## XAVIER UNIVERSITY OF LOUISIANA

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## 6



## 6.1

## campus building floor plans





## 



BLDG. NO. 4-HOUISE OF STUDIES - THIRD FLOOR $\overbrace{}^{\text {nogr }}$















## 

BLDG. NO. 13-ST. JOSEPH RESIDENCE HALL-FIRSTFLOOR


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BLDG.


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\begin{aligned}
& \square \square
\end{aligned}
$$










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## 6.2






## 6.3

## campus analysis





















## 6.4



## Xavier University Master Plan: <br> Existing Conditions Traffic and Parking Analysis

## Introduction

The purpose of this document is to provide an overview of access and parking issues at Xavier University. Existing traffic and parking conditions observed at Xavier's campus including vehicular access and circulation, parking supply and zoning code requirements, and pedestrian circulation will be addressed in this section of the report.

## Existing Campus Plan

The majority of Xavier University's campus is bounded by South Carrolton Avenue, Interstate 10, South Jefferson Davis Parkway and Drexel Drive. The remainder of the campus is located across the Washington Avenue Canal. Residential neighborhoods and commercial developments are aligned throughout campus. The university is currently in a RM-4 zoning district. In total, Xavier's campus is comprised of 88 buildings.

The existing circulation of the campus street network is presented Figure 1. The primary point of vehicular access to the campus is Pine Street. From Pine Street, all of the campus' buildings north of the canal can be accessed. Pine Street, from Drexel Drive operates as a one way entry onto campus. As Xavier's campus is open and connected to the area street network, there are several other access points that can be used to gain entry o the university such as Short Street and Dixon Street. Although most traffic on the campus is associated with the university, because of Xavier's layout, area residents and patrons of the area businesses also use Xavier's roadway network for access.

Effective pedestrian circulation is critical due Xavier's spread out campus. Pedestrian bridges and crosswalks allow students, faculty and staff to safely move about the campus. The most frequently used pedestrian bridge is between Pine and Short Street's over the Washington Avenue Canal. This bridge is used to travel between parking areas located south of Washington Avenue and classroom facilities. Sidewalks and crosswalks connect Xavier's main campus to dormitories and other facilities located near South Jefferson Davis Parkway. While existing sidewalks appeared to be in fair condition, it was also noted that Dixon St. between S. Genois St. and S. Clack St. lacked sidewalks on one side of the street. At this location, pedestrians were observed walking in the street



Photo 1- Lack of sidewalk along Dixon Street
Service vehicles and delivery access to housing, food service, class room and University support services contribute to the overall layout of campus. As would be expected, most of the buildings on campus have service entrances that are used for deliveries. The location of service access points are also show on Figure 1

Field observations indicated that service vehicles use the same points of entry as regular vehicular traffic. Campus police noted that a significant number of deliveries are made regularly in the rear of the University center. The following are photos captured at various service entrances


Photo 2 - Library service entrance


Photo 3 - Student Center service entrance


Photo 4- Xavier South service entrance


Photo 5 - University Center service entrance

## On Campus Parking Inventory and Space Assignments

Site investigations and a meeting with campus police were conducted to document the current parking conditions at Xavier University. Site visits confirmed issues discussed at the initial meeting such as the lack of available parking. A major factor in the lack of he initial meeting such as the lack of available parking. A major factor in the lack of parking is the reduction in the parking supply that resutted from the conversion of parking lots that had been used prior to Hurricane Katrina to short term faculty housing
sites. A second factor is the permitting of all freshmen vehicles on campus. Prior to Hurricane Katrina, freshmen living in university housing were not allowed to hav vehicles on campus. Currently, all students are permitted to have a vehicle and park within the designated lots with the appropriate decal.

Field reviews were conducted to determine the amount of available parking on campus Xavier University currently has 1063 designate parking spaces. Figure 2 indicates th location and assignment parking spaces by campus use category:

- 436 Faculty/Staff
- 200 Student
- 107 Residence
- 320 Open (Faculty, Staff or Student)

It was noted that several of the lots were unpaved and lacked a striping plan. The spaces in these lots were estimated based on the number of vehicles present. Paving and striping of these lots would likely yield additional capacity due to a more efficient use of the space available for parking.

Visitors to the campus can park in any of the staff, student or faculty parking lots, excep in stalls designated as "reserved" after obtaining a one day perking pass at the campus police station. Parking restrictions are in effect from $6: 30$ am to $5: 30 \mathrm{pm}$. When these restrictions are not in affect, vehicles can be parked in the faculty/staff, student or open lots.

Xavier University's Profile for 2004-2005 indicated an enrollment of 4,121 students, 24 faculty members and 443 Staff members. Comparison of the number of spaces provided 1063 spaces, to the campus population, the total number of students, faculty and staff 4805 persons, yields a ratio 0.22 spaces per member of the Xavier campus population.

This ratio exceeds peak parking demand ratios reported For Urban Colleges and Universities by the Institute of Transportation Engineers' informational report Parking Generation, 3rd Edition. This document summarizes data collected by members of the Institute for a wide variety of land uses including colleges and universities.

## Parking Demand Estimates: ITE Methodology

Data reported in Parking Generation for peak parking demand ratios reported for both urban and suburban colleges and universities is presented in Table 1.

Data reported for urban universities is based upon a small sample size, 3 universities, with an average campus population of 13,600 persons.

Data reported for suburban universities is based upon a larger sample size, 8 universities, with an average campus population of 11,500 persons.


| University Classification | Low Ratio | High Ratio | Average Ratio | $85^{\text {th }}$ Percentile |
| :---: | :---: | :---: | :---: | :---: |
| Urban | 0.14 | 0.19 | 0.17 | 0.19 |
| Suburban | 0.22 | 0.33 | 0.30 | 0.34 |

The colleges and universities surveyed were not identified by name nor was a description provided either for what constituted an urban versus a suburban site. The proportion of students residing on campus was not indicated.

Demand ratios presented in Table 1 represent the range of spaces occupied per population member, the average ratio and an $85{ }^{\text {th }}$ percentile ratio. Transportation planning typically uses the $85^{\text {th }}$ percentile to establish required facilities as this capacity would be expected to support demand for all but peak demand conditions, when it is not economically feasible or practical to satisfy demand.

For example, parking facilities in retail shopping centers are typically sized to mee demand during the peak retail season, generally weekends between Thanksgiving and Christmas but not absolute peak demand days such as the day after Thanksgiving or on December $26^{\text {th }}$. To provide capacity to meet demand on absolute peak days would result in excess capacity for the remaining 363 days of the year.

Data was reported time of day characteristics and peak parking demand was noted on weekdays between 10AM and 11 AM for both urban and suburban institutions. Day of week demand characteristics reported for San Diego State University, the only institution identified, indicate highest demand on Tuesdays and Thursdays.

Estimates of the peak parking demand for using the ITE methodology for both university classifications using each of the ratios and a campus population of 4,805 persons is presented in Table 2

Comparison of Estimated Parking Demand by Classification and Demand Ratio Number of Occupied Spaces - 4805 Person Campus Population

| University Classification | Low Ratio | High Ratio | Average Ratio | $85^{\text {th }}$ Percentile |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |
| Urban | 673 | 913 | 817 | 913 |
| Suburban | 1057 | 1585 | 1441 | 1634 |

Comparison of the number of on campus spaces 1063 with $85^{\text {th }}$ percentile estimates indicates an excess capacity of roughly 150 spaces using the urban university methodology and a deficiency of 571 spaces using the suburban methodology.

## Campus Parking Demand

Interviews conducted with campus police, former students and field observations indicate that peak parking demand at Xavier University is more accurately represented by suburban university characteristics.

Lack of convenient parking is evidenced by the use of on-street parking on both sides of the Washing Avenue Canal as well as other areas

Observations conducted during the 2006 school year include the use of parking informal parking areas adjacent to and underneath the Jefferson Davis Parkway overpass and onstreet parking by both decaled and unmarked vehicles on residential streets in the adjacent neighborhood.

It is the consultant's understanding that the latter has historically been a source of friction between the university and the neighborhood. A photo inventory of the off-campus parking conditions is presented in the following pages.


Other vehicles were also parked in the residential neighborhoods between South Carrolton Avenue and South Jefferson Davis Parkway. Many of these students parked curb side along residential streets once the student lots had reached their maximum curb side along residential streets once the student lots had reached their maximum capacity. When trying to identify whether or not the vehicles were university patrons, it was noted that many of vehicles parked curb side either had Xavier University parking
decals or some form of Xavier paraphernalia such as bumper stickers or license plate
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Figure 7 - Car parked blocking driveway

Current conditions on-campus, reduced parking supply and the policy of allowing freshmen living in campus housing to register a car on campus has obliviously exacerbated parking supply deficiencies in the short term. However, it is safe to assume as the university returns to pre-storm operations parking deficiencies will remain an issue.

## Traffic Control

Several enforcement measures are in place to ensure that traffic and parking regulations set forth by the University are followed to. The most common of these are ticketing and the use of vehicle immobilization devices. Most after hour events such as basketball games are usually held in the University's Gymnasium which can be accessed by Short Street. As a means of controlling vehicular access, Campus Police close Short Street during these special events to prevent congestion within a close proximity of the gym.

## Zoning Requirements

According to Article 15 Section 15.2 of the New Orleans Zoning Ordinance, the required parking for colleges and universities is one (1) parking space for each four thousand $(4,000)$ square feet of gross floor area for all buildings and structures except for $(4,000)$ square feet of gross floor area for all buildings and structures except for
dormitories, fraternities and sororities where one (1) parking space for each 350 square dormitories, fraternities and sororities where one (1) parking space for each 350 square
feet of gross floor area should be provided. Xavier currently has a total of about feet of gross floor area should be provided. Xavier currently has a total of about
$1,223,412$ gross square feet (GSF) of building space, and of this total building space

369,956 GSF is used as dormitories. According to the City's zoning ordinance, Xavier would be required to provide a minimum of 1270 parking spaces.

Based on the current building program, there is an apparent shortfall of approximately 200 ( 207 ) parking spaces.
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## 6.5

## drexel drive property identification





## 6.6

## student survey results

Student Survey on Reasons for Attending Xavier,
Ins, How Well Expectations Realized, and Quality-of-Life Issues

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Student Survey on Reasons for Attending Xavier,
Expectations, How Well Expectations Realized, and Quality-of-Life Issues




Question 3: Before Coming to Xavier, what were your expectations regarding:




## 98906 abed $^{2}$









Student Survey on Reasons for Attending Xavier,
Expectations, How Well Expectations Realized, and Quality-o-Life Issues


| Student Survey on Reasons for Attending Xavier, Expectations, How Well Expectations Realized, and Quality-of-Life Issues |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Question $14 \mathrm{c}-1$ : How would you evaluate the following campus service? <br> Total Responses by Comparison Group and by Response Rank |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fiscal Services | Total | malo | Female | cop | cas | Freshman | Copeseen | Resisient | Commuer | Istrisom | (ismem |  |  |
| Vengood | ${ }_{77}^{42}$ |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }_{\text {K }}^{\text {Good }}$ | ${ }_{130}$ |  | ${ }_{98}^{55}$ | ${ }_{33}^{18}$ | ${ }_{95}^{58}$ | 32 50 | 45 79 | 31 <br> 62 | 46 67 | - ${ }_{48}^{36}$ | ${ }_{81}^{41}$ | ${ }_{73}^{51}$ | ${ }_{53}^{26}$ |
| Poor | 78 |  | 58 |  | 52 |  | 51 |  | 6 | ${ }_{25}^{48}$ | 52 |  |  |
| Very Poor | 58 | 15 | 43 | 20 |  |  | ${ }^{43}$ |  |  | 11 |  |  |  |
| Total Responding | 385 |  |  |  |  | 132 | 251 | 166 | 216 | ${ }^{131}$ | ${ }_{252}$ | ${ }_{210}$ |  |
| Wtd Average in Cal |  | 3.06 | 2.87 | 2.75 | 2.98 | 2.95 | 2.90 | 2.75 | 3.05 | 3.08 | 2.83 | 3.07 | 2.72 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Percent Distribution of Responses by Comparison Group (rounded to nearest percent) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fiscal Services | Total |  | Femate |  | cas | Froshman | Coper | Resisiont | Commuer | Istrrisem |  |  |  |
| Ver Good | 11\% | ${ }^{16 \%}$ | 9\% | ${ }^{10 \% \%}$ | ${ }^{12 \%}$ | ${ }^{7 \%}$ | ${ }^{13 \%}$ | ${ }^{6 \%}$ | ${ }^{15 \%}$ | ${ }^{8 \%}$ | 12\% | ${ }^{12 \%}$ |  |
|  | 20\% |  |  |  |  |  | 18\% |  | 21\% | ${ }^{27 \% \%}$ | 16\% | ${ }^{24 \%}$ | ${ }^{15 \%}$ |
| Poor | 30\% | 30\% | ${ }_{21 \%}^{325}$ | - | ${ }^{35 \%}$ | 38\% | 30\% | 30\% | 31\% | 37\% | 31\% ${ }_{\text {32\% }}^{32 \%}$ | ( 3 3\%\% | 34\% |
| Ven Poor | 15\% |  | 15\% |  |  |  |  |  |  | 8\% | 19\%\% | 12\% | 19\% |
| Total Percent | 100\% |  | 100\% | 100\% |  |  |  |  |  |  | 100\% |  |  |
| Question 14c-2: When was the last time you used the following campus service? Total Responses by Comparison Group and by Response Rank$\qquad$ |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fiscal Services | Total |  |  | cop | cas | Freshman | ${ }_{\text {cher }}^{\text {Unper }}$ |  | Commuer | Istrisem | $\substack{\text { Not } 1 \text { st } \\ \text { risem }}$ |  |  |
| This semester | 239 | ${ }^{53}$ |  | ${ }^{59}$ |  |  |  |  | 131 |  |  |  |  |
| ${ }_{\text {L }}^{\text {Last semesier }}$ Only when list came to 0 XU | ${ }_{20}^{82}$ | 21 10 | ${ }_{9}^{59}$ | ${ }_{4}^{26}$ | ¢ ${ }_{15}{ }_{15}$ | \% $\begin{aligned} & 30 \\ & 5\end{aligned}$ | 50 15 15 | 29 11 | 51 9 | 32 5 | 48 15 15 | 45 | 35 <br> 11 |
| Never |  |  | 7 |  | 7 |  |  |  |  |  |  |  |  |
| Total Responding | 352 | 88 | 261 | 92 | 255 | 121 | 229 | 155 | 195 | 122 | 228 | 186 | ${ }^{161}$ |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Percent Distribution of Responses by Comparison Group (rounded to nearest percent) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Fiscal Services | Total |  |  |  |  | Fresmma | Cosesmen |  |  | Istrisem |  | Loal |  |
|  | 68\% | 60\% |  | 64\% |  | 69\% | 68\% | 70\% |  | 66\% |  | 68\% |  |
| ast semester <br> Only when I first came to XU | 23\% | 24\% | 23\% | 28\% | 21\% | 25\% | 22\% | 19\% | 26\% | 26\% | 21\% | 24\% | ${ }^{22 \%}$ |
|  | 6\% |  |  | ${ }^{4 \%}$ | ${ }^{6 \%}$ |  | 7\% | 7\% | 5\% | 4\% | 7\% | 5\% | \%\% |
|  | - ${ }_{\text {co }}^{\text {10\% }}$ | 100\% | - | ${ }_{\text {- }}^{\text {10\% }}$ | $\xrightarrow{\text { 10\% }}$ | ${ }^{20 \%}$ | , | $\xrightarrow{\text { ¢0\% }}$ | 20\% | 边 | - | - | 3\% |


| Student Survey on Reasons for Attending Xavier, Expectations, How Well Expectations Realized, and Quality-of-Life Issues |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Question 14e-1: How would you evaluate the following campus service? <br> Total Responses by Comparison Group and by Response Rank |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Career Services | Toal | male | Female | cop |  | Frestma | Comper |  |  |  |  |  |  |
| Vengood | ${ }^{33}$ | $\stackrel{9}{25}$ | ${ }_{79}^{24}$ | ${ }^{4}$ | $\stackrel{29}{75}$ | ${ }^{11}$ | ${ }^{22}$ | ${ }^{11}$ | ${ }^{22}$ | 9 | ${ }_{25}^{24}$ | ${ }^{20}$ | ${ }_{12}^{13}$ |
| ${ }_{\text {ck }}^{\text {Good }}$ | 104 | ${ }_{44}^{25}$ | 79 <br> 102 | ${ }_{42}^{29}$ | 103 103 | 40 54 | ${ }_{93}^{64}$ | - ${ }_{62}^{54}$ | ${ }_{85}^{49}$ | 39 54 | ${ }_{93}^{65}$ | ${ }_{7}^{62}$ | ${ }_{68}^{42}$ |
|  | 18 |  |  | 7 | 10 | 5 | ${ }^{12}$ | 5 | ${ }^{12}$ | ${ }_{4}^{4}$ | ${ }^{13}$ | ${ }_{6}$ | 11 |
| Ver Poor | $\stackrel{4}{306}$ | 2 | 2 | 1 |  | $\stackrel{2}{112}$ | ${ }_{2}^{2}$ | 1 | $\stackrel{3}{171}$ | 2 |  | 3 |  |
|  | ${ }^{306}$ | - 88 | ${ }^{216}$ | 83 | 220 | ${ }^{112}$ |  |  | T 34 |  |  |  |  |
| Wedd Average in Category |  | ${ }^{3.35}$ | ${ }^{3.53}$ | ${ }^{3.34}$ | ${ }^{3.53}$ | ${ }^{3.47}$ | 3.48 | ${ }^{3.52}$ | 3.44 | 3.45 | 3.49 | 3.54 | 3.41 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Percent Distribution of Responses by Comparison Group (rounded to nearest percent) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Career Services | Toal |  | Female | cop |  | restma | Coper |  |  |  |  |  |  |
| Ven Good | 11\% |  |  | 5\% |  | 10\% |  | ${ }^{8 \%}$ | 13\% | 8\% |  |  |  |
|  | 34\% |  | ${ }^{37 \%}$ | 51\% | 347\% |  | 38\% | ${ }_{47 \%}^{41 \%}$ | 50\% | 30\% | ${ }_{\text {37\% }}^{33 \%}$ | 37\%\% |  |
|  | 6\% |  | 4\% |  | 5\% |  |  | 4\% | 7\% | 4\% | 7\% | 4\% | 8\% |
| Very Porr | 1\% | 2\% | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% | $2 \%$ | 2\% | 1\% | $2 \%$ |  |
| Total Percent | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% |
| Question 14e-2: When was the last time you used the following campus service? <br> Total Responses by Comparison Group and by Response Rank |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Career Services | Toal |  | Female |  |  | Erastma | Ungeren |  |  |  |  |  |  |
| This semester | ${ }^{60}$ | ${ }^{16}$ |  |  |  |  |  |  |  |  |  |  |  |
|  |  | ${ }^{17}$ | ${ }_{31}^{51}$ | 15 21 | ${ }_{31}^{53}$ |  | $\begin{aligned} & 40 \\ & 420 \\ & 42 \end{aligned}$ | ${ }_{21}^{30}$ | 38 <br> 31 | 27 13 | ${ }_{39}^{41}$ | - ${ }^{38}$ | 30 <br> 22 |
|  | 181 | 37 | 141 | 48 | 129 |  |  |  | ${ }_{95}$ |  | 118 | ${ }_{92}$ |  |
| Total Responding | ${ }_{361}$ | 91 | 266 | 95 | 260 | 123 | 235 | 161 | 197 | 123 | 235 | 191 | 164 |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Percent Distribution of Responses by Comparison Group (rounded to nearest percent) |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Career Services | Toal |  |  |  |  | Festman | Coperem |  |  | $1 \mathrm{Tr} \mathrm{r}_{1} \mathrm{sem}$ |  |  |  |
|  | 17\% | ${ }^{\text {raid }}$ |  | ${ }^{\text {cop }}$ |  | ${ }^{\text {ressman }}$ |  | ${ }^{\text {cosiaen }}$ |  | 19\% |  | ${ }^{\text {Lotal }}$ | 16\% |
|  | -19\% |  | 19\% |  | 20\% |  | ${ }^{17 \% \%}$ | 19\%\% | 19\% | ${ }^{22 \%}$ | 17\% | 20\% | ${ }^{18 \%}$ |
|  | 年㐌\%\% |  | - |  | ${ }_{\text {l }}^{\substack{12 \% \\ 50 \%}}$ |  |  |  |  |  |  |  |  |
|  | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 120\% |

Student Survey on Reasons for Attending Xavier,
Expectations, How Well Expectations Realized, and Quality-of-Life Issues


Question 14h-2. When was the last time you used the following campus service?



## Student Survey on Reasons for Attending Xavier, Expectations, How Well Expectations Realized, and Quality-of-Life Issues



## Student Survey on Reasons for Attending Xavier, Expectations, How Well Expectations Realized, and Quality-of-Life Issues



| Buying Convenience Items (toothpaste, cookies, etc) | Total | male Femate |  | cop cas |  | Frestman Cosper |  | Resisent Commuer |  | ${ }_{\text {Listrisem }}$ |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Very Imporant |  | 35\% | 47\% | 36\% | 47\% |  |  |  |  |  |  |  |  |
| Somemhat Imporant | 23\% | 25\% | 23\% | 19\% | 25\% | 30\% | 20\% | 27\% | 21\% | 27\% | 22\% | 22\% | 25\% |
| OK | 21\% | ${ }^{29 \%}$ | 17\%\% | 20\% | ${ }_{\text {20\% }}^{20 \%}$ | ${ }^{18 \%}$ | ${ }_{12 \%}^{22 \%}$ | 14\% | $\underset{\substack{25 \% \\ 13 \%}}{ }$ | 17\% | 22\% | 25\% | 15\% |
|  | 4\% | 1\% | ${ }_{4}^{8 \%}$ | - | ${ }_{2 \%}^{6 \%}$ | ${ }_{3}^{2 \%}$ | ${ }_{\text {12\% }}^{12 \%}$ | 4\% | 7\%\% | ${ }_{4 \%}^{4 \%}$ | 11\% | (11\% |  |
| Total Percent | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | 100\% | $\stackrel{100 \%}{ }$ | 100\% | 100\% | - |

Question 15d-2: When was the last time you used this facility?


