

**BOARD OF SUPERVISORS FOR THE  
UNIVERSITY OF LOUISIANA SYSTEM**

**ACADEMIC AND STUDENT AFFAIRS COMMITTEE**

**June 24, 2021**

- Item E.1.**     **Nicholls State University's** request for approval to offer Undergraduate Certificates in Foundations of Management, Foundations of Marketing, and Foundations of Business Analytics.

**EXECUTIVE SUMMARY**

Nicholls State University requests approval to offer three (3) new Undergraduate Certificates in Foundations of Management, Foundations of Marketing, and Foundations of Business Analytics. In February 2019, the Board of Regents approved the addition of a new upper level Undergraduate Certificate (UC) in *Academic Affairs Policy 2.15, Definitions of Undergraduate Degrees & Undergraduate/Graduate Certificates*. Designed as a focused, incremental, stackable credential, the UC can be linked to an existing degree program major as an additional focus area (concentration or minor), or it can be a stand-alone area of specialization to augment a student's educational background and/or to meet industry demand for upper level training. The certificate is comprised of at least 18 credits, of which at least half must be at the upper (junior/senior) level. Today there are 29 Undergraduate Certificates offered across Louisiana public universities with member institutions of the University of Louisiana System providing the majority.

The UCs proposed by Nicholls have been designed for individuals who are pursuing a baccalaureate degree in any field and seek functional competence in Management, Marketing, or Business Analytics. While students may minor in the three areas of study noted, the proposed new offerings will provide more formal, recognized, and market valued credentials. The three (3) proposed UCs can be offered at no additional cost to the University since existing faculty will provide instructional support and all courses are already offered. All were created to leverage institutional resources into shorter, specifically targeted credentials consisting primarily of upper-level undergraduate coursework. The proposed UCs will be traditional on-campus offerings.

**Undergraduate Certificate in Foundations of Management**

The proposed UC in Foundations of Management will offer concentrated study and training in current management theory, technology, and application. The 18-credit hour curriculum requires completion of MNGT 301: Management of Organizations and Behavioral Processes and five courses selected from the following: Entrepreneurship, Maritime Management, Human Resources Management, Operations Management, Human Relations & Interpersonal Skills, Multinational Management, Human Resource Analytics, Human Resources Seminar, Staffing, Training & Development or Organization Structure & Behavior. Those who complete the

proposed UC will have a basic understanding of core management principles. Such knowledge will prepare individuals to succeed and will open opportunities for supervisor positions as they progress in their careers. Currently, a UC focused on Management is currently not offered in Louisiana.

### **Undergraduate Certificate in Foundations of Marketing**

The 18-credit hour curriculum required of the proposed UC will allow students to learn basic marketing concepts and strategies for handling products, pricing, promotion, and distribution. Requirements of the UC in Foundations of Marketing include completion of MKTG 300: Marketing as well as 15-hours from the following: Professional Selling, Retailing, Customer Behavior, Seminar in Advanced Professional Selling, Digital & Social Media Marketing, Advertising, Marketing Internship, Services Marketing, Global Marketing, Performance & Compensation Marketing, Sales Management or Marketing Research. The proposed UC will be of significant interest to College of Business students as well as pursuing a degree in Culinary Arts. Such an offering would be unique since a UC in Foundations of Marketing is currently not available in Louisiana.

### **Undergraduate Certificate in Foundations of Business Analytics**

The proposed Undergraduate Certificate in Foundations of Business Analytics will provide students with an understanding of statistics, data management and analysis and using data to solve business problems and to gain new insight and improve strategic decision-making. The knowledge derived from the proposed 20-credit hour UC will add value to any degree as data is increasingly present in day-to-day decisions made across all industries. At the present time, the University of New Orleans offers a UC in Data Analytics (approved June 2019) and Northwestern State University offers a UC in Business Analytics (February 2020). Although the proposed UC is very similar to the existing programs, the offering was designed to meet the needs of existing Nicholls students as well as the needs of the region served by the University.

## **RECOMMENDATION**

It is recommended that the following resolution be adopted:

***NOW, THEREFORE, BE IT RESOLVED,** that the Board of Supervisors for the University of Louisiana System hereby approves Nicholls State University's request to offer Undergraduate Certificates in Foundations of Management, Foundations of Marketing, and Foundations of Business Analytics.*



**Nicholls State University**

**Office of the President**

P.O. Box 2001 | Thibodaux, LA 70310 | 985.448.4003 | 985.448.4920 [F]

E.1.

June 15, 2021

*Via Electronic Transmittal Only*

Dr. Jim Henderson  
University of Louisiana System President  
1201 North Third Street, Suite 7-300  
Baton Rouge, LA 70802

Dear Dr. Henderson:

Nicholls State University requests consideration and approval of the following to be placed on the agenda for the June 24, 2021 meeting of the Board of Supervisors for the University of Louisiana System:

*Proposal for Undergraduate Certificates in the College of Business Administration:  
Foundations of Management (24:0199, UC)  
Foundations of Marketing (24:0199, UC) and  
Foundations of Business Analytics (24:0199, UC).*

Thank you for your assistance in this matter.

Sincerely,

Jay Clune  
President

JC/apf

Enclosures

- c: Dr. Sue Westbrook, Provost/Vice President for Academic Affairs, Institutional Effectiveness & Enrollment Services
- Mr. Terry Braud, Vice President for Finance & Administration
- Mr. Jonathan Terrell, Athletic Director
- Dr. Michele Caruso, Vice President for Student Affairs
- Dr. Todd Keller, Vice Provost & SACSCOC Coordinator
- Mr. Steven Kenney, Assistant Vice President for Human Resources, CDIO & Title IX Coordinator
- Ms. Paulette Mayon, Internal Auditor
- Ms. Claire Bourgeois, Faculty Senate President
- Ms. Renee Hicks, Assistant Vice President of Institutional Effectiveness Access & Success
- Ms. Monique Crochet, Executive Director of External Affairs

**PROPOSAL to DEVELOP a NEW ACADEMIC CERTIFICATE PROGRAM**  
(CAS, PAC, UC, PBC, GC, PMC, PPC)

**Date:**

Campus: Nicholls State University	Program: <u>CIP, Certificate Designation, Title</u> <u>CIP 24.0199; Undergraduate Certificate in Foundations of Management</u>
Institutional Contact Person & Contact Info (if clarification is needed) Marilyn Macik-Frey, Dean, College of Business Administration <a href="mailto:Marilyn.macik-frey@nicholls.edu">Marilyn.macik-frey@nicholls.edu</a> Ken Chadwick, Chair, Dept. of Management and Marketing	

**1. Certificate Description**

Describe the program concept: purpose and objectives; proposed curriculum; mode of delivery (on-site/hybrid/on-line). Indicate which courses are new; describe plan for rolling out new courses.

