

OKLAHOMA STATE UNIVERSITY--OKLAHOMA CITY

Mission

Oklahoma State University - Oklahoma City provides collegiate level career and transfer educational programs, professional development, and support services, which prepare individuals to live and work in an increasingly technological and global community.

Vision

Oklahoma State University - Oklahoma City will enhance people's lives, being the preeminent educational resource in Oklahoma City and providing:

- Unique Programs to serve the community,
- Progressive, highest quality learning opportunities, and
- Exceptional support services.

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. Encourage the highest standards of excellence in teaching and learning both inside and outside the traditional classroom environment.

Critical Success Factors:

- 100% faculty participation in professional development
- Double faculty professional development workshops on campus
- Overall Average of 4.5 ranking by students on student satisfaction survey (5 point scale)
- Average Class Size of 20
- One-third of credit hours taught by full-time faculty
- Oklahoma State Regents for Higher Education Program Audit Results
- Increase in program graduates to 750
- Increase in student retention rate to 70% (fall to spring)
- Increase in student success rate to 75% (A+B+C+Au/Total)
- External recognition of faculty in each division

Objective 1.1: Increase resources to support faculty/staff development.

Strategies:

- Review for consideration all faculty/staff budget proposals.
- Fund proposals critical to support of this goal.

Objective 1.2: Increase funding for full-time faculty positions.

Strategies:

- Work with Academic Affairs to determine needs and priorities for full-time positions.
- Will make this high priority for fiscal year 2005 budget.

Objective 1.3: Develop a plan to document and assess student learning.

Strategies:

- Ensure Assessment Committee is functioning appropriately.
- Monitor progress of assessment activities.
- Establish reporting process to assure progress towards critical success factors.

Objective 1.4: Identify and support programs that promote life-long learning.

Strategies:

- Ensure Enrollment Management supports programs through their activities.

- Increase support to Continuing Education department, financial, and other resources.
- Establish process for review of academic programs to ensure all students, both traditional and non-traditional, are being addressed.

Goal Two. Strengthen the reputation of Oklahoma State University-Oklahoma City as the "Quality" institution of higher learning in Oklahoma City.

Critical Success Factors:

- National Accreditations for all Qualified Programs
- Externally accredited programs rank above national average
- 4 annual marketing projects focused on promotion of "Quality"
- 12 feature stories annually
- North Central unqualified accreditation
- 20% of faculty/staff in leadership role of professional organizations

Objective 2.1: Formalize plan to acquire external accreditations which assures quality of programs.

Strategies:

- Will do inventory of programs that currently have external accreditations.
- Identify programs that might be candidates for external accreditations and the requirements for such accreditations.
- Work with Vice-Presidents to prioritize candidates for external accreditations.
- Support selected programs with appropriate resources to secure accreditations.

Objective 2.2: Maintain and support North Central Accreditation process.

Strategies:

- Monitor North Central criteria for significant changes in accreditation requirements.
- Establish process to educate faculty and staff on changes.
- Establish process to ensure documentation will support next accreditation activities and documentation is centrally available for review.

Objective 2.3: Support campus marketing and public information focused on "Quality."

Strategies:

- Review and evaluate current marketing program.
- Establish "Quality" as the highest priority for marketing efforts.
- Establish guidelines for dissemination of marketing efforts internally.
- Establish targets for marketing consistent with critical success factors.
- Review funding for current efforts and increase as a priority in fiscal year 2005 budget.

Objective 2.4: Encourage faculty/staff participation in professional leadership roles.

Strategies:

- Support these activities with appropriate resources and administrative leave.
- Formally recognize these activities through appraisals and evaluations, award programs, and public relations support.

Goal Three. Secure resources needed to fulfill the Oklahoma State University-Oklahoma City mission and maximize the effective and efficient use of those resources.

Critical Success Factors:

- Funding per full-time equivalent increased to average for 2 year colleges
- 12 grant/contract proposals annually
- 20 solicitations of private funding sources annually
- Tuition/Fee rates current with peers
- All non-productive programs and services eliminated

Objective 3.1: Demonstrate need for increased state funding.

Strategies:

- Work with Oklahoma State Regents for Higher Education to establish an appropriate peer group for funding comparisons.
- Work to educate both internal and external audiences concerning status of state funding for Oklahoma State University-Oklahoma City.

Objective 3.2: Pursue equity with two-year campuses in capital funding.

Strategies:

- Update and prioritize current capital funding needs for campus.
- Assure needs are included in all capital funding initiatives for Oklahoma State University system or state-wide efforts.

Objective 3.3: Increase grant/contract funding to support agency priorities.

Strategies:

- Assess campus as to programs with needs that could/would be met with external funding.
- Review and prioritize grant/contract funding needs.
- Provide departments support to accomplish submittal of grants/contracts.