Student Survey on Reasons for Attending Xavier,
Expectations, How Well Expectations Realized, and Quality-of-Life Issues



| Question 15e-2: When whe |
| :--- |
| Total Responses by Comparison Group and by Response Rank |







| Coffee Shop (night) |  |  | Femate | cor | cas | ${ }_{\text {Frosesman }}^{\substack{\text { Upaserer }}}$ |  | Resisent Commuter |  |  |  | ${ }_{\text {Loal }}$ Loal |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ver Imporant | ${ }^{36 \%}$ | ${ }^{37 \%}$ | ${ }^{35 \%}$ | ${ }^{46 \%}$ |  | 23\% | 43\% | 37\% |  | 25\% |  |  |  |
|  | 220\% | 19\% | ${ }_{21 \%}^{24 \%}$ | 16\% | ${ }_{22 \%}^{25 \%}$ | ${ }^{24 \%}$ | 20\% | ${ }^{26 \%}$ | 23\% | 22\% | 20\% | 26\% | ${ }_{14 \%}^{26 \%}$ |
|  | 14\% | 15\% | 14\% | 17\% | 13\% | 19\% | 11\% | 13\% | 15\% | 21\% | 11\% | 18\% | 10\% | |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Totalal Percent | $100 \%$ | $100 \%$ | $100 \%$ | $100 \%$ | $100 \%$ |


| Total Respon |  |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| This semester | ${ }^{98}$ |  | 73 | 34 |  |  |  | ${ }^{54}$ |  | 30 |  |  |  |
| Last semester Onl Onden l first | ${ }_{8}^{29}$ | ${ }_{2}^{6}$ | ${ }_{6}^{23}$ | 8 | ${ }_{8}^{20}$ | ${ }_{3}^{8}$ | ${ }_{5}^{21}$ | ${ }_{3}^{12}$ | 17 5 | ${ }_{1}^{10}$ | ${ }_{6}^{19}$ | +19 | ${ }_{3}^{10}$ |
| - | ${ }_{205}^{8}$ | ${ }_{57}^{2}$ | 147 | 50 | ${ }_{153}$ | ${ }_{76}$ | ${ }_{128}$ | ${ }_{79}$ | 125 | ${ }_{75}$ | 129 | 119 | ${ }_{84}$ |
| Total Responding | 340 | 89 | 249 | 92 | 244 | 118 | 221 | 148 | 191 | 117 | 222 | 184 | ${ }^{153}$ |
|  | ${ }_{\substack{2.94 \\ 88 \%}}$ |  |  |  |  |  |  |  |  |  |  |  |  |
| ${ }^{\text {Percent }} 1$ Responding |  |  |  |  |  |  |  |  |  |  |  |  |  |

## 


Student Survey on Reasons for Attending Xavier,
Expectations, How Well Expectations Realized, and Quality-of-Life Issues Question 15i-1: Would the following be important to you on the Xavier campus?

Student Survey on Reasons for Attending Xavier,
Expectations, How Well Expectations Realized, and Quality-of-Life Issues


## 6.7

## faculty／staff survey results

## Post-Katrina <br> Faculty \& staff <br>  <br> PRESENTED BY Dr. Ronald Durnford Ofjice of Plowning \& Institutione

| Responclent Demographics <br> (T'otal Responclents = 222) |  |  |
| :---: | :---: | :---: |
| * 96 Faculty \& 126 Staff respondents |  |  |
| * 68\% of respondents have children (55\% of Faculty; 78\% of Staff) |  |  |
| Years in New Orleans | Faculty | Staff |
| Less than 5 years | 16\% | 4\% |
| More than 15 years | 53\% | 86\% |
| Years at Xavier |  |  |
| Less than 5 years | 31\% | 44\% |
| More than 15 years | 28\% | 22\% |



$20-2$

Office of Plopnining 8 and | 4-Children (those responding YES) | 53 | 95 | $\mathbf{1 4 8}$ |
| :--- | :--- | :--- | :--- |
| 5-Children's age groups: |  |  |  |
| Pre-School Age |  | 15 | 15 |


Detailed Survey Results


## Detailed Survey Results

| Question | Faculty | Staff | Total | \% Faculty | \% Staff | \% Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 6 - Years employed at Xavier |  |  |  |  |  |  |
| Less than 5 | 30 | 56 | 86 | 31.3\% | 45.9\% | 39.4\% |
| 5 to less than 10 | 22 | 24 | 46 | 22.9\% | 19.7\% | 21.1\% |
| 10 to less than 15 | 17 | 17 | 34 | 17.7\% | 13.9\% | 15.6\% |
| Over 15 | 27 | 25 | 52 | 28.1\% | 20.5\% | 23.9\% |
|  | 96 | 122 | 218 | 100.0\% | 100.0\% | 100.0\% |
| 7 - Years in New Orleans Area |  |  |  |  |  |  |
| Less than 5 | 15 | 5 | 20 | 15.8\% | 4.1\% | 9.2\% |
| 5 to less than 10 | 15 | 3 | 18 | 15.8\% | 2.4\% | 8.3\% |
| 10 to less than 15 | 14 | 8 | 22 | 14.7\% | 6.5\% | 10.1\% |
| Over 15 | 51 | 107 | 158 | 53.7\% | 87.0\% | 72.5\% |
|  | 95 | 123 | 218 | 100.0\% | 100.0\% | 100.0\% |











## Detailed Survey Results

Total


## Faculty <br> 22 - Post-Katrina extra stress and worry <br> General cost of living Environmental matters Su!ぃ! fo pappupas su!u!pıu!pू Financial matters Safety and security at home Time to deal with personal matters   pasnoof Kipls of Kl! ! ! a (asnods ıо flas) sanss! ұиәикогдия 



1=Strongly Disagree Detailed IVIorale Results

Faculty Staff | 23-Currently, the morale at Xavier is very good | 3.77 | 4.90 | 4.39 |
| :---: | :---: | :---: | :---: |
| 23-Currently, my own morale is very good | 4.43 | 5.35 | 4.94 |
|  | $(1.13)$ |  |  |
| Rate Own Morale as Better than Xavier Morale by this much | 0.66 | 0.45 | 0.55 |



## 6.8

－master plan／xavier gold


Throughout its history,Xavier has excelled with a liberal arts based curriculum serving a young, predominantly Black and Catholic student population of full-time students. But today it finds itself a "traditional" style college at a time when higher education is becoming increasingly more "non-traditional", predominantly Black at a time when African Americans are no longer the largest underserved minority group, and Catholicbased at a time when more than two-thirds of its own students are of other religious faiths.
So how does the University react to today's realities? What are the risks and advantages of departing fromits traditional model? How can the University best adapt its mission, vision and values to these societal changes while remaining true to its founding principles? These are just some of the questions currently being asked as the University contemplates a master strategic plan that will help Xavier position itself to continue its successes into the future.

f course this is not the first time the University has contended with major change. In the mid 60's the Sisters of the Blessed Sacrament - who had solely governed Xavier since its founding - took the bold step of tuming Xavier over to lay govemed Xavier since its founding - took the bold step of tuming Xavier over to lay its College of Pharmacy programs while others were dismantling theirs. Then in the 1980s it launched the first of a series of major capital fundraising campaigns and began an ambitious expansion of the campus both in terms of land acquisition and new construction.
Nor is it the first time Xavier has contemplated a sweeping strategic plan. The Board of Trustees and University administrators started down that road in 2003 - only to see their carefully thought-out plans blown away by Huricane Katrina. This latest planning effort, which intensified in Fall 2006, is expected to take nearly a year to complete and promises to be the most comprehensive and far-reaching.
And it comes apparently not a minute too soon.
"These are hard times for higher education, and hard times are here to stay," said Dr. Thomas Scheye, a distinguished Vice President at Leyla as consultant to Xavier's strategic planning project "Higher education has entered a period of "permanent white water" with colleges facing long-tem problems that need long with colleges
term solutions.'
Surviving in this climate will require making difficult choices - choices that could both pose challenges and present pportunities for Xavier's future.
"A University can be anything it wants to be, but not everything it wants to be," said Scheye."In undertaking a strategic plan it is essential that the University clearly

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define its purpose and find its niche within higher education." In short, determining what the University does best, and, most importantly, what it can afford to do.
"The old remedy of trying to 'do more with less' is no longer an option,"said Scheye, pointing out that institutions that rely heavily on tuition and outside funding for their financial health - as does Xavier - can only expand the academic arena so much."The universities that succeed in this climate, he said, will be those that leam to 'do less with less.'"

TheStrategicPlanthatcomesout ofthison-going processwill beall-encompassing, I addressing such overriding issues as institutional finances, academic program student recruitment and retention, staffing and university support services, campu quality of life and safety issues, as well as land and facilities considerations.
In formulating its new comprehensive plan, the University plans to seek input from all those who have a stake in the future of University, including its Board of Trustees administrators, faculty, staff, students and alumni.It has also enlisted the services of several architects and specialized planning consultants.
Dr. Ronald Dumford, XU vice president for planning and institutional research and the on-campus liaison for the planning process, said creating a workable strategic plan requires the mobilization of the entire community. Such inclusiveness not only helps identify the key issues and objectives early in the process, but also goes a long way to ensuring the ultimate success of the plan.
"People are naturally skeptical about planning; most have been around long enough to have witnessed plans gathering dust on shelves,"said Durnford, citing onestudy that suggestscloseto $90 \%$ of all strategic plans at higher education institutions fal for lack of acceptance and/or inaction. "But we are confiden that if we give everyone a voice in the process, we will have laid the basis for acceptance and implementation.
Although still in the early stages of the planning process, the University has begun collecting and analyzing data about itself, its competitors and its environment in an effort to accurately assess the current state of affairs and to begin a process that will set goals and objectives for the future. University administrators have already engaged trustees, faculty, staff and students into the early planning
Several months ago faculty and staff responded to a survey tail ored to address quality of life, morale and personal issues mid-level traff in a campus community forum devoted to major trends and factors affecting higher education A general session followed featuring a presentation by Professor Scheye followed by open discussion, then breakout sessions to review
 attentatasneppingstragicdan
nearemaingldans Life intheformofH micare Xavier's current strengths and weaknesses, as well as its perceived threats and opportunities for the future.
Dr. Louis Mancuso, entrepreneurship professor in the Business Department, ha gotten students involved by holding a series of focus group discussions and conducting a survey from a representativesample of the Xaviers

## Strategic Plamning

The aim of the focus groups and the student survey was to better understand why students chose Xavier; what their expectations in coming here were; how well those expectations have been realized; last but not least, what they think about services and facilities and quality of life at Xavier, in the neighborhood and in New Orleans.
And this is just the beginning. Task forces and committees are being formed to And this is just the beginning. Task forces and committees are being formed to
address specific issues and questions. That will lead to a series of open forums, town-hall type meetings, faculty and staff lunches, and meetings with individual departments and units designed to keep all interested parties invested.
As the process matures, alumni will be invited to participate as well.
"Theremust be open communication and two-way dialogue to build a sense of community involvement," said Durnford. "If our planning is done well the goals and objectives we choose will respond to the threats we have identified, leverage our strengths to take advantage of theopportunities wehaveidentified and correctareas of weakness that leave us vulnerable."
[-arly on, some areas of concem have already been identified and Eare being addressed even as the planning goes forward.
Consultants have been retained to look into the revamping of some admissions, registrar, financial aid and fiscal services procedures to make them more efficient, more effective and more thudent friendly. In addition, more attention will be focused on the academic experience of new students in their first year and second years in order to address retention issues, as well as campus quality of life and safety issues.
Academically, the University is looking at ways to improve its graduate programs, while President Noman Francis has indicated graduate programs, while President Norman Francis has indicated to Improve Math and Teaching Skills of Middle and High School educators, and explore development of such academic areas as bio-engineering and enhanced prelaw initiatives.
Expansion of the College of Pharmacy facilities is also imminent, with ground breaking planned for later this year. Plans are also being finalized for the long-awited St. Katharine Drexel campus chapel.
"Thestrategic plan is not an end unto itself-it isjust the beginning of our joumey,"said Dumford, "but it is a critical first step." xc

## 6.9

## 2007 board retreat keynote lecture Dr．Thomás E．Scheye

# "Framing the National Challenges of Higher Education" 

 By: Dr. Thomas Scheye, Loyola College of MarylandDelivered on February 8, 2007 to the Xavier University of Louisiana Board of Trustees

We are going to talk this afternoon about the future of higher education and some of the trends that I see on the horizon.

I want to begin with a disclaimer or caveat, and there is no better place to offer that disclaimer than here.

No one knows better than the citizens of New Orleans how utterly unpredictable the future is. After all, who could have predicted the impact of Katrina? I know that your local newspaper quite correctly predicted the impact of a level 5 hurricane on the levees, but who could have predicted the level of banality and lawlessness it spawned or the examples of grace and gallantry it inspired? Who could have predicted how far New Orleans would come a year and a half after such an unprecedented disaster? How much progress has been made - and how little?

When people complain about the pace of recovery being too slow, I think Dr. Francis has the best answer: he says "Compared to what?" Who could have predicted that a year and a half after the hurricane only half of the people would have moved back to the City and as many as one-third of them are thinking about leaving? Who could have predicted that applications to the freshman class of Xavier are practically at the level they were before Katrina, and that both Tulane and Loyola New Orleans are seeing the same phenomenon? The toll that Katrina has taken is truly unprecedented. And after that, who can predict what the future will hold.

What surely cannot be predicted, of course, is the human factor, and I offer that as a caveat.
We are going to talk about trends in the future and I am going to rely as much as I can on data and information, but I want us all to remember the importance of the human factor.
This is, as you know, the beginning of another Strategic Planning Process. And that process might be thought of as having has three parts:

1) Exploration
2) Experimentation
3) Adaptation

Today we are going to explore the world you live in; the world of higher education, and the changes that might occur in that world between now and 2015. Beyond that, I think, nobody knows.

This is an opportunity for you to think together about your future together. I'll talk about trends effecting higher education and leave it to you, who know much more about this university than I , to think about how those trends can affect your future; for you to think in terms of what we often call the "SWOT" analysis.

## Strengths

Weaknesses
Opportunities
Threats
As Dr. Francis said, this talk is based on a presentation that I gave to the faculty at the beginning of the semester. And I thought, at first, about taking out all the parts that are more relevant to faculty the semester. And I thought, at first, about taking out all the parts that are more relevant to faculty
than to trustees, but on second thought, I left some of them in. I thought it might be helpful for you to know what some of the faculty are thinking as we begin this process.

There is a good deal of skepticism on the part of the faculty whenever one a strategic planning process is launched. The reason for that is there is a good deal of skepticism in the faculty at anything new.

The second is, that faculty members, by nature, may be liberal politically, but they are conservative in every other way. So if they make enough money to buy a good car, they will drive a Volvo, and they will vote Democratic, but honestly in every other aspect of their lives, they are deeply conservative

They are, after all, in the conservation business. What is a faculty member, but someone who takes the tradition of the past and conserves it in a way that can be handed on to the next generation?
So when there are objections, and there will be, from the faculty to the planning process, it is not planning they are objecting to, it is change.
There is a TV show called "Monk," and what Monk says is that "[he] is not opposed to change; [he] just doesn't like to be around when it is happening."

So, we'll think about strengths and weaknesses and opportunities and threats so that you can begin to consider some of the change that is going to be absolutely necessary if Xavier is going to remain the vital University that it is today.

You need to think about strengths, weaknesses, opportunities and threats in a couple of areas: academic quality - what are the strongest programs at Xavier and what are the weakest ones? Which ones are so mature that they may be coming to the end of their useful lives? Which ones are missing?

Quality of life on campus - we know that your students go to school about 15 hours a week and all the surveys tell us that they study about 10 hours a week. We wish it were more but it inn't. They are awake at least another hundred other hours. There is education going on everywhere and all the time on your campus, and as important as academics are, you also need to be concerned about the quality of life on your campus and the way in which that quality of life is contributing to education.

Financial stability-- I know that as trustees, you spend a great deal of time worrying about that.. good!
The first question you need to ask to begin the planning process is: "Do we have the resources to "achieve our vision? In the future, where must we spend more?" The next question is really difficult: "If we are going to spend more somewhere, we are also going to spend less somewhere else."

In higher education, if I remember correctly, we are very good at addition, but not so hot at subtraction. We know very well how to add programs and faculty and quality of life amenities. We have a hard time saying "no." Image, brand and reputation: these are not words that sit comfortably in the culture of higher education, but it's awfully important for you, as trustees, to ask yourselves "What do people know about Xavier?" When they hear your name, what do they think? Then you ask yourself "What would you like them to think?" What would you like them to know?

In this process, you need to be asking yourselves, "What are our strengths and how can we capitalize on them? What are our weaknesses or challenges and how can we surmount them? What are our opportunities and how do we take advantage of them? What are our threats out there and how do we respond?"

Clearly these questions are related to one another.
Strengths can become opportunities if we take advantage of them. Weaknesses will become threats if we ignore them. Often, strengths and weaknesses are two sides of the same coin. Weaknesses are the shadow side of our strengths. And so it is with threats and opportunities, and that is my theme this morning

I believe that the crisis, which was Katrina, presents you, as members of the Xavier community, with an opportunity, an unprecedented opportunity.
So I begin with poetry, not only to remind you that I'm an English teacher, but because Shakespeare said it so much better than I.
"There is a tide in the affairs of men,
Which, taken at the flood leads on to fortune,
Omitted all the voyage of their life
Is bound in shallows and in miseries." Shakespeare (Julius Caesar, 1599)

On such a full sea, we are now afloat. And we must take the current when it serves or lose our ventures.

I believe that Xavier may be uniquely positioned among the colleges and universities in this area, to turn this crisis into an opportunity. Uniquely positioned, first, because of courageous leadership. Recall Dr. Francis being willing to risk not less than everything because of his faith in the future, a faith that has been rewarded. Because of a mission that is sharply focused and widely shared, you keep faith with your founder's vision and you keep the promise she made. It is not an easy one to keep, but you do it
I remind boards of trustees whenever I speak to them, that the first thing any trustee is ever told I remind boards of trustees whenever I speak to them, that the first thing any trustee is ever told
about becoming the member of a board is that when you accept membership on a board, you are accepting fiduciary responsibility. Everyone nods very sagely - and nobody knows what in the hell it means.

Trustees often believe that fiduciary responsibility means responsibility for the budget, because afte all, you spend so much time worrying about money. But it does not. As fiduciaries, you hold the university in trust. It is a trust that was handed to you by trustees who came before you and that you university in trust. It is a trust that was handed to you by trustees who came before you and that founding and looks forward for as long as the University survives.

Your fiduciary responsibility is ultimately your responsibility for the mission. It rests with you. And this Strategic Plan that you undertake is your attempt to bring that mission to life. To understand that in changing times, some things must not change. Courageous leadership, a sharply focused mission, academic programs that balance liberal arts education with preparation for a career, and particularly for professional training in fields that students are looking for and the world wants and needs.

According to the Department of Education, more than half of the thirty most popular fields today are in Allied Health. Xavier's preeminence in Pharmacy and Pre-Med provides a powerful platform on which to build future success.

There is one more asset that you have, but the truth of the matter is, the faculty at Xavier, unlike almost any other faculty I have ever worked with, knows from experience the necessity of taking risks and the value of embracing change.
But I would add one further caveat. And it is, that as welcoming as this faculty has been to the kinds of initiatives that this University has taken on in the last year and a half, many, if not all, of the faculty members are still suffering from one or another level of post-traumatic stress, as I think everyone is in New Orleans is. One of the most important things that anyone suffering from posttraumatic stress wants is the assurance that things will not change.
As you undertake this planning process, I think it will be very important to involve the faculty as it is to involve the Board of Trustees, but to understand that while there could be no better time to introduce necessary and possible change, there could be no worse time. And it will be important for you, as trustees, to balance those competing realities as this process moves forward
We are going to discuss the future in terms of demographics, economy, technology, competition, the changing face of students, and the changing nature of the professor. I am going to focus largely on students, because your future is tied to them.

Bottom line - a strategic planning process is about the top line. The top line is where the money comes from. But in a mission-driven institution like this one, the top line is also the object of the enterprise. Students are where the money comes from, and students are obviously the object of the enterprise. So focus on students, because you are tuition-dependent, you are learning-centered and you are defined by students. The students who apply define your academic niche. Where does Xavier fit in the market? How is Xavier perceived? Ask yourself what other schools Xavier students apply to and you'll know where your niche is.

You are defined by students who graduate from Xavier more than anything else, for what people know about Xavier, they know about from your graduates. And the ways in which they comport themselves as persons in the workplace and act as citizens and parents say more than anything else about the value of their education. Students are your reason for being and they are your economic engine.

In industrial terms, students are your raw materials and your finished product. They are your customer base and your sales force. They are everything.

As you think about the future in large trends, don't ignore the micro trends. Who are your students? What are the characteristics of the students who do well here, who thrive and who remain? Why do they enroll here? Why do they persist? Who is your competition? Why do students enroll there? Why do they transfer? Don't focus on the ones who got away. We all do this. Focus instead on the students who come, who thrive, and persist because what you want are more students like that.

A person I knew in the advertising business once said "If you want to study tobacco, you really should talk to smokers. Non-smokers have nothing to tell you." If you want to learn about Xavier students, talk to Xavier students. What do you know about your students?

Obviously, first, they are predominately African-American and they are in the main, drawn from the lower quartiles of family income. And this is an extraordinarily important fact. It is as important to strategic planning as is the fact that they are predominately African-American. How do we know this? One of the ways of estimating the need of your student body is by comparing the percentage of students who receive Pell Grants. These are the federal grants given to the students in the lowest quartiles of family income.
The Chronicle of Higher Education reported this year that the wealthiest private colleges in America, including the Ivy League, which pride themselves enormously on their racial and ethnic diversity, have fewer than $10 \%$ of their students receiving Pell Grants. In New Orleans, Tulane enrolls $15 \%$ of students on Pell Grants and at Xavier, the statistic is $72 \%$.
You keep the promise that Mother Katharine Drexel made, but it is not an easy one to keep. This also reflects the fact that according to the most recent census, Louisiana has the highest percentage of people in America living below the poverty line. According to a recent survey made before Katrina, more than one-quarter of public high school graduates in the Class of 2012 in Louisiana will come from families with incomes below $20 \%$ [of the national average] as opposed to $16 \%$ nationally, and more than one-third of the students will come from families with income above $\$ 50,000$ as opposed to approximately one-half nationally. You are not only contending with an AfricanAmerican audience, but with a predominately poor audience. These students are, for very good reason, pragmatic. They cannot afford an education that does not lead them in a direction of jobs and careers. They are not at all unlike students who are much richer.

According to another recent study, the two top life goals of students enrolled in college today are to become rich and famous. $81 \%$ of them want to be rich, which is not so surprising, but $51 \%$ of them say they want to be famous. By contrast, in 1967, in a study of college freshmen in that year, $85 \%$ of them said it was essential to develop a meaningful philosophy of life, when only $40 \%$ thought it was essential to be very well off financially. Times have changed and we have to realize that. Students today are aiming at learning that leads to results. They are pragmatic. And I believe that we have found that they learn best when their learning is directed toward outcomes. They want to know why this matters and how it will help them. It must be enhanced by experience.
This is a generation of students that wants to kick the tires for themselves. Encouraged through collaboration, this generation does nothing alone. They are constantly plugged in. If you go into any computer lab on this campus or any other, you will find students writing term papers or doing
research, and there is this corner in the upper left of the computer screen where they are also instant messaging their friends at the same time. They are never out of touch.

And finally, they learn best when they are inspired by excellence. There is a critical role here for the faculty at this University to play, and that is to offer an example of dedication and excellence.

So let's talk about students more broadly in terms of demographics. Demographics is your destiny You have to remember that when we are talking about demographics, we are talking largely about the demographics of students in high school. Students who will graduate from high school students who are already born - that is the data we have. But, in higher education in America today, less than one-quarter of all the students enrolled in post-secondary education are traditionally aged. We are talking about a relatively small slice of the pie. It's a very large slice when it comes to Xavier, but we need to bear that in mind.