**\*\* Attach catalog descriptions for the required and elective courses, including prerequisites and LCCN, when applicable. \*\***

Undergraduate Certificate in Foundations of Management (currently the Management minor).

The Undergraduate Certificate in Foundations of Management is a certificate program designed for individuals who are earning a bachelor's degree in any field and seek functional competence in the foundation of management. The curriculum is consistent with the current management minor. The purpose of proposing this curriculum as an undergraduate certificate has several rationales:

1. Some non-business majors pursue a minor in management. Some of the most common majors include culinary arts, fine arts, PETS, and mass communication. Students graduating in non-business majors are still likely to manage others in a supervisory role. This certificate provides an opportunity to develop a basic understanding of the foundations of management. Certificates, unlike minors, are an increasingly recognizable credential in the business world to supplement specific discipline degree knowledge. Ex: A culinary student with a Certificate in the Foundations of Management has a recognizable credential to increase their options for restaurant management or business ownership in the culinary field. Likewise, pre-professional fields, mass communication, digital arts, nursing, fine arts and education majors may benefit from this additional knowledge and the credential to support their career options. Although students can currently get this coursework as a minor, we believe the growing trend and recognition of certificates supports the creation of this option.
2. Currently, students majoring in other business disciplines can opt for a management minor. These include students studying Accounting, Finance, CIS, Business Administration, and Marketing. Making this minor also available as an Undergraduate Certificate makes it more marketable and appealing as a higher education option. The certificate documents the student's successful completion of six management foundation courses. Along with their four-year degree, it documents this added knowledge in management to supplement the major discipline. Students who fail to complete a degree, but who complete the UC in Foundations of Management, will be awarded a formal credential for their work (this is not possible with a minor). Since the cost of the 18 hours is in excess of a \$5,000, the student would receive formal recognition for the work completed and the investment of time and money.
3. Since this certificate does not prepare a student with the equivalent of a bachelor's degree in management, it would not qualify a student for jobs *requiring* an undergraduate business degree. It does recognize intermediate work completed and demonstrates a baseline knowledge of core management foundations. We believe this may open some opportunities not otherwise available to our students.
4. The academic credits earned in the pursuit of this Certificate can be combined with additional coursework to complete a bachelor's degree.

**NICHOLLS STATE UNIVERSITY**

**UNDERGRADUATE CERTIFICATE IN THE FOUNDATIONS OF MANAGEMENT will be awarded for:**

- Completion of MNGT 301 and 15 hours from the list that follows.
- Successful completion of the required 18 hours with a minimum grade of "C".
- Some of the courses require prerequisites. In most cases the prerequisites are MNGT 301 or MNGT 367. Both of these courses also apply toward the certificate. In other cases, the additional coursework would be beyond the 18 required hours.
- A minimum of 12 credit hours must be completed at Nicholls State University to be awarded the certificate.

:NICHOLLS CATALOG ENTRIES:

**Required:**

**MNGT 301. Management of Organizations and Behavioral Processes.** 3-3-0. Prerequisites: Completion of 54 hours of non-developmental coursework, ENGL 102. Study of effective management of organizations with emphasis on organizational theory and design, individual and group behavior, and management functions to achieve successful performance within the organization and its relationship to external environments. [LCCN: CMGM 3103] (52.0201)

**15 Hours from the following courses:**

**MNGT 305. Entrepreneurship.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Definitions and origins of entrepreneurship; social and economic impacts; ethical choices. The entrepreneurial process: business creativity, opportunity assessment; business plans for new ventures. Corporate innovation management; family firms; wealth creation. [LCCN: CMGM 3513] (52.0701)

**MNGT 330. Maritime Management.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Analysis of the maritime industry with an emphasis on the offshore marine and oil sector, its history, environment, ship design and construction. (49.0309)

**MNGT 367. Human Resources Management.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Problems of personnel relations as applied to employment, development, maintenance and utilization of a labor force. [LCCN: CMGM 3313] (52.1001)

**MNGT 368. Operations Management.** 3-3-0. Prerequisites: C or better in QBA 283 or QBA 285, and completion of 54 hours of non-developmental coursework. The fundamental characteristics and problems associated with operations of any organization, such as facilities location, aggregate output planning, inventory control, scheduling, and quality control. [LCCN: CMGM 3213] (52.0201)

**MNGT 370. Human Relations and Interpersonal Skills.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Dynamics of human skills and interpersonal relationships in the work environment. Case studies, role playing, and experiential learning exercises. (52.0201)

**MNGT 420. Multinational Management.** 3-3-0. Prerequisite: C or better in MNGT 301. Understanding the demands of managing in a multinational organization. Emphasis is placed on the competitive and dynamic environment of international business, and the integration of management concepts on organizational/strategic and interpersonal levels. [LCCN: CMGM 2313] (52.1101)

**MNGT 425. Human Resource Analytics.** 3-3-0. Prerequisites: C or better in QBA 282, QBA 283, and MNGT 367. Training in HR analytics software to improve business strategy execution. (52.1301)

**MNGT 440. Human Resources Seminar.** 3-3-0. Prerequisite: C or better in MNGT 367 or permission of department head. Problems and current issues in the field of human resources management; analysis of situations and application of tools and techniques to comply with Federal Manpower Regulations. (52.1001)

**MNGT 450. Staffing, Training, and Development.** 3-3-0. Prerequisite: C or better in MNGT 367. Detailed study and practical application of the practices associated with the acquisition and development of human resources. (52.1001)

