

Lawrence
Technological
University®

Be curious. Make magic.

Strategic
Plan 2023-28





economic sustainability

LTU “North Star Goal” for Sustainability

EDUCATION + RESEARCH

Continue Theory & Practice

Innovative Academic and Student Programming

Increase external academic funding to \$10M annually

SCHOLARSHIPS + GIVING

Increase total annual philanthropy to \$10M

Enhance prospect research

Enrich alumni database

INNOVATIVE BRANDING

Enhance Digital Marketing

Improve social media activities

Achieve brand recognition metric milestones

3,000 undergrads
1,500 grad students
500 non-degree path

\$90M net revenue +\$5M
year to invest account /
endowment until
capital campaign

Gradually increase
investment to
debt ratio

From the President



Lawrence Technological University's 2023-2028 Strategic Plan is the ninth in a series of plans that have guided LTU since we formalized our planning process in 1999. Each update reflects the evolution and advancement of the University and provides the "North Star Goal" for where we want it to be.

Our overall North Star Goal can be summarized in our initiatives to have 5,000 students by 2028, achieve a \$90M net revenue base, and a minimum of \$5M a year to invest in our endowment, increasing our investment-to-debt ratio.

In the areas of Education and Research, we will continue to prioritize theory and practice while creating innovative academic and student programming that prepares graduates for the technologically-focused, interdisciplinary jobs of the future. We also have a goal to increase external academic funding in sponsored research, institutional grants and industry support to \$10M annually. In our Scholarships and Giving area, we are enriching our alumni database and enhancing prospective research. We have a goal of increasing our total annual philanthropy to \$10M. With Innovative Branding, we are enhancing our digital marketing, improving social media activities and setting brand recognition metric milestones to increase awareness of LTU's prestigious position in the higher education landscape.

Lawrence Tech is a unique university, only one of 13 in the country to be private, comprehensive, doctoral-awarding and technological. Amongst these 13 Universities, LTU distinguishes itself with its emphasis on small class sizes and one to one interaction between its world-renowned professors and its students. LTU has state of the art classes, studios, workshops, and labs. Research at both the undergraduate and graduate levels is prevalent and encouraged; this is a true differentiator since most universities emphasize only graduate research.

LTU's location and its valuable industry partnerships, ranging from industry-sponsored R&D student projects in the undergraduate and graduate classes, to abundant internship and co-op opportunities available to all students, and an employment rate approaching 100%, continue to set it apart. Our students receive job offers, even before graduation, with the highest average starting salary amongst all Universities in the Metro-Detroit area and all private Universities in the State of Michigan.

The aspiration is to ensure that our technologically-focused character, vision, and mission are evident with our core and disciplines' curricula, instructional delivery methods, the way we operate our business and the way our campus looks.

With a history as strong as Lawrence Tech's, it is our honor and obligation to continue steering the University in the right direction and with this new strategic plan, we will achieve our goals.

Tarek Sobh, President

Lawrence Technological University®

Be curious. Make magic.