In the year 2009, the number of high school graduates in America will peak and will then begin to decline through 2015. Beyond that, we cannot accurately yet predict. This decline will be very mportant for higher education. The last time we had such a decline in the $1980^{\circ}$ s, the decline in numbers was balanced by an increase in the participation rate. There were fewer high school graduates, but a higher percentage went on to college.
I do not believe that is going to happen this time. In the 1980's, we saw an influx in AfricanAmerican and non-traditional students coming into the system. But the story of the demographics of the next ten years is the story of Hispanic immigration and Hispanic birthrate. The long and short of it is the birthrate of the majority population, White Non-Hispanic, is going to decline markedly. The African-American birthrate will remain flat. The Asian-American and Hispanic birthrate is going to skyrocket. The growth of the Asian-American population will not have an mpact on Xavier for three reasons: Asian-Americans are not Catholic, they do not live in this part of the country (they can be found in Texas, California and New York), and Asian-Americans do not go far from home. They go to school in a very local way.
However, the Hispanic population is here, they are in Louisiana and in Texas and throughout the south. They are Catholic, and I believe that the impact of the Hispanic-American population on this country in the 21 st century has the potential to be as dramatic, as important, as the impact of the European immigration of the 20th century.
I recognize that Xavier defines itself as an historically African American institution, and that is important, but Xavier also defines itself as a Catholic institution. I have about a dozen other client at the moment, and about half of them are Catholic. I have been going to these other clients, delightedly telling them about the faculty assembly which began with a mass, and then when the faculty came together, the day began with Dr. Francis coming to the podium, asking everyone to ise, make the Sign of he Cross and then recing Ihe Lords Prayer." I could list for you, Dr. Francis, a dozen Catholic college presidents who want to know how you got away with it. This is a Catholic University as much as it is an African-American University. Over half of the Catholics in America in the year 2015 will be Hispanic. So, there is a sea change coming.
The so-called minority population will become the majority. The minority population is already in the majority in Louisiana. We have seen this trend in California and it is gradually moving east. On the other hand, it is important to realize that the Hispanic-American population today is not going the other hand, it is important to realize that the Hispanic-American population today is not going
to college, unlike the Asian-American population. The University of California at Berkley is trying
to figure out how not to become an Asian-American University. They happen to score a lot better on the SAT's than collectively than all of the white kids. The Hispanic-American population offers a very different demographic challenge but I think it is one that higher education will have to come to grips with; I suggest that a Catholic University such as this one has an advantage in that these aforementioned kids will want to go to a Catholic University - at least those who will go.

As I said, the number of African-American high school graduates will not increase during this period. The birth rate is essentially flat. The majority of African-Americans are to be found in the South, and that will remain the case from now through 2015. The number will fluctuate around the country, but it will be relatively stable in the South. On the other hand, there is likely to be a decline in the number of African American high school graduates in Louisiana. Indeed, the most recent study completed before Katrina suggested the number of African American graduates would decline from about 15,000 in 2009 to about 13,000 in 2013-14. And that was before Katrina.

Louisiana, as you know, is one of the states that is losing population, but those people who are leaving Louisiana are moving to Texas and to Georgia. There is an enormous opportunity in those states to recruit students back to Louisiana. I believe that Xavier has the opportunity to return to its preeminence as a national institution. I also believe this is not only an opportunity, it's a necessity

What about economics? Bottom line, there is less money for higher education this year than there was last year, next year there will be less than this year, and the trend will continue. By one estimate, the shortfall by the year 2015 will amount to $\$ 38$ billion or $25 \%$ of the budget being spent on higher education. Can you imagine the University's budget being cut by $25 \%$ ? Well, yes, you can. You've done it. But you certainly wouldn't want to do it again.

The value of endowments increased this year by $10 \%$ after a period of stagnation, or losing value. But most of the growth in endowments came from the 62 largest endowments in this country of those universities who have more than a billion dollars in the bank. Money comes to money Endowments worth less than $\$ 25$ million increased by only half the percentage as endowments over a billion dollars. Again, that is after five years of going flat, or declining in value. Charitable giving to higher education increased by $3 \%$ this year, scarcely keeping up with inflation, and again, after a period when it was stagnant or declining. Alumnus giving has rebounded, but over the last fifteen years, it has decreased by over $\$ 1$ billion. Private colleges and independent colleges have been hit especially hard. Money is harder to come by and yet, it is more and more important to invest. Colleges have no choice but to pay the cost of increasingly higher premiums for medical insurance, the unending demand for more sophisticated technology, and there is an "arms race" going on in this country to provide state-of-the-art facilities.

In today's market, a "climbing wall" is more important than the collection in the library. The Spellings Commission on the Future of Higher Education commissioned by the Secretary of the Department of Education points out that the in the last ten years, the greatest growth in spending at colleges and universities has been in financial aid. Not surprisingly. And the second greatest has been in the cost of improvements in student services, including state-of-the-art fitness centers, dormitories, climbing walls and food courts.
One more hard fact: the projection is that there will be about 2.6 million students attending college in the year 2010. Two million of them, it's predicted, will attend one of 622 public colleges -2 million divided among 600 . The 600,000 others will be divided among 1,500 private colleges. It is not easy being you

What is happening in America today is that private higher education is increasingly becoming the province of the rich. And more and more private or independent colleges are making an intentiona decision to do that.

The New York Times reported earlier this year a new phenomenon of private colleges increasing tuition markedly in order to appear more prestigious, and thus appeal to students at the upper end of the income scale. Ursinus College in Pennsylvania increased tuition in one year by $17 \%$ - the reason was to appeal to a different cadre of applicant. Financial aid today in private colleges is being used to tailor the class, increase yield - not to improve access. Indeed, more financial aid today is merit-based than is need-based and it is being used to attract high-achieving, high income students in order to improve rankings in magazines like U.S. News and World Report.

Financial aid was introduced into higher education in order to provide access to students who otherwise could not afford colleges and universities. This is no longer the case in private universities across the country.

In the period of 1993-2000, 35\% of wealthy students, students from family incomes of approximately $\$ 100,000$ per annum, received some form of financial aid. By the year 2000, $51 \%$ of the same group was receiving financial aid. For low income students, families with income below $\$ 34,000$ per annum, the proportion of aid increased much more slowly, from $52 \%$ to $55 \%$ - it is perfectly clear what is happening.
The average grant in 1993 for low and high income students was the same. In the year 2000, th average grant to high income students was $\$ 6,800$ and to low income students $\$ 6,200$. What is happening today is that private higher education is becoming the province of the rich.
But the other economic fact that we need to bear in mind is that public colleges and universities are becoming increasingly more popular with middle and upper-middle class families. The average parental income at LSU Baton Rouge is higher the average parental income at the private universities of this state and that is true in every state in the country. The public flagship and public ivies are attracting students with a higher income. But we are coming close to a breaking point.
The cost of higher education is beginning to exceed the ability of students who want to attend college. The average private college in America today costs four times what the average public college does. Parents are increasingly asking not whether a private education is better than public they are asking whether it is four times better. And students are beginning to make value decisions. In the most recent survey of 250,000 college freshmen, more than half say concerns about the cost of college. On the other hand, more than half of the parents at the concerns about the cost of college. On the other hand, more than half of the parents at the
University of Michigan make at least $\$ 200,000$ per year. Private, higher education is an endangered species.
While Xavier has not followed the track of many of your competitors, you have, in fact, remained true to your mission. There are very challenging times ahead.

Technology - no one has to tell you how technology has transformed the way we live and work and entertain ourselves and communicate. It is transforming higher education in ways that are hard to predict. Many of the most prestigious colleges and universities in America and around the world are considering offering courses online. I predict in the next ten years, that just as students used to hink about a semester abroad they will now consider a semester online. They will drop out of
college, move back home, save a lot of money, and take courses online offered by Harvard or Yale That would make a tremendous change in the way higher education is delivered in this country.

You know U.S. News and World Report publishes an edition regarding "America's Best Colleges" I reminded the faculty how once a year there is a "swimsuit edition" put out by Sports Illustrated, and they sell more copies than any issue of the year. Well, in higher education, we call U.S. News and World Report's "America's Best Colleges" edition the "swimsuit edition". It matters. This year, for the first time, U.S. News and World Report published rankings of America's best e-learning for the first time, U.S. News and World Report published rankings of America's best e-learning institutions - online education. According to the magazine, over 3 million people are now taking
college courses online. That's an enormous competitive change. The other is the increasing growth college courses online. That's an enormous competitive change. The other is the increasing growth in for-profit institutions like The University of Phoenix. The University of Phoenix and its ik at growing ten times faster than traditional higher education, and the projections are that they will
continue to grow ten to twenty percent per year. There was a time when The University of Phoenix continue to grow ten to twenty percent per year. There was a time when The University of Ph
and their ilk were thought to offer convenience but not quality, but that is no longer the case. and their ilk were thought to ofter convenience but not quality, but that is no longer the case.
Employers today are perfectly willing to accept a University of Phoenix MBA in place of an MBA Employers today are perfectly willing to accept a Uni
from a traditional school and that's very important.

There is one final trend, and this has to do with the faculty. There are two important factors that you need to be aware of. This is something that the faculty needs to be more aware of, but as trustees, it's important that you are aware of it, as well. There is a tectonic shift going on in the faculty makeup of this country, a shift from full-time tenured track faculty to part-time and adjunct faculty. In $1975,43 \%$ of faculty members were adjunct and $57 \%$ were tenured or tenured-track. In 2005, the ratio had more than reversed; now $65 \%$ of faculty are adjunct and $35 \%$ are tenured or tenured track. Among full-time faculty, the trend is also clear; in 1975, 13\% of full-time faculty were adjunct, by $2003,19 \%$ and in 2005 , remarkably enough, $29 \%$. So there is a dramatic shift away from the tenured, tenure-track faculty and full-time faculty, who for so long were what we thought of as "faculty members."

The other major trend you need to be aware of is, as faculty members today become more professional, that they come out of better graduate schools, more emphasis is being placed on their doing research as well as teaching, and as expectations for research and grants continue to go up, faculty members' first loyalty today is to their discipline rather than their institution.

So in my institution, I live in the English department and I assure you that my colleagues, when they think about Loyola College, think about the English Department. Their colleagues are their departmental colleagues and their students are their departmental majors and their first loyalty is to the Discipline of Literature.

Today, the criteria for tenure across the country are: teaching and research with service a distant third. This is a balance that must be redressed. We need faculty members playing a genuine role in governance, helping you to plan the future of this University, but it must be governance based on a model of shared responsibility, and not shared authority.
Finally, faculty members need to understand fiduciary responsibility because they, as well as you, are responsible for preserving the mission of this institution.
These are hard times for higher education. I believe these hard times are to stay. Our problems are structural, not cyclical. They are not going away any time soon.

We need to talk about nothing less than the transformation of the culture of higher education. Now it's true our institutions, and this one predominately, have a history of reinventing, restructuring and renewing themselves, but there is a difference. In the past, a successful strategy resulted in more resources, from higher net tuition revenue, a larger cohort of students, improved retention or increased support from endowment or annual giving. We have learned how to do more with less. believe the time for doing more with less has past, and in the future, we will have to do less with less. And the choices that lie before us in the future must focus not only on what we will do, they must also include things we aren't doing now. They must also include the decision to not do thing we are doing now. Your institution will be forced to confront hard questions, make harder choices about purpose and direction. Those institutions like Xavier that truly understand their mission and live by it will be the ones that survive and even thrive in these hard times.

Clarity of purpose may be the most import asset. Clarifying your purpose is the point of strategic planning. Deciding how to achieve your purpose is the point of the strategy you adopt. The purpose you have chosen, your mission, implies a complex fate and some of the complexity has peen chosen for you. My sense is that you are true to your mission. You offer opportunity to students who have been underserved in the past and might be again if it were not for the opportunity you offer. That opportunity is a genuine chance for students to bootstrap themselves into the American dream.

It is not easy being a private, church-related, liberal arts, historically African American institution in the Deep South, in Louisiana, in the aftermath of Katrina. But that is who you are, and who you choose to be. Planning then provides a teachable moment, an opportunity to engage faculty and staff in confronting some of the harsh realities that you live with every day as trustees. It is an opportunity to capitalize on your assets, those distinctive programs in culture, to energize you campus around a sense of common purpose, and a shared sense of direction. Above all, to understand how your mission can be a competitive advantage in an increasingly competitive environment.

Planning, finally, is a chance to look at who you are with fresh eyes, your eyes. Let this be a voyage of exploration, like the one T. S. Elliot talks about at the end of "The Four Quartets,"
"We shall not cease from exploration
And the end of all our exploring
Will be to arrive where we started
And know the place for the first time."

### 6.10

## 2007 board retreat lecture Dr．Ronald́ R．Durñoord

## CONTENTS OVERVIEW

## STRATGEGIC PLANNING AT XAVIER UNIVERSITY

An Overview of Where We Are, Direction, and How We Get There

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## A. INTRODUCTION

Dr. Scheye in his presentation has (will have) laid out some of the daunting challenges that we face in the emerging world of higher education. We know how Katrina has upended our campus, our neighborhood and our city. We experience vividly the Katrina effects as we struggle to recruit new freshman classes, recruit and retain staff and faculty, and accommodate the added faculty and staff workload. Our strategic planning is a process by which we rise to these challenges. We begin with tremendous strengths. We have demonstrated to the world the resiliency of our institution as we re-opened only a few months after Katrina's physical devastation. We have a strong presence in New Orleans and our region. We have exceptional leadership in Dr. Francis. We have a strong senior staff team here at Xavier. My colleagues are talented, experienced, hard working, dedicated, and committed. We also have a building national reputation. This was brought home to me personally when I considered whether to become a part of the Xavier community. I spoke with Hanna Gray, former president of the University of Chicago and presently chairman of the board of the Howard Hughes Foundation. Mrs. Gray spoke highly of Xavier achievements in the sciences, of its record in sending minority students to medical school, pharmacy school and on to graduate education. She indicated that Xavier provided an excellent liberal arts education and had a strong core curriculum. So I can report that we are known in Chicago. And I have to say after having now become a member of the Xavier community that Mrs. Gray had it exactly right.

My theme is that Xavier has great strengths; there are tremendous opportunities for us in our future; and through the coming months we will rise to the occasion and become even better than we were before Katrina.

## B. 2003 STRATEGIC PLAN - AN OVERVIEW

Before turning to planning activities in process let me remind you of the four priorities from our previous strategic plan that were approved by the board in 2003. Dr. Gene

D'Amour led that process and in his report he summarizes our progress. Obviously
Katrina has had a major impact on the plan and on our current priorities. I have parsed each of the priorities into its component parts

1. Priority 1

- Enhance excellence in the sciences
- Increase the number of graduates in education
- Increase the number of graduates in business
- Increase the number of graduates in the arts and sciences
- Especially focus on increasing the number of black male graduates

2. Priority 2

- Recruit and retain a high quality, diverse faculty
- Increase the number of Xavier students entering graduate and professional school

3. Priority 3

- Expand Xavier's leadership in producing Pharm D and Phds
- Expand Xavier's leadership in research to eliminate minority health disparities

4. Priority 4

- Enrich campus programs that promote core values, leadership and a commitment to spirituality
C. PLANNING ACTIVITIES - CURRENT AND IN-PROCESS
- Before Katrina Manning Architects and Eskew-Dumez-Ripple were engaged to begin development of a Xavier phased master plan that would address land and facilities over the next twenty years. Ray Manning and Allen Eskew are with us
today. Following this presentation Mr. Ray Manning will lead you through a summary of that process
- In July 2006 under the sponsorship of the Executive Leadership Counsel, Deloitte Consultants conducted a two day workshop among senior Xavier staff. That workshop focused on Xavier's mission, its values and the vision of Xavier. At that workshop senior staff began to reflect on priority areas for focus and began to brainstorm about goals and objectives. Highlights from the discussion of mission, values and vision are in your packet.
- Deloitte Consultants are now focused on systems, processes and service in four areas critical to students - admission; registrar; financial aid; fiscal services. In December Deloitte interviewed senior staff, including senior and key staff from each of the four areas.

Last week Deloitte interviewed students and faculty and spent "a day in the life" in each of the four areas. The consultants will return to campus for two days to begin to map out process redesign and integration. The goal is to develop a detailed plan to improve effectiveness and efficiency, and to make our services student-oriented. That meeting will lead to a plan for action.

Mr. Carl Brooks, President and CEO of the Executive Leadership Council visited us in December. He indicated that this initiative and the HR initiative discussed below are priorities for the ELC; that the ELC intends to see these efforts through to a successful conclusion.

- In December faculty responded to a Xavier faculty and staff survey tailored to address quality of life, morale and personal issues in the wake of Katrina. Staff participated in the same survey in January. We have some preliminary findings that are summarized in your packet of materials.
- In January the faculty and senior and mid-level staff participated in a community forum devoted to major trends and factors affecting higher education. A general session included a presentation by Dr. Scheye and discussion, followed by fourteen breakout discussion groups, each of which addressed on of four topics in the context of the changing face of higher education: strengths, weaknesses, threats and opportunities. This event was underwritten by support from both Deloitte Consultants and the ELC. Highlights from those discussion groups have been included in your packet
- In process is a series of student focus group discussions lead by Dr. Louis Mancuso, Entrepreneurship Professor in the Business Department. Additionally Dr. Mancuso has conducted a student survey from a representative sample of the Xavier student population. The aim of the focus groups and the student survey is to better understand why student chose Xavier; what their expectations in coming here were; how well those expectations have been realized; what they think about services and facilities and quality of life at Xavier, in the neighborhood and in N.O.


## D. THE PLANNING PROCESS

These activities have a general purpose and focus - to engage, focus and mobilize our community; to assess the current state of affairs here at Xavier; to begin a process that will set goals and objectives for our future. If our planning is done well the goals and objectives we choose will respond to the threats we have identified, leverage our strengths to take advantage of the opportunities we have identified and correct areas of weakness that leave us vulnerable. The life blood of planning is data and information. We are beginning to gather a broad range of information about Xavier, about its competitors, about its environment. There is much that we know; even more that we do not yet know, but the process of collecting, analyzing and reporting data and information has begun.

The literature suggests that most strategic plans at higher education institutions fail; one study suggests a failure rate as high as $90 \%$. Dr. Scheye in quoting T.S. Eliot has noted in the beginning is the end, in the end is the beginning. What and how we do things at first will determine where and how well we end up. There are things we must do in our planning process to reduce the likelihood that our plan goes unrealized. Planning must openly engage our broad community. I think some of the initial activities we have undertaken have met with general enthusiasm and positive response. We now must widely consult, broadly include, openly communicate, actively listen and heroically synthesize and seek timely criticism and feedback. The process needs focus. This will require an oversight planning group as well as carefully chosen task forces addressing specific issues and questions. There must be open communication and two-way dialogue
to build a sense of community involvement and to facilitate timely adjustments to goals and objectives. Open forums, town-hall type meetings, faculty and staff lunches, meetings with individual departments and units are a part of this process. I have met with Warren Bell and his staff to discuss how we can comprehensively and consistently keep the Xavier community apprised of the state of planning and the planning process. Ms. Cathy Lewis and her staff have organized a website that will soon have planning-related information and topics for the Xavier community to review and respond to.

Faculty and staff are skeptical about planning. Most have been around long enough to have witnessed plans gathering dust on shelves. While beginning openly and developing a process that will legitimate the goals we select, we must think about demonstrating importance and payoff. It is wise to plan for some early successes in our planning-to have resources available so that we can quickly achieve a key objective or two. We must celebrate our plan when we have identified our goals. Our plan must be seen to guide our decisions and actions-in how we budget our resources and in how we point our decisions and actions always to elements of our plan. Planning does not end with the plan. The plan is but the beginning of our journey. And most importantly, strategic plans do not succeed unless there is critical buy-in by the trustees. A successful plan must be "owned" by the trustees.

I envision that we will have reached general consensus on a set of strategic goals for the Board to consider in the fall. After that consideration we should have defined a set of four to six strategic goals. These goals will be presented to the Xavier community and
we will begin a process to identify quantifiable objectives for each goal that will tell us whether or not we are succeeding.

## E. BRIEF RECAP

I have laid out a few of the planning initiatives we have undertaken, have given you a very broad sketch of where our planning process will lead and when you might expect to review and consider a set of general consensus goals. I have sketched some of the critical factors we must address in the planning process to increase the prospects for our success and have indicated to you in a general way how I think we can organize the structure and process.

## F. XAVIER DEMOGRAPHICS - SECULAR TRENDS AND KATRINA

I now want to set the stage for your discussion at the upcoming meeting by briefly taking up one of Dr. Scheye's themes-demography is destiny. I want to review some of the data we have been able to assemble regarding: Who comes (and who doesn't); who stays (and who doesn't); of those who graduate, where do they go and how well have we done? I then want to sketch some key issues and themes that have emerge as a result of the surveys and activities that I outlined in the opening of this presentation. You will see from the sketch that much data gathering and analysis remains to be done.

