

B.2. Strategic Plan OSU-Tulsa

Mission

In a metropolitan setting, Oklahoma State University-Tulsa advances knowledge, enriches lives, and enhances economic development through innovative instruction, research and creative activities, and outreach.

Vision

Oklahoma State University-Tulsa will be prized as the crown jewel of the city of Tulsa. By 2020, the 250-acre, 25 building campus will have 20,000 students enrolled in 100 undergraduate and graduate degree programs and:

- Be recognized for outstanding teaching, research and scholarship in select areas;
- Distinguish itself as a center of research and discovery where academic freedom and a work-friendly environment inspire outstanding accomplishments;
- Be a model for strong partnership between higher education, industry, and government organizations that stimulates social and economic development through intellectual discoveries and entrepreneurial activities;
- Play a vital role in the development of the neighborhoods surrounding the campus and will actively participate in activities that benefit the community as a whole; and
- Reach beyond campus boundaries and use cutting-edge technology to deliver courses, degree programs and learning resources directly to students.

Core Values

Excellence - We seek excellence in all our endeavors and we are committed to continuous improvement.

Intellectual Freedom - We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Integrity - We are committed to the principles of truth and honesty and we will be equitable, ethical, and professional.

Service - We believe that serving others is a noble and worthy endeavor.

Diversity - We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources - We are dedicated to the efficient and effective use of our resources. We accept the responsibility of the public's trust and are accountable for our actions.

Strategic Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Academic Excellence — Create and uphold high standards of excellence in instruction and research.

CRITICAL SUCCESS FACTORS:

- \$5 million in federal research expenditures
- Advanced Technology Research Center (ATRC) completed by 2006
- 4 endowed positions for OSU-Tulsa resident faculty
- Graduate assistantships equal to Big 12 average in discipline
- 5 grant proposals submitted annually
- 100% classrooms equipped with state-of-the-art technology
- Accreditation by the premier national accreditation organization for all OSU programs offered in Tulsa (e.g. AACSB, ABET, etc.)
- State-of-the-art laboratories
- 29,000 electronic journals and 75 databases accessed through the OSU-Stillwater and OSU-Tulsa libraries
- Implement increased GPA requirements of 2.25 for transfer students

OBJECTIVES:

Objective 1.1: Facilitate OSU-Stillwater's objective to be ranked in top 75 public research-extensive institutions by completing the Advanced Technology Research Center (ATRC) in Tulsa.

STRATEGIES:

- Determine external financing sources of \$10 million to complete both phases of the ATRC.
- Facilitate Construction Manager to complete building by December 2006.
- Coordinate with faculty to plan lab equipment needs of the building.
- Hire 5 new research faculty members by FY 2007 to implement research programs.
- Recruit graduate students from around the world to major in the engineering and technology disciplines.

Objective 1.2: Facilitate OSU-Stillwater academic units in achieving or retaining national and regional accreditation standards for the OSU programs offered in Tulsa.

STRATEGIES:

- Ensure that physical infrastructure and faculty qualifications meet accreditation requirements.
- Provide faculty lines to support growing programs.
- Manage class enrollment to conform to accreditation requirements.

Objective 1.3: Implement new OSU transfer standards for incoming undergraduate students.

STRATEGIES:

- Implement admissions procedures requiring transfer GPA of 2.25.
- Educate academic advisors on new admissions standards.
- Educate TCC academic advisors on new admissions standards.
- Refer academically unprepared students to the Learning Resource Center.

Objective 1.4: Improve the quality of the teaching and learning environment.

Strategies:

- Recruit, retain, and reward faculty for excellence in teaching.
- Effectively measure student-learning outcomes.

Objective 1.5: Implement private fundraising campaign to support Advanced Technology Research Center (ATRC) laboratories and endowed chairs.

Strategies:

- Use new ATRC as a motivator to raise private funds for endowed chairs.
- Use new ATRC as a motivator to raise private funds for laboratories.

Objective 1.6: Increase research productivity of OSU-Tulsa faculty.

STRATEGIES:

- Hire outstanding research faculty.
- Provide the research time needed to enable faculty to produce research.
- Provide resources to facilitate scholarship and creative activities.
- Provide incentives for outstanding research.

Goal Two. Student Success and Development — Recruit, retain, and graduate students in a collegial environment that encourages excellence, prepares for careers, enriches personal growth, fosters discovery of knowledge, and promotes leadership and service.