COLLEGE OF ARCHITECTURE AND DESIGN



COLLEGE OF ARTS AND SCIENCES



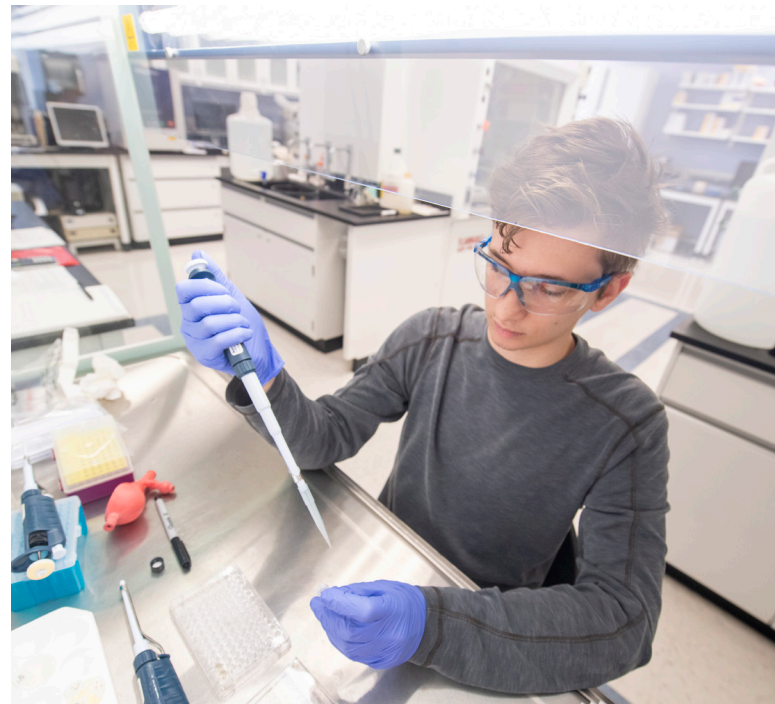
COLLEGE OF BUSINESS AND INFORMATION TECHNOLOGY



COLLEGE OF ENGINEERING



COLLEGE OF HEALTH SCIENCES



innovative interdisciplinary programming

research and creative practice

Academic Excellence

Become the Creative University of the Future that produces graduates who are technologically savvy, regardless of the degree they attain.

Lawrence Technological University is nationally recognized as one of only 13 in the country to be private and comprehensive, doctoral-awarding with a technological focus at all degree levels. The University will continue to be recognized for its delivery of STEM (science, technology, engineering, mathematics) and Design education, high earning potential for its graduates, and its forward-looking innovative, interdisciplinary academic programs. Emphasis is placed on research and creative practice, as well as enriching the health science degree program offerings.