## Demographic Trends

- Admission Funnel - Totals by Category - College of Arts and Sciences

|  | New Freshmen - Admission Funnel |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
| APPLIED | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
| Total | 4172 | 4248 | 4205 | 1692 |
| ACCEPTED | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
| Total | 3508 | 3516 | 3447 | 1056 |
| ENROLLED | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
| Total | 917 | 1001 | 1016 | 444 |
| NOT-ENROLLED | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
| Total | 2591 | 2515 | 2431 | 612 |

- Admission Funnel - Local versus Non-Local - College of Arts and Sciences

| APPLIED | New Freshmen - Local versus Non-Local |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
|  | Local | 18.5\% | 16.2\% | 16.8\% | 26.5\% |
|  | Non-Local | 81.5\% | 83.8\% | 83.2\% | 73.5\% |
| ACCEPTED |  | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
|  | Local | 19.3\% | 16.7\% | 16.9\% | 32.6\% |
|  | Non-Local | 80.7\% | 83.3\% | 83.1\% | 67.4\% |
| ENROLLED |  | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
|  | Local | 32.9\% | 28.7\% | 26.7\% | 56.1\% |
|  | Non-Local | 67.1\% | 71.3\% | 73.6\% | 43.9\% |
| NOT-ENROLLED |  | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
|  | Local | 14.5\% | 11.9\% | 12.8\% | 15.5\% |
|  | Non-Local | 85.5\% | 88.1\% | 87.2\% | 84.5\% |

- Demographic Trends - Religious Affiliation


## Trends in Religious Affiliation - College of Arts and Sciences

|  |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | 2000-FA | 2001-FA | 2002-FA | 2003-FA | 2004-FA | 2005-FA | 2006-FA |
| Information Not | $23.5 \%$ | $26.9 \%$ | $29.3 \%$ | $31.8 \%$ | $35.6 \%$ | $37.4 \%$ | $42.6 \%$ |
| Provided | $36.4 \%$ | $34.8 \%$ | $33.0 \%$ | $32.1 \%$ | $30.5 \%$ | $27.4 \%$ | $26.2 \%$ |
| Baptist | $25.8 \%$ | $24.9 \%$ | $25.1 \%$ | $23.8 \%$ | $22.3 \%$ | $23.0 \%$ | $20.7 \%$ |
| Catholic | $13.0 \%$ | $12.0 \%$ | $11.6 \%$ | $10.9 \%$ | $10.0 \%$ | $9.8 \%$ | $8.5 \%$ |
| Other Protestant | $1.4 \%$ | $1.4 \%$ | $1.1 \%$ | $1.4 \%$ | $1.7 \%$ | $2.4 \%$ | $2.0 \%$ |
| Other | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ |
| Grand Total |  |  |  |  |  |  |  |
| Total Enrolled | 2,965 | 3,046 | 3,140 | 3,093 | 3,251 | 2,332 | 2,265 |

Trends in Religious Affiliation - College of Pharmacy

|  | 2000-FA | 2001-FA | 2002-FA | 2003-FA | 2004-FA | 2005-FA | 2006-FA |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Information Not |  |  |  |  |  |  |  |
| Provided | $18.4 \%$ | $19.6 \%$ | $19.0 \%$ | $22.9 \%$ | $23.6 \%$ | $23.0 \%$ | $25.4 \%$ |
| Baptist | $25.6 \%$ | $25.1 \%$ | $25.4 \%$ | $24.0 \%$ | $22.4 \%$ | $20.8 \%$ | $18.4 \%$ |
| Catholic | $40.0 \%$ | $41.1 \%$ | $42.8 \%$ | $41.9 \%$ | $43.6 \%$ | $44.5 \%$ | $43.5 \%$ |
| Other Protestant | $11.0 \%$ | $9.8 \%$ | $8.7 \%$ | $7.5 \%$ | $7.6 \%$ | $7.8 \%$ | $7.5 \%$ |
| Other | $4.9 \%$ | $4.5 \%$ | $4.1 \%$ | $3.7 \%$ | $2.7 \%$ | $3.8 \%$ | $50 \%$ |
| Grand Total | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ | $100.0 \%$ |
|  |  |  |  |  |  |  |  |
| Total Enrolled | 472 | 470 | 484 | 520 | 589 | 600 | 637 |

- Demographic Trends - Racial and Ethnic Composition of Xavier

|  | Trends in Race/Ethnicity - College of Arts and Sciences |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2000-FA | 2001-FA | 2002-FA | 2003-FA | 2004-FA | 2005-FA | 2006-FA |
| Black | 96.8\% | 92.4\% | 88.1\% | 85.3\% | 84.7\% | 81.6\% | 78.5\% |
| Information Not |  |  |  |  |  |  |  |
| Provided | 0.4\% | 4.3\% | 6.9\% | 7.8\% | 7.5\% | 8.2\% | 10.3\% |
| Asian | 1.9\% | 2.3\% | 3.5\% | 4.8\% | 5.4\% | 7.2\% | 7.8\% |
| White | 0.3\% | 0.5\% | 0.9\% | 1.2\% | 1.6\% | 1.5\% | 1.7\% |
| Other | 0.2\% | 0.2\% | 0.2\% | 0.4\% | 0.4\% | 0.9\% | 1.2\% |
| Hispanic | 0.4\% | 0.3\% | 0.4\% | 0.5\% | 0.5\% | 0.5\% | 0.4\% |
| Grand Total | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |
|  |  |  |  |  |  |  |  |
| Total Enrolled | 2,965 | 3,046 | 3,140 | 3,093 | 3,251 | 2,332 | 2,265 |
|  | Trends in Race/Ethnicity - College of Pharmacy |  |  |  |  |  |  |
|  | 2000-FA | 2001-FA | 2002-FA | 2003-FA | 2004-FA | 2005-FA | 2006-FA |
| Black | 66.3\% | 65.3\% | 59.9\% | 57.3\% | 57.7\% | 53.7\% | 51.0\% |
| Asian | 13.3\% | 14.3\% | 17.1\% | 18.5\% | 20.0\% | 24.2\% | 25.9\% |
| Hispanic | 1.3\% | 1.5\% | 1.0\% | 1.0\% | 0.7\% | 0.8\% | 1.7\% |
| White | 17.4\% | 16.2\% | 16.7\% | 15.4\% | 12.9\% | 13.0\% | 12.4\% |
| Other | 1.5\% | 1.7\% | 1.9\% | 2.5\% | 2.0\% | 1.7\% | 2.2\% |
| Information Not |  |  |  |  |  |  |  |
| Provided | 0.2\% | 1.1\% | 3.3\% | 5.4\% | 6.6\% | 6.7\% | 6.8\% |
| Grand Total | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% | 100.0\% |
|  |  |  |  |  |  |  |  |
| Grand Total | 472 | 470 | 484 | 520 | 589 | 600 | 637 |

- Demographic Trends - Students with Top Quadrant Quality Scores ${ }^{1}$


## New First Time Freshmen - Applicant Funnel <br> Quality Quadrants (ACT and H.S. GPAs)

| Quality Grouping | 2001-FA | 2002-FA | 2003-FA | 2004-FA | 2005-Tot | 2006-FA |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| Bottom-Q | 1652 | 1367 | 1858 | 1815 | 1840 | 640 |
| Mid-Qs | 1710 | 1515 | 1814 | 1892 | 1851 | 942 |
| Top-Q | 608 | 474 | 500 | 541 | 514 | 110 |
| Grand Total | 3970 | 3356 | 4172 | 4248 | 4205 | 1692 |

$\begin{array}{llllll}\text { \% TopQ in Category } & \text { 2001-FA } & \text { 2002-FA } & \text { 2003-FA } & \text { 2004-FA } & \text { 2005-Tot }\end{array} \quad$ 2006-FA
$\begin{array}{lllllll}\text { Applied } & 15.3 \% & 14.1 \% & 12.0 \% & 12.7 \% & 12.2 \% & 6.5 \%\end{array}$
Top-Q - \% Tot
Admitted
Top-Q \% To
Enrolled

| $17.9 \%$ | $14.1 \%$ | $14.2 \%$ | $15.3 \%$ | $14.8 \%$ | $10.2 \%$ |
| :--- | :--- | :--- | :--- | :--- | ---: |
| $13.1 \%$ | $10.9 \%$ | $14.0 \%$ | $13.4 \%$ | $14.0 \%$ | $8.6 \%$ |
| $19.6 \%$ | $15.5 \%$ | $14.3 \%$ | $16.1 \%$ | $15.1 \%$ | $11.4 \%$ |

- Fraction of Applicants (APPL) and Enrollees (ENR) in Top Quadrant (TopQ)

${ }^{1}$ Quality score components are calculated as follows: Those with both high ACT (25+) and high GPA Quality score components are calculated as $(3.0+)=$ TopQ; those with both low ACT $(<25)$ and low GPA $(<3.0 \mathrm{GPA})=$ BottomQ; others $=$ MidQs.
- Trends in New Freshman Enrollment

- Retention of New Freshmen to Year Two

- Trends in Graduation Rates Classes from 1996 to 2002


The significance of these trends will be highlighted during my oral presentation to the Board on February $8^{\text {th }}$.

## G. LESSONS AND FOCUS: STRENGTHS, WEAKNESSES, THREATS,

 OPPORTUNITIESI now want to turn to what have we learned about areas for focus and attention from our analysis of our strengths, weaknesses, threats and opportunities-these are preliminary thoughts and have not yet been tested against community reaction and critique. It will be one of my challenges to keep these issues and opportunities before our community as we develop our preliminary set of goals so that consensus and priority can emerge for the board's consideration. I should say that I think to date we have been better at identifying internal issues that need addressing than in honing in on specific external opportunities or from Dr. Scheye's presentation that there are major forces at work affecting the higher education landscape and some of these will present special challenges for Xavier. Among these are demographics, technology, globalization, economics, the changing face of faculty and the changing face of students.

These challenges present the key strategic challenge we face: We are organized in the manner of a traditional liberal arts college regarding our departments, services, students (18-23, full time, graduating in 4-8 years) and faculty (traditional tenure-tenure track; full time; few adjuncts). We bring special qualities into the mix but we are a "traditional" style college when the emerging higher education is increasingly "non-traditional." How will Xavier respond?

Key issues and areas of focus:

- Our student services in four key areas may need revamping-admissions; registrar; financial aid; fiscal services. The question is how can we make these processes more efficient, more effective and more student friendly?
- Dr. Barron in her report has emphasized the need to focus attention on the academic experience of new students in their first year and possibly into their second year in order to address the declines in retention
- Our campus must be made secure, attractive, and provide quality of life and recreational opportunities for our students, faculty and staff (Ray Manning will be recreational opportunities for our students,
addressing some ideas along these lines)
- Dr. Barron notes in her report that our graduate education needs a change in focus and direction
- Faculty recruitment and retention have become critical issues for us to retain our standing and our academic excellence; some of the faculty issues that have emerged are summarized in the survey results materials and in the summaries of strengths, weaknesses, threats and opportunities
- The systems, policies, procedures and priorities that support our human resources endeavors need to be critically examined and modernized to provide a modern, effective and efficient workforce and to address service and business issues
- A number of comments in our discussion groups felt there was a serious threat that a pharmacy competitor would emerge in our market area; the strategic question is how do we respond to that prospect?
- From intensive discussion with students we are warranted in looking into our dorms, residency rules and policies, quality of life and living on campus


## H. SIX STRATEGIC QUESTIONS

In closing, I would like to pose six strategic questions for your consideration:

1. How do we adapt our mission, vision and values to the sea change that is in process in higher education?
2. How do we organize to appeal to a national market?
3. How do we generate in the short term the necessary operating revenue to both meet day to day needs and to create the organizational slack in staff time and resources to attend to implementing our goals?
4. How much risk can we accept if we depart from our "traditional" model and in what way might we become more "non-traditional?"
5. What is the impact imposed by demographic trends and Katrina upon who we are and how we see ourselves as the religious affiliation and ethnic composition of our student body changes?
6. How will we respond to the threat of an emergent competitor to pharmacy in our market?

## I. CONCLUSION

I have tried to tell you a bit about what planning activities are underway and in prospect.
I have laid out some of the things that get in the way of achieving and implementing a successful strategic plan and actions that we might take to mitigate those risks. I have mentioned a few of the changes in Xavier's demographics driven by some of the forces that Dr. Scheye has identified shaping the landscape in higher education and by the effects of Katrina. Finally, I have summarized in a very general way some of the themes and areas of needed focus, and strategic questions that have begun to emerge from our planning to date.

Mr. Ray Manning will describe for you (in his presentation to the Board on February $8^{\text {th }}$ ) where things stand in developing a master plan for land and facilities.

### 6.11



## Executive Summary

While the challenges facing the African-American population in the United States are beyond the capability of one institution to solve, it is our dream that, within our walls, a very different world will prevail. We envision a world in which Black children in urban and rural schools will become increasingly better prepared and more likely to go on to college; a world where all talented and deserving black students will have financial access to a superior education; a world where these same students will have the very best equipment and technology to pursue their learning; a world where African-Americans will excel in the sciences and health professions, as well as the arts and humanities, with the very best faculty available in the country standing at the front of their classrooms; a world where the disease and death rate of blacks is not many times that of other races; and a world where the values of leadership, service and spirituality prevail.

An institution of higher learning begins and ends with its students and the hope of the African-American community begins and ends there as well. By increasing financial aid by $\$ 1.5$ million per year, we can ensure that approximately 150 additional students obtain a Xavier degree and better assist the community it is our mission to serve. No capable and deserving student should be turned away for financial reasons. Once these students have entered our halls, they are entitled to the very best education we can possibly provide. Xavier's hallmark has always been educating scientists and it is our goal to not only remain one of the top schools nationally in this regard, but to continue to provide our students with the opportunity for learning and scholarship in a broad range of disciplines. Creating well-rounded students is a priority that we will pursue by enhancing outreach efforts to create an academically diverse student body

The number of African Americans pursuing and obtaining graduate degrees remains inordinately low. Xavier is uniquely positioned to meet this challenge, with an unusually high percentage of its graduates going on to obtain advanced degrees. It is our goal to do even better by more actively engaging our undergraduates in research opportunities, thereby motivating them to seek advanced degrees. Also, by constructing a new addition to our College of Pharmacy, we will be able to increase the number of its graduates, continue to maintain our leadership in producing Black Pharmacists and help the nation meet the critical, impending needs in this profession.

The quality of education Xavier students receive will be only as good as the professors providing it. We mus attract and retain the very best faculty, highly qualified, dynamic and diverse. Through salary upgrades, increasing the amount of time faculty have to pursue research, upgrading research equipment and providing more lab space, Xavier will attract and retain the very best faculty. In addition, researchers will address the long-standing and well-documented pattern of disparity continuing to plague racially diverse populations in regard to the incidence of illness, disease and death through a new Center on Health Disparities

Learning experiences must be put within the context of student life and the values espoused by Xavier. Leadership and service are the twin pillars on which Xavier was founded and we believe it is profoundly important that students be afforded the opportunity to take part in pressing social issues larger than themselves. Furthermore, Xavier seeks to reaffirm its position as the nation's only historically black, Catholic university. Spirituality is needed in today's world more than ever and we believe it is essential that Xavier continue to exercise its unique position in this country. Through enhancing our religious programs and building a larger chapel, we seek to serve a growing enrollment, confirming that spirituality and religious practice are at the core of Xavier's faith-based culture.

These are our dreams. They represent our total educational commitment to students. They are dreams that are in need of urgent fulfillment and indeed can be realized with your help. They are dreams that will make our university a better one make our community, our nation and our world better as well.

## Xavier University of Louisiana: Expanding Our Vision for the Next DecadeRevised Draft \#7B

Since its founding in 1925 by St. Katharine Drexel, Xavier University of Louisiana has served the African-American population -- and the world at large -- by creating well educated, principled leaders with an emphasis on service. Throughout those 79 years, we have witnessed profound changes in America and remarkable achievements by African-Americans.

During all that time Xavier has excelled by graduating leaders in all walks of life profoundly affecting Louisiana, the South and the nation. For African-American interested in the sciences, Xavier offers one of the best educations in the nation Twenty-five percent of the black pharmacists practicing in the USA are Xavier graduates. And our University ranks first in the nation in the number of AfricanAmerican students who earn baccalaureate degrees in the physical and biological/life sciences.. We are maintaining and expanding the vision of St. Katharine Drexel, by producing technologically literate graduates for a nation that needs them.

Xavier remains strong in the arts and humanities as well, providing our students with the many benefits of a liberal education. A recent survey conducted by Black Enterprise Magazine concluded that Xavier ranked fifth in the nation in educating black students and second, behind only Harvard, in its academic quality. Simply put, Xavier University has remained true to its mission and purpose, continuing to advocate the great twin virtues of leadership and service, and having an enormous impact on its graduates and the communities it serves.

Despite the great strides blacks have made since our founding, we cannot deny the great challenges yet ahead for those dedicated to their education. The combination of rising costs for education and financial hardships affecting so many families still denies many bright, talented and deserving students the intellectual, cultural and economically elevating benefits of a higher education. Through a combination of factors, education remains a forgotten promise, producing far fewer college bound students than are needed, and even fewer graduates with advanced degrees

Xavier University is poised to meet these challenges and remains ready to do its part through leadership and service, combined with an emphasis on spirituality in all of its endeavors. By providing critical financial aid to undergraduates, attracting the best faculty and staff available and enhancing outreach and student recruitment, Xavier University plans to not only remain the best university in the nation serving the African American population when it comes to educating scientists, but also to remain one of the best universities in the nation - period.

Nearly 80 years after our founding, we remain committed to the African-American community, to the nation, to excellence and to God. While the road before us is demanding, we believe confidently that Xavier University will not only continue to retain its unique place in the world of higher education, but reach even greater
heights through careful planning and the implementation of a number of strategic initiatives:

PRIORITY I: ENHANCE EXCELLENCE IN THE SCIENCES AND INCREASE THE NUMBER OF GRADUATES IN EDUCATION, BUSINESS AND THE ARTS \& HUMANITIES, WITH A PARTICULAR FOCUS ON BLACK MALES.

FOCUS - Increase Externally Supported Financial Aid In Targeted Areas: The dream of pursuing a college education has become more difficult to achieve for many young Americans because of escalating costs over the past decade. Many institutions find it increasingly challenging to educate their students, compensate their faculty and staff, plus maintain campus structures, without increasing tuition and fees

Many African Americans graduating from high school are prevented from entering a higher education institution, often due to the significant financial gap between white and black families. The need to take out loans leaves many other students with unmanageable debt levels after graduation. And, for those who work while attending school, the stress of a job often interferes with scholastic responsibilities, sometimes resulting in sub-par academic achievement and sometimes academic dismissal.

It is critical that young African-American adults seek and achieve undergraduate and graduate degrees. By increasing scholarship funds, Xavier can address the unique financial challenges facing that population. As a result, Xavier seeks to increase scholarship funds for undergraduates from $\$ .25$ million to $\$ 1.15$ million per year, focused on the uses described herein

FOCUS - Attract And Retain Larger Numbers Of African American Males: Only $24 \%$ of Xavier's undergraduate student body is male, compared to $38 \%$ nationally. Study after study has shown the direct relationship between lack of educational opportunity among Black males and their tragic rate of imprisonment and violent death.

FOCUS - Maintain The University's Nationally Recognized Strength In Educating Scientists: Technological advancements have drastically changed the way all of us live, work and play. For African-Americans, Xavier remains the premier university for educating students in the sciences, leading the nation for the past ten years in baccalaureates placed in medical school and baccalaureates with degrees in the physical and biological sciences

The nation is now at a critical juncture with respect to the science and engineering labor pool that supports the fastest growing sector of the economy, advanced technology. Although the minority population continues to grow in the United States, this growth is not reflected in the number of minorities in science and engineering fields.

Even given Xavier's impressive record of achievement, we believe it essential that our University develop more active, targeted recruitment and retention programs in undergraduate science disciplines. We are uniquely positioned to provide access to a superior education in science and technology by enhancing our outreach activities to high schools, strengthening summer programs directed to high school students, creating new interdisciplinary curricula and improving science gatekeepe courses and support activities for analytical reasoning and math skill courses.

FOCUS - Increase The Number Of Dedicated, Highly Trained Science And Math Teachers: Our nation's elementary and secondary schools are in crisis. Major factors include a severe shortage of teachers in critical areas, lack of resources, poor facilities and insufficient exposure to basic academic requirements all of which contribute to an educational catastrophe in our nation's schools.

During this decade, the nation's school districts need to hire 2.2 milion new eachers including 240,000 middle and high school science and mathematics eachers. However, many college graduates, who may have taken on sizeable debt to finance their education, opt for jobs in fields that offer more lucrative salaries Schools like Xavier must encourage students to pursue careers in teaching by making it financially feasible to pursue a teaching career.

FOCUS - Augment The Number Of Students Obtaining A Xavier Education In The Humanities, Arts And Business: Although Xavier is often perceived as a scienceoriented university, we have a rich history in the arts and humanities as well as business education. Many of our graduates go on to become lawyers, architects, and professionals with advanced degrees in other non-science fields. Currently, non-science majors make up only $30 \%$ of the undergraduate student body, far below the levels of Xavier's peer institutions. As an institution whose purpose it is to serve the African-American community, it is vitally important that Xavier continue to strengthen these areas of its curriculum

PRIORITY II: RECRUIT AND RETAIN A HIGH QUALITY, DIVERSE FACULTY AND INCREASE THE NUMBER OF XAVIER STUDENTS ENTERING GRADUATE AND PROFESSIONAL SCHOOLS

Xavier's primary goal is to provide an unequaled academic experience to all ou students. This absolutely requires an excellent and diverse faculty who have access to a productive working environment. It is especially desirable that we have a significant proportion of black faculty at Xavier, given the makeup of our student body. Yet, in most science disciplines, African-Americans represent 4\% or less of the total advanced degrees awarded in any given year. Even in non-science and engineering fields, African-Americans only represent $8 \%$ of the total doctorates awarded. As a consequence, most major universities across the nation are aggressively recruiting new minority PhDs with offers of high salaries combined with excellent start-up equipment packages and low teaching loads.

Over the years, Xavier University has employed some of the best and brightest faculty. In order to maintain this level of excellence, the University is responding to its internal and external challenges by focusing on the following:

FOCUS - Enhance The Competitiveness Of Faculty Salaries: While Xavier has successfully worked for more than a decade to increase salaries, its academic departments are still struggling to hire new faculty because of aggressive competition from other institutions. It is our goal to increase the faculty salary averages to the $50^{\text {th }}$ percentile of IIA institutions that primarily offer bachelors degrees, and to the top $10 \%$ of all UNCF schools

FOCUS - Engage More Students In Research: Xavier has been uniquely successful in the number of its graduates entering graduate or professional school, with $48 \%$ of its graduates in the College of Arts and Sciences entering postgraduate programs last year. More than 100 Xavier graduates were accepted into medical school in 2003; compared to 37 at Harvard, 33 at both Howard and Morehouse and 20 at Johns Hopkins.

One of the strongest motivators for pursuit of advanced degrees is involvement in faculty research and scholarship activity. It is vitally important that Xavier provide more of such opportunities to its students. Xavier will address these problems with a number of new initiatives designed to expand faculty and undergraduate research opportunities, and to better coordinate undergraduate research programs. It is Xavier's goal to increase the number of undergraduate students going on to obtain the MA/MS and/or Ph.D. from the current rate of $49 \%$ to $55 \%$.

FOCUS - Enhance The Faculty Research/Teaching Support Structure: To be competitive in attracting and retaining faculty, the University must provide to them the time and resources necessary to conduct scholarly activities that will furthe their careers and their ability to educate students. Currently, most Xavier faculty members have relatively high teaching loads and few opportunities for focused professional development opportunities. State of the art instrumentation and technicians are lacking in many areas. These barriers become even more pronounced when competing for Black faculty because the pool is so limited

Strategies for addressing existing challenges include: enhancing faculty time for research and scholarship through professional renewal programs that include released time and/or sabbaticals; establishing core instrumentation facilities to include technicians to operate and maintain equipment; providing additional laboratory and office space for newly hired experimental scientists. Additionally new faculty in the experimental sciences will receive a "start up" package that allows them to launch their research programs and become competitive for externa funding.

PRIORITY III: EXPAND XAVIER'S LEADERSHIP IN PRODUCING PHARM. Ds AND PH D s AND IN RESEARCH TO ELIMINATE MINORITY HEALTH DISPARITIES

FOCUS - Produce More African-American Faculty And Other Professionals In The Pharmaceutical Sciences: Xavier also has been especially successful in producing harmaceutical Scences. Xavier als has been is $1^{\text {st }}$ in the nation in educating Black pharmacists, graduating nearly $25 \%$ of the 6,500 black pharmacists practicing in the US since 1927.

Currently, the supply of trained pharmacists has been outpaced by the demand Furthermore, there is a severe shortage of African-American faculty in the field of pharmacy nationwide. Xavier is one of only two pharmacy schools in Louisiana, and one of only seven schools in the Deep South. Therefore, expanding its capacity is critically important to expanding the bioscience/pharmaceutical industry in the region.

Over the past four years, applications for the College of Pharmacy at Xavier have increased by $40 \%$, resulting in over 700 applicants being declined. The need for an expanded capacity for enroliment is clear. It is our goal to increase the enrollment in pharmacy and pharmaceutical research related degree programs by 110 students. To this end, Xavier will focus increasingly on curricula, research experiences and residency programs. The goal is to produce graduates who will meet the need for additional African Americans in the nation's pharmacies, pharmaceutical R \& D/ advanced technology industries and pharmacy school faculty.

