

ENROLLMENT MANAGEMENT, ACADEMIC SUPPORT AND MARKETING

Mission

The Division of Enrollment Management, Academic Support and Marketing provides services and opportunities that foster teaching, learning, helping and healing.

Vision

The Enrollment Management, Academic Support and Marketing Division will:

- Foster and ensure a student first environment;
- Be a leader in providing compassionate, quality service that will foster a long-term commitment to the OSU Center for Health Sciences;
- Be recognized for a positive community identity with a professional attitude of care and consideration for all;
- Have an environment where we are the first choice for medical education and health information in Oklahoma and the region;
- Be the recognized leader in providing medical student services, faculty development and educational resources;
- And be recognized for its environment of diversity.

Core Values

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

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.

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

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

Stewardship of Resources – We are dedicated to the efficient and effective use of 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. Faculty Utilization of Resources - Faculty utilization of all academic resources (Educational Resources and Development, Library, and web utilization) in order to better deliver curriculum.

Critical Success Factors:

- Greater faculty participation in faculty development, web services, and library collection development by 50%.
- Continuation and maintenance of a more active Learning Resources Committee.
- A significantly greater number of students satisfied with teachers and teaching.

Objectives:

Objective 1.1: Increase faculty awareness of and participation in faculty development activities.

Strategies:

- Perform needs assessments on topics and issues of relevance and interest to faculty through survey and regular visits/contacts.
- Create opportunities for discussion, collaboration, and feedback on teaching, learning, and testing issues.
- Provide timely announcements /reminders for FD Series programs and workshops.
- Communicate with faculty directly in department meetings, faculty councils, and other academic meetings.
- Involve faculty in the decision-making regarding academic resources available to faculty. Do this through the Learning Resources Committee.
- Improve the print collections in the basic sciences and clinical medicine.
- Improve and expand the multimedia collection
- Improve the accessibility and usability of electronic biomedical information resources.
- Provide access to open access journals.

Goal Two. Integrated academic support services - Develop an integrated infrastructure of academic support in order to maximize opportunities for faculty and students.

Critical Success Factors:

- Each unit within the division has a detailed awareness of the other functional units.
- Academic support programs become integrated with several departments involved in programs promoting excellence in teaching and utilization of technology and other resources.
- Universal procedures with integrated functions are documented and utilized.

Objectives:

Objective 2.1: Develop and continuously increase awareness of the functional roles of various departments.

Strategies:

- Quarterly division meetings for information sharing.
- Common internal marketing of available services.
- Actively seek opportunities to work together on academic support programs and publicize those opportunities.

Objective 2.2: Develop academic support programs, which function parallel to the curriculum model.

Strategies:

- Work with the curriculum committee and academic affairs to determine needs for academic support.
- Develop annual plan within all the academic support services to deliver increasingly valuable support to faculty and students.
- Develop strong communication of changes and trends from faculty to academic support service units.

Goal Three. Integrated marketing and recruitment - Develop marketing and recruitment programs together in order to maximize return. Make marketing and recruitment a campus-wide responsibility with the infrastructure developed by the Office of Student Affairs and the Department of Communications and Marketing.

Critical Success Factors:

- Entire campus knows basic recruitment and marketing message.
- Increase distribution of printed/electronic materials to prospective students by 25%.
- Increase website hits with new links and updated content information by 50%.
- Increase diversity of student applicants by 15% to include more women and minorities.
- Increase the regional support around the state for Doctor Orange events.
- Surpass all other medical schools in the number of Oklahoma applicants.
- Double the number of out of state applicants.
- Increase number of applicants by 20%.
- Grow alumni association to 90% participation.
- 100% logo consistency in printed and electronic communication.

Objectives:

Objective 3.1: Increase number of people who can participate in recruitment.

Strategies:

- Utilize consistent and integrated messages when presenting to prospective students and other groups
- Develop alumni recruitment program in order to involve alumni with the development of the applicant pool.
- Educate the entire campus, especially faculty, on the messages we use in the recruitment process
- Increase the utilization of faculty for on-campus recruitment events
- Educate the entire campus about the mission of recruitment and marketing and the necessity for all to participate. Do this through Town Hall Meetings and other forums.

Objective 3.2: Coordination and cooperation between Communications and Marketing and Student Affairs regarding logo, printed materials, presentation, media advertisement, mission of the marketing and recruitment efforts, and implementation of the marketing and recruitment plan.

Strategies:

- Develop marketing and recruitment schedules annually integrating efforts when possible.
- Work far in advance to determine print needs, logo consistency, special targets for recruitment and marketing, and processes leading to the desired outcomes.

- Analyze results of recruitment and marketing activities to determine priorities for implementation.
- Hold bi-monthly meeting including members of both the recruitment and marketing teams in order to be apprised of each other's activities and opportunities for collaboration.

Goal Four. Professional Growth - Promote leadership skills and provide staff development opportunities.

Critical Success Factors:

- Increase the number of employees participating in the Leadership Development and Ambassador Programs.
- Increase the leadership skills and performance of current employees.
- Provide in-house training for staff.

Objectives:

Objective 4.1: Improve job related knowledge and skills of staff.

Strategies:

- Send staff to workshops presented by professional organizations associated with each department.
- Encourage staff to participate in OSU staff development programs such as the Ambassador Program, Leadership Development, and others.
- Develop an individual professional development plan for each employee within the division.
- Utilize the annual evaluation process to identify training needs.