**MNGT 470. Organization Structure and Behavior.** 3-3-0. Prerequisites: C or better in MNGT 301 and senior standing. A framework for analyzing the dynamic process whereby a firm attempts to relate its structure to its operating environment and its objectives and how this relationship, in turn, influences behavior or organizational members. Heavy reliance placed on analysis of ongoing organizations through case studies and research materials relating to all types of organizations. [LCCN: CMGM 4103] (52.0201)

**MNGT 475. Performance and Compensation Management.** 3-3-0. Prerequisite: C or better in MNGT 367. Analysis of techniques for evaluating and rewarding employee performance to support organizational goals. Comparison of relative worth of jobs, setting expectations with employees, delivering feedback and evaluations. (52.1001)

**MKTG 481. Sales Management.** 3-3-0. Prerequisite: C or better in MKTG 300. The application of management principles and practices to the administration of a field sales force. Topics include: sales force organization, job descriptions and specifications, recruiting and selection, compensation, training, budgeting, controlling and motivation of salespeople. (52.1401)

**MNGT 469. Management Internship.** 3-0-10. Prerequisites: Management major, senior standing, and completion of 12 hours of management. Field work in an area relevant to student's major and/or concentration of General Management, Human Resources Management, Operations Management or Health Care Management. Only one internship may be counted toward degree. (52.1001)

## 2. Need

Outline how this program is deemed essential for the wellbeing of the state, region, or academy (e.g., how is it relevant, how does it contribute to economic development or relate to current/evolving needs). Identify similar programs in the state and explain why the proposed certificate is needed.

The addition of the Undergraduate Certificate in Management Foundations provides the opportunity for undergraduate students to earn a credential that shows a basic understanding of core management principles. The knowledge prepares them to succeed and opens opportunities for supervisor positions as they progress in their careers. Regional and State employers could hire students with baseline understanding of how to manage people and organizations regardless of degree discipline.

UC are a new addition to the offerings in Louisiana. We were unable to find any Undergraduate Certificates in our Region or the State that are similar to this UC.

The Nicholls proposed UC in Management Foundations provides a value-added credential to students and begins the foundation for stackable credentials toward a business degree.

## 3. Students

Describe student interest. Project enrollment and productivity for the first 5 years; justify projections.

All management majors will complete the required courses as they work toward their 4-year degree and will be encouraged to apply for the undergraduate certificate. It will document their progress and baseline knowledge completion. We believe a larger portion of these majors will choose to obtain this interim credential as they work toward a management degree. Students who do not complete the 4-year program can still obtain a college credential documenting the work they completed. It places them in a better position to demonstrate to employers the value of their college work.

Culinary Arts students often opt for a management minor. These students can take advantage of the UC and a more marketable credential.

In addition, we have students of every major opt for a management minor, although it is NOT common (typically 5-8 per year). We believe a Certificate will be a more valued credential for the student and more will opt for this additional work.

Projected complete:	Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5
College of Business students	25	30	50	50	50
Culinary	5	5	8	10	15
Other majors	5	5	5	5	5
TOTAL:	35	40	63	65	70

## 4. Accreditation

Describe plan for achieving program accreditation.

The certificate is not eligible for separate accreditation. However, the courses will be delivered by programs already accredited by AACSB and will fall under these standards and assessment guidelines. The certificate, if approved, will be reported to AACSB and will fall under the scope of accredited programs for our Continuous Improvement five-year reviews.

**5. Faculty, Administration, & Other Resources**

How will instructional needs be met: will additional faculty, facilities, equipment, or library resources be required? What department will deliver and oversee the proposed program?

The UC in Management Foundations will fall under the Dept. of Management and Marketing, Dr. Ken Chadwick, Professor of Management serves as Department Head.

Certificate courses consist of existing College of Business offerings.

For new students (not currently seeking minors) interested in the UC, the existing courses have capacity to absorb the expected demand for the next 4 years. We do not anticipate a large enough number of new students to this UC to exceed capacity of existing courses, but if this occurs, additional adjunct or full-time faculty support for the courses may be needed. No additional equipment, or library resources are required.

**6. Cost**

Summarize additional costs to offer the program. On separate budget sheet, estimate costs and revenues for the projected program for the first four years, indicating need for additional appropriations (if any).

No additional costs are required for this Certificate as it utilizes existing faculty resources and courses already on the teaching schedule.

Note: We are primarily creating this UC to 1) provide an intermediate credential for current management majors and 2) provide a more recognizable and market valued credential (Certificate) for our current management minors from other Colleges.

Should the introduction of this UC draw additional students into the program, we anticipate capacity to absorb 20 to 30 students in the traditional course offerings before needing additional course sections which would require additional faculty (adjuncts or additional FTE) if the growth is significant and sustained.

**CERTIFICATIONS:**

Marilyn Macch-Frey  
Primary Administrator for Proposed Certificate

5/25/21  
Date

Sue Westbrook  
Provost/Chief Academic Officer

5/25/21  
Date

\_\_\_\_\_  
Management Board/System Office

\_\_\_\_\_  
Date

**SUMMARY OF ESTIMATED ADDITIONAL COSTS/INCOME FOR PROPOSED CERTIFICATE**

Institution: \_\_\_\_\_ Nicholls State University \_\_\_\_\_

Date: 12/11/2020 \_\_\_\_\_

Certificate Program, Unit: Management and Marketing Department, College of Business Administration

FTE = Full Time Equivalent (use the institution's standard definition and provide that definition).

EXPENDITURES								
	FIRST YEAR		SECOND YEAR		THIRD YEAR		FOURTH YEAR	
	AMOUNT	FTE	Amount	FTE	AMOUNT	FTE	AMOUNT	FTE
Faculty	\$0		\$0		\$0		\$0	
Graduate Assistants								
Support Personnel								
Fellowships and Scholarships								
<b>SUB-TOTAL EXPENSES</b>	\$0		\$0		\$0		\$0	
EXPENDITURES								
	AMOUNT		AMOUNT		AMOUNT		AMOUNT	
Facilities	\$0		\$0		\$0		\$0	
Equipment								
Travel								
Supplies								
<b>SUB-TOTAL</b>	\$0		\$0		\$0		\$0	
<b>GRAND TOTAL EXPENSES</b>	\$0		\$0		\$0		\$0	
REVENUES								
Amount & Percentage of Total Anticipated From:	AMOUNT	%	AMOUNT	%	AMOUNT	%	AMOUNT	%
State Appropriations	\$*		\$*		\$*		\$*	
Federal Grants/Contracts								
State Grants/Contracts								
Private Grants/Contracts								
Tuition	\$0**		\$0**		\$27,190 5 new		\$27,190 5 new	
Fees								
Other (specify)								
<b>TOTAL</b>	\$0		\$0		\$27,190		\$27,190	

\*The addition of UC could increase the # of credentials awarded and thus based on formula funding the total state appropriations to Nicholls.



