

## **Prospective Student Services**

### **Mission**

Prospective Student Services mission is to promote the strengths of OSU-Okmulgee to all prospective students, families, industry partners, and guests.

### **Vision**

The OSU-Okmulgee Prospective Student Services Office will:

- Increase productivity and demonstrate the value we place on our human resources through adequate staffing and providing opportunities for professional development.
- Increase student success through early identification of at risk students; by offering a variety of interventions that meet students' needs; improving student satisfaction; and providing quality customer service.
- Increase service efficiency by improving, streamlining, and institutionalizing processes and services; increasing efficiency through cross training; and utilizing available technology for dissemination of information to students.
- Increase student learning by increasing collaboration with the academic divisions; providing holistic learning opportunities for students; and providing staff with a clear understanding of their role in the learning process.
- Enhance community relations by increasing the collaboration and coordination of recruitment and community building activities with other entities across campus increasing and promoting special events within other units.
- Upgrade facilities and equipment to better meet student needs and expectations including the design of our one-stop Welcome Center.

## **Core Values**

**Excellence** – We seek excellence in all our endeavors, aspire to new heights, and are committed to continuous improvement.

**Intellectual Freedom** – We respect the rights of all to pursue knowledge in an unfettered manner.

**Respect for Diversity** – We believe diversity strengthens our character, and we will create and maintain an environment where diversity is respected and encouraged.

**Integrity** – We are committed to the principles of truth and honesty, and we will be fair, equitable, impartial, and professional.

**Service** – We believe that serving others is a noble and worthy endeavor, and we seek to provide exceptional service.

**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. Diversity—By recruiting the state of Oklahoma and surrounding states, we will provide the institution with a targeted and diverse applicant pool that is well qualified for our unique academic programs.**

### **Critical Success Factors:**

- Increased enrollment of minority students each fall semester
- Increased enrollment of non-traditional students each fall semester
- Increased enrollment of females in “non-traditional” occupations each fall semester
- Increased enrollment of students who have attended a technology center each fall semester

### ***Objectives:***

Objective 1.1: Develop an effective recruitment plan that outlines specific activities designed to attract a diverse mix of students.

### **Strategies:**

- Host a Women In Technology Program each year.
- Develop and host a Diversity Week targeting various minority populations

**Goal Two. Partnerships/Collaborations—We will provide extraordinary services to all prospective students by remaining diligently focused on their educational success, and by providing them a seamless matriculation process.**

**Critical Success Factors:**

- Assessment scores in the “enrollment/advisement/admissions” area on the Student Satisfaction Inventory will reflect an increase in student satisfaction each semester
- Increase in campus visits

***Objectives:***

Objective 2.1: Collaborate with academic affairs, student affairs, and other pertinent entities, to ensure that all campus services are truly student-focused. We will also create a campus system of matriculation that occurs in one physical location to avoid the student “run-around”.

**Strategies:**

- Work with the Academic Divisions to establish a true One-Stop concept for students.
- Work with all SAEM Units and the Administration to develop and construct the new Student Services Center.

**Goal Three. Leveraging Resources & Student Development—We will maintain a dynamic, informed, experienced, and enthusiastic recruitment team made up of professional recruiters, alumni representatives, and current student leaders.**

**Critical Success Factors:**

- Alumni representatives will assist with recruitment efforts, particularly in the extreme parts of Oklahoma and surrounding states
- At least one special community or campus event will be hosted on campus each month

***Objectives:***

**Objective 3.1:** Create a plan that will guide the selection, orientation, training and development of student, alumni, and professional recruiters.

**Strategies:**

- Utilize the Consistent Message content developed by Student Affairs and Enrollment Management for training.
- Develop an assessment for the Consistent Message training
- Work with OSU-Okmulgee's Alumni Association to develop guidelines for alumni recruiters.

**Goal Four. Academic Excellence – Teaching, Research, and Outreach. All campus outreach, including marketing and publications, will be directed by a holistic marketing plan.**

**Critical Success Factors:**

- Campus materials, including publications and advertisements, should reflect a consistent campus image and consistent message
- Campus brochures should reflect a consistent format and language

***Objectives:***

**Objective 4.1:** Coordinate with academic divisions the Marketing Committee to create a campus wide marketing and recruitment plan. This plan will direct all outreach efforts so that a consistent campus message and image is communicated, resulting in the right students being recruited to OSU-Okmulgee.

**Strategies:**

- Marketing and Prospective Student Services will work with Institutional Assessment and Research to develop a profile of successful students in the various technical programs.
- Work with Marketing to develop publications and materials that target the various market segments.
- Work with Marketing to market and recruit on a national level.