STRATEGIES

IMPLEMENT A PROGRAM INVENTORY MANAGEMENT TOOL AND ASSESSMENT PROCESS

DEVELOP STRATEGIES TO REINVIGORATE FACULTY AT ALL LEVELS

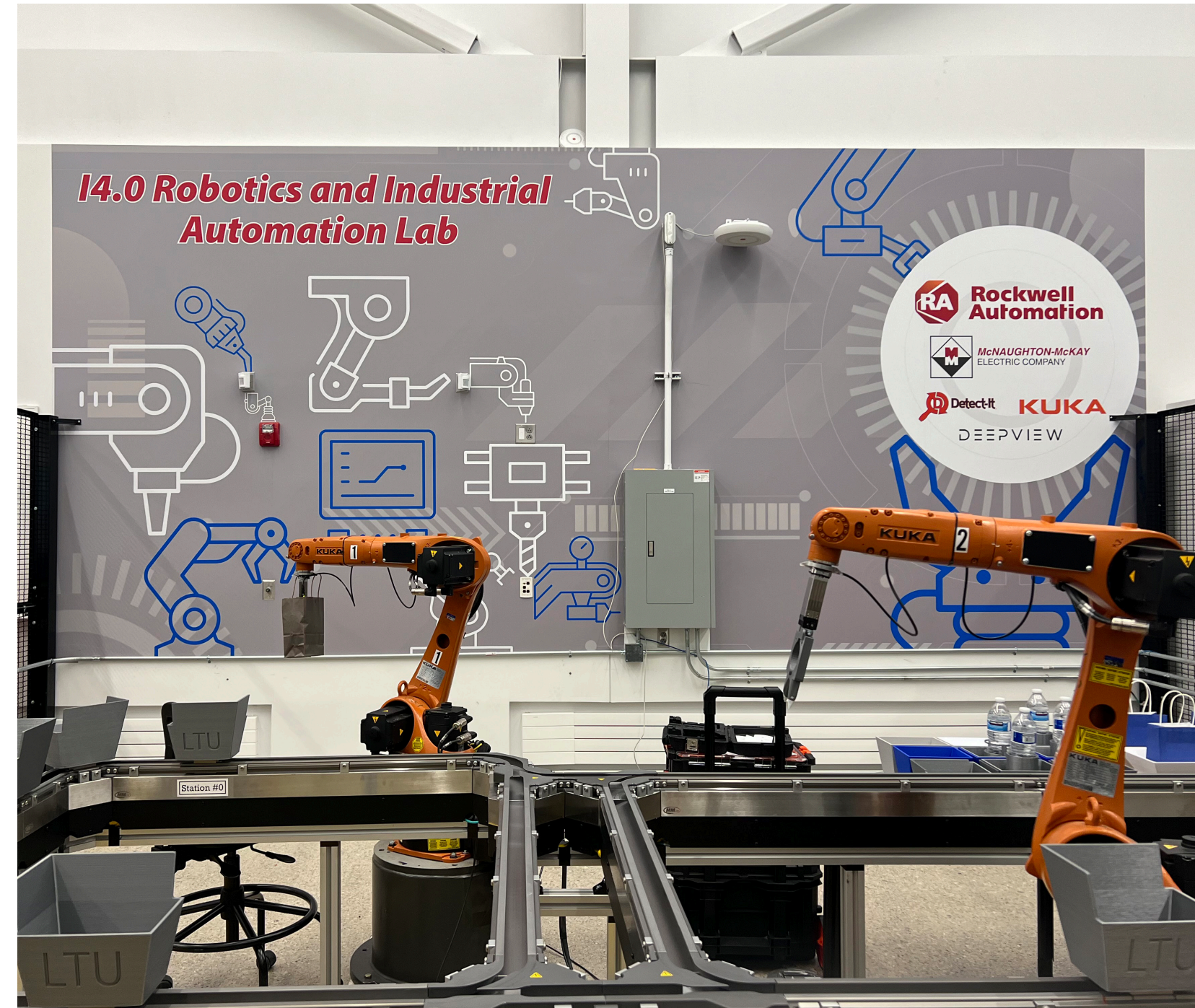
EVOLVE INTO AN R2 LEVEL RESEARCH UNIVERSITY

REVITALIZE PROFESSIONAL DEVELOPMENT, AND THE OFFICE OF SPONSORED RESEARCH

CREATE AND IMPLEMENT A COLLEGE OF HEALTH SCIENCES

INNOVATE THE DELIVERY OF INSTRUCTION

TACTICS/TARGETS	CHAMPION	TIMELINE
Identify programs with less than 2.8 I/E Ratio (income to expense)	Provost, Deans, VP Finance	Ongoing
Explore/develop new degree programs and new instructional approaches	Provost, Deans, Faculty	Ongoing
Develop plan to enhance the interdisciplinary faculty in all colleges	Provost, Deans	Ongoing
Increase research grants to \$5M per year	VP Research, Deans	December 2023
Enhance management of programs by hiring professionals to increase productivity	Provost, Deans	Ongoing
Build on online/hybrid/on-campus delivery strategies begun under COVID	Provost, Deans, AVP Technology	Ongoing
Provide educational opportunities for faculty in the area of instruction	AVP Technology	Ongoing
Separate current health science programs from other colleges and bundle under new college	Provost, VP Finance	August 2023



professional
experiential education



enhancing the student experience

Student and Campus Experience

Enhancing the campus and academic experience

Lawrence Technological University continues to enhance the student campus experience, both physically and digitally, for the growth of our student body and the Southfield community. An emphasis is being placed on providing a safe, modern campus with robust facilities for classrooms and labs, athletics and residential life. The Campus Master Plan, which outlines the long-term direction of our university's facilities, will continue to be implemented. A comprehensive assessment of digital technology will be completed for all classrooms and common meeting spaces, along with a plan to implement best digital practices in both the academic and operations areas of LTU.

STRATEGIES

EVALUATE/CREATE CLASSROOM AND COMMON SPACE TECHNOLOGY PLAN

DEVELOP PHYSICAL SPACE PLAN FOR ATHLETICS, INCLUDING VARSITY AND CLUB SPORTS

DEVELOP FACILITIES PLANNING DOCUMENT TO REFLECT STRATEGIC PLAN PRIORITIES/ INCORPORATE INTO MASTER PLAN

ENHANCE DIVERSITY, EQUITY AND INCLUSION AT LTU

TACTICS/TARGETS	CHAMPION	TIMELINE
Complete inventory of all digital assets	VP Finance, AVP Technology	December 2023
Assess physical space needs for Athletics	Dean of Students, Univ Architect	June 2024
Identify research grants that will support facilities improvements	VP Finance	June 2024
Develop athletic facilities at or near campus including facilities that serve the physical and mental health needs of students	VP Finance, Univ Architect, Dean of Students	June 2024
Update Campus Master Plan to incorporate new initiatives	VP Finance, President	December 2023
Continue expansion of current camera system and emergency communication system	VP Finance, Director of Safety, AVP Technology	Ongoing
Conduct an assessment of all current programs and processes, particularly for students; do a SWOT analysis	Provost, Director of Diversity	December 2023
Re-establish the core curriculum with a tech approach with courses from all colleges and a focus on diversity/inclusion	Provost, Director of Diversity	December 2023
Enhance health services, both mental and physical, for students with disabilities; identify and implement coop/intern strategy reflective of university programs	Provost, Dean of Students	December 2023