CRITICAL SUCCESS FACTORS:

- OSU-Tulsa Enrollment Management Plan by summer 2004
- Promote the message of “one university-multiple campus” system
- Connections with at least 500 Tulsa area firms that will recruit OSU graduates
- 10% of students admitted into graduate and professional schools
- Implement honors program at OSU-Tulsa
- 20% of students participating in professional organizations
- At least 10 unsolicited letters or emails from students rating OSU-Tulsa services as excellent
- 20% of OSU-Tulsa students utilizing the campus Wellness Center
- 3500 full or part-time undergraduate students
- 1500 full or part-time graduate students
- Graduate 400 students per year
- Annual student satisfaction assessment that includes needs of non-traditional students
- 100 OSU degrees available at OSU-Tulsa
- 3 OSU doctoral degree programs available in Tulsa
- \$100,000 in annual scholarship support from private sources
- 10% increase per year in students participating in an internship or practicum experience
- 5% of students participating in an international experience
- Support State Regents scholarship initiatives for at-risk students
- Writing Center in place to assist students
- Mathematics Education Center in place to assist students
- All undergraduate degrees fully articulated with TCC
- 2000 transfer students per year from regional 2-year schools
- OSU academic track at TCC
- Articulation agreements with 4 area colleges

OBJECTIVES:

Objective 2.1: In concert with Stillwater, develop and implement an effective institutional enrollment management plan for graduate and undergraduate students.

STRATEGIES:

- Develop recruitment plans to increase enrollment of undergraduate and graduate students.
- Introduce additional OSU degree programs in Tulsa.
- Hire additional academic advisors, student affairs staff, and other staff to meet increased student enrollment.
- Enhance marketing of OSU programs available in Tulsa.
- Develop on-campus student housing to attract out-of-city students.

Objective 2.2: Enhance partnership with Tulsa Community College (TCC).

STRATEGIES:

- Offer TCC courses on the OSU-Tulsa campus.
- Implement dual admission/enrollment program for TCC and OSU.
- Schedule OSU courses at TCC for the OSU/TCC academic track programs.
- Expand 2+2 articulation with TCC to new programs on the Tulsa campus.

Objective 2.3: Strengthen the “one university-multiple campus” concept.

STRATEGIES:

- Instill in all student services support staff the need to provide equivalent services in Stillwater and Tulsa.
- Maintain all student records on the same database.

Objective 2.4: Increase the number of students graduating from OSU-Tulsa.

STRATEGIES:

- Offer selected classes in formats that better fit schedules of non-traditional students.
- Monitor academic progress of students.
- Increase transfer GPA requirement.
- Provide opportunities for at-risk students.
- Offer additional degrees at OSU-Tulsa.

Objective 2.5: Provide students with opportunities to succeed.

STRATEGIES:

- Create a Student Success Center.
- Develop Learning Resource Centers in Math and Writing.
- Provide counseling services for students.

Objective 2.6: Increase internship and permanent placement opportunities for OSU-Tulsa students.

STRATEGIES:

- Develop a seamless relationship with OSU-Stillwater Career Services.
- Maximize the use of technology in the delivery of career services to students.
- Actively recruit companies to recruit or hire OSU-Tulsa students.
- Leverage financial resources from state or federal government to provide employers with student interns.

Objective 2.7: Establish articulation agreements or improved co-enrollment policies with 2-year and 4-year institutions in northeastern Oklahoma.

STRATEGIES:

- Expand articulation agreements with Rogers State University, OSU-Okmulgee, Northeastern Oklahoma College, and Connors College.
- Ensure that students at OSU-Tulsa can seamlessly take classes at Langston University, OSU-Tulsa, and Tulsa Community College.

Objective 2.8: Provide at least \$100,000 annually in scholarships to OSU-Tulsa students.

STRATEGIES:

- Develop strategies to honor current donors.
- The President and Development Officer should make at least 15 calls together per year for gifts of \$10,000 or more.
- Develop strategies to increase gifts from current faculty and staff.

Objective 2.9: Develop, implement, and promote programs that enrich student experiences.

STRATEGIES:

- Encourage OSU-Tulsa students to participate in study-abroad programs.
- Increase the opportunities for students in Tulsa to participate in volunteer opportunities throughout the Tulsa community.
- Encourage students to participate in professional organizations.