Objective 3.4: Increase private funding.

Strategies:

- Assess campus as to programs with needs that could/would be met with private funding.
- Establish expansion of donor base as a priority for campus.

- Work with Oklahoma State University Foundation and Oklahoma State University-Stillwater to increase support for Oklahoma State University-Oklahoma City funding needs.

Objective 3.5: Establish process to evaluate efficiency/effectiveness of programs and services.

Strategies:

- All programs will be reviewed for efficiencies and effectiveness.
- Action plans will be developed based on review.

Goal Four. Expand access to educational opportunities through outreach programs designed to meet the needs of traditionally underserved groups.

Critical Success Factors:

- 5 new educational programs for underserved groups
- 10 new support services for underserved groups
- 1 private scholarship available for underserved population annually
- Expanded facilities and support for distance learning

Objective 4.1: Process will be established for identification of underserved groups.

Strategies:

- Make establishment of process priority for fiscal year 2005.
- Assign responsibility to Enrollment Management.

Objective 4.2: Establish programs to serve underserved groups.

Strategies:

- Feasibility assessment will be completed for each identified program need.
- Recommendations for implementation of programs will be considered for support.

Objective 4.3: Provide resources to support expanded outreach opportunities.

Strategies:

- Research all sources for financial support for identified programs.
- Support identified programs with facilities, personnel, and other resources.

Goal Five. Support economic development by providing educational opportunities which produces individuals who are both effective and competent.

Critical Success Factors:

- Graduate workforce data available
- 25 new employer relationships
- 10 corporate job training contracts
- Continuous leadership role in Chamber of Commerce
- Study indicates favorable economic impact on Oklahoma City area
- National ranking of job training programs
- Leader in adding to earning power of citizenry

Objective 5.1: Identify workforce needs.

Strategies:

- Establish formal program for identification of workforce needs and trends.
- Ensure data is current and relevant to Oklahoma State University-Oklahoma City.
- Establish process for dissemination of data to campus.

Objective 5.2: Employer relationships will be integral to all Applied Science Degrees.

Strategies:

- Programs will be reviewed to ensure establishment of advisory committees.
- Advisory Committee activity will be monitored.
- Ensure that program outcomes support workforce needs.
- Monitor employer satisfaction with program graduates.

Objective 5.3: Identify and respond to Oklahoma job training needs.

Strategies:

- Continuing Education Department will be assigned lead role in identifying job training needs.
- Provide resources to Continuing Education for support of meeting job training needs.
- Establish reporting procedure with criteria for evaluation of job training activities.

Goal Six. Establish cooperative and collaborative relationships with other educational, governmental, and private organizations.

Critical Success Factors:

- 12 external relationships with public organizations
- 12 external relationships with private organizations
- 2 promotional functions annually
- 12 articulation agreements
- Review process in place for all formal relationships

Objective 6.1: Campus is aware of community engagement as a priority.

Strategies:

- Communicate to campus benefits of community engagement.
- Solicit input from campus regarding opportunities for community engagement.
- Recognize community engagement activities by faculty and staff.

Objective 6.2: Encourage the establishment of cooperative and collaborative relationships.

Strategies:

- Formalize process to develop external relationships.
- Support with resources.
- Review and evaluate external relationships.

Goal Seven. Develop and support an integrated enrollment management system that meets the needs of our community.

Critical Success Factors:

- Integrated enrollment management system
- 100% campus involvement in enrollment management
- 8,000 headcount credit enrollment in Fall, 2008
- 2,500 duplicated headcount non-credit enrollment in Fall, 2008

Objective 7.1: *Oklahoma State University-Oklahoma City will be committed to agency enrollment management.*

Strategies:

- Communicate to campus role of Enrollment Management Committee.
- Review and monitor actions and recommendations of Enrollment Management Committee.

Objective 7.2: *Enrollment Management will be supported with resources.*

Strategies:

- Commit budget resources to support Enrollment Management system.
- Assure all areas are committed to support of Enrollment Management.

Objective 7.3: *Coordinate agency enrollment management with Oklahoma State University system.*

Strategies:

- Communicate special needs of Oklahoma State University-Oklahoma City to system.
- Encourage seamless transfer as priority within Oklahoma State University system.
- Require communications among campus academic departments.
- Promote Oklahoma State University-Oklahoma City representation on system-wide Enrollment Management efforts.

Objective 7.4: *Oklahoma State University-Oklahoma City Enrollment Management Plan will be kept current and viable.*

Strategies:

- Require annual report of Enrollment Management Activities.
- Review and evaluate results of enrollment management activities.
- Work with Enrollment Management Committee to establish future goals.