FOCUS - Address Minority Health Care Disparities: A long-standing and welldocumented pattern of disparity continues to plague racially and ethnically diverse populations in regard to the incidence of illness, disease and death. African Americans have twice the mortality rate of Caucasian Americans and have a significantly shorter (six years) life expectancy. For example, Louisiana is $3^{\text {rd }}$ in the nation in the prevalence of diabetes and first in death rate in the nation. The death rate of African American males from diabetes is more than twice that of Caucasians males, while African American Females die at 3 times the rate of Caucasian females.

With $\$ 22$ million in grant funding from the National Institutes of Health, the College of Pharmacy has taken the lead in a new, multi-university initiative focused on health disparities research. A multi-disciplinary faculty research group also has recently launched an ambitious initiative, funded by the Department of Defense, ocused on the triggers and effects of Breast and Prostate cancer among minorities. Xavier is poised to make a significant, national contribution to eliminating health disparities. To achieve this goal, the University must augment and strengthen its infrastructure and capacity to conduct basic, clinical, behavioral and social sciences esearch aimed at addressing and ultimately eliminating health disparities. In addition, the University must provide increased funding for scholarships and add 50,000 sq. feet in new instructional, research and office space

PRIORITY IV: ENRICH CAMPUS PROGRAMS THAT PROMOTE CORE VALUES, LEADERSHIP AND A COMMITMENT TO SPIRITUALITY.

More than ever, our nation and our world require leaders whose actions are grounded in moral principles and guided by spiritual values. A Xavier education is built on three pillars: Leadership, Service and Spirituality. These principles are exemplified by our foundress, St. Katharine Drexel, a Philadelphia heiress who devoted her life and fortune to the educational and spiritual welfare of young Native Americans and African Americans. It is this legacy of vision and idealism, tempered with the values of a strong liberal arts education, which embodies the Xavier experience. As a result, Xavier graduates have distinguished themselves by their capacity to lead and to serve in nearly every aspect of our society.

As the only Historically Black Catholic University in the United States, Xavier has been cited by the African-American Bishops as a "pride of place for us" and been called on to foster black vocations and to better prepare deacons. The call of the Black Catholic bishops comes at a time of great concern for the African-American Catholic Community as the number of Black Catholic parishes and schools has steadily declined over the last two decades.

Today, Xavier continues its rich tradition of spirituality and academic excellence. Our Institute for Black Catholic Studies, founded in 1980, prepares lay people and clergy for a more meaningful ministry within the Black community and is the only program in the country to offer the Masters Degree in Black Catholic Studies. While continuing to underscore its ties to the Catholic Church, Xavier faculty and staff still recognize the importance of religious openness on campus. The University encourages students to freely express their spiritual ideas through organized activities, and many do so with the support of faculty and staff.

FOCUS - Construct the St. Katharine Drexel Chapel and Religious Center to provide an appropriate place to worship and to house the above described activities.

FOCUS - Increase opportunities for student leadership, volunteerism and community involvement;

FOCUS - Better educate the Faith Community by providing, through the Institute for Black Catholic Studies, more stipends, on-line courses and travel support for special seminars/workshops;

FOCUS - Augment spiritual counseling and expand retreat and student training programs as well as workshops on vocation and mission for faculty and staff;

## MOVING TOWARD IMPLEMENTATION

There is a clear urgency to our aspirations. Our nation's immediate need for more highly educated, ethical, successful African-American men and women is well documented.

Our strategic vision and plan for filling this void lays out a road map for achieving our lofty but critical goals. We recognize this won't be easy. It will take renewed commitment from every member of the Xavier family as well as the involvemen and assistance of new friends. It will also take additional financial resources.

Over the coming months, we will meet with alumni and friends to discuss the ideas articulated in our bold vision and to determine whether they are prepared to help us realize these ambitious, but worthwhile, goals.

Xavier will position itself, with the help of those alumni and friends, for continued decades of excellence well into the $21^{\text {st }}$ Century, thereby maintaining and at the same time expanding the vision first articulated in 1925 by its foundress, St Katharine Drexel.

### 6.12








## A1 <br> Cap LP\&L Pipe for Safety from Gas Leaks

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 13, 14, 15, and 22.


Levee Improvements on Monticello Canal

From "Neighborhoods Rebuilding Plan / Planning Dis trict 3 / Hollygrove / Dixon," pages 12 and 22; and "Neighborhoods Rebuilding Plan / Planning District 3 Leonidas / West Carrollton," pages 12 and 13

$\square$
Hazmat Study of Syncor Facility

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 13, 14, 15 and 22


Tear Down and Rebuild Dunbar Elementary School to Avoid Future Flooding and Open School Library to the Public
From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 13, 14, 15 and 20 , and 22 .


## Airline Highway Commercia Zoning Study

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 11, 13, 14 and 22


A6
Improve Conrad Playground

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 8, 12, 14, 15 and 22


From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 11, 12, 14, 15, 20 , and 22


A8 Purchase Dreyfus Playground for Public Use

From "Neighborhoods Rebuilding Plan / Planning Dis trict 3 / Hollygrove / Dixon," pages 18, 20, and 22.


From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 12, 13, 14, 15, 17,18 , and 22


A11
Palmetto Traffic Study

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 13, 14, and 22.

## Restore Airline Highway Bus Service

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 13, 14, 15, and


Renovate Bethune School as a School and Multipurpose Center

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 8, 11, 12, 14 15,20 and 22.


A14 Study Decking Palmetto Canal and Provide Landscape Improvements and Bicycle Path

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 12, 13, 14, 15 17,18 , and 22 .


Restore Gilbert NORD
A15
Community Facility and Connect to Boy's Home Recreation Area for Public Use
From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 8, 14, 15, 20, and 22


Carrollton Shopping Center Mixed
Use Redevelopment to include
Medical Clinic, Drugstore, Grocery Store, and Copy Center
From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon"" pages 12, 14-17, and 22


## A17

I-10 Exit Traffic Study

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 12, 14, 15, 19 and 22

$\mathbf{p}_{\text {The Unified New Oreans Plar }}$

A18 Extend Streetcar Service on
S. Carrollton Ave

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 13, 14, 15, 19, and 22; and "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," page 12


A19
Create Carrollton Senior Living Community

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 12, 14, 15 20 , and 22.


Create Community Gateway at Parish Line on Leake, Oak, Claiborne, Ear hart and / or Airline Hwy.
From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 15 and 22; and "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton, pages 12 and 13 .

(422 Renovate Incarnate Word
A22 Archdiocese Building as Community Center

From "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," pages 11 - 13


Apple Street, located two blocks from and paral el to Claiborne Avenue, was once a thriving neighborhood friendly commercial corridor. At one time, one could stop at a local bakery or a jeweler located between single and two-family residences. Even just before Hurricane Katrina, a barber shop was successfully operating on the street. After at least four feet of floodwater ravaged Apple street homes and businesses, rebirth has been slow and crime has increased. Connected to well-traveled Carrollton Avenue and Leonidas Street, Apple Street has the potential or neighborhood retail and services and artist venues. Zoning already exists to support such uses. Focus should be at the intersections along Apple Street. A supportive anchor for this type of redevelopment is the recent renovation and reuse of the Ashton Theater as an art studio by a prominent New Orleans artist, Lynn Emery.


## A27

## Redesign Palmer Park

From "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," pages 8, 12 , and 13 .


Renovate Fire Station

From "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," pages 12,15 , and 20


From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," pages 15 and 19; and "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," pages 12 and 13.


A31 Traffic Study for Intersection of From "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," page 20.

## A32 <br> Bicycle Paths along Fontainebleau

From "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," page 13.


Landscape Improvements on
S. Claiborne Ave.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," page 15; and "Neigh borhoods Rebuilding Plan / Planning District 3 / Leon das / West Carrollton," page 18

 Commercial Corridor Study

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," page 15.


Renovate and Re-open Priestly School at Originally Proposed Site on Leonidas St

In 2003, Carrollton United Neighborhood Collaborative surveyed the neighborhood around the abandoned Priestley School at Leonidas \& Birch Streets. The consensus was that the building be repaired and reopened as a high school for Architecture and Construction. Following Hurricane Katrina a Charter cons appor by the Non was approved by open Priestley Schoo of Architecture and Construc tion. The school is operating at McNair School now and will remain in a temporary site during a capital campaign and renovation of the Priestley site. The renovated site will become the nexus of the neighborhood, providing 21st century career-focused education for youth, after school activities for youngsters, recreation for all, training for young adults and under/unemployed at night, and community activities, health care and hope for the entire community.


Landscape Improvements for Carrollton Ave.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Leonidas / West Carrollton," page 18.


The Unifeed New odeans Pla $^{\text {and }}$

From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," page 19


Create Transit Connections among Tulane, Xavier, and Loyola Universities

From "Neighborhoods Rebuilding Plan / Planning District 3 / Marlyville / Fountainebleau," page 13.


B1 Re-convert Harrell Park to
Athletic Field
From "Neighborhoods Rebuilding Plan / Planning District 3 / Hollygrove / Dixon," page 8.


## B2

The aim in maintaining the cemeteries within Dis trict 3 should be to keep the walkways between the tombs free of weeds and other detritus, keep the earth above the graves weed-free and tidy, and gradually clear and lend order to the cemetery grounds. City maintenance to date has only been gouns. grass, and occasionaly, the surrounding sidewalks. Work needs to be done to tidy the cem , Whe cem etereries overall, straightening the walkways and replacing the fencing where needed Surrounding trees should be properly pruned


B4
Down-zoning Study for Industrial Corridor

As the city has changed over the years, some of the areas that were previously zoned for industrial use have become more residential. Industrial uses have gradually moved further out from town. This recov ery project item is concerned with phasing out the inclusion of heavy industrial sites such as the concrete plant on Earhart Boulevard in future redevelopment. These sites would be better suited in other areas where streetscapes, environmental safety are concerns


## Deck Washington Avenue Canal

$B 5$ Develop Open Space

As part of flood control and drainage improvements, convert the existing Washington Avenue drainage canal into a closed pressurized outfall. Use the land created for a linear park, to beautify and provide green space for residential neighborhoods and Xavier University.


B6
Revitalize Earhart Blvd. Corridor

The term "Main Street program" for this projec is mostly concerned with revitalization. There are numerous business, small churches, social services entities that are heavily damaged and abandoned. Locations that have returned are surrounded by the abandonment. The Blue Plate Mayonnaise is an architectural icon and signage landmark for this area Related projects include A. 22 and B. 4


Create Neighborhood Gateway at Vendome Pl. and Jeff Davis Pkwy.

A gateway is proposed to reinforce "sense of place and provide helpful identification. Vendome Place and S. Jefferson Davis run parallel from Fontainebleau Drive and Earhart Boulevard. This is a very well used outlet/ inlet to the neighborhood and connection point to other parts of the city. The neighborhood gateway can consist of both signage and landscap gate The location would ground befor Leningr's business. Re 's business. Related projects include A. 22 and B. 6 .


## B9

Calhoun St. Main Street Program

The goals of a funded Main Street Program for Calhoun, between S. Claiborne Ave. and Fontainebleau Dr. include revitalization, unification and improveDr. include revitalization, unification and improve-
ment. Existing cross streets are dead ends, there are numerous blighted properties and abandoned home and poor street conditions. A zoning change from esidential to a mixed use of residential and compatble businesses would be responsive to these issues. he result of this would provide more pedestrian friendly activities for local residents and students of the nearby universities.


B10
"University Village" Commercial Node Revitalization

Revitalization of this commercial node is extremely mportant to the surrounding neighborhood. The shops and restaurants along Calhoun Street are convenient to residents and students and widely used by both. The vision is an enhanced and improved neighborhood-scale retail corridor much like the current mix of uses on Maple Street. The project will reinforce district wide goals such as dispersion of reinforce district wide goals such as dispersion of neighborhood shopping. The businesses, residents and Tulane Architecture School are currently working
together on designs for urban elements such as seating, lighting, awnings, paving patterns and a plan for infrastructural improvements addressing drainage, street conditions and traffic lights.


Install Traffic Signals on Calhoun St.

These projects are relative to projects B. 9 and B. 10 dealing with Calhoun Street Main street program and dealing with Calhoun Street Main street program and
commercial revitalization. The neighborhood wants to encourage pedestrian access from the university area and also allow safe vehicular access. The strategy behind both of these signals is to stop traffic for a period of time long enough to allow cars and pedestrians to cross S . Claiborne in between the two traffic signals. Another request has actually been to include a pedestrian bridge from the Tulane campus or at least a cross-walk with adequate time to get across the boulevard.


Install Traffic Signals on State St.

These projects are relative to projects B. 9 and B. 10 dealing with Calhoun Street Main street program and commercial revitalization. The neighborhood wants to encourage pedestrian access from the university area and also allow safe vehicular access. The strat egy behind both of these signals is to stop traffic for a period of time long enough to allow cars and pedestrians to cross S. Claiborne in between the two pedfic sigals. Anoth requer two traffic signals. A other for include a pre campus with adequate time to get across the boulevard.


The Unified New Oteans Pla

Improve and Widen Nashville Ave. Neutral Ground

Nashville Avenue between S. Claiborne and Fontainebleau Dr. is currently laid out with four lanes and a very narrow neutral ground. The traffic on this stretch is very light and there are no lights, stop signs or speed bumps to impede motorists from driving excessively past the speed limit of 35 mile per hour. Motorists use Vendome Place and Nashville as a way to cut through to Uptown, which exacerbates the problem. The neighborhood proposes widening the neutral ground as way of calming traffic while also beautifying the area, in the same manner as many of the roads running North to South in this vicinity.


B15
Create Bicycle Lane on Nashville Ave.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Marlyville / Fontainebleau," page 13.


Create Neighborhood Marker / Gateway at Intersection of Jeff Davis and Earhart Blvd.
Gateways are one of the main elements of neighborhood identification, and Broadmoor plans on erecting markers at four key entrance points into the community. They improve navigation within the community and provide a clear indication of the boundaries of the community. The proposed neighborhood marker stands $9^{\prime \prime} 3^{\prime \prime}$ tall and is 9 feet wide. Composed of brick and stone, the lettering will be stone or open with iron lettering.



Re-landscape Neutral Grounds on Jeff Davis, Washington, and Earhart Blvd.

Landscaping improvements on Earhart Boulevard can serve to provide a buffer between this heavy traffic corridor and residences. This can also screen some of the industrial sites and unsightly commercial sites and abandoned buildings. This project also becomes an element within other recovery projects such as B.6, B. 8 are proposed to revitalize Earhart Boulevard and the node of buildings at the entrance to ClaiborneUniversity and Broadmoor. Landscaping, as an element can "soften" the harder edges of the neighborhoods.


## B18)

Develop Student Housing at
Intersection of Jeff Davis and Earhart Blvd. and Connect to Xavier University

A link with Xavier University will be a key element in the building of a community node at the intersection of Jefferson Davis Parkway and Earhart Blvd. Working with Xavier to dovelop student housing at this inter with Xa will help establish a relationship between th section will hestablish a retween the unis partnorship by creating ne . this partnership by creang networks between the Xavier Housing Office and local landlords. This link with Xavier will go beyond simply housing students in the area but will hopefully encourage sustained
educational partnerships. It will also bring a greater diversity of backgrounds into the community in the form of academic students not only from all over the country but also all over the world. Care will be taken to develop buildings that are sensitive to the surrounding residential fabric


B19
Create Community Gardens in area surrounding Intersection of Jeff Davis and Earhart Blvd.
Broadmoor is striving to increase the amount of green spaces, targeting neutral grounds throughout the neighborhood. The neutral grounds at Martin Luther King Jr. Blvd. and South Jefferson Davis Parkway will be re-landscaped and turned into community gardens. Having community gardens gives residents a tangible connection with their neighborhood while simultaneously fostering a sense of community. They provide aesthetic appeal, a sense of pride, a meeting site for Broadmoor's diverse families, a teaching tool for kids, and even provide home-grown food.


Mixed Use Redevelopment of
Intersection of Jeff Davis and Earhart Blvd.
Business in this are that are not returning will be identified and contacted by the Broadmoor Development Corporation to acquire their properties. Mixed use investment will be promoted, focusing on commercial, retail, office and storage spaces. In addition to providing a place for local residents to shop it is important for reestablishing a sense of community that these buildings do not simply sit abandoned for an extended period of time. Job opportunities for residents will be an additional focus.


Develop Broadmoor Recreation Center at Intersection of Jef Davis and Earhart Blvd.
A recreation center is part of the plan for the devel opment of a community node at the intersection of fferson Davis Parkway and Earhart Blerd This or fien Davis Parkway and Earhart Blvd. This recre or center would contain programs for members of the community of all ages. Programs for all ages include a sports field, a gym and an activity center Additionally for children and young adults there would be a playground and music and dance appreciation programs. For adults and seniors there would also be movies and a place to hold social gatherings. A recreation center would help promote will help promote community cohesion and civic pride.


## Create Neighborhood Marker

 Gateway at Intersection of Fontainebleau and Octavia St.Gateways are one of the main elements of neighborhood identification, and Broadmoor plans on erecting markers at four key entrance points into the commuity. They improw navigation with in the community nity. They mprove navigation win the comur com aty. Placing marker at in inse of the community. Placing a marker at the intersection of Fontainebleau and west entrance into the neighborhood. The proposed
neighborhood marker stands $9^{\prime} 3^{\prime \prime}$ tall and is 9 feet wide. Composed of brick and stone, the lettering will be stone or open with iron lettering.


## Create Bicycle Lanes on

B24 Napoleon, Louisiana, Miro, Broad Fontainebleau, and Jeff Davis

The vision of the neighborhood fabric is highlighted by design strategies to promote a safe, integrated community. In addition to implementing core public services to improve street conditions and utilities, green spaces and networks will be improved to provide central areas for neighborhood festivals and improved gateways for neighborhood identification. By promoting bicycle use in our neighborhood we By proct substantial declines in noise and air pollution expect substantial decines in noise and air pollution within Broadmoor. Habitual bicycle-riding promotes ney. This project w improve movement be


Develop New Park on Block Bound by S. Rendon, Eden, S. Lopez, and Elba St

The Broadmoor Improvement Association believes it has a commitment to foster a healthy neighborhood fabric within Broadmoor. The BIA will continue to design strategies to promote a safe and integrated community. The BIA views this responsibility comprehensively, understanding the importance of restoring core services but also the necessity of improving vita neighborhood facilities. The BIA views revitalizing the community's playspots for children as being in keeping with this commitment. The vision for the playspots includes the renovation of the existing playspot at the intersection of Broad, Napoleon, and ontainebleau, but also in creating additional playspots around the community. The BIA proposes one such playspot is proposed for Rendon, Eden, Lopez, and Elba St.


The Unifeed New odeans Pla $^{\text {and }}$

Develop Neighborhood Village at Intersection of Napoleon, Broad, and Fontainebleau St
Broadmoor has a unique distinguishing feature. It has a main wide boulevard, Napoleon Avenue, that intersects with Fontainebleau and South Broad to form a "Y". This forms a nau and South Broad center. It was clear that going back in history, this was the heart of the Broadmoor community. It was he location of two churches, a Catholic school, the ibrary, a market, and a pocket park. While these are technically pre-Katrina conditions, the aftermath of Katrina has created a need to rethink and rebuild. Whereas this natural neighborhood center was underutilized before Katrina, the vision for Broadmoor includes a neighborhood village here that will be a place for activities and integration. It will become a vibrant center for community residents of all ages. The aforementioned intersection of Broad, Napoleon and Fontainebleau is the most public area of Broad oor Buildings in the areall house a range organizations, meeting space and commulty services cluding the BIA offices, museum, art gallery, cafe and adult education facility. The lay art of th, cafe, boduc ed lace wha suggests that there are two natural laces where a Broadmoor "Town Hall" or commu nity/neighborhood center would be built. The first is the Rosa Keller Library and the second is the old "Time Saver" building.



Create Green Market at Intersection of Washington and Broad St
A commercial corridor will be redeveloped at the intersection of Washington Avenue and S. Broad St. and this includes a Green Market in addition to the shops, restaurants and services that will be promoted as part of the Broadmoor Redevelopment Plan. The Green Market would most likely be located in a parking lot near the intersection and would sell fresh produce and flowers, organic foods, jewelry, crafts, and art. This would dramatically diversify the commercial location, supports local farmers and artists, and provides a place for social interaction between community members from all walks of life.


B29
Commercial Revitalization of ntersection of Washington and Broad St. with Focus on Neighborhood Business
The business corridor at Washington and South Broad is intended to be a location for businesses that will cater to nearby residential areas. The area will be down-zoned from Light-Industrial to attract more community-oriented businesses. These shops, restaurants and services will be promoted through the use of financing incentives and appropriate zoning. The BIA is in the process of identifying businesses on the northern border of Broadmoor that will not be re-
suming business operations and are willing to sell. A study will be conducted to determine which properties in the area could be used to accommodate new community facilities such as Broadmoor Recreation Center with interior/exterior activity spaces, including a public swimming pool


B30
Develop Police and Fire Stations at Intersection of Washington and Broad St.

Residents envision a Police Substation and Firehouse at the intersection of Washington and Broad St. that provides security and enhance essential neighborhood infrastructure. These will either be new struc tures or will be renovated using existing structures. The old Bohn Ford property is a potential candidate for the Police Substation and Firehouse. The existing Firehouse Number 3 located behind Pumping Station Number 1 is currently inactive and in disrepair. There is a proposal that property adjacent to the new location for the Police Substation and Firehouse be acquired for outdoor activity space. The park and basketball court adjacent to the Police Station at the Napoleon and Magazine intersection is a good example of such use of space.


Create Neighborhood Marker / Gateway at Broad and Washington Ave.

Gateways are one of the main elements of neighborhood identification, and Broadmoor plans on erecting markers at four key entrance points into the community. They improve navigation within the community and provide a clear indication of the boundaries of the community Placing a marker at the intersec ion of Washington Ave and Broad maks the majo onse into the neighborhood The proposed eighborhood marker stands $9^{\prime} 3 "$ tall and is 9 feet man wide. Composed of brick and stone, the lettering will be stone or open with iron lettering.


Create Interpretive Center /
Neighborhood Welcome Center at Pumping Station \# 1
Pump Station \#1 located on South Broad at Martin Luther King J. Blvd. will be expanded into an operating educational resource for the entire region by using adjacent property for a Pump Station Interpretive Center and Museum. Such a center will be a place for school groups and general visitors to communicate the importance of the pumping system for Broadmoor and New Orleans, and the history of the wood pump.


## Develop New Park on Block

 Bound by Upperline, Cadiz, and S. Tonti St.The intersection of these three streets creates a triangular space that has adequate space for a play spot. The creation of more green space in the neighborhood will not only help to beautify the neighborhood but will create safe spaces for the children of the community to meet and play. A play space at this lo cation will be a positive use of a space that otherwise would remain unused This lot is the perfect size for playground and its placement creates a play ground
in a spot in the neighborhood that would otherwise be out of walking distance of any other play spots.