**\*\*Approximately \$5,438 tuition & fees/completer for the 6-course sequence. NOTE: College of Business Students opting for the UC in Management Foundations will not add additional revenue as these courses are already taken for 4-year degrees. However, a student that leaves before completing the 4-year degree will leave with documentation of the work they did complete (a >\$5,000 investment).**

Current Culinary and other non-business students pursuing a minor will be encouraged to shift to the UC. However, these are students already planning to take the courses and do not represent additional revenue.

We anticipate increased demand beyond current minor seekers once the UC is marketed.

**PROPOSAL to DEVELOP a NEW ACADEMIC CERTIFICATE PROGRAM**  
(CAS, PAC, UC, PBC, GC, PMC, PPC)

**Date:**

Campus: Nicholls State University	Program: <u>CIP, Certificate Designation, Title</u> CIP 24.0199; Undergraduate Certificate in Foundations of Marketing
Institutional Contact Person & Contact Info (if clarification is needed) Marilyn Macik-Frey, Dean, College of Business Administration <a href="mailto:Marilyn.macik-frey@nicholls.edu">Marilyn.macik-frey@nicholls.edu</a> Ken Chadwick, Chair, Dept. of Marketing and Marketing	

**1. Certificate Description**

Describe the program concept: purpose and objectives; proposed curriculum; mode of delivery (on-site/hybrid/on-line). Indicate which courses are new; describe plan for rolling out new courses.

**\*\* Attach catalog descriptions for the required and elective courses, including prerequisites and LCCN, when applicable. \*\***

Undergraduate Certificate in Foundations of Marketing (currently the Marketing minor).

The Undergraduate Certificate in Foundations of Marketing is a certificate program designed for individuals who are earning a bachelor’s degree in any field and seek functional competence in the foundation of Marketing. The curriculum is consistent with the current for the Marketing minor. The purpose of proposing this curriculum as an undergraduate certificate has several rationales:

1. Some non-business majors pursue a minor in Marketing. Some of the most common majors include culinary arts, fine arts, PETS, and mass communication. Students graduating in non-business majors are still likely to manage others in a supervisory role. This certificate provides an opportunity to develop a basic understanding of the foundations of Marketing. Certificates, unlike minors, are an increasingly recognizable credential in the business world to supplement specific discipline degree knowledge. Ex: A culinary student with a Certificate in the Foundations of Marketing has a recognizable credential to increase their options for restaurant Marketing or business ownership in the culinary field. Likewise, pre-professional fields, mass communication, digital arts, nursing, fine arts and education majors may benefit from this additional knowledge and the credential to support their career options. Although students can currently get this coursework as a minor, we believe the growing trend and recognition of certificates supports the creation of this option.
2. Currently, students majoring in other business disciplines can opt for a Marketing minor. These include students studying Accounting, Finance, CIS, Business Administration, and Marketing. Making this minor also available as an Undergraduate Certificate makes it more marketable and appealing as a higher education option. The certificate documents the student’s successful completion of six Marketing foundation courses. Along with their four-year degree, it documents this added knowledge in Marketing to supplement the major discipline. Students who fail to complete their degrees, but who complete the UC in Foundations of Marketing, will be awarded a formal credential for their work (this is not possible with a minor). Since the cost of the 18 hours is in excess of a \$5,000, the student would receive formal recognition for the work completed and the investment of time and money.
3. Since this certificate does not prepare a student with the equivalent of a bachelor’s degree in Marketing, it would not qualify a student for jobs *requiring* an undergraduate business degree. It does recognize intermediate work completed and demonstrates a baseline knowledge of core Marketing foundations. We believe this may open some opportunities not otherwise available to our students.
4. The academic credits earned in the pursuit of this Certificate can be combined with additional coursework to complete a bachelor’s degree.

**NICHOLLS STATE UNIVERISTY**

**UNDERGRADUATE CERTIFICATE IN THE FOUNDATIONS OF MARKETING will be awarded for:**

- Completion of MKTG 300 and 15 hours from the list that follows.
- Successful completion of the required 18 hours with a minimum grade of “C”.
- A minimum of 6 hours must be from 400-level Marketing courses
- A minimum of 12 credit hours must be completed at Nicholls State University to be awarded the certificate.

:NICHOLLS CATALOG ENTRIES:

**Required:**

**MKTG 300. Marketing.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Marketing functions and the organizations that perform them; strategies for products, pricing, promotion, and distribution of goods and services; marketing roles within the firm; the economic system and society. [LCCN: CMKT 3003] (52.1401)

**15 Hours from the following courses:**

**MKTG 320. Professional Selling.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Strategies for successful selling. Buyer behavior and communication theory as applied to the buyer-seller relationship. Emphasis on problem solving and relationship building through role-play exercises. [LCCN: CMKT 3203] (52.1401)

**MKTG 350. Retailing.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Store organization, operation and management; the retail method of inventory; problems connected with retail buying and selling. [LCCN: CMKT 3103] (52.1401)

**MKTG 360. Customer Behavior.** 3-3-0. Prerequisite: C or better in MKTG 300. Analysis of consumer behavior patterns and motivation and their relationships to actions in the marketplace. (52.1401)

**MKTG 420. Seminar in Advanced Professional Selling.** 3-3-0. Prerequisite: C or better in MKTG 320 or permission of department head. Major account selling using consultative framework. Skill development through role-play and other interactive exercises. Examines such advanced topics as negotiation, sales-related technology, team selling, and account management. (52.1401)

**MKTG 430. Digital and Social Media Marketing.** 3-3-0. Prerequisite: C or better in MKTG 300. The application and adaptation of the core marketing concepts that extends to digital and social media marketing. (52.1401)

