

OFFICE OF ENROLLMENT MANAGEMENT/STUDENT AFFAIRS

Mission

The Office of Enrollment Management/Student Affairs (EM/SA) provides enrollment services and support to the academic, medical, and public communities.

Vision

The Office of Enrollment Management/Student Affairs will be recognized as:

- The national model of medical student service;
- The national leader in medical student leadership development;
- A campus leader in community awareness;
- The campus leader in promoting and ensuring a student centered environment;
- A national leader in recruitment, admissions, and retaining a diverse student body;
- A leader in providing compassionate quality service that will foster a long-term commitment to OSU-CHS;
- And a significant partner with Marketing and Communications in the promotion of Osteopathic Medicine as the progressive choice for 21st century medical education.

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. Diversity - Support an academic atmosphere that embraces the individual differences of faculty, students, prospective students, staff and the community.

Critical Success Factors

- Applicant pool reflecting the ethnic and socioeconomic diversity of Oklahoma.
- Enrollment of students, both majority and minority in each medical class reflecting the ethnic and socioeconomic diversity of Oklahoma.
- Student Senate reflects the ethnic and socioeconomic diversity of Oklahoma.

Objectives:

Objective 1.1: Develop and maintain trusting relationships with pre-med advisors associated with programs having a significant Disadvantaged/Underrepresented Minority (D/URM) population.

Strategies:

- Visit each of these campuses in person twice per year.
- Communicate personally with these advisors through telephone and e-mail regarding their students.
- Engage in one-on-one advisement for disadvantaged and minority students. Advisement sessions to be initiated by OSU-CHS.
- Provide outreach programs (such as Admissions Workshops) targeting the institutions important to D/URM recruitment.

Objective 1.2: Educate the OSU-CHS Community on the effects diversity has on the medical community.

Strategies:

- Highlight accomplishments of students from D/URM backgrounds.
- Include component in applicant interviewer training.
- Include component in faculty/staff orientation.
- Promote cultural awareness through student programs.

Objective 1.3: Provide specialized support to students from a diverse background.

Strategies:

- Establish and maintain an Office of Multicultural Affairs.
- Make counseling available to students specifically addressing D/URM issues.

Objective 1.4: Recruit, retain, and graduate D/URM into medical and graduate school.

Strategies:

- Establish relationships with all minority medical organizations, such as MAPS.
- Three admissions workshops each semester or six per year.
- Early enrichment programs for educational pipeline with area schools.
- Participate in minority community health issues/events.

Goal Two: External Funding - Increase external funding for the EM/SA area for student and recruitment programs.

Critical Success Factors:

- EM/SA will have two externally funded programs creating a pipeline for D/URM applicants.
- EM/SA will have one or two externally funded programs specifically targeting ethnic minorities recruitment into medicine.
- NOTE: Three or four programs altogether.
- EM/SA will have one or two externally funded programs for the development of student leaders.

Objectives:

Objective 2.1: Aggressively seek out and apply for external funds, which contribute to the mission of EM/SA.

Strategies:

- Select a point person in office to research grant opportunities.
- Promote the establishment of a comprehensive grant office at CHS.

Objective 2.2: Engage faculty and other members of CHS for a greater chance of funded programs.

Strategies:

- Make funded programs a priority in the EM/SA operation.
- Establish committee comprised of faculty from several departments and student affairs to review possible funding and implementation of externally funded programs such as HCOP, COE, and RWJ.
- Create an atmosphere within EM/SA that values externally funded programs as critical part of our success.
- Provide professional development opportunities that will enhance the knowledge base of externally funded programs within EM/SA.

Goal Three: Recruitment - Increase local, regional and national awareness in order to maximize the number of applicants.

Critical Success Factors

- Surpass all other medical schools in number of Oklahoma applicants.
- Double the number of out of state applicants.
- Increase total applicants by 20%.

Objectives:

Objective 3.1: Successfully recruit applicants in the states of New Mexico, Colorado, Kansas, Arkansas, Missouri, Louisiana, and Utah.

Strategies:

- Visit each target state at least twice a year: Kansas, Colorado, Arkansas, Louisiana, Missouri (Joplin area), and Utah.
- Make agreements with these states so that students can attend OSU-COM while their home state pays the non-resident portion of tuition.
- Work with OSU-COM Alumni to implement alumni recruitment program in each of these states.

Objective 3.2: Significantly increase Oklahoma applications.

Strategies:

- Hire full-time recruitment coordinator to travel 75%.
- Visit each four-year institution in Oklahoma at least once a semester.
- Establish relationships with target states' Osteopathic Associations to implement Doctor Orange programs.
- Implement one-on-one recruitment/retention activities for highly qualified students as needed.

Objective 3.3: Support and assist in a sophisticated external, widespread mass marketing campaign.

Strategies:

- Develop interactive recruitment presentation.
- Standardize presentation.
- Standardize all publications for greater recognition.

Objective 3.4: Engage Alumni, Faculty, and the Oklahoma Osteopathic Association as an integral part of the recruitment process.

Strategies:

- Provide opportunities and well-designed programs for alumni, faculty and the OOA to be involved in recruitment and student activities.

Goal Four. Enrollment Management Model - Integrate functions of EM/SA to achieve exceptional service to students, prospective students, faculty, staff and the community.

Critical Success Factors:

- Provide personal financial aid counseling for current students within 24 hours during the workweek.
- Significantly increase student satisfaction annually.
- Faculty opinion regarding EM/SA is that it is broad and appropriate in its services as measured by faculty feedback.
- Records are 100% accurate.
- Admissions are 100% consistent.
- Recruitment is engaging to perspective and current students. Number of concerns by applicants and prospective applicants is low and continues to decrease each year.

Objectives:

Objective 4.1: Cross training.

Strategies:

- Standardize program training.
- Educate EM/SA professionals on emerging trends in science education and trends in learning styles.
- Regular (at least quarterly) training as directed by the staff and evaluations.

Objective 4.2: Operational documentation.

Strategies:

- Universal procedures for each and every subunit within EM/SA.
- Published procedures updated annually by July 1 of each year.
- Evaluation of Universal Procedures.

Objective 4.3: Regular student evaluations and meetings with staff.

Strategies:

- Conduct satisfaction surveys each semester.
- Conduct admissions satisfaction surveys to each entering class at orientation.
- Listen to feedback and respond accordingly when appropriate.
- Establish a student suggestion box.
- Engage the Student Affairs Committee as an advisory board for operational procedures.

Goal Five. Student Development – Provide a supportive environment that encourages leadership, enriches personal growth and prepares students for their careers.

Critical Success Factors:

- Increase leadership development activities each semester.
- Increase the amount of current students involved in extra curricular activities each year.
- 90% of current students to be able to properly write a CV.
- Less than 5 complaints of professionalism from our clinical preceptors each semester.

Objectives:

Objective 5.1: Foster leadership abilities within current students reflective of the profession in which they aspire.

Strategies:

- Appoint one staff member to research medical specialties/subspecialties and serve as a career counselor for current students.
- Train one additional staff member in financial aid guidance.

Objective 5.2: Within each student, instill a sense of responsibility to patients and the community.

Strategies:

- Provide professional workshops to current students regarding CV writing, interview skills, communication skills, etc.
- Provide community service activities to clubs and organizations, as well as individual students.
- Help students thrive academically and professionally by providing guidance for mature financial choices.

Objective 5.3: Establish career services

Strategies:

- Provide a staff "point person" to current students for career counseling.
- Establish a career resource office for students.