- Provide leadership opportunities and experiences for students.

Goal Three. Engagement and Outreach — Enhance the quality of life in Oklahoma by contributing to the human, economic, and cultural development of Oklahomans.

CRITICAL SUCCESS FACTORS:

- 90% of directors and administrators participating in at least 1 community organization
- All vice presidents and the presidents serving on at least 1 community board
- 60% of resident faculty engaged in local professional or community organizations
- 5 active partnerships with external organizations
- At least 1 research partnership with industry housed in the ATRC
- At least 5 community events held on campus that promote cultural development
- At least 3 community events held on campus that support wellness and health
- Graduates from OSU-Tulsa meet the needs of Tulsa area employers

OBJECTIVES:

Objective 3.1: Be recognized as a patron of the arts in Tulsa.

STRATEGIES:

- Assist the Center for Poets and Writers in mission and fundraising efforts.
- Sponsor various events in the arts and humanities.
- Broadcast Writing Out Loud throughout Oklahoma, making program accessible to the public free of charge.
- Establish the Celebration of Books and the Writers Hall of Fame as statewide events.

Objective 3.2: Produce graduates needed by Tulsa area employers.

STRATEGIES:

- Periodically survey Tulsa employers.
- Form advisory council of major employers.

Objective 3.3: Encourage faculty, administrators, and staff to participate in community organizations.

STRATEGIES:

- Motivate vice presidents to serve on boards of community organizations.
- President should serve on at least 3 community boards.

Objective 3.4: Market OSU-Tulsa Convention Center to external organizations.

STRATEGIES:

- Ensure that marketing budget is sufficient to operate and promote convention center business.
- Encourage administrators and staff to support events held on campus.
- President and vice presidents should promote use of the OSU-Tulsa facility to external groups that they serve.

Goal Four. Diversity — Achieve diversity and create an environment of respect for individuals.

CRITICAL SUCCESS FACTORS:

- 35% increase in OSU-Tulsa resident women and minority faculty
- Develop plans that will increase the diversity of student applicant pool
- 1 student affairs staff member expert in cultural minority student issues
- 1 student affairs staff member expert in disabled student issues
- 1 student affairs staff member expert in international student issues
- 1 student affairs staff member expert in economically disadvantaged, first generation, non-traditional student issues
- Student enrollment mirrors Tulsa census reports
- 1 to 3 minority student organizations at OSU-Tulsa
- Double the number of minority vendors doing business with OSU-Tulsa
- All staff and faculty participate in diversity training

OBJECTIVES:

Objective 4.1: Increase the percentage of women and minority in faculty and staff positions.

STRATEGIES:

- Actively recruit minority candidates for faculty and staff positions.
- Allocate more resources to recruit minority candidates.

Objective 4.2: Develop programs and services that enhance the retention of minority students.

STRATEGIES:

- Establish minority student organizations to assist students' social development.
- Encourage faculty and academic advisors to advise and participate in diverse student organizations.

Objective 4.3: Increase the percentage of minority students at OSU-Tulsa.

STRATEGIES:

- Actively promote OSU as a minority friendly organization.
- Allocate resources to specifically attract minority students.
- Involve minority faculty in the recruitment process.

Goal Five. Human Resources — Recruit, retain, and develop an outstanding faculty and staff within a collegial atmosphere that recognizes diverse contributions.

CRITICAL SUCCESS FACTORS:

- Annual performance reviews of all individuals are tied to priorities in the Strategic Plan
- Provide staff the opportunity to attend at least 1 professional development conference
- Schedule at least 10 staff training programs per year
- Parity of faculty salaries with peer institutions
- Staff salaries and benefits competitive with external Tulsa opportunities
- 82 resident faculty in 5 years (42 currently)

OBJECTIVES:

Objective 5.1: Working with the academic units in Stillwater, develop a plan for hiring additional faculty over the next 5 years to support program expansion in research and teaching in Tulsa.

STRATEGIES:

- Offer nationally competitive salaries.
- Provide resources to facilitate professional development.
- Provide resources to facilitate research.
- VP of Academic Affairs will develop the faculty requirements over the next 5 years.
- Work with state legislature to increase state funding for OSU-Tulsa.