**MKTG 435. Sport and Event Marketing.** 3-3-0. Prerequisite: C or better in MKTG 300. The application and adaptation of the core marketing concepts, methods, and principles to the sport and entertainment industry and event planning. (52.1401)

**MKTG 450. Advertising.** 3-3-0. Prerequisite: C or better in MKTG 300. Advertising in its relation to society and its use in business, its professional requirements, and the activities necessary to create and present advertising. (52.1401)

**MKTG 460. Marketing Internship.** 3-0-10. Prerequisites: Marketing major, or Business Administration major with a Financial Services Marketing Concentration; senior standing, and completion of 9 hours of marketing. Field work in an area relevant to the student's career goals in marketing. One internship may be counted toward degree. (52.0202)

**MKTG 470. Services Marketing.** 3-3-0. Prerequisite: C or better in MKTG 300. A study of the unique problems associated with the marketing of services and of alternative strategies to improve service marketing effectiveness. (52.1401)

**MKTG 475. Global Marketing.** 3-3-0. Prerequisite: C or better in MKTG 300. Problems and decisions facing managers of international marketing; exporting activities of the domestic firm as well as those firms which assemble, license, or produce in foreign markets. (52.1401)

**MNGT 475. Performance and Compensation Marketing.** 3-3-0. Prerequisite: C or better in MNGT 367. Analysis of techniques for evaluating and rewarding employee performance to support organizational goals. Comparison of relative worth of jobs, setting expectations with employees, delivering feedback and evaluations. (52.1001)

**MKTG 481. Sales Management.** 3-3-0. Prerequisite: C or better in MKTG 300. The application of management principles and practices to the administration of a field sales force. Topics include: sales force organization, job descriptions and specifications, recruiting and selection, compensation, training, budgeting, controlling and motivation of salespeople. (52.1401)

**MKTG 485. Marketing Research.** 3-3-0. Prerequisites: C or better in QBA 283, BSAD 310 or ENGL 310,

and 9 hours of MKTG. An investigation and analysis of currently developing marketing research tools and techniques and their application to emerging marketing problems. (52.1402)

**MKTG 486. Current Issues in Marketing.** 3-3-0. Prerequisite: C or better in MKTG 300. In depth treatment of special topics from the field of marketing. Content of the course varies with each offering. May be repeated for credit if content differs. (52.1401)

**MKTG 490. Marketing Strategy.** 3-3-0. Prerequisites: C or better in twelve hours of marketing and senior standing. An integrative course using cases to develop decision making abilities within the diverse fields of marketing. (52.1401)

## 2. Need

Outline how this program is deemed essential for the wellbeing of the state, region, or academy (e.g., how is it relevant, how does it contribute to economic development or relate to current/evolving needs). Identify similar programs in the state and explain why the proposed certificate is needed.

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## 3. Students

Describe student interest. Project enrollment and productivity for the first 5 years; justify projections.

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College of Business students	15	20	25	30	30
Culinary	5	5	8	8	8
Other majors	0	0	5	5	5
TOTAL:	20	25	38	43	43

## 4. Accreditation

Describe plan for achieving program accreditation.

The certificate is not eligible for separate accreditation. However, the courses will be delivered by programs already accredited by AACSB and will fall under these standards and assessment guidelines. The certificate, if approved, will be reported to AACSB and will fall under the scope of accredited programs for our Continuous Improvement five-year reviews.

## 5. Faculty, Administration, & Other Resources

How will instructional needs be met: will additional faculty, facilities, equipment, or library resources be required? What department will deliver and oversee the proposed program?

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### 6. Cost

Summarize additional costs to offer the program. On separate budget sheet, estimate costs and revenues for the projected program for the first four years, indicating need for additional appropriations (if any).

No additional costs are required for this Certificate as it utilizes existing faculty resources and courses already on the teaching schedule.

Note: We are primarily creating this UC to 1) provide an intermediate credential for current Marketing majors and 2) provide a more recognizable and market valued credential (Certificate) for our current Marketing minors from other Colleges.

Should the introduction of this UC draw additional students into the program, we anticipate capacity to absorb 20 to 30 students in the traditional course offerings before needing additional course sections which would require additional faculty (adjuncts or additional FTE) if the growth is significant and sustained.

<b>CERTIFICATIONS:</b>	<u>Marilyn MacIntyre-Frey</u>	<u>5/25/21</u>
	Primary Administrator for Proposed Certificate	Date
	<u>Sue Westlund</u>	<u>5/25/21</u>
	Provost/Chief Academic Officer	Date
	_____	_____
	Marketing Board/System Office	Date

**SUMMARY OF ESTIMATED ADDITIONAL COSTS/INCOME FOR PROPOSED CERTIFICATE**

Institution:       Nicholls State University      

Date:   12/11/2020  

Certificate Program, Unit:       Marketing and Marketing Department, College of Business Administration      

FTE = Full Time Equivalent (use the institution's standard definition and provide that definition).

<b>EXPENDITURES</b>								
	FIRST YEAR		SECOND YEAR		THIRD YEAR		FOURTH YEAR	
	AMOUNT	F T E	Amount	FTE	AMOUNT	FTE	AMOUNT	FTE
Faculty	\$0		\$0		\$0		\$0	
Graduate Assistants								
Support Personnel								
Fellowships and Scholarships								
<b>SUB-TOTAL EXPENSES</b>	\$0		\$0		\$0		\$0	
<b>EXPENDITURES</b>								
	AMOUNT		AMOUNT		AMOUNT		AMOUNT	
Facilities	\$0		\$0		\$0		\$0	
Equipment								
Travel								
Supplies								
<b>SUB-TOTAL</b>	\$0		\$0		\$0		\$0	
<b>GRAND TOTAL EXPENSES</b>	\$0		\$0		\$0		\$0	
<b>REVENUES</b>								
Amount & Percentage of Total Anticipated From:	AMOUNT	%	AMOUNT	%	AMOUNT	%	AMOUNT	%
State Appropriations	\$*		\$*		\$*		\$*	
Federal Grants/Contracts								
State Grants/Contracts								
Private Grants/Contracts								
Tuition	\$0**		\$0**		\$27,190 5 new		\$27,190 5 new	
Fees								
Other (specify)								
<b>TOTAL</b>	\$0		\$0		\$27,190		\$27,190	

\*The addition of UC could increase the # of credentials awarded and thus based on formula funding the total state appropriations to Nicholls.