B34

## Develop Cultural / Education Corridor connecting Keller Library and Wilson School

A key feature of the future vision for the community is a corridor linking Keller Library to Wilson School The immediate neighborhood context around the ture educational and community centers is very diverse. The development plan pays detailed atten en the specific characteristics. The three block ion to these specific characteristics. The three-block tretch of General Pershing Street between the ibrary and the Wilson school is almost exclusively owner-occupied homes. This area will be one of the main pedestrian connectors between the library and the school and will be heavily frequented by children and residents. The sidewalks and crossings in these three blocks will have a pedestrian-friendly design Measures for slowing vehicular traffic and improving ighting will be a priority in this area. The corner of South Miro and General Taylor/Milan Streets is a key area of the Cultural/Educational Corridor because of its proximity to the Wilson School campus. The city-owned Broadmoor community center is currently ocated nearby on General Taylor and South Miro Streets. Residents have expressed a wish for the com munity to reclaim this property and put it to use as a building for activities such as mentoring programs,
interactive senior-children programs, and community service projects. The area also has a number of properties that are currently vacant and candidates for acquisition by the Broadmoor Development Corporation.


Restore Wilson School or Renovate for Community Facility

Broadmoor needs the resources with which to provide its children with top-quality education, and it needs well-designed educational facilities that can create a culture of lifelong education, promote the arts, and increase the vitality of the community. Essential in satisfying this need is the restoration of the Andrew H. Wilson elementary school. The first floo of Wilson was completely flooded, and the second and third floors suffered oxtensive da a from and This fficial FEMA mold. timated the dison is to re信 funds towards its structural rehabilitation, but only enough to restore it to its pre-Katrina status. Wilson was in need of repairs and renovations prior to Katrina; it would need to be upgraded and improved beyond its previous condition in order to effectively serve its students and the community.


Develop New Park on Block Bound by Milan, General Taylor and S. Tonti St.

The Broadmoor Improvement Association believes it has a commitment to foster a healthy neighborhood fabric within Broadmoor. The BIA will continue to esign strategies to promote a safe and integrated community. The BIA views this responsibility compre hensively, understanding the importance of restoring core services but also the necessity of improving vital neighborhood facilities. The BIA views revitalizing the ommunity's playspots for children as being in keeping with this commitment. The vision for the playpots includes the renovation of the existing playspo at the intersection of Broad, Napoleon, and Fontainebleau, but also in creating additional playspots around the community. The BIA proposes one such playspot is proposed for the block bound by Milan, General Taylor, and South Tonti Street


B37
Improve Neutral Ground on Toledano St.

Rehabilitation of green spaces is a critical component of overall community revitalization. Neutral grounds are important for the identity of New Orleans neighare important for the identity of New Orleans neigh
borhoods. They are spaces that residents identify with as part of the public green space network. Grass and trees will be replanted, and borders between the green spaces and the streets will be refurbished. Residents from all over the neighborhood will come together and participate in neutral ground renovation days or weeks. The volunteer component will bring residents from different areas of the neighborhood together around common rehabilitation goals. Landscape lighting is to be installed in the trees to enhance overall appeal and accentuate their presence throughout the corridors of the neighborpresen

mprove Neutral Ground on s. Galvez St.

Rehabilitation of green spaces is a critical component of overall community revitalization. Neutral grounds are important for the identity of New Orleans neigh borhoods. They are spaces that residents identify with as part of the public green space network. Grass and trees will be replanted, and borders between the green spaces and the streets will be refurbished. Residents from all over the neighborhood will come together and participate in neutral ground renovation days or weeks. The volunteer component will bring residents from different areas of the neighborhood together around common rehabilitation goals. Landscape lighting is to be installed in the trees to enhance overall appeal and accentuate their presence throughout the corridors of the neighborhood.


B40
Create Katrina Memorial at Intersection of Napoleon and S. Galvez St.

The residents of Broadmoor wish to erect a marker remembering the five people from Broadmoor who drowned during Hurricane Katrina, as well as honoring all of the residents of New Orleans who perished in the storm. The S . Galvez neutral ground on the down-river side of Napoleon Avenue will be the loca-
tion for this Katrina Memorial. The memorial will be designed with community involvement.


Develop Community Houses along General Pershing St.

A long-term vision for Broadmoor outlines development in the area near the proposed neighborhood village at the intersection of Broad, Napoleon, and Fontainebleau into a cluster of "Community Houses" for a variety of community-oriented educational, arts and public service programs to augment the Broadmoor Cultural/Educational Corridor.


Create Security Grid and Create Security Grid and
Housing for Police throughou Neighborhood
From "Broadmoor Neighborhood
Redevelopment Plan."


## Improve Neutral Ground on Louisiana Pkwy.

Rehabilitation of green spaces is a critical component of overall community revitalization. Neutral grounds are important for the identity of New Orleans neighorhoods. They are spaces that residents identify with as part of the public green space network. Grass and trees will be replanted, and borders beween the green spaces and the streets will be refurbished. Residents from all over the neighborhood will come together and participate in neutral ground enovation days or weeks. The volunteer component will bring residents from different areas of the neighborhood together around common rehabilitation goals. The live oak trees along Louisiana Avenue shall be registered with a live oak registry. Landscape lighting is to be installed in the trees to enhance overall appeal and accentuate their presence throughout the corridors of the neighborhood


Pedestrian-oriented Enhancements along S. Claiborne, Napoleon Fontainebleau, and Broad St.

Designs will be implemented to create a pedestrian friendly environment Green belts will be created or enhanced using new trees and existing neutral grounds. Appropriate lighting will be installed along all neutral grounds to make them more secure and pedestrian friendly. Benches, traffic-calming initiatives, pedestrian signals and signage, and trash receptacles will be installed to facilitate foot traffic through the community. Brick crosswalks will better highligh pedestrian crossing areas. The implementation of green spaces throughout the neighborhood will also make the area more aesthetically pleasing and thus promote transportation by foot. Walking throughou the neighborhood reduces noise and air pollution as well as promoted good health through exercise


## B45

Create Neighborhood Wifi Service

With minimal sponsorship, fiber-to-the-node will be run within the neighborhood to provide high-bandwidth internet access for a nominal fee. Bellsouth is purportedly delaying the return of phone service to many areas of the city while it replaces corroded copper wire with insulated fiber optics. Earthlink has agreed to build out a citywide network, initially over 15 square mile area, to eventually cover populated area of the city. Residents able to access the service will have free 300 Kbps access, with embedded advertisements. In the alternative, users have the option to pay approximately \$20 per month for symmetric 1 Mbps access. Southern portions of the neighborhood already have access to this network.


B47
Encourage Home Ownership Programs in Broadmoor

Broadmoor will implement a Home Ownership Enhancement Program that will provide the reasons, opportunity, and special incentives for qualifies individuals to buy a home in Broadmoor. This program will provide assistance to potential home-buyers and information about the community. The community currently provides or has plans to provide individual
and families the opportunity to satisfy their essentia and non-essential needs, both social and personal. This includes all age groups, and includes the dis abled. The Broadmoor Development Corporation $(B D C)$ is working with the BIA to provide information and opportunities for individuals to select and purchase a house in Broadmoor. The Housing Information Office will promote substantial housing programs such as grants to back-fill funding gaps to help homeowners rebuild, grants and loans for elevating homes, preferential mortgages, as well as fundraising and program implementation.
 Claiborne and Napoleon Ave.

Revitalization of the green spaces along S. Claiborne and Napoleon Avenues will improve the streetscape and help in promoting the commercial development of the area. This intersection will be consist of the primary entrance into Broadmoor neigh primary entrance into the Broadmoor neighborhood ge aestheic improvements of the zone sig nificant to the neighborhood fabric.


B49 Develop Light Rail on
S. Claiborne Ave.

The plan developed by Bring New Orleans back Commission included a light rail on S. Claiborne Avenue. This can be a very positive way to redevelop mass This can be a very positive way to redevelop mass
transit regionally and locally given the fact that $S$. Claiborne is a major circulation artery. It can connec with the street car on Carrollton and other transit to Jefferson Parish and Mid City and downtown. Stops along the route would benefit neighborhood destinations such as project B.10. Many residents are in support of using a "street car" as a light rail system.

$\qquad$
S. Claiborne Ave. Zoning

Overlay Study
S. Claiborne is a major thoroughfare and state highway that links Jefferson Parish and Uptown to the Downtown area. Concerns include the risk of developers moving in to include incompatible build ing types within the areas that are residential. These might include commercial strip centers, high rise buildings or infrastructural components. Other con cerns have to do with haphazard and aesthetically unpleasing redevelopment of damaged properties. Zoning should only allow redevelopment to be compatible to the residential areas, where they exist. This may also be handled by means of a design review board.


Create Broadmoor Neighborhood Gateway at Napoleon and S. Claiborne

Gateways will be created at four key entrance points into the neighborhood with signs indicating the beginning of the Broadmoor neighborhood. Paricular emphasis will be placed on the design of the entrance at Napoleon Avenue and Claiborne Avenue as the primary neighborhood gateway. The neighborhood gateways will be important in creating and sustaining the neighborhood fabric, aiding as well in signage and wayfinding


Create Freret Neighborhood Gateway at Napoleon and S. Claiborne

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," page 28


## B53 <br> Commercial Revitalization of . Claiborne Ave

The commercial improvement corridors will focus on development of the neighborhood's commercial assets by location. The businesses at the community node of S. Claiborne Ave. and Napoleon Ave. will work together with the Broadmoor Community

Development Corporation (Broadmoor Development Corporation) to determine needs for upstart businesses and promote the beautification of existing businesses. In addition to enhancing the economic aspects of this area, significant improvements will be made to the physical environment of the area. Claiborne is a commercial center: The businesses in the area will be encouraged to return, and infrastructur improvements will be implemented. Business owners will be contacted and offered assistance in revitalizing their businesses and improving storefronts. In the surrounding area, pedestrian crosswalks and amenities will be designed to facilitate patronage of businesses in the commercial center, as well as neutral ground landscaping. The medical district comprising of a primary health clinic and pharmacy services will also contribute to this community node


B56
Limit Medical Uses in Freret to Existing Sites

Currently the zoning for hospitals (MS) extends well Currently the zoning for hospitals (MS) extends wel
beyond the boundaries of the hospital on the west side of Napoleon. On the east side of Napoleon the medical office zoning (RO) extends deep into the Milan neighborhood. While we are happy to have the medical industry in the neighborhood, the "bleed
over" these zoning type allow for uses which can be a detriment to the residential character of the neighorhood. To prevent non-intended uses the MS and RO zonings should be limited to those areas which re currently being used for medical uses, and those residential areas which do have MS and RO zonings should be rezoned back to a residential zoning.


B57
Develop New Playground at Palmer and Magnolia St.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Audubon / University," page 13


B58 Revitalize Bank at Jefferson
Ave. and Freret St.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Audubon / University," page 14.


B59
Jefferson Ave. Traffic Calming Study

From "Neighborhoods Rebuilding Plan / Planning District 3 / Audubon / University," page 12


B60
Develop Community
Policing Center
For a number of years prior to Katrina, and continuing to this day, parts of Uptown, Freret, and Milan have had a persistent crime problem. To better
combat this, we would like to create a community policing center. This center would be centrally located within the community, possibly in conjunction with Oschner at Baptist Hospital Campus or in a free standing structure of its own. The community policing center would serve to increase police visibility in the area, allow officers a secure location at which to use restroom facilities, do paperwork, conduct surveillance, and use as a forward base of operations.

(81 Add Trash Receptacles to Freret St.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," page 12.



## Create Community Center on Freret St.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," page 12


## B63

Create Farmers Market on Freret St.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," pages 12 and 15


Improve Evans Playground

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," page 12

$B 67$
Valence St. Traffic Calming Study

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," page 13


Improve Samuel Square Playground

Samuel Square Playground straddles Napoleon Ave. Currently the west side of Samuel Square is partly set aside for play equipment for small children, which is currently in disrepair. The east side of Samuel Square is primarily a field with a slab for a basketball court n one side. This park is important for both the im and health of the neighborhood due to its size age and health of the neighborhood due to its size should be impred with new play equip
$\mathbf{D}_{\text {The Unified New Oteans Pla }}$
andscaping, and paths. The eastern side of Samuel Square should be redeveloped for field sports.


B69
Landscape Improvements on Jefferson Ave
rom "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," page 12


B71
Landscape Improvements on Napoleon Ave.

Rehabilitation of green spaces is a critical componen of overall community revitalization. Neutral grounds are important for the identity of New Orleans neighborhoods. They are spaces that residents identify
with as part of the public green space network. Grass and trees will be replanted, and borders between the green spaces and the streets will be refurbished. Residents from all over the neighborhood will come together and participate in neutral ground renovation days or weeks. The volunteer component will bring residents from different areas of the neighborhood together around common rehabilitation goals. The live oak trees along Napoleon Avenue shall be registered with a live oak registry. Landscape lighting is to be installed in the trees to enhance overall appeal and accentuate their presence throughout the corridors of the neighborhood.


Bicycle Lanes on Napoleon Ave and Freret St.

From "Neighborhoods Rebuilding Plan / Planning District 3 / Freret," pages 6


Create Community Center at Old Ben Franklin School / Old Carrollton Courthouse
This stately building housed the Ben Franklin School prior to the storm but now has been decommissioned by the Recovery School District. Its central location on Jefferson Avenue makes it an ideal candidate for adaptive re-use as a Community Center, with neighborhood-oriented activities such as child and elder care, meeting facilities, recreation space and technology resource center.


C2 Improve Daneel Playground

This playspot and green space is intensively used and well loved. Much of the equipment is worn and in
disrepair however, and the landscaping has suffered from undermaintenance well prior to the storm. This green space needs investment in both of these areas, as well as additional pedestrian amenities such as benches.


C3
DePaul / Tulane Health Center Redevelopment Study

This property is a pre-existing non-conforming use within a residential district. Redevelopment of the site should be studied carefully to relate to the scale and massing of the surrounding residential fabric and to assure adequate supply of parking. New/different uses at this site should not be more intensive than he current use which is not disruptive to adjoining residential areas


### 6.13




Develop Sustainable Industrial Park in Partnership with Gert Town and Zion City
Type of Project: High Recovery Value
Category: Community Facilities
Area of Project Impact: District-wide / Neighborhood
Project Location: District 4
Project Description:
The project seeks to revitalize the Zion City neighborhood and the B.W. Cooper public housing area through the following urban interventions:

1. Identify a street grid that works for both the site and the general surrounding area
2. Create strong nodes ("bookends") at the western and eastern edges of the overall site - to the west, a proposed open-air fresh food market and to the east, Booker T. Washington High School and 13 acres of playing fields.
3. Create linkages between proposed and existing parks and open green spaces via greenways and boulevards (along Earhart and Erato) that extend into and through the different neighborhoods These links would help the circulation in these areas as well as eliminate the perceived notion of walls around public housing

## Anticipated Outcomes.

The goal of the project is to visually and physically integrate the public housing of B.W. Cooper into the community and increase opportunities for a better quality of life for the residents of B.W. Cooper, Zion City and the surrounding area. The project will remove the isolation created by these boundaries and create linkages and economic opportunities. South Broad is currently a barrier that separates two neigh borhoods but now offers an opportunity to bring them together and provide new commercial development and resources.


Occupied
Vacant


Future Industry Training Center


Proposed Industrial Park


Views of proposed boulevard (left and right)

View of proposed boulevard (top);view facing

Revitalize Gert Town: New Town Center and Community Facilities
Type of Project: High Recovery Value Category: Community Facilities Area of Project Impact: Neighborhood

Project Location: District 4
Project Description:
Within the Gert Town neighborhood there are 3 different community facilities that were destroyed as a result of flooding. They include the Gert Town Pool, Bolden Center and Detiege Center. This project would include the replacement and refurbushing of these community facilities - centered around Pine and Olive streets - creating a new town center around them. This project would also include additional community facilities that would have a strong relationship with the Terrell Elementary Schoo with an emphasis on education for the residents of Gert Town - pre-schoolers, children, teens, adults and seniors. The existing and proposed community acilities would be connected and adjacent to other significant open spaces within the neighborhood. hese facilities would also have a strong relationship o proposed greenways, circulation (pedesterian bicycle and vehicular) routes that would help create nd frame a new town square.

Anticipated Outcomes:
A town center with different community facilities would help restore the historical and cultural importance to this neighborhood and offer a strong foundation for growth and stability. The different community facilities will help establish a strong town center for the Gert Town neighborhood and serve as a catalyst for economic development while creting a sense of place that embraces the past and looks to the future.

## Neighborhoods Diagram



Streets / Connectors:

- All streets to be tree lined
- Repair sidewalks on all streets
- Additional and or new street lights on all streets
- Create bridge over Palmetto Canal with an extension of Genois Street

Public Spaces / Open / Green Spaces

- Spaces to be accessible to all residents
- Spaces to be sized according to the required designed event(s)
- All outdoor spaces to be well-lit and maintained.

Existing Community Buildings:

- The following existing community facilities are to be renovated and restored:

The Gert Town Pool
The Balden Center
The Detiege Center
Neighborhood Gateways:

- The following intersections are to be gateways into the Gert Town neighborhood with lighting special signage, landscaping and paving:
S. Carrollton Ave. and Pine Street
S. Carrollton Ave and Washington Ave Washington / Pine and Jeff Davis Parkway


## Neighborhood Plan



## LEGEND

1. Neighborhood Retail / Pharmacy
2. Social Services
3. Assisted Living
4. Elderly Housing
5. New Town Center
6. Mardi Gras Indian Museum
7. Bed \& Breakfast
8. New Attached Housing
9. Enclosed Swimming Pool and Recreation Area
10. School for the Functional Arts
11. K-8 Charter Campbell Elementary School and Community Center
12. Digital Research Center
13. Detiege Center
14. Xavier Art Studios / Neighbohrood Art Gallery
15. New Neighborhood Mixed Use Development
16. Xavier Recreation Center
17. Xavier Continuing Education Facilities
18. Greenspace on Site of Relocated Business
19. Renovated Gert Town Playground
20. Herbal Gert Town Playground
21. Gateway Park
22. National Youth Apprenticeship / Construction Skill Training Center
23. Workforce Housing
24. Neighborhood Commercial Property
$\square$
$\square$

| Residential | $\square$ |
| :--- | ---: |
| Medium Density |  |

Insitutional (Private)

Residential
High Density
Commercial
$\square$


Guidelines for the Palmetto Canal:

- Maintain and preserve it as an infrastructure element to store and drain water
- Cover it with a combination of hardscape and green surfaces
- Make it safe for children
- Allow for a number of uses that would include but not be limited to the following: walking / jogging; biking; sitting; outdoor art displays; group performance activitie

Guidelines for Residential Structures:

- Existing residential structures to be renovated and preserved
- Proposed new residential structures to be similar in character
- Proposed new structures are to be built with sustainable materials where possible

At present, the Gert Town neighborhood suffers primarily from two major concerns:

1. Non-compatible uses located within a residential neighborhood
2. A lack of communication with neighboring Xavier University

Historically, Gert Town was home to a number of industrial and commercial land uses complicated by bisecting railroads. Today, there are proportionately more residential uses in this neighborhood where industrial site still but should not exist. This situation impairs the daily life of the neighborhood and its ability to grow into a strong, historically rich and important area.

The second concern is the community's relationship with Xavier University. While the Gert Town could and should be enjoying the benefits of a strong "town and gown" relationship with the campus, the neighborhood has remained isolated within its boundaries.


The proposed plan seeks to create a land use approach that would allow the residents in Gert Town to live, learn and play in an environment free from the dangers of industrial sites. These existing sites could be relocated to a nearby planned industrial area, leaving free lots that could be reprogrammed for more suitable neighborhood uses (i.e., open green spaces for passive and active recreation, learning centers and/or mixeduse). The abandoned railroad tracks could be converted to walking and bike path through the national Rails-toTrails program. An extensive environmental (EPA) study should be conducted on selected sites throughout the neighborhood. The plan would also consider covering the canal so as not comprise its function but to maximize its use as a shared greenway/hard-surfaced area that could be utilized by the residents of Gert Town Neighborhood, Xavier Triangle, Zion City and Xavier University.

This project will also clearly identify areas for its primary users: the residents of Gert Town and Xavier University. The plan seeks to transform boundaries/ edges into elements of connectivity.

The area north of the canal is primarily that of Xavie except for an area known as the Gert Town or Xavier Triangle). The plan proposes to extend Genois Street (from within the Gert Town community) bridg ing over the the canal into the residential community within the Xavier area, thus creating a link between the two residential areas.

While the proposed plan for Gert Town can easily be presented in three different zones (Xavier University, the Shared Area and the Gert Town neighborhood) the primary objective is to find opportunities of interaction, connectivity and linkages. Both the University
and the neighborhood would benefit greatly from a strong "Town \& Gown" relationship

While Pine Street is a primary street within the Gert Town neighborhood, it also becomes a corridor (via bridge) into the heart of Xavier's campus. This plan also proposes the extention of Genois St. into the area known as Xavier Triangle thus creating another bridge of the residential elements of both Xavier University and Gert Town

While the Shared Area is bound by the Palmetto Canal to the north and the proposed greenway (Rails-to-Trails program to the south), this area has the potential to become a major element within the Gert Town neighborhood. The area offers a number of different opportunities for diferent uses. They would include but not be limited to the following
$\qquad$


BOLDEN CHILD CARE CENTER


PROPOSED SITE FOR TOWN SQUARE WITH ELEMENTARY SCHOOL IN BACKGROUND


CITY PROPERTY @ PINE STREET, SITE OFPROPOSED ASSISTED LIVING


TREE MEDICS SITE AND PINE AND EDINBURGH STREET
physical activities / Xavier Athletic Center, YMCA for the neighborhood, different community facilities, an arts studio for Xavier students with a gallery for the neighborhood, small hotel and senior living center. New Town Center

The true heart of the neighborhood will be located at Olive \& Pine streets. This town square-like area would be an open space surrounded by small scale commercial / retail elements.

This plan focuses on the overall residential fabric of Gert Town as well as the diversity in residential programming / housing / living that can be achieved This plan also seeks to preserve and celebrate the unique residential / housing fabric. The renewed / renovated fabric offers a number of living opportuni ties, for both rental and ownership housing.

This plan increases the connectivity with other parts of District 4 by celebrating the opportunity for gateways into the neighborhood at Washington Ave. and Earhart Ave. along Carrollton Blvd. and in the neutral ground at the intersection of Jeff Davis / Earhart and Washington Blvd.





A2
Landscape and Streetscape Improvements on
S. Carrollton Ave.

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 16.


A4
Improve Cuccia Byrnes
Playground

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 11


A5 Earhart Blvd. Commercia
Corridor Revitalization /
Zoning Study
From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 24.


Extend S. Carrollton Ave Streetcar Line

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 19.


## Redevelop Carrollton

A12 Shopping Center
From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 23


Renovate Mary Church Terrell
Renovate Mary Church Terrell
Elementary School and Create K-6 School

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 19


Create Child Development Center Health and Social Services, and Senior Housing at Pine \& Olive St

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 24


A18
Improve Norwood Thompson Park

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 11


Renovate and Build New Housing on Reconfigured Audubon Blvd. and Audubon Ct

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 26.


A21
Develop New Gert Town Park Spaces

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 16


Develop Worker Housing on S. Clark St.

From "Neighborhoods Rebuilding Plan / District 4 Gert Town," page 26


Landscape Improvements
Greenway Node on Washington Ave.

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 20.



Landscape Improvements on Jeff
Davis Neutral Ground / Create Neighborhood Gateway

From "Neighborhoods Rebuilding Plan / District 4 / Gert Town," page 20.