Objective 5.2: Hire and retain exceptional staff and administrators who understand customer service and know how to excel in a cooperative workplace environment.

STRATEGIES:

- Offer salaries and benefits that are competitive in the Tulsa area market.

- Conduct 1 or 2 educational training sessions each year on customer service.
- Campus leadership should be an example for customer service and a cooperative attitude.

Objective 5.3: Empower and encourage staff and faculty to attend training and development programs.

STRATEGIES:

- Encourage staff to pursue educational opportunities.
- Provide staff flexibility to attend classes.
- Encourage staff to attend the Ambassador program.

Objective 5.4: Create faculty and staff annual appraisal forms that reflect priorities in the Strategic Plan.

STRATEGIES:

- Create a committee of faculty and staff to devise the annual appraisal form.
- Educate all individuals who perform annual evaluations about using the new form.

Goal Six. Enhance and Leverage Resources — Increase financial and physical resources and leverage current financial and physical resources to achieve strategically targeted goals.

CRITICAL SUCCESS FACTORS:

- Annual budget process for OSU-Tulsa tied to priorities in the strategic plan
- Increase State budget support for OSU-Tulsa by \$5 million
- Student housing in place by FY 2007
- State-of-the-art computing system integrated with Stillwater's computing system
- Plans in process for Student Union building at OSU-Tulsa for FY 2010
- All OSU-Tulsa resident faculty teaching classes in Stillwater
- 150 OSU-Stillwater resident faculty teaching classes in Tulsa
- 1000 OSU students jointly enrolled at OSU-Tulsa and OSU-Stillwater
- Share infrastructure for computing, library, human resources, registrar, purchasing, etc. with OSU-Stillwater and OSU-Center for Health Sciences (CHS)
- Joint degree programs with OSU-CHS
- TCC courses on the OSU-Tulsa campus

- Functional service agreement with Langston University regarding common services at the OSU-Tulsa campus
- A transportation system that facilitates movement of students, faculty, and staff between Tulsa and Stillwater
- 75 members in OSU-Tulsa President's Council
- Private support of \$1 million per year

OBJECTIVES:

Objective 6.1: Offer degrees in partnership with TCC to better utilize scarce state and OSU resources.

STRATEGIES:

- Conduct semi-annual committee meetings with TCC Board of Trustees.
- Coordinate closely with TCC to determine most efficient and effective ways to deliver freshmen and sophomore levels classes in Tulsa.

Objective 6.2: Establish stronger partnership with OSU-Center for Health Sciences (CHS).

STRATEGIES:

- Promote OSU-CHS programs in the OSU-Tulsa class schedule.
- Educate academic advisors on programs available at OSU-CHS campus.
- Share infrastructure for computing, library, human resources, finance, etc. with OSU-CHS.
- Promote the joint DO/MBA program so that it achieves a critical size.

Objective 6.3: Share various operating resources with OSU-Stillwater and OSU-CHS to better utilize common and dissimilar resources.

STRATEGIES:

- Share OSU-Tulsa resident faculty with OSU-Stillwater to allow both campuses to benefit from faculty expertise.
- Provide leadership of OSU-CHS cost centers to lower administrative overhead.

Objective 6.4: Execute a service agreement with Langston University.

STRATEGIES:

- Negotiate an annual service agreement with Langston University at Tulsa.
- Modify the agreement as needed to ensure it is fair to both universities.

Objective 6.5: Work with members of the Tulsa delegation in the state legislature to secure at least \$5 million in additional annual funding for OSU-Tulsa.

STRATEGIES:

- Coordinate legislative initiatives with OSU/A&M Regents office.
- Educate Tulsa delegation about the funding requirements for OSU-Tulsa.
- Visit Tulsa and State Legislators in the state capitol to discuss OSU-Tulsa priorities with elected officials.

Objective 6.6: Expand current bus system (Big Orange Buses - BOB) to facilitate movement of students, faculty, and staff between campuses in the OSU system.

STRATEGIES:

- Determine how to enhance the bus service between Stillwater and Tulsa to meet the demand of all those desiring transportation between the 2 locations.
- Maintain at least 4 fifty-six passenger buses on the Stillwater/Tulsa route.
- Seek federal transportation grants to build an “intermodal transportation facility” on the OSU-Tulsa campus.
- Assist as requested OSU-Okmulgee and OSU-Oklahoma City in conducting a feasibility study for bus service between those sites and Tulsa or Stillwater.
- Ensure that costs of the transit system between locations are shared fairly among the units that benefit from the transit system.
- Make BOBs available for charter services to the Athletic Department and other units of the OSU system.