technology-focused
education

Enrollment and Retention

Continue growth and transitioning to be the Creative University of the Future

Lawrence Technological University will continue to grow its enrollment through a focus on recruitment and retention that optimizes the collegiate experience for both residential and commuter students, as well as substantial return on investment for each student. The University is committed to diversity, inclusion and equity by developing relationships and community partnerships with diverse communities. Marketing strategies will deploy innovative and creative tactics to maximize enrollment growth, build public brand awareness, and celebrate reputational excellence.

STRATEGIES

INCREASE OVERALL ENROLLMENT FOR SUSTAINABILITY

INVEST, EXPAND AND DEVELOP FOCUSED PARTNERSHIPS THAT LEAD TO INCREASED ENROLLMENT

DEVELOP RECRUITMENT AND MARKETING STRATEGIES FOR ALL NEW DEGREE PROGRAMS

DEVELOP AN INTERNATIONAL RECRUITMENT AND MARKETING PLAN THAT MIRRORS THE DOMESTIC PLAN WITH STRATEGIES, TACTICS AND METRICS

CREATE AN INNOVATIVE RECRUITMENT AND MARKETING PLAN FOR THE NON-TRADITIONAL STUDENTS FOR BOTH ONLINE AND ON GROUND DEGREE PROGRAMS

ENHANCE CAMPUS-WIDE MARKETING STRATEGIES USING INNOVATION, CREATIVITY AND UP-TO-DATE TACTICS FOR MAXIMUM FOCUS ON ENROLLMENT GROWTH

TACTICS/TARGETS	CHAMPION	TIMELINE
Increase overall enrollment by 3% each fall based on census date (2878 students by Fall 2023)	VP Enrollment Mgt	Annually at fall semester
Explore additional athletic recruitment	VP Enrollment Mgt, Dean of Students	Ongoing
Create additional high school partnerships both with in-state and out of state high schools	Provost, VP Enrollment Mgt	Ongoing
Develop 11 Michigan Independent Colleges and Universities agreements	Provost, VP Enrollment Mgt	Academic year 2022-23
Establish a communication plan with multiple messages, press releases, eblasts	VP Enrollment Mgt, Marketing	Ongoing
Establish incentives for new students and new partners for promotion and enrollment	Provost, Assoc. Provost, VP Finance	Fall 2023
Hire additional agents with incentives tied to enrollment targets	Provost, VP Enrollment Mgt, Marketing	Spring, Summer and Fall 2023
Implement stronger articulation agreements, and revised transfer guides; expand agreements with cities and Chambers of Commerce	VP Enrollment Mgt, Marketing	Summer and Fall 2023
Increase use of digital marketing	Marketing, VP Enrollment Mgt	June 2023
Develop tracking mechanism for marketing through internet	Marketing	December 2023
Utilize regional events to highlight LTU's creative academic and professional development programming	Marketing, Assoc. Provost	Ongoing



inspiring advocates,
donors and fans

Philanthropy and Cost Efficiency

Improve financial resources by diversifying revenue sources and enhancing philanthropy

Lawrence Technological University will improve and diversify financial resources and maximize operational efficiencies in academic and administrative areas. Philanthropy will be expanded in such a way as to make private education more accessible to all students, providing revenue to fund more scholarships and minimize tuition increases. Increasing endowments for scholarships and other needs is an important factor in meeting the Enrollment North Star Goals.