Improve Pedestrian Streetscape
Amenities at Pine St., Olive St., and
Erato St. in Gert Town and S. Genois St. in Zion City

From "Neighborhoods Rebuilding Plan / District 4 Gert Town," page 20.


B1
St. Patrick's Park Redesign

From "Neighborhoods Rebuilding Plan / District 4 / Mid-City," page 15.


## Improve Thurgood Marshall School

From "Neighborhoods Rebuilding Plan / District 4 / Mid-City," page 21.


### 6.14

## target recovery zones

Office of Recovery Management

C. Ray Nagin

MAYOR

## CITY OF NEW ORLEANS

MAYORS OFFICE OF COMMUNICATIONS
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## FOR IMMEDIATE RELEAS

March 29, 200

## City Announces First 17 Target Recovery Zones

## Areas Will Attract Investment, Residents to Key Resources

NEW ORLEANS, LA (March 29, 2007) - Dr. Edward Blakely, Executive Director of Recovery Management for the City of New Orleans, today announced the first 17 targeted recovery zones that will spur redevelopment and accelerate our recovery. The zones will be built around public assets in key business corridors in an effort to generate further private investment from developers.
"These recovery zones represent a critical component of our rebuilding, "said Mayor C. Ray Nagin. "We will continue to leverage our limited resources to accelerate our recovery. Our citizens will benefit from the higher quality of life that will result."

Target areas are consistent with the development approaches citizens suggested in earlier redevelopment plans, such as the Unified New Orleans Plan, the Lambert Plan and the Bring New Orleans Back Commission plan. The city will provide loans and other incentives to developers interested in investing in key locations within the zones. The zones are generally high visibility sites, with sufficient land and other assets. They also have a high potential to attract investors and possess adequate resources to catalyze development such as schools and libraries.
"The development zones will spur activity from investors," said Blakely. "When one area starts to do well, investors will want to invest nearby. This will allow the city to redevelop wisely and will help residents make smart choices about where to rebuild.

The zones take three formats

Rebuild areas have experienced severe destruction of physical structures and social networks. These areas will require major rebuilding, or significant public and private investment in order to recover

Redevelop areas are places where some recovery components and resources are already present. They have a high potential for attracting investment and acting as a catalyst for further redevelopment and recovery of the affected community.

Renew areas include specific projects that require relatively modest public intervention in order to supplement work already underway by the private and nonprofit sector.

Each development zone is approximately one-half mile in diameter, although the area can vary slightly. The first zones are:

## Rebuild

1. New Orleans East Plaza
2. Lower Ninth Ward

## Redevelop

1. Carrollton Avenue at Interstate 10
2. Harrison Avenue (Canal Boulevard to City Park)
3. Gentilly Boulevard at Elysian Fields
4. St. Bernard/ AP Touro at North Claiborne Avenue
5. Broad Street at Lafitte Greenway/Treme
6. South Claiborne Avenue at Toledano

## Renew

1. Canal Street (Downtown)
2. Broadmoor (R. Keller Center and Library)
3. Tulane Avenue at Jeff Davis (Comiskey Park)
4. O.C. Halley Corridor
5. Bayou Road/Broad Street Cultural Corridor (Market Building)
6. St. Roch Street (Market and neutral ground)
7. Freret Street (Farmers Market)
8. R.E. Lee at Paris Avenue (Lake Terrace Center improvements)
9. Alcee Fortier Street (Street Beautification)

In addition to the recovery areas, the City plans to invest in projects throughout New Orleans. These include park improvements, street and traffic signals and other programs designed to spur investment and enhance the quality of life.

## --END--



Economic Development


### 6.15

## bring new orleans back commission executive summary

## REBUILDING NEW ORLEANS

## C. Ray Nagin, Mayor <br> City of New Orleans

Bring New Orleans Back Commission Co Chairs Mel Lagarde and Barbara Major


## Dear Citizens and Stakeholders:

It is with tremendous appreciation to the members of the Bring New Orleans Back Commission, the dozens of committee members, and the thousands of citizens participating in the planning process that I offer this plan for Rebuilding New Orleans.

The planning process of the past six months has been arduous, at times insightful, at times anguished, but at all times focused on the challenges of rebuilding a safe, viable and equitable New Orleans that all citizens can return to and reclaim their citizenship as members of this unique city that we call home.

The plan presented here takes the best thinking of the Bring New Orleans Back Commission coupled with the remarks, comments, criticisms, and recommendations of the citizens, and provides an overarching framework recommendations of the citizens, and provides an overarching framework
for rebuilding, the details of which will be filled in during the comprehensive neighborhood planning process

For our neighborhoods, the plan invests where the citizens are investing rebuilding communities in partnership with the stakeholders of the communities. For our children, the plan invests in teaching and learning, with public education restructured to drive the dollars to the classroom. For our economy, the plan prioritizes the citizens, investing in the skills, talents, experience, expertise and ambitions of New Orleanians, and closing the gap between the "haves" and the "have nots" that has so characterized our city for decades. For our future, the plan looks outside the box to new technologies and emerging industry sectors that have the potential to create high-skill and high-wage jobs.

We have an opportunity to turn our pre-Katrina dreams into post-Katrina realities as we rebuild this great city. But it will take all of us working together - to return, to rebuild, to reinvest.

Rebuilding New Orleans,
Land Use Plan .....  .1
Levee and Flood Protection. .....  .4
Public Transit. ..... $\ldots .7$
Criminal Justice ..... 10
Culture
Education. .....  15
Health and Social Services .....  .18
Economic Development .....  21Government Effectiveness
Attachments
A.

BNOBC Land Use Committee ReportA.
B.
CB.
C.
D. BNOBC Infrastructure Committee Report

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$$ NOBC Culture Committee Report

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Mt. Auburn and Associates Economic Development Recommendations BNOBC Government Effectiveness Committee Report .1326

New Orleans will be a sustainable, environmentally safe, socially equitable community with a vibrant economy. Its neighborhoods will be planned with its citizens, and connect to jobs and the region. Each will preserve and celebrate its heritage of culture, landscape, and architecture.

## OVERVIEW

Hurricane Katrina was a natural disaster However, we know that what happened in August was not just an act of nature, but also multiple failures in the levee system. If not for those failures, flooding would have been minimal and it would have been short. In fact, what happened is that deep water stood over a long period of time in large areas of the city. These conditions persisted for weeks until the breaches were closed and the pumps removed the water. Deep standing water, particularly if it is
brackish is far more destructive than a hort immersion. Approximately one half of New Orleans households had over four feet of floodwater. Only those areas that are green had less than two feet of water. Even as little as two feet of water can destroy machinery and electrical systems. This is the largest disaster in national memory, probably in the history of the nation. Not only New Orleans, but an area of approximately 92,000 square miles - a little smaller than Great Britain - was affected.

FRAMEWORK
The plan provides a framework for rebuilding New Orleans encompassing six key points:

1. Providing flood and storm water protection for all neighborhoods;
2. Helping residents to rebuild their neighborhoods by providing the information and expertise needed to plan community rebuilding
3. Investing in neighborhoods that residents want to return to and rebuild
4. Ensuring that residents in heavily flooder areas that don't want to rebuild get $100 \%$ of the pre-Katrina market value of their homes;
5. Connecting the New Orleans neighborhoods with bus routes, street cars and light rail; and
6. Commitment to no less than $25 \%$ of CDBG funds for development of affordable housing and potentially as much as $33 \%$.
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HIstoric Districts
A commitment to preserving and protecting our historic districts is vital to maintaining the character of the city. The Mayor's plan calls for federal and state tax credits for rehabilitation of commercial and residential structures within historic districts.

## Quality, Affordable Renta

 HousingThe plan calls for the development of safe and viable mixed-income communities that include quality multi-family housing, affordable housing and housing to meet the needs of New Orleans senior citizens.

Neighborhood Planning Process
The neighborhood planning process will be open to all residents and special arrangement will be put in place to ensure the citizens living in other cities can participate in the planning process. In addition to the residents, planners, architects, urban design and housing specialists, environmental specialist and finance experts will be provided to each community to be a part of the planning team. Each team will have four months to plan their new neighborhood.

Because neighbors are the most important part of any neighborhood, planning teams, including both residents and experts must determine if the citizens want to return.

- A commitment to rebuild must be a partnership between the citizens and the city
- In areas where residents want to come back to their neighborhood, the city will invest in rebuilding and the planning team will design a safe and viable neighborhood including schools, parks, retail and places for service delivery.
- Homeowners in these neighborhoods not wishing to return will have the opportunity to sell their homes in the open market or to an entity that will use the land for public infrastructure (like schools and police stations), redevelopment, or green space that supports the flood protection system and keeps the neighborhood safe.
- In areas where enough of the residents want to return to their neighborhood, the homeowners will have the opportunity to sell their home on the open market or to accept a buy-out through the state and federal government. The land will then be available for public infrastructure, redevelopment and green space.
- Residents that elect to sell but who wish to remain in New Orleans will have the option to relocate to another nearby neighborhood or another neighborhood in the city.
- The process is driven by the residents and the willingness of residents to reinvest in their neighborhoods.

While many of New Orleans citizens are ready and able to return home, there are some citizens that are not ready to return at this time and some that don't intend to return at all. As well, with fewer residents and homeowners, the tax base of the city will be smaller and the ability of the city to provide essential services will be decreased.

The neighborhood planning process is intended to better ensure that city services such as police, fire, sanitation, etc. can be provided for all neighborhoods. Additionally, the process is intended to provide protection for homeowners' property values by better ensuring that all the property in the neighborhood is redeveloped and not left to become blighted.

## Transit

Experience in other cities indicates that light rail and high speed transit is the most effective way to connect citizens to jobs, to improve the value of real estate, and to support community economic development. The plan includes:

- Building on and expanding the existing streetcar system into a "loop" network throughout the city; and
- Building a light rail streetcar line that links New Orleans neighborhoods, including East New Orleans and Ninth Ward neighborhoods, to the CBD, and the airport.

Parks and Open Space
Parks and open space not only make our neighborhoods look and feel better, they also enhance our property values and provide an added measure of flood protection. The Mayor's plan calls for restoration and maintenance of existing parks to be the priority, with the development of any additional parks coming from the neighborhood planning process.


Our citizens, their families and property are secure from intrusion by, and damage from water, whether river, rain or sea.

OVERVIEW
"The bulk of nearly $\$ 3$ billion allotted to the Army Corps of Engineers under a huge spending bill signed by President Bush will pay for building and restoring levees along waterways from Lake Pontchartrain to Venice, with nearly one-third going to rebuild local parish levees to their original design heights.
"Under the law, the corps will spend more than $\$ 1.1$ billion to return levees, floodwalls and giant drainage pumps, which typically are maintained by local or state authorities, to their pre-storm status or better, while the remainder will be split mostly to expedite the agency's ongoing hurricane projects and to study flood control in south Louisiana.
"Also designated under the corps' allocation is almost $\$ 320$ million to complete five projects authorized by Congress. Included are $\$ 120.6$ million to build Lake Pontchartrain canal levees as high as 15 feet and $\$ 32.5$ million to erect levees as 1 as 17 feet east of the Mississippi River in Plaquemines Parish. Most costly is a $\$ 147.6$ million allocation for the West Bank \& Vicinity Hurricane Protection Project, which aims to fortify the 64 -mile system of barriers that prevent storm surges from Lake Cataouatche and Barataria Bay from inundating West Jefferson and Algiers with 16 feet or more of water.
"Further, $\$ 37.3$ million is earmarked for rushing completion of coastal restoration, hurricane protection and flood control studies in areas including the Louisiana coastline and Plaquemines, St. Bernard and St. Charles parishes. The costliest study -- $\$ 12$ million - would consider the best engineering options for providing Category 5 hurricane protection to Louisiana.

Plans for Enhancing Flood Protection
In addition to the current actions being taken by the Army Corps of Engineers, the plan calls for the following items and recommendations to the Army Corps of Engineers for consideration and discussion. These are additional suggestions to complement the current work and plans of the Army Corps of Engineers:

- Utilize secondary systems of protection, including raised railroad beds throughout the city. This includes replacing underpasses with overpasses or installing flood gates in the underpasses, overpasses and crossing the tracks at ground level. The improved railroad "levee" could be joined with the outfall canal levees and other internal floodwalls to create

containment areas, which isolate floodwaters and prevent them from migrating unimpeded all over the city.

Immediately install jetties across the mouths of its canals to protect the pumping stations from a direct hit.

Move the pumps or construct new pumping capacity at the Lake end of the canals, thus cutting off the free flow of
water from the Lake to the interior of our neighborhoods.

- Barge/Bow Thruster Pump Solution: A barge would be submerged near the mouth of the canal, integrated with a protection levee. A set of dolphins or a frame would be pre installed around the sides and bottom of the canal and the barge would be attached, tongue and grove like, to the frame and submerged there. But inside the barge, powered by 12 kilowatts of like, therated electricity would be 6 powerful bow thruster pumps, which accelerate the flow to gene lake. This barge/bow thruster pump solution could also be used in the Orlens and London Avenue Canals.
- Dam the north end of the Industrial Canal at the Seabrook Bridge and integrate the dam with the levee system, thus closing a major throughway for floodwater into the city. A floodgate or lock could be installed later.
- A weir, or flood control structure with a gap 175 feet wide to accommodate ships with 28 foot draft, can be placed across the merged channel of MRGO and the Intracoastal Waterway near Paris Road. In case of an impending storm, both waterways would be closed to

traffic. A floating flood gate, a barge, specially designed to fit in the $175 \times 28$ foot gap, using a "tongue and groove" like mounting, would be maneuvered into the gap, submerged by its own self-contained pumps and secured to the weir. Upon the all clear, the gate could reverse its pumps, raise itself and be moved to its standby mooring, reopening both waterways for maritime traffic. This will provide the same level of protection as closing MRGO, until it can be decommissioned by the US Army Corps of Engineers.
- Erect the Corps' Lake Pontchartrain Barrier Plan, which incorporates front line levees and floodgates, which reach from Eastern St. Tammany Parish, across the Chef and Rigolets to floodgates, which reach from Eastern St. Tammany Parish, across the Chef and Rigolets to lower St. Bernard Parish. This would be the main man-made deterrent to flood and would giving us triple protection.
- Restore the wetlands so they can provide the real solution to storm surge protection. We are urging Congress to share off-shore oil and gas lease revenues so the state can self-fund the program.


## PUBLIC TRANSIT

We will build a regional public transportation system that will provide safe, timely, efficient, courteous, cost effective service to all the citizens of the region, including those with disabilities. The system will be managed by experienced, professional transit personnel with accountability and transparency to the public which it serves.

## OVERVIEW

The Regional Transit Authority (RTA) was established in 1983 when the City of New Orleans took over the public transit system from New Orleans Public Service (now Entergy). At the time, the RTA was created as a subdivision of the State of Louisiana rather than the City of New Orleans in order to create a truly regional transit system. RTA has authority to operate service in New Orleans and Kenner.

Today, the RTA is carrying approximately $50-60,000$ people per week on 27 routes in Orleans Parish. This is only $5-7 \%$ of the pre-Katrina ridership of 855,000 per week. The "Louisiana Swift" transit service from Baton Rouge to New Orleans, instituted by RTA post-Katrina, carries about 260-300 riders each weekday. Over 20,000 have used this service since inception. On December 18, RTA restored service to its \#2 Riverfront Streetcar line and partially restored service to its \#45 Canal Streetcar line (from Crozat \& Canal to the French Market). Both lines use the historic St. Charles streetcars for this service, which is free to riders. FEMA is currently paying the operating costs.


During the storm, more than 250 brave RTA drivers and administrative staff stayed in New Orleans to assist in the city's evacuation plan. The day after Katrina, they were forced to rescue themselves by swimming out of the RTA's Canal Street facility and evacuating themselves to a shelter in Baker, LA.

Currently, many of these drivers and mechanics are helping with increased demands at Baton Rouge's Capital Area Transit System (CATS). Together, CATS and the RTA asked FEMA for emergency funding and were granted $\$ 47$ million for emergency public transit services in Baton Rouge and New Orleans. This funding has a finite time limit of 6 months

PLAN FOR Re-engineering RTA
The plan for re-engineering includes route management, capital asset management and regionalism and includes:

- Providing services to the most densely populated areas where need is greatest and where transit services are most economically viable.
- Restructuring capital asset requirements to meet population and demographic shifts in the Greater New Orleans area
- Designing a truly regional authority with equal representation for all the parish entities with the Regional Transit Authority Board of Directors representative of all participating parishes.
- Providing inter-parish commuter transit services. Inter-parish commuter services could utilize a new standard of transportation, including over-the-road coaches with computer access, closed-circuit televisions, and handicap accessibility.
- Continuing to provide services in Baton Rouge with CATS through a cooperative endeavor agreement.
- Determining how to combine capital assets in the most efficient way to provide seamless transit services in a multi-parish area.

ACTION PLAN
The following action items constitute the immediate, short-term and long-term plans for restructuring and reviving the public transit system in the Greater New Orleans Area Immediate

- Determine the level of service required for Orleans Parish.
- Determine the level of service required for St. Bernard, Jefferson, St. Tammany and St. Charles Parishes.
- Determine the level of service required for East Baton Rouge Parish in continuing support of CATS.
- Determine the feasibility of continuing LA SWIFT commuter service between Baton Rouge and New Orleans
- Re-engineer RTA based on expected Orleans Parish service levels.


## Short Term

Request an extension of the current FEMA contract.

- Negotiate a continuing cooperative agreement with CATS
- Negotiate regional transit services with St. Bernard and Jefferson Parishes.
- Negotiate commuter transit services with St. Charles and St Tammany Parishes.


## Long Term

- Evaluate possibilities for additional streetcar lines, such as Rampart Street.
- Evaluate possibilities for commuter rail services between Baton Rouge and New Orleans.
- Reevaluate and revise the use of RTA vehicles in providing evacuation transportation.
- Evaluate possibilities for a light rail system between the airport and CBD.
- Evaluate expansion of light rail transit within the City

Resources and Financial Plans
The agency's available resources include 400 employees, including both administrative and operations personnel. With regard to funding, in addition to FEMA emergency relief funds, a backlog of FTA grants that may be reprogrammed once the reengineering is complete. In terms of stock, the agency currently has 95 buses (out of 372 pre-Katrina); 30 vans; 26 streetcars.

The RTA will continue to need its traditional sources of revenue, including sales and hotel taxes. The RTA is planning on keeping passenger fares at $\$ 1.25$, but may be forced to increase this amount as service is redefined. As well, agency will continue to provide para-transit services based on the needs of the population.

Government Agency Objectives
The RTA will continue to maintain close contact with the Federal Transit Authority and to work closely with state legislature if changes are required in legislation to reengineer and re-establish the RTA to enable true regionalism. As well, the agency will work closely with surrounding parish officials and agencies to garner support and cooperation in establishing regional transit services

An integrated, joint, cooperative working relationship among Hurricane Katrina affected law enforcement agencies in greater New Orleans to recover and rebuild the criminal justice system; to enhance the effectiveness of the law enforcement community in the greater New Orleans region as well as to ensure public safety and maintain operations in future natural disasters and other crises.

OVERVIEW
As many officials are coming to recognize, levees and public safety are the two great requirements for repopulating the New Orleans. The joint task force proposed by Vice Admiral Thad Allen, Principal Federal Official for Gulf Coast reconstruction, will help reconstruct the region's criminal justice system by providing a forum for local and state law enforcement, prosecutors, and courts to present their needs to federal agencies in a coordinated and transparent manner. The task force will also craft policies for emergency public safety services and continuity of operations in the event of future natural disasters or terrorist attacks.


Hurricanes Katrina and Rita debilitated law enforcement, prosecution, and the court system in several Louisiana parishes. Court buildings, prosecutors' offices, and police stations were destroyed, evidence rooms were lost, crime labs and training facilities were wrecked, 9-1-1 call centers, jails, and police vehicles were flooded, witnesses and suspects were dispersed, employees' homes were rendered uninhabitable, and operating budgets evaporated.

The impact on public safety services has been enormous. Without vehicles, $9-1-1$ call centers, or housing, police and sheriffs' departments are unable to patrol neighborhoods or respond to emergencies. Without evidence, witnesses, or funding, district attorneys are unable to prosecute even violent crimes. Without buildings, evidence, witnesses, or jurors, courts cannot hear prosecutions.

TAking Action and Working Together
Due to the decentralized nature of Louisiana's political system and the lack of coordination that exists between different jurisdictions and levels of government, Admiral Allen, initiated the creation of a joint task force to be a "one stop shop" for criminal justice entities attempting to rebuild the public safety system in the greater New Orleans region. The task force will be a state and local endeavor, facilitated (not led) by federal agencies. Federal participation is limited to facilitating dialogue between state and local agencies and to connecting state and local agencies with existing federal grant programs.

Following separation of powers principles, the task force will be divided into three committees: law enforcement, prosecution, and courts. Each committee will be comprised of state and local officials under the leadership of a respected, neutral official. There will also be a federal resource team, which will promote dialogue among state and local entities and communication with federal grant-making agencies.

Reflecting the task force's purposes of promoting open-minded thinking and community buy-in, the New Orleans Business Council and the Mayor's Committee to Bring New Orleans Back have taken leadership roles, and the Louisiana Attorney General, Louisiana Commission on Law Enforcement, New Orleans Police Foundation, Metropolitan Crime Commission, and Crimestoppers, as well as a team of well-respected police chiefs and sheriffs from around the country, will take advisory roles.

Louisiana Supreme Court Justice Catherine "Kitty" Kimball and E. Pete Adams, executive director of the Louisiana District Attorneys' Association, have agreed to chair the courts and prosecution committees, respectively. Negotiations are in progress to identify a chair of the law enforcement committee, the members of which are already working together to pool resources and improve systems.

Each committee will identify and recruit its own membership, and work semi-autonomously to develop detailed goals, strategies, timetables, and budgets. The committee will present reports to the federal resource team and to the public on regular basis.

## GOALS

The task force's goals include, among others:

- Housing: to identify and remedy housing needs for employees currently lacking housing or whose temporary housing will be lost when the cruise ship sails.
- Budgets: to identify and strategically remedy budgetary gaps.
- Emergency Public Safety: to craft policies and clearly-delineated lines of leadership based upon lessons learned in this and other crises for emergency services in the event of a future natural disaster or terrorist attack.
- Continuity of Government: to create policies for protecting evidence and information systems; for tracking detainees, inmates, and witnesses and for providing housing to essential employees.
- Regional Efficiencies: to identify services that may be regionalized for greater efficiency and improved probability of funding, including interoperable communications and case management systems, a state-of-the-art crime lab, and a regional training facility for use by law enforcement, corrections, and prosecutors.
- Hazard Mitigation: to ensure that rebuilding is performed. intelligently, with due regard to location and flood insurance requirements.
- To improve public trust through transparency and accountability

Deliverables
A state of the art, regional forensic crime laboratory equipped with the highest quality equipment and professional staff to handle routine law enforcement needs and allow for monitoring and addressing crime trends.

- DNA analysis and comparison
- Ballistics/NIBIN
- Drug testing and analysis of drug trends
- Fingerprints and other testing
- Computer and video forensic units
- Photography and forensic light unit
- Document analysis
- Other criminalistic testing including blood alcohol, trace evidence, arson, etc.
- Sexual crime evidence

The regional forensic crime lab represents an opportunity for the New Orleans region to have a modern, cutting-edge means to share intelligence among local, state, and federal law enforcement components.