Objective 6.7: Continue to execute campus master plan for construction of new building on campus.

STRATEGIES:

- Have Capstone Development Company construct 200 units of student housing in 2005.
- Obtain a funding source for a Student Union.
- Complete ATRC by 2006.

Goal Seven. Image/Pride/Recognition — Communicate an image that reflects achievement and pride.

CRITICAL SUCCESS FACTORS:

- Marketing plan that is integrated with the OSU system plan

- Timely and appealing OSU-Tulsa web site fully integrated with OSU system web site
- Attractive and well-maintained campus
- “Celebrate Orange” Fridays
- Successes of faculty, staff, students, and alumni at OSU-Tulsa regularly publicized
- Become the institution of choice for TCC students and other transfer students from northeastern Oklahoma
- 100 items in the broadcast and newspaper media per year in the Tulsa area media
- Student satisfaction scores higher than the mean for peer institutions (Noel-Levitz Survey)
- 50% increase in external constituents using the Conference Center
- Create positive brand awareness of OSU-Tulsa among potential students in northeastern Oklahoma

OBJECTIVES:

Objective 7.1: Implement an integrated marketing communications plan for OSU-Tulsa that complements and enhances the image of a nationally recognized university system.

STRATEGIES:

- Promote the connection between OSU-Tulsa and OSU-Stillwater campuses.
- Integrate marketing plan with OSU System.
- Publicize successes of OSU faculty in the areas of research and teaching.
- Make extensive use of print media and radio to advertise OSU-Tulsa’s programs.
- Promote OSU’s role as a research institution in the Tulsa region.
- Redesign the OSU-Tulsa web site to be consistent with the new OSU System web site design.
- Engage OSU alumni and Alumni Association members living in Tulsa to help promote OSU-Tulsa as OSU’s front door to Tulsa.

Objective 7.2: Develop marketing initiatives to increase awareness of the public, businesses, and government units about the ATRC and the potential for partnerships in the facility.

STRATEGIES:

- Create a series of feature stories surrounding the specific technological and research initiatives that will be housed in the ATRC.
- Promote ATRC groundbreaking ceremony.
- Implement tours of the ATRC as it is being completed.

- Have a virtual tour of the ATRC to track its completion on the OSU-Tulsa web site.

Objective 7.3: Establish OSU-Tulsa as the university of choice for students in the greater Tulsa metropolitan area.

STRATEGIES:

- To high school students, emphasize the connection between Stillwater and Tulsa and the increased choices it provides students.
- Emphasize in media campaigns the national recognition of the OSU degree that can be earned in either Stillwater or Tulsa.
- Advertise OSU programs in the print and broadcast media.
- Promote OSU programs through the TCC channel.
- Develop news releases for the local press to promote OSU-Tulsa.

Objective 7.4: Maintain the physical attractiveness and visibility of the campus.

STRATEGIES:

- Create a front door architectural feature for the OSU-Tulsa campus on Stand Pipe Hill.
- Ensure that the design of the ATRC and campus housing complements current architectural style of the campus.
- Continue budgetary support of Physical Plant for maintaining OSU-Tulsa property.

Goal Eight. Partnerships and Collaborations — Create an environment that promotes synergy through partnerships with regional educational institutions, the City of Tulsa, OSU-Stillwater, and state government.

CRITICAL SUCCESS FACTORS:

- 4 partnerships with K-12 schools in the Tulsa area
- Representation on at least 3 Mayoral or Governor-appointed boards
- 20 presentations to businesses, civic groups, and other entities in Tulsa
- 4 major sponsored events on campus
- 100% of student services provided to Langston students
- State Regents policies that enable OSU and LU to offer appropriate degree programs serving the needs of northeastern Oklahoma

- Administrators serving on the boards of the Tulsa Metro Chamber, Downtown Tulsa Unlimited, and other community organizations
- Administrators serving on the board of directors of businesses located in Tulsa
- At least 4 joint research proposals submitted by OSU-Tulsa faculty with faculty from other universities
- Cooperative environment among all universities in the Tulsa region
- Assist the Botanical Garden Committee in raising \$10 million
- A strong OSU-Tulsa Board of Trustees that enhances the visibility of OSU-Tulsa and OSU-Stillwater

OBJECTIVES:

Objective 8.1: OSU-Tulsa faculty will engage in collaborative research projects with faculty at other universities.

