out of State
- 3.5% International
- 19% Legacies
- 28% First Generation

- Business 18%
- Humanities & Natural Sciences 43%
- Music & Fine Arts 22%
- Social Sciences 17%

LOYOLA UNIVERSITY NEW ORLEANS
Rankings and Honors

USN&WR’s 2010 Rankings

- Ranked 6th in Master’s Universities of the South
- Ranked #2 in Great Schools, Great Prices Category
- Retained position among the top 10 regional universities in the South for 19 consecutive years
Rankings and Honors

Princeton Review’s 2010 Rankings

- 5th Top Ten College Library (4th consecutive yrs)
- #11 in Best Town-Gown Relationship (recognizes students that get along well with members of the local community.)
- Colleges of Business and Law listed among “Best 2010 Schools”
- 2008- College of Social Sciences named as a “Great Schools for Communications and Journalism Majors”

LOYOLA UNIVERSITY NEW ORLEANS
Rankings and Honors

- 7 Wolfpack Athletic teams recognized as NAIA Scholar Team Athletes; 3.5 avg. GPA
- 2008-09 Men’s Basketball team collectively achieved the highest cumulative GPA in the entire NAIA Div. 1 (3.43)
- **2007 and 2009** Gulf Coast Athletic Conference Women’s Basketball Champions
What’s New!

- Fall 2009 Women’s Tennis Team/ Men’s Spring 2010
- Upcoming 100th Anniversary
- School of Nursing offers La’s first Doctor of Nursing Practice program and Loyola’s first online Dr. degree and celebrates 30 year anniversary
- Institute for Ministry offers Certificate in Pastoral Studies to students in Africa
- Department of Counseling’s Play Therapy Center one of six nationally accredited centers
- Joining Southern States Athletic Conference in 2010

LOYOLA UNIVERSITY NEW ORLEANS
The World is our Blackboard.

The hallmark of a Loyola education can be summed up in a simple phrase:

We produce citizens of the world.

- Seeks to prepare students to be active participants on the global stage.
- Rather than simply teaching our future graduates WHAT to think, we teach them HOW to think.

LOYOLA UNIVERSITY NEW ORLEANS