Additionally, a regional police academy with appropriate facilities and contributions from the participating entities to train new recruits and provide in-service training and best practices to existing officers, investigators, and managers is also proposed. The regional police academy will: afford economies of scale; eliminate duplication of efforts and needless competition; promote high professional, ethical, and integrity standards; and provide a means for training for local and state law enforcement officials by Department of Justice law enforcement partners.

The plan also calls for interoperable and reliable communications systems for routine and emergency use. As well, the plan includes greater preparedness for future crises and natural disasters such as:

- Crisis response plans
- Joint staging and deployment of resources
- Use of available federal and military assets
- Continuity of operations strategies


## NEW ORLEANS CULTURE

The soul and spirit of a people speak through their culture and their arts, testifying across eras and national boundaries to the quality and vitality of their civilization; it suggests solutions to the challenges of living in a specific time and place, and those solutions are distilled, over generations, into a vision of a civilized way of life.

OVERVIEW
The arts and culture are fundamental to the restoration of New Orleans. Thus, while the first order of business for the City is to rebuild the levees and address the enormous need for shelter and public services, the plan for rebuilding New Orleans recognizes that it's the city's culture -- its musical, visual, culinary, architectural, literary and graphic arts that defines the City, and our unique cultural mix is what draws people to visit live and work here

Culture will bring back the City we love, and culture will stimulate our economic renewal. As such, the plan calls for a sustained and strategic investment in our cultural assets is the most viable way for New Orleans to re-establish itself as a world-class city and to inspire our friends around the world to contribute to our renaissance.


PLANS FOR Rebuilding New Orleans Cultural Econom
Rebuilding the cultural economy of New Orleans is a multi-faceted, multi-decade challenge and opportunity. To jumpstart this effort, the Cultural Committee recommends a three year investment of $\$ 648$ million, less than $1 \%$ of the $\$ 85$ billion that President George Bush committed to the City. The investments will achieve five distinct but mutually reinforcing objectives:

- Rebuild our creative talent pool by supporting non-profit cultural organizations through grants and other programs; providing stipends and employment to artists and cultural entrepreneurs through job creation efforts; developing new cultural products and cultural entrepreneurs; and developing a comprehensive e-commerce resource.
- Support community-based cultural traditions, repair damaged cultural facilities and build new cultural venues by restoring damaged cultural properties; providing housing for displaced cultural workers; rebuilding or developing community art centers in all neighborhoods; creating a linear jazz park and national Jazz Center; and developing partnerships for funding existing and new venues


Market New Orleans as a worldclass cultural capital by promoting the City's signature cultural events; making the City more welcoming with improved signage, translation and hospitality programs; strategically exporting our cultural treasures; and developing a marketing campaign that blends cultural promotion with rebuilding the City.

Teach our arts and cultural traditions to our young people by creating a $21^{\text {st }}$ century arts education curriculum worthy of New Orleans' illustrious liberal arts history; expanding artists-in-school programs; and partnering schools with local arts organizations and cultural businesses.

- Attract new investment from national and international sources by promoting partnerships (such as the country of France adopting Treme); creating a comprehensive information database about the cultural sector, and working with leading funders to secure resources to support the rehabilitation of the City's cultural sector.
- Require $50 / 50$ public-private investment in infrastructure, programs and developments in the cultural sector.

These objectives are integrally linked to the overarching goals of the Bring New Orleans Back Commission and are aligned with evolving plans the State of Louisiana's Division of Culture, Recreation and Tourism and local cultural entities.

The proposed public and private investments will revive the City's cultural base, benefit businesses and residents of every neighborhood, ensure the return of displaced artists and cultural workers, restore leading cultural facilities and create new cultural
 venues that celebrate the City's unique musical history and the cultural traditions of its diverse neighborhoods, revitalize street life and performances, increase tourism, and lever other investments many times over.

## PUBLIC EDUCATION

Now more than ever, New Orleans needs a public education system that can develop a new generation of young leaders to re-build the neighborhoods, culture and spirit of New Orleans.

## Overview

The plan for reforming public education reflects the input of a diverse group of more than 1,500 students, parents, teachers, business leaders and community members from New Orleans. Additionally, education experts from around the world provided insights into what has worked in high-performing schools with similar students and similar socioeconomic factors. Using this extensive research, the Education Steering Committee worked with a Stakeholder Advisory Council (representing parents, grandparents, teachers, principals and community members) and a National Expert Panel to develop a plan to fundamentally change the way we run our schools. With the help of this education Dream Team, New Orleans now has the opportunity not just to rebuild, but to be the new national model for America's public schools.

FRAMEWORK
Focused on delivering learning and achievement for all students, regardless of race or where they live in New Orleans, the plan flips the current system upside down to push more money and authority to principals and teachers. First, the plan calls for schools to be the centerpiece for transformation and held accountable for student performance. Second, the plan proposes a new organizational structure, which we call the Educational Network Model, designed around organizational structure, which we call the Educational Network Model, designed around
students and schools to provide more flexibility, options and accountability than ever before. Third, new partnerships are recommended to engage parents and the community to support student learning

EXHIBIT 6.3: EDUCATIONAL NETWORK MODEL HAS FOUR MAJOR COMPONENTS


CENTERPIECE FOR TRANSFORMATION The public education plan empowers principals and teachers, not a bureaucrat sitting behind a desk across town, to work with parents to decide what is best for their students. It shifts the majority of the system's budget and decision-making to the school level, where it can be managed based on students' needs in each school. Accordingly, the centra administrative office will be streamlined dramatically to allow more funds to flow

to the schools, a major change from the past where the vast majority of money was controlled by the central office. This new student-focused approach will include a system of checks and balances, as well as training for school leaders, to ensure accountability and allow teachers, parents, students and the New Orleans Community to measure results at every level through-out the year.

This plan is designed to promote equality at each step of the education process. The goal is to graduate all students, regardless of race or class, ready for college and the workplace. Specifically, here are three examples of recommendations to raise the bar and close the gaps for student achievement in New Orleans:

- Define explicit, detailed and rigorous instructional standards by grade and subject that are aligned with student achievement and college/workforce readiness objectives.
- Create a choice-based enrollment process that makes quality school options available to all students.
- Launch a universal pre-kindergarten program.

The "Educational Network Model"
The Educational Network Model is a new organizational structure for the school system that is designed to increase flexibility and accountability to drive student learning and achievement. It allows teachers to teach, principals to be leaders at their schools and the central office to monitor performance. As part of the new model, the Education Committee's plan recommends:

- Organizing schools into small clusters of similar schools to provide support, foster collaboration among educators, and ensure accountability
- Hiring the best people at all levels and providing training to develop the skills necessary to deliver results.
- Creating a lean central office for the school system that is focused on academic standards and monitoring network/school performance. Develop a customer-focused shared services organization that provides cost-effective services to schools to drive more money to classroom instruction.
- Requesting that the state absorb the district's current debt service during recovery and increase the MFP format to ensure optimal teacher/student ratio and adequate resources in each classroom.

Governance
There is a need for a governing body that will reflect the need for reform. This plan recommends: - Migrating toward a single, aligned and highly-effective appointed governing board of qualified people with the skills to oversee successful implementation of the plan. The board qualified people with the skills to oversee successful implementation of the plan. The board
will be composed of three gubernatorial appointees, three mayoral appointees and one independent appointee.

- Calling for a takeover of the public school system that allows the city to run public schools for five years under one governing body.
- Putting the governance issue including the appointed board and the city takeover on the ballot and let the citizens make the decision about governance of the public school system.

ROLE OF PARENTS AND THE COMMUNITY
To succeed, children need parents who are involved in their education. They also need the full support of the community. To facilitate this, the plan recommends that schools find new ways of reaching out to parents and calls for partnerships with community groups that will serve students and families, especially to handle many of the aftereffects of the trauma and loss suffered by Hurricane Katrina survivors.

Timeline for Putting the Plan to Work
To facilitate the repopulation of New Orleans and attract new people to the city, this transition process must start immediately with the involvement and cooperation of parents, teachers, government, businesses and the community unified behind a single plan. The next step is to work with the state and Orleans Parish School Board to develop an effective transition plan from the current system to this new Educational Network Model. Once we have their commitment, we can begin organizing schools into networks; training principals and teachers to succeed in the new system; and migrating towards a single, aligned, highly-effective governance model.
mmediate Financial Needs
With regard to financing, in the near term, the plan calls for the Louisiana Department of Education to assume the debt service for the New Orleans Public School District to better enable the district to focus its efforts on restoring facilities and resuming teaching and learning as the children of New Orleans return. In the long-term, the plan calls for evaluation and recalculation of the MFP formula, providing a greater investment in our youth, and better ensuring effective student to teacher rations in our classrooms.

## HEALTH AND SOCIAL SERVICES

The disparity that previously existed in the delivery of health care in New Orleans is but one of the inequities this community must overcome in the aftermath of the Katrina devastation.

## OVERVIEW

The Health and Social Services Plan builds on the opportunity Hurricane Katrina has provided to "get it right' in building a quality healthcare services system for all citizens, focusing on (1) Hospital and Specialty Care; (2) Primary Care; (3) Core Public Health Issues; (4) Human Services Issues; and (5) Core Environmental Health Issues

Preparation for Future Disasters Prepare hospitals, nursing homes and providers for future disasters, and fully involve social services in future disaster plans to help ensure that all people are reached.

- Examine sustainability of power and services during a storm, including obtaining funding for required upgrading and moving of power generation and and moving of pornen and centers;
- Involve the human services and public health sectors more fully in calling for an evacuation;
- Make communications within the staffs

of emergency healthcare providers and between them and emergency management personnel more effective and reliable.
- In the interim before an interoperable electronic medical records system can be put in place, establish a means by which citizens who must evacuate have key pertinent medical information with them or available to providers in the locations to which they evacuate.
SYSTEM OF CARE
Create a system of care for all segments of the population and create neighborhood primary care centers linked to hospitals, with changes in payment models to open up access to care.
- Make changes in the current payment and reimbursement models which will result in greater access by the entire community to quality healthcare, seeking universal healthcare payment coverage by the State of Louisiana.
- Establish "community health centers" in appropriate locations and configurations for the populations to be served.
- Have hospital and specialty care treatment for the uninsured and underinsured distributed across other hospitals and specialty care facilities in the area
- Reimburse hospitals for uninsured patients regardless of where care is provided

Continue to establish cooperative agreements to sustain healthcare services and to build upon public/private partnerships.

FROM INSTITUTIONAL CARE TO WELLNESS
Shift the focus toward ambulatory care, wellness and preventive medicine, health promotion and chronic disease prevention, and away from institutional care

- Establish the necessary staffing and processes to support an ongoing program of health promotion and chronic disease prevention.

Health Care Professionals
Maintain a university teaching hospital in New Orleans.


Establish a joint venture with equal governance to develop a modern combined "charity" and VA teaching hospital that eliminates the two-tiered healthcare system and promotes accessible healthcare for everyone.
Recognize that New Orleans, now more than ever, needs the Schools of Public Health that assist in providing disease prevention and epidemiological resources
Establish a viable capital plan for the Medical Center of Louisiana portion of the academic medical center, with sufficient resources to set standards of quality, excellence and efficiency

- Recognize that the state alone does not have the resources to completely fund an AMC, and thus explore and examine how other states or facilities have solved this difficult problem, including an evaluation of the operation of the LSU Hospital and Health Sciences Center at Shreveport.
- Change the governmental payment systems, and implement different governance models such as an independent public benefit corporation, a hospital service district and others be explored to manage a new academic medical center.

FOCUS ON THE INDIVIDUAL
Establish electronic medical records as the norm in the region's healthcare facilities and establish the necessary "interoperability" (i.e., the necessary records).

- Establish database systems for use with human services and public health in order to coordinate and facilitate the services with those who need them.

FOCUS ON ENVIRONMENTAL HEALTH.

- Establish an entity in the City Health Department as a coordinating body with regard to environmental health matters to ensure ongoing staffing, and establish/encourage educational programs for an environmental health workforce.
- Furnish up-to-date information to those who are moving concerning any health issues associated with sediments, debris or other storm-related issues in order to facilitate their making individual judgments as to risk.
- Establish a long term monitoring and surveillance program to assess the long term impact of environmental factors on health and events and develop the necessary technology support.
- Environmental factors on health and events and develop the necessary technology support. Establish a risk communication program that will provide information to the public, allow the
public to communicate their concerns and allow for an orderly and thorough consideration of those concerns.
- Establish a capability and process for dealing with gaps in knowledge, science, policy and practice related to
- environmental health.

Health and Human Services Collaboration
Create area-wide healthcare and human services collaboratives that include a critical mass of committed key participants, working toward clearly defined goals, with the necessary leadership and financing, pursuant to written charters

- Establish the Greater New Orleans Healthcare Taskforce collaborative, including a convener of stature.
- Establish the Katrina Community Based Services Network collaborative, including a convener of stature.
- Clearly establish coordinating mechanisms with the State and the two collaboratives.


## ECONOMIC DEVELOPMENT

In rebuilding New Orleans the goal must be more than recovery, it must be transformation - a reconstruction that take us to a new level.

## OVERVIEW

The Economic Development Plan that takes the best thinking of the Economic Development Committee, and the work of Mt. Auburn and Associates, the Economic Development Company that developed the recovery plan for lower Manhattan after the September 11th terrorist attacks. It combines these recommendations with the priorities identified by citizens in the public meetings and the survey. The result is a 4 part plan for: 1) immediate economic stabilization; 2) restoring the economic base; 3) reducing economic disparities; and 4) repositioning and strengthening competitiveness.

## ECONOMIC STABIIIATION

In the area of economic stabilization, first and foremost is workforce development. The plan calls for, as the firs priority, to get jobs for citizens and workers for our businesses. The plan includes:

- A one stop web site and aggressive outreach to inform citizens of job availability
- Continuing and expanding the LA Swift bus service to provide opportunities for citizens in commuting distance
- Identification of incentives for businesses to develop temporary housing solutions for their workers.
- A Construction Trades Skill Training Partnership and specialized training programs in construction, historic
 preservation, and other trades related to rebuilding.
- Temporary dormitories at Delgado and at other training sites to encourage displaced residents Temporary dormitories at Delgado and at other training sites to encourage displaced residents
interested in new skill development to return for training. a Return to New Orleans Incentive Program to provide signing bonuses,
- Housing subsidies in the form of first and last month's rent, and
- A Temporary Public Service Employment Support Program that provides unemployed professionals with income for temporary work with local government and non-profits involved in rebuilding.
- Create a regional workforce collaborative
- Outreach and recruitment of displaced workers.

The Workforce Development Board and Job One are already working with other workforce boards in the region, and the State Department of Labor to access emergency workforce development funds, and implement a comprehensive regional strategy to get workers for businesses and jobs for citizens.

Economic stabilization also includes maximizing reconstruction opportunities for local firms and the plan includes policy for local business participation and for participation of Minority- and Women-owne businesses in all public spending. A senior leve advisor will be appointed in the Office of Economi Development to work with local, state, and federa agencies and set goals for local, minority- and women-owned business participation in accordance with local, state and federal regulations


Additional component of Economic Stabilization include:

- A Neighborhood Builders program to increase the capacity of local and smaller contractors, and to better ensure their participation in the rebuilding of New Orleans.
- Implementation of living wage policy for all reconstruction contracts awarded by city agencies or benefiting from government funding
- A case management system to assist businesses
- A Retail SWAT Team to assist retail operations to reopen.
- Recruitment of an Economic Development Corps of loaned executives, volunteer economic development professionals, University interns, and Americorps participants to help undertake the case management services and SWAT assistance to local businesses and retail operations.

Restoring the Economic Base
The second component of the plan, restoring the economic base looks at the recommendations of the Economic Development Committee regarding the key economic sectors and prioritizes those actions needed to jumpstart the sectors.


The Hospitality industry plays a key role in the New Orleans economy and the plan matches the State and federal investment in restoring the Superdome, the Convention Center, the Arena, and the Airport, with investment in restoring the French Quarter, the Riverfront, Canal Street, the Riverfront, Canal Street, the Warehouse District, and the Frenchman Corridor. Additionally, the plan includes invests in a convention incentive fund, the New Orleans Convention and Visitors Bureau operations, the New Orleans Tourism Marketing Corporation, the Audubon Institute, and the cruise ship terminal at Julia Street.

For the health care industry it's important to note that in the absence of Charity Hospital, the For the health care industry it's important to note that in the absence of Charity Hospital, the
private hospitals have been, and continue to carry the entire cost-burden for healthcare, without private hospitals have been, and continue to carry the entire cost-burden for healthcare, without
benefit of compensation for indigent care. It is clear that for healthcare, the dollars should follow
the patient. As such, the plan includes reimbursement for the provision of care from the date of the hurricane to January 31, 2006, as well as changes to Medicare and Medicaid in-patient reimbursement rates.

For New Orleans emerging Bio-Medical Industry Sector, the plan includes:
Creation of a federal Disaster Area Bioscience Support Program to fund academic and small business bioscience grants in regions impacted by Hurricane Katrina;

- Bioscience Industry Strategic Planning;
- Completion of the New Orleans Bio Innovation Center project; and
- Supporting the construction of the Louisiana Cancer Research Consortium which are also included in the plan.

For the maritime, oil and gas, military, and film industries the plan includes

- Prioritizing investments in the New Orleans Regional Business Park in Eastern New Orleans for new manufacturing industry development
- Building a Food Manufacturing Incubator, to build on the skills and talents of citizens and to increase small business growth

For Information Technology the plan calls for securing guarantees that federal government IT operations in the area will resume work at their original locations and at pre-Katrina personnel levels, creation of a "Disaster-Disadvantaged" designation requiring a percentage of contracts to local and regional IT firms, and development of a digital media technology incubator to maximize digital media tax credits and GO Zone Tax credits

Reducing Economic Disparity
In rebuilding New Orleans the goal must be more than recovery, it must be transformation - a reconstruction that takes the city of New Orleans to a new level. Thus, the third component of
 the plan deals with reducing economic disparity.

New Orleans' legacy to the history of this country cannot only be the site of the worst natural disaster in America's history. We have an opportunity to create a legacy as the city that developed the institutional model for reducing economic disparity -- the city that took an extraordinary and intentional step toward closing the gap between the income, assets and earnings, and creating opportunity for all citizens.

To address the issue of poverty and reduce the economic disparity in New Orleans, the plan includes:

- Expansion of financial literacy, financial counseling, and free tax preparation programs; - Working with banks and credit unions to offer and market low cost checking and savings accounts and "credit-builder" loans.
- Creation of a strong citywide Individual Development Account (IDA) program as recommended by Total Community Action's poverty reduction plan; and
- Development of an Economic Equity Fund to support Minority Businesses and Community Economic Development.

In support of strong neighborhood business districts, the plan includes

- A citywide Main Street program;
- Incentives and financing for neighborhood commercial development. such as a property tax phase-in and deferred loan programs;
- The Economic Equity fund and New Market Tax Credits to provide patient capital for Community Economic Development;
- Re-establishing Farmers Markets through the
 city;
- And with the increased international interest in the city, developing an international marketing program focused on New Orleans Food Products.

Repositioning and Competitive Strengthening
The Final Component of the Economic Development Plan focuses on repositioning and strengthening the competitiveness of our city. Using Katrina to build a competitive advantage in New Orleans, the plan includes:

- Development of a state-of-the-art Construction Technology Campus in New Orleans;
- Developing strategic partnerships with Tulane's Payson Center for International Development in Technology Transfer, the Tulane School of Architecture, and Global Green, a national non-profit and American arm of the international Green Cross that is in the process of establishing a New Orleans office;
- Developing strategic partnership with LSU's Hurricane Engineering program, and Florida International University's Laboratory for Wind Engineering Research;
- Providing location incentives and site finding assistance for advanced building design and construction companies seeking to locate engineering and production facilities in New Orleans; and
- Strategically increasing the supply of seed and venture capital for local start-ups in this field.

Coastal preservation and restoration is another area has strategic benefits for repositioning the local economy. As such the plan includes strategic partnerships with New Orleans research institutions such as the University of New Orleans Department of Earth and Environmental Sciences and its Pontchartrain Institute for Environmental Sciences, Tulane and Xavier's Universities' Center for Bioenvironmental Research, and the Louisiana Universities Marine Consortium. Like Construction Technology, the plan calls for research and development of a long-term strategy to build and support a coastal preservation and restoration industry cluster as an emerging opportunity for economic growth and diversification.

Finally, the creation and growth of new enterprises is critical to strengthening The New Orleans economy. Small businesses, which accounted for more than $40 \%$ of the region's economy, were devastated by Hurricane Katrina and according to economic development experts as many as $60 \%$ of New Orleans small businesses may ultimately fail due to Katrina. To support the recovery and rebuilding of the small business sector, the plan includes:

- The creation of a national angel investment network focused on New Orleans, capitalizing on the strong business community interest in rebuilding the city.
Sponsoring enterprise forums and risk capital fairs to connect firms with financing sources and advice.
Funding a special loan-loss reserve to encourage higher risk bank lending
- Utilizing the existing network of Community Development Financial Institutions (CDFIs) and Community Development Entities (CDEs) to expand the supply of subordinate small business loans, rather than creating their own loan programs.


## GOVERNMENT EFFECTIVENESS

To foster government that is ethical, efficient, transparent and adequately and fairly funded.

## INTEGRITY

- Fill Inspector General position.
- Appoint Ethics Review Board.
- Enact whistle-blower protection.
- Require disclosure of interests by public officials and by lobbyists.
- Require high-visibility reporting of financial and ethical disclosure information.

CONSOLIDATION

- Create a uniform, equitable and consolidated assessment system with a single assessor through a vote of the citizens.
- Consolidate certain police jurisdictions, such as Levee Board police, into NOPD
- Combine Recorder of Mortgages, Registrar of Conveyances, Office of Notarial Archives and City Department of Real Estate and Records.

Planning and Permitting

- Restructure the permitting process.
- Strengthen City Planning Commission processes.
- Upgrade property condition enforcement
- Establish appropriate public regulations for Historic District Landmarks Commissions and uniformly implement them.
- Eliminate City Council consideration of individual applications involving city planning decisions, zoning, tax assessments, and decisions of Historic District Landmarks Commissions and Vieux Carre Commission


## Finance

- In the short-term, use available federal money, such as supplemental CDBG funds, to pay for city government operations
- Implement sound budgeting practices and financial oversight: (a) implement performancebased budgeting modeled after the State of Louisiana; and (b) create a combined, independent Inspector General/Internal Auditor's office
- Broaden property tax base: (a) create fair and equitable property assessments locally and statewide; (b) tighten exemptions for nonprofits; (c) place New Orleans in the same position as other municipalities with respect to the homestead exemption; and (d) rely on federal and state incentives, rather than local tax abatements or diversions, to spur economic development.
- Implement a new revenue source by reallocating a portion of state income taxes generated in Katrina and Rita disaster areas, directing $50 \%$ to parish of domicile and $50 \%$ to parish of employment.
- Develop legislation for taxing non-profits with the exception of places of worship or sanctuary and places of teaching and learning.

