On Friday, August 20, 2010 the Board of Supervisors approved the beginning of a process to reposition the Southern University System as a next generation Historically Black University and a model for higher learning in a global economy. This initiative is titled Project Positive Direction. It is the first step in establishing a systemic approach to producing globally competitive graduates from among our traditional and increasingly selective enrollment base.

The key components of Project Positive Direction are:

- Reorganize the System Office and lay the groundwork for a unified business model
  - Reduce System personnel expense by $1m
  - Hire key personnel in finance and information systems
- Assist the unit Chancellors in addressing key concerns
  - SUBR
    - Enrollment
    - Faculty salaries
    - Football revenue
    - Deferred maintenance
  - SUNO
    - Enrollment
    - Faculty Salaries
    - Facilities
  - SUSLA
    - Faculty salaries
    - Classroom space
  - SULC
    - Faculty salaries
    - Clinical space
  - SUAREC
    - Faculty salaries
    - Facilities
- Increase Community College transfers and intra system matriculation
- Pursue special admissions niche for bright, underprepared K-12 graduates, especially Black males
- Enhance public trust and respect
  - Tell our story
  - SUS Foundation transparency
  - Alumni Federation Partnership / Alumni Engagement

Project Positive Direction is designed to help us survive a year of severe budget cuts and simultaneously initiate positive movement. It will also help us prepare for the many unknowns of the future, such as a possible 38% budget reduction next fiscal year. It is also the beginning of the regeneration of our system for the 21st century. The path will not be easy.

Now is a time for soul searching about where the Southern System fits on our list of priorities. The pressures seeking to divide and disable us will grow stronger before they ease. Yet strength, determination and unity will determine our fate. One Southern, with one voice, will be a formidable fortress to topple.