**\*\*Approximately \$5,438 tuition & fees/completer for the 6-course sequence. NOTE: College of Business Students opting for the UC in Marketing Foundations will not add additional revenue as these courses are already taken for 4-year degrees. However, a student that leaves before completing the 4-year degree will leave with documentation of the work they did complete (a >\$5,000 investment).**

Current Culinary and other non-business students pursuing a minor will be encouraged to shift to the UC. However, these are students already planning to take the courses and do not represent additional revenue.

We anticipate increased demand beyond current minor seekers once the UC is marketed.

**PROPOSAL to DEVELOP a NEW ACADEMIC CERTIFICATE PROGRAM**  
(CAS, PAC, UC, PBC, GC, PMC, PPC)

**Date:**

Campus: Nicholls State University	Program: <u>CIP, Certificate Designation, Title</u> CIP 24.0199; Undergraduate Certificate in Foundations of Business Analytics
Institutional Contact Person & Contact Info (if clarification is needed) Marilyn Macik-Frey, Dean, College of Business Administration <a href="mailto:Marilyn.macik-frey@nicholls.edu">Marilyn.macik-frey@nicholls.edu</a> Ronnie Fanguy, Chair, Dept. of Business Administration and Computer Information Systems	

**1. Certificate Description**

Describe the program concept: purpose and objectives; proposed curriculum; mode of delivery (on-site/hybrid/on-line). Indicate which courses are new; describe plan for rolling out new courses.

**\*\* Attach catalog descriptions for the required and elective courses, including prerequisites and LCCN, when applicable. \*\***

Undergraduate Certificate in Foundations of Business Analytics (currently the Business Analytics minor).

The Undergraduate Certificate in Foundations of Business Analytics is a certificate program designed for individuals who are earning a bachelor's degree in any field and seek functional competence in the foundation of business analytics. The purpose of proposing this curriculum as an undergraduate certificate has several rationales:

1. Students graduating in non-business majors are still likely to need baseline skills in data management and data driven decisions. This certificate provides an opportunity to develop a basic understanding of the foundations of Business Analytics. Certificates, unlike minors, are an increasingly recognizable credential in the business world to supplement specific discipline degree knowledge. Although students can currently get this coursework as a minor, we believe the growing trend and recognition of certificates supports the creation of this option.
2. Currently, students majoring in other business disciplines can opt for a business analytics minor. These include students studying Accounting, Finance, CIS, Business Administration, and Marketing. Redesigning this minor as an Undergraduate Certificate makes it more marketable and appealing as a higher education option. The certificate documents the student's successful completion of seven business analytics foundation courses. It documents the added knowledge in business analytics to supplement the major discipline. Students who fail to complete a degree, but who complete the UC in Foundations of Business Analytics, will be awarded a formal credential for their work (this is not possible with a minor). Since the cost of the 20 hours is in excess of a \$6,000, the student would receive formal recognition for the work completed and the investment of time and money.
3. Since this certificate does not prepare a student with the equivalent of a bachelor's degree in business analytics, it would not qualify a student for jobs *requiring* an undergraduate business degree in analytics. It does recognize intermediate work completed and demonstrates a baseline knowledge of core business analytics foundations. We believe this may open some opportunities not otherwise available to our students.
4. The academic credits earned in the pursuit of this Certificate can be combined with additional coursework to complete a bachelor's degree, specifically the Computer Information Systems degree with a Business Data Analytics Concentration.

**NICHOLLS STATE UNIVERISTY**

**UNDERGRADUATE CERTIFICATE IN THE FOUNDATIONS OF MANAGEMENT will be awarded for:**

- Completion of the following 20 hours: OIS 200 or 202, QBA 282, QBA 283, CIS 370, CIS 470 and (CIS 485 + CIS 490) or (MNGT 367 + MNGT 425). NOTE: Prerequisites for required courses include a C or better in non-developmental math, a C or better in Math 106
- Successful completion of the required 20 hours with a minimum grade of "C".
- A minimum of 12 credit hours must be completed at Nicholls State University to be awarded the certificate.



NICHOLLS CATALOG ENTRIES:

**REQUIRED:**

**OIS 200. Computers in the Office.** 2-2-0. Prerequisite: C or better in three hours of non-developmental MATH. Use of computers in processing business information using typical software packages available for personal computers—focusing on spreadsheet and database processing techniques but also including moderate coverage of word processing techniques. Degree credit will not be given for both OIS 200 and OIS 202. [LCCN: CBUS 2203] (11.1099)

OR

**OIS 202. Honors Computers in the Office.** 2-2-0. Prerequisite: Honors placement or permission of department head. Exploration of techniques employing spreadsheet and database software to process business information. This course is designed to prepare students for Microsoft Excel Certification. Degree credit will not be given for both OIS 200 and OIS 202. (11.1099)

**QBA 282. Business Statistics I.** 3-3-0. Prerequisites: C or better in OIS 200 and MATH 106. An introduction to descriptive and inferential statistics. Special topics covered include frequency distributions; descriptive statistics; random variables; probability distributions; sampling techniques, sampling distributions; estimation; hypothesis testing; sample size determination. [LCCN: CBUS 2303] (52.1302)

**QBA 283. Business Statistics II.** 3-3-0. Prerequisites: C or better in OIS 200 and QBA 282. Review of descriptive and inferential statistics. Additional topics include: two-sample confidence intervals and hypothesis testing; correlation; analysis of variance; simple regression; multiple regression; forecasting. [LCCN: CBUS 2313] (52.1302)

**CIS 370. Data Analytics.** 3-3-0. Prerequisite: C or better in QBA 283. Development of analytical, data visualization, reporting, and collaboration skills. Includes application of cutting-edge technologies in a business context. (11.0104)

**CIS 470. Advanced Data Analytics.** 3-3-0. Prerequisite: C or better in CIS 370. Development of advanced analytical, data visualization, reporting, and project management skills. Focus is on designing and implementing an analytics plan that addresses a broad business question. (11.0104)

**PLUS ONE COMBINATION FROM THE FOLLOWING:**

**CIS 485. Special Problems in Business Information Processing.** 3-3-0. Prerequisite: Permission of instructor. Solution of an information system problem using project management and information systems methodologies in a group project environment. (52.1299)

