

CONTINUING EDUCATION

Mission

Continuing Education delivers targeted programs consisting of seminars, conferences and workshops that respond to the technological needs of the public and private sector.

Vision

Continuing Education will be the resource of choice for improving job skills, professional and technical competence, business and industry contract training and community service seminars, based on a reputation for credibility, quality and responsiveness.

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.

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

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.

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.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Cultivate business, industry, government and military contacts that can provide financial and/or instructional resources.

Critical Success Factors:

- Meet with 2 new contacts a week
- Make 2 community outreach runs per week to distribute promotional materials

***Objective 1.1:** Continuing Education will attend business social mixers and visit community businesses, industry, and governmental agencies to establish potential partnerships and market programs.*

Strategies:

- Continuing Education will become a full participating member of the Greater Oklahoma City Chamber of Commerce and other chambers as required.
- Continuing Education will setup visits with community businesses, industry and governmental agencies to solicit input on needed training and to market Continuing Education's potential for an educational/training partner.

***Objective 1.2:** Continuing Education will market programs and offerings to the business and private community.*

Strategy:

- Identify all corporate and organizational entities within the Oklahoma City metropolitan area that are potential customers.

Goal Two. Provide opportunities for interaction among and between faculty, students and Continuing Education staff for program planning and course development based on student and market needs.

Critical Success Factors:

- Advisement committee for Continuing Education and committees for all Continuing Education programs

Objective 2.1: Continuing Education will have an advisory committee as well as individual programs within the Continuing Education area.

Strategies:

- Identify community leaders who would be willing to serve on an advisory committee to guide the overall efforts of Continuing Education at Oklahoma State University - Oklahoma City.
- Acquire advice from leaders involved in the target markets representative of continuing education offerings relative to their organizational needs, important contacts and promotional and partnering opportunities.

Goal Three. Ensure the highest quality of programs and course offerings to students and target markets.

Critical Success Factors:

- All course assessments will score at least a 4 on the 1-5 Likert scale

Objective 3.1: Continuing Education programs and course offerings will meet and exceed community needs and expectations.

Strategies:

- Advisory committees will be used to get initial input of community need.
- Businesses will be surveyed and/or visited to determine needs.

Objective 3.2: Continuing Education programs and course offerings will be consistently of the highest quality.

Strategies:

- All Continuing Education courses will be continuously assessed for quality through surveys and personal follow-ups.
- Build a core group of high quality instructors.

Goal Four. Continuing Education generates a net profit within 2 years and remains profitable thereafter.

Critical Success Factors:

- Continuing Education will at least breakeven in fiscal year 2004-2005 and generate a net profit every fiscal year thereafter

Objective 4.1: Increase Continuing Education capabilities through external partnership and funding sources.

Strategies:

- Market programs effectively to the community.
- Research and develop grant opportunities.

Objective 4.2: Have a course catalog that meets the needs of our target market.

Strategies:

- Develop a course catalog for the Oklahoma State University-Oklahoma City website.
- Develop and mail course catalogs that are appealing and reach our target market.