STRATEGIES

DEVELOP PROCESS IMPROVEMENT INITIATIVES IN EACH DEPARTMENT, FOCUSING ON COST SAVINGS/ EFFICIENCIES

IDENTIFY ENERGY ALTERNATIVES

ENHANCE ALTERNATIVE REVENUE STREAMS

LAY FOUNDATION FOR A ROBUST CULTURE OF PHILANTHROPY

ESTABLISH ROBUST PROSPECT MANAGEMENT PROGRAM

COLLABORATE WITH INTERNAL AND EXTERNAL STAKEHOLDERS TO ADVANCE UNIVERSITY REVENUE INITIATIVES

TACTICS/TARGETS	CHAMPION	TIMELINE
Develop budget structure for routine market analysis to be conducted for new and existing programs	VPs, Deans	January 2024
Conduct energy survey, including the use of electric vehicles	VP Finance, Facilities Director	January 2024
Annual target of \$3.75M of additional revenues with increased emphasis on research, grants, contracts	VP Finance, Provost, Executive Director of Accelerator	Ongoing
Establish key University and college priorities to drive fundraising agenda with goal of \$10M per year by 2028	VP Philanthropy, Cabinet	December 2023
Create constituency-based Directors of Development (DODs) in order to focus on key University/college priorities with an emphasis on endowment and gifts of \$10k+, with a target of \$1.5M raised in total for FY23	VP Philanthropy	June 2023
Identify student stories to showcase success; implement future philanthropy approach; stabilize fundraising officers' group	VP Philanthropy	June 2023
Increase endowed scholarships from 270 to 500 by 2028	VP Philanthropy	June 2028
Strengthen annual fund solicitation strategy through mail, email and social channels and increase unrestricted giving	VP Philanthropy	December 2028
Increase alumni donor participation to 5% by 2027 with individual gifts increasing from \$568 to \$1500	AVP Philanthropy	June 2028
Develop new fundraising channel for athletics, Greeks and Parents	Executive Director Athletic Fundraising, Athletic Director	Annually
Grow planned gifts from current registered amount of 30 to 100 by 2028	President, VP Philanthropy, Philanthropy Team	June 2028
Develop transformational gift strategy targeting alum/friends	VP Philanthropy, DODs, Deans	January 2024
Strategically engage and focus efforts of the Alumni Board of Directors to align with University priorities	VP Philanthropy, AVP Philanthropy,	June 2024
Coordinate Philanthropy with Provost's Economic Development Team	VP Philanthropy, Provost	June 2024
Develop college focused volunteer advisory groups	VP Philanthropy	June 2024



theory & practice

student success

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Former President, Electrical, Electronics, Safety and Interior Sector,
Delphi Corp

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President
- * **Richard Heist**
Vice President, Academic Affairs and Provost
- * **Linda L. Height**
Vice President, Finance and Administration
- * **Nabil Grace**
Vice President, Research and Dean, College of Engineering
- * **Lisa R. Kujawa**
Vice President, Enrollment Management
- * **Kevin Finn, MBA'06**
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Interim Dean, College of Arts and Sciences
- * **Matthew Cole**
Interim Dean, College of Business and IT
- * **Jolann Baldwin**
Dean of Students
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Associate Vice President, Finance
- * **Lou Bitonti**
President, Yellow Flag Productions

Lawrence Technological University

Theory and Practice

Vision + Mission

To be the University that transforms lives.

Lawrence Technological University is committed to fostering cross-disciplinary, experiential, and forward-facing education that empowers students to excel in technology, scholarship, and design in all disciplines.

LTU Defining Pillars

- Technological eminence
- Research and creative practices focus
- Industry immersion
- Interdisciplinary agility
- Professional excellence

What Makes LTU Different?

Lawrence Technological University is a member of the elite group of 13 U.S. universities that are comprehensive doctoral, independent and technologically focused by mission, vision, and name; out of 6000+ institutions of higher learning in the country.

Intentional focus on experiential education, programming agility, industry immersion, interdisciplinary offerings, students coops and internships paid at market rates, small class size and one-to-one faculty mentoring, undergraduate research, and one of the largest dual-enrollment programs in the Midwest set LTU apart from all its peers, even within the elite group of these 13 Universities.

The Value of an LTU Education

An investment in an LTU education not only leads to eminent professional employment with some of the highest salaries among all Michigan universities, but affords our students an extensive array of opportunities that significantly offset the cost of tuition. When considering the numerous avenues for merit scholarships, paid co-ops and internships, funded undergraduate and graduate research opportunities, as well as compensated on-campus work-study positions; LTU is as affordable as public universities – making LTU’s value proposition one of the best in the Midwest.



innovative branding
and marketing

The background is a vibrant blue and purple digital landscape. It features glowing white and blue lines that form a circular platform with various patterns, including concentric circles and a grid. Above the platform, there are several glowing white circles and lines, some of which are connected by thin vertical lines. The overall effect is a sense of depth and technological sophistication.

Lawrence Technological University[®]

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Office of the President
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