AND

**CIS 490. Independent Study in Information Systems.** 3-3-3. Prerequisites: Senior standing and permission of department head required. Individualized activities (e.g. independent readings, research, problem reports) designed to meet the special needs of students within their major. (52.1299)

OR

**MNGT 367. Human Resources Management.** 3-3-0. Prerequisite: Completion of 54 hours of non-developmental coursework. Problems of personnel relations as applied to employment, development, maintenance and utilization of a labor force. [LCCN: CMGM 3313] (52.1001)

AND

**MNGT 425. Human Resource Analytics.** 3-3-0. Prerequisites: C or better in QBA 282, QBA 283, and MNGT 367. Training in HR analytics software to improve business strategy execution. (52.1301)

## 2. Need

Outline how this program is deemed essential for the wellbeing of the state, region, or academy (e.g., how is it relevant, how does it contribute to economic development or relate to current/evolving needs). Identify similar programs in the state and explain why the proposed certificate is needed.

The addition of the Undergraduate Certificate in Foundations of Business Analytics provides the opportunity for undergraduate students to earn a credential that shows a basic understanding of business analytics principles. The knowledge prepares them to better utilize data and make data driven decisions. This skill set is critically important for businesses in all industries.

UCs are a new addition to the offerings in Louisiana. The following similar certificates are available in other institutions in Louisiana:

Undergraduate Certificate in business analytics - Northwestern State\*

\* Although this certificate is very similar to the one at Nicholls, we believe the regional need in Southeast Louisiana supports the new offering at Nicholls State University.

The Nicholls proposed UC in the Foundations of Business Analytics provides a value-added credential to students and begins the foundation for stackable credentials toward a business degree.

## 3. Students

Describe student interest. Project enrollment and productivity for the first 5 years; justify projections.

Any student at Nicholls can opt to take the 7 required courses for the UC. It will document understanding of statistics, data management and analysis and using data to solve business problems. We believe the knowledge derived from the UC in the Foundations of Business Analytics will add value to any degree as data is increasingly present in the day to day decisions made across all industries. Students who do not complete a 4-year program can still obtain a college credential documenting the work they completed. It places them in a better position to demonstrate to employers the value of their college work.

The business analytics minor is new at Nicholls, thus we have no baseline completers to transition to Certificates.

Projected complete:	Yr. 1	Yr. 2	Yr. 3	Yr. 4	Yr. 5
College of Business students	5	5	8	10	15
Other majors	0	3	5	5	5
TOTAL:	5	8	13	15	20

## 4. Accreditation

Describe plan for achieving program accreditation.

The certificate is not eligible for separate accreditation. However, the courses will be delivered by programs already accredited by AACSB and will fall under these standards and assessment guidelines. The certificate, if approved, will be reported to AACSB and will fall under the scope of accredited programs for our Continuous Improvement five-year reviews.

## 5. Faculty, Administration, & Other Resources

How will instructional needs be met: will additional faculty, facilities, equipment, or library resources be required? What department will deliver and oversee the proposed program?

The UC in Foundations of Business Analytics will fall under the Dept. of Business Administration and Computer Information Systems. Department Head - Dr. Ronnie Fanguy

Certificate courses consist of existing College of Business offerings.

For new students (not currently seeking minors) interested in the UC, the existing courses have capacity to absorb the expected demand for the next 4 years. We do not anticipate a large enough number of new students to this UC to exceed capacity of existing courses, but if this occurs, additional adjunct or full-time faculty support for the courses may be needed. No additional equipment, or library resources are required.

## 6. Cost

Summarize additional costs to offer the program. On separate budget sheet, estimate costs and revenues for the projected program for the first four years, indicating need for additional appropriations (if any).

No additional costs are required for this Certificate as it utilizes existing faculty resources and courses already on the teaching schedule.

Note: We are primarily creating this UC to 1) provide an intermediate credential for current University students 2) provide a more recognizable and market valued credential (Certificate) that meets a high demand skill set.

Should the introduction of this UC draw additional students into the program, we anticipate capacity to absorb 20 to 30 students in the traditional course offerings before needing additional course sections which would require additional faculty (adjuncts or additional FTE) if the growth is significant and sustained.

**CERTIFICATIONS:**

Marilyn Macle-Frey

Primary Administrator for Proposed Certificate

Sue Zeltser

Provost/Chief Academic Officer

Management Board/System Office

5-25-21

Date

5/20/21

Date

Date

**SUMMARY OF ESTIMATED ADDITIONAL COSTS/INCOME FOR PROPOSED CERTIFICATE**

Institution: Nicholls State University

Date: 12/11/2020

Certificate Program, Unit: Management and Marketing Department, College of Business Administration

FTE = Full Time Equivalent (use the institution's standard definition and provide that definition).

EXPENDITURES								
	FIRST YEAR		SECOND YEAR		THIRD YEAR		FOURTH YEAR	
	AMOUNT	FTE	Amount	FTE	AMOUNT	FTE	AMOUNT	FTE
Faculty	\$0		\$0		\$0		\$0	
Graduate Assistants								
Support Personnel								
Fellowships and Scholarships								
<b>SUB-TOTAL EXPENSES</b>	\$0		\$0		\$0		\$0	
EXPENDITURES								
	AMOUNT		AMOUNT		AMOUNT		AMOUNT	
Facilities	\$0		\$0		\$0		\$0	
Equipment								
Travel								
Supplies								
<b>SUB-TOTAL</b>	\$0		\$0		\$0		\$0	
<b>GRAND TOTAL EXPENSES</b>	\$0		\$0		\$0		\$0	
REVENUES								
Amount & Percentage of Total Anticipated From:	AMOUNT	%	AMOUNT	%	AMOUNT	%	AMOUNT	%
State Appropriations	\$*		\$*		\$*		\$*	
Federal Grants/Contracts								
State Grants/Contracts								
Private Grants/Contracts								
Tuition	\$0		\$18,128		\$30,213		\$30,213	
Fees								
Other (specify)								
<b>TOTAL</b>	\$0		\$18,128		\$30,213		\$30,213	

\*The addition of UC could increase the # of credentials awarded and thus based on formula funding the total state appropriations to Nicholls.