STRATEGIES:

- Encourage OSU-Tulsa faculty to conduct collaborative, interdisciplinary research.
- Provide resources and recognition for joint research.
- Encourage faculty to submit joint research proposals for federal research dollars.

Objective 8.2: Strengthen relationships with other area universities.

STRATEGIES:

- Maintain the Services Agreement with Langston University-Tulsa in a manner that enables both universities to be successful.
- Be ready to assist LU-Tulsa with support for construction of their new building.
- Cooperate with OU-Tulsa on joint community programs that promote higher education and research in Oklahoma.
- Cooperate with the University of Tulsa on joint community programs that promote higher education and research in Oklahoma.
- Cooperate with the administrations at Rogers State University in Claremore and Northeastern State University in Broken Arrow on programs that promote access to higher education and increased enrollment of Oklahomans in college degree programs.

Objective 8.3: Establish new partnerships with area K-12 schools and strengthen existing partnerships.

STRATEGIES:

- Participate in Adopt-a-School program sponsored by Tulsa Metro Chamber of Commerce.
- Encourage staff to participate in elementary school mentor programs.

Objective 8.4: Work with State Regents to develop policies that can enable OSU-Tulsa and Langston University to be successful in developing degree programs that serve the needs of Tulsa area students and employers.

STRATEGIES:

- Work with LU administration to devise programs (e.g. urban education) that benefit common education in Tulsa, particularly those with significant minority enrollment, to increase the minority graduates from high school.
- Provide information to OSU/A&M Regents about community requests for various degree programs in Tulsa that can be met with programs from OSU and/or LU.
- Provide information to the State Regents about Tulsa's need for degree programs from various universities in the Tulsa area.
- Coordinate with LU in Tulsa to determine strategies to make both universities successful.

Objective 8.5: Engage and expand corporate and business partnerships.

STRATEGIES:

- Create citizen advisory boards for various units on campus.
- Encourage administrators to become involved with business and government units in the Tulsa area.
- Encourage faculty and administrators to serve as consultants and speakers to business and government enterprises.
- Establish OSU-Tulsa as a center for expertise, future employees, interns, and continuing education.

Objective 8.6: Enhance and foster the relationship with the Tulsa Metro Chamber of Commerce (TMC).

STRATEGIES:

- Sponsor or co-sponsor events in support of the education and economic development goals of the TMC.
- Encourage faculty and administrators to serve on TMC committees and taskforces.

- Provide the TMC with student interns.
- Actively support the TMC's higher education efforts.
- Assist TMC staff in their efforts to attract new businesses to the Tulsa area.

Objective 8.7: Develop stronger ties to downtown Tulsa and area neighborhoods.

STRATEGIES:

- Encourage staff and faculty to develop relationships with downtown businesses.
- President should serve on the Downtown Tulsa Unlimited Tulsa board of directors.
- Promote programs on campus that support downtown Tulsa and enhance quality of life for residents in adjacent neighborhoods.
- Provide space for events, concerts, and activities that bring the community to OSU-Tulsa.
- Hold periodic meetings with neighborhood associations that surround the OSU-Tulsa campus.

Objective 8.8: Support activities of non-profit, civic organizations and foundations that further the priorities of OSU-Tulsa.

STRATEGIES:

- Support activities that benefit TCC and public schools in the Tulsa area.
- Provide space and other in-kind services to organizations that promote wellness, cultural development, or motivate youth to pursue higher education.
- Facilitate educational programs from OSU at the Botanical Garden facility.
- Support the Botanical Garden Steering Committee in their efforts to raise funds.

Objective 8.9: Ensure that the OSU-Tulsa trustees are actively engaged in the oversight and governance of the University, and that they are recognized as strong advocates of OSU-Tulsa and OSU-Stillwater.

STRATEGIES:

- Keep trustees information about University issues, problems, and opportunities.
- Provide trustees with ample opportunities to interact with students, faculty, and staff.
- Apprise the Governor's Office of potential trustee candidates
- Invite trustees to relevant activities on the Stillwater campus.