**\*\*Approximately \$6,042.60 tuition & fees/completer for the 7-course sequence. NOTE: College of Business Students opting for the UC in Foundations of Business Analytics will not significantly increase revenue in the beginning as we believe most who pursue the UC will be taking the courses toward a 4-year CIS degree. However, a student that leaves before completing the 4-year degree will leave with documentation of the work they did complete (a >\$6,000 investment).**

Some additional business majors may begin to add this UC to supplement their degrees as well as other degrees offered outside of the College of Business. The additional revenue is based on incremental additional students who would not otherwise take the courses.

**BOARD OF SUPERVISORS FOR THE  
UNIVERSITY OF LOUISIANA SYSTEM**

**ACADEMIC AND STUDENT AFFAIRS COMMITTEE**

**June 24, 2021**

- Item E.2.**     **University of New Orleans’** request for approval to name the School of Naval Architecture and Marine Engineering the “Boysie Bollinger School of Naval Architecture and Marine Engineering.”

**EXECUTIVE SUMMARY**

In 1980, the University of New Orleans established the School of Naval Architecture and Marine Engineering (NAME), which houses a Bachelor of Science in Naval Architecture and Marine Engineering, a Master of Science in Engineering with a concentration in NAME, and a Ph.D. in Engineering and Applied Science. Since its founding, NAME has continued to grow in size and reputation. The School of Naval Architecture and Marine Engineering sits high on the list of select schools in the nation (and the only one in the Gulf region) where students can learn to build ships and other self-sustaining offshore structures. At this time, UNO would like to change the name of the School of Naval Architecture and Marine Engineering to the *Boysie Bollinger School of Naval Architecture and Marine Engineering* in recognition of Donald T. “Boysie” Bollinger’s significant economic, financial, and charitable contributions to the State of Louisiana, the City of New Orleans and the University of New Orleans.

**RECOMMENDATION**

It is recommended that the following resolution be adopted:

***NOW, THEREFORE, BE IT RESOLVED***, that the Board of Supervisors for the University of Louisiana System hereby approves the University of New Orleans’ request to name the School of Naval Architecture and Marine Engineering the “Boysie Bollinger School of Naval Architecture and Marine Engineering.”



E.2.

THE UNIVERSITY of  
NEW ORLEANS

OFFICE OF THE PRESIDENT

May 16, 2021

James B. Henderson, PhD  
President  
University of Louisiana System  
1201 North Third Street  
Suite 7-300  
Baton Rouge, LA 70802

Re: *Boysie Bollinger School of Naval Architecture and Marine Engineering*

Dear Dr. Henderson:

On behalf of the University of New Orleans, I am requesting that the attached proposal for naming of the University of New Orleans' School of Naval Architecture in the College of Engineering as *the Boysie Bollinger School of Naval Architecture and Marine Engineering* be submitted to the University of Louisiana System Board of Supervisors for its consideration and approval.

Please feel free to contact me if you have any additional questions regarding this matter.

Sincerely,

John W. Nicklow, PhD  
President

To: University of Louisiana System President James B. Henderson and members of the University of Louisiana Board of Supervisors

Date: May 16, 2021

Re: *Boysie Bollinger School of Naval Architecture and Marine Engineering*

The University of New Orleans requests that the School of Naval Architecture and Marine Engineering in the College of Engineering be dedicated as *Boysie Bollinger School of Naval Architecture and Marine Engineering* in recognition of Donald T. "Boysie" Bollinger's significant economic, financial and charitable contributions to the State of Louisiana, the City of New Orleans and The University of New Orleans.

Donald T. "Boysie" Bollinger is Chairman and Chief Executive Officer of Bollinger Enterprises, LLC. He is the former Chairman and CEO of Bollinger Shipyards, Inc., a family-owned business established in 1946 that is a full service marine construction and ship repair company.

Boysie Bollinger serves on numerous Boards of Directors, including the Board of First Bank and Trust (Chairman), the Board of Directors of the University Medical Center Management Corporation, and the Audubon Commission. Additionally, Boysie devotes considerable time to professional and civic organizations. He is Chairman of the Nicholls State University Foundation and has served as Vice Chairman of the United States Coast Guard Foundation, and as Chairman of the following: Louisiana Workers' Compensation Corporation, The National World War II Museum, Shipbuilders Council of America (SCA), National Ocean Industries Association (NOIA), Business Council of New Orleans, The Nature Conservancy of Louisiana, Young Presidents Organization, United Way of South LA, and the New Orleans Region of the Boy Scouts of America.

Bollinger was an elected delegate to Louisiana's Constitutional Convention in 1973 and served on the Louisiana Board of Regents and the University of Louisiana System Board. Boysie currently serves on the National Petroleum Council. He previously served on the President's Export Council under the administration of President George H.W. Bush. He is past Chairman of the Governor's Maritime Advisory Task Force and former Chairman of the Board of Commissioners, Port of New Orleans. In addition, he served as a Commissioner for the American Battle Monuments Commission, under the administration of President George W. Bush. Boysie was also a member of the Louisiana Recovery Authority and Bring New Orleans Back Commission, both of which were involved in the rebuilding of New Orleans and Louisiana after Hurricanes Katrina and Rita.

Boysie was chosen as a Louisiana Legend by Louisiana Public Broadcasting. He is the recipient of the Distinguished Citizen Award from the Boy Scouts of America and the C. Alvin Bertel Award, given to an individual who promotes the success of the Port of New Orleans. Boysie has been recognized by numerous awards from local Chambers and volunteer groups, including Entrepreneur of the Year Award, Junior Achievement Laureate and Lifetime Achievement



Award, the Woodrow Wilson Award, New Orleans Propeller Club's Maritime Man of the Year Award, and ACG Louisiana's Lifetime Achievement Award.

In 1971, Boysie Bollinger earned his Bachelor of Science Degree in Business Administration from the University of Louisiana, Lafayette. He is married to Joy LeBlanc, has three sons and five grandchildren.

## 2. Budget Note

Not applicable. The cost of any plaques or other expense related to the naming will be paid for with non-state funds.

## 3. Related Documents

This proposal is in compliance with University of Louisiana Board of Supervisors: C-VI Facilities Planning