

University and External Relations

Mission

The University and External Relations area advances university communications and relations, educational programs, human resource services, and business initiatives to create economic growth and prosperity for the state and the region.

Vision

University and External Relations will:

- Position OSU-Okmulgee as the premier technological education university of choice in the state and the region.
- Promote OSU-Okmulgee as a regional leader and resource for vitalizing economic development and the quality of life.

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.

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.

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.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One: Marketing, Communications and Image Building. Increase the student population and customer base of the university through enhanced marketing, communications and image building.

Critical Success Factors:

- Documented increase in the quality, consistency, effectiveness and targeted distribution of information on the institution, programs, services and resources available
- Conduct a minimum of three to five targeted marketing campaigns each year.
- Drive marketing, recruitment and outreach through a research-based campus-wide marketing plan involving active participation and representation of academic, service and support units in addition to students, minority groups, parents and other stakeholders
- Achieve 90% plus satisfaction of individual unit leaders through “niche” marketing customized to attract the appropriate match of students with the appropriate program to increase enrollment and graduation rates over the course of the next five years
- Leverage private, partner and grant resources to exceed one million dollars annually in support for programs and marketing
- Increase effectiveness of marketing and public relations efforts through an internal and external campaign that reflects the unique programs, capabilities, qualities and first-class image of the institution
- Leverage OSU system-wide marketing efforts through taking an active role on the system-wide marketing committee, participating in joint planning sessions, and advocating system-wide orientation of marketing and recruitment personnel
- Increase the OSU-Okmulgee market share of Oklahoma students entering higher education institutions over the next five years

Objective:

Objective1.1: Heighten the quality, focus and consistency of the institution’s marketing and public relations efforts to communicate the unique role, programs and services that results in linkages of prospective students and customers with appropriate programs and services.

Strategies:

- Work collaboratively with the Image Enhancement committee to encourage pride and morale among employees, students and customers.
- Increase active employer involvement in program marketing and support using testimonials, features in employer newsletters, financial support, scholarships, guest lectures, participation in student events, and other initiatives suggested by division chairs.
- Increase collaboration and involvement with OSU system-wide marketing, public relations and planning committees.

- Facilitate monthly planning meetings with student support and development leadership representatives to ensure collaboration and consistency.
- Meet with individual units twice each year to solicit feedback and evaluate marketing effectiveness.
- Research best practices for marketing techniques at other similar institutions and/or organizations.
- Conduct student surveys and focus group sessions to determine effectiveness of marketing and image campaign and efforts.

Goal Two: Academic Excellence and Student Development. Develop, support and promote academic excellence in preparing an educated workforce capable of meeting and exceeding employer standards.

Critical Success Factors:

- Increase consistency and quality of employer contact and program input through bi-annual advisory committee and industry roundtable meetings, one-on-one visits, and annually updated needs analysis surveys
- Conduct a minimum of ten employer and advisory roundtable and committee meetings each year
- Documented increase in employer utilization of services and satisfaction with graduates performance numbers, placements, retention and positive employer survey feedback
- Customized workforce educational offerings will continue to increase based on effective employer relations, needs analysis and marketing efforts
- Five percent annual increases in the success and placement of skilled job seekers in search of employment
- Five percent annual increases in career awareness initiatives and programs aimed at attracting youth into technical career pathways

Objective:

Objective 2.1: Provide high-quality comprehensive educational programs and services in response to employer feedback and associated research on workforce and technology trends and directions.

Strategies:

- Increase staff resources assigned to work one-on-one with employers.
- Continually assess employer needs and future forecasting.
- Perform research and benchmarking of other educational programs and certifications.
- Develop and customize educational programs in response to workforce needs and requests.
- Align highly credentialed and skilled faculty with appropriate education and training programs.
- Maintain educational labs with cutting edge technology reflective of workplace standards.
- Develop and administer employer satisfaction surveys on an annual basis.
- Administer student satisfaction surveys and focus groups, reviewing and incorporating feedback as appropriate.
- Leverage resources to develop and offer technical career exploration programs and initiatives for youth.

Goal Three: Economic Development, Outreach and Quality of Life. Develop and support economic development strategies and partnerships that contribute to the creation of jobs, generation of wealth and an enhanced quality of life for the local community.

Critical Success Factors:

- Conduct one-on-one visits and needs assessment sessions bi-annually with individual employers to determine critical needs and strategic areas of opportunity
- Impact positive change and results by creating and facilitating local employer and community leadership roundtables and committees such as the Council for Workforce and Economic Development
- Expand workforce training and education programs, classes and services by 10% each year for the next five years
- Increase the current funding base through the successful acquisition of three to five grants and/or awards to offset the cost of employer-related training and economic development over the next five years
- Expand the use of fee-based projects, training and services to provide continuing support for outreach programs
- Increase the number and level of assistance provided to small businesses and entrepreneurs

Objectives:

Objective 3.1: Create, promote and participate in viable partnerships and community-wide outreach that fulfills the mission and economic well being of the university, the community and its diverse populations served.

Strategies:

- Assist in facilitating a local community taskforce focused on growing community leadership to address such issues as economic development, image building, quality of life and civic pride.
- Cultivate positive relationships with employers, other service providers and community leadership through individual visits and involvement with various community organizations and committees.
- Leverage government, educational and industrial contacts to promote Okmulgee County as a model community within the state and region for prospective employers considering growth and relocation.

Objective 3.2: Respond to identified employer and community needs by developing, promoting and implementing collaborative solutions among education and services providers to facilitate a seamless system of education, resources and assistance to.

Strategies:

- Facilitate quarterly partnership meetings of education and service providers to develop strategies for collaborative employer and client services.
- Develop and continually update a data base of current information, future plans and needs of local employers.
- Compile comprehensive information and marketing strategies that include materials on education, services and resources that are available locally for employers.
- Establish an entrepreneurial incubator facility focused on providing services and assistance to small business start-ups and entrepreneurs.
- Stimulate economic growth through facilitating applied research and commercialization in concert with OSU-Stillwater and other resource providers.

Goal Four: Communication and Resource Linkage. Enhance internal and external constituent communication and connectivity to appropriate services and resources to yield greater productivity, consistency, support, morale, and results.

Critical Success Factors:

- Develop campus marketing and communications policies and procedures over the next six months to increase effectiveness and positive perception of internal campus communications to include process flow, approvals and appropriate media for dissemination of official communication
- Post and continually update a master schedule that aligns university recruitment and retention goals and projected plans at a minimum of once a month
- Heighten the quality, consistency and effectiveness of communications to external constituents and stakeholders through regularly disseminating information via appropriate media and/or publications
- Align campus web-site with system web design, tools and policies
- Increase communications and collaboration with OSU system-wide efforts through serving on system-wide committees, sharing and leveraging system resources, joint planning sessions, involvement in developing system-wide policy, and hosting system meetings and events on campus

Objective:

Objective 4.1: Create a coordinated and consistent culture of communication that ensures positive and supportive recognition throughout all relevant constituencies.

Strategies:

- Improve campus understanding and acceptance of standards and processes associated with communications, public information and marketing.
- Provide professional development opportunities for staff to increase knowledge of the consistent message and to enhance marketing, public relations, and communication skills.
- Conduct a periodic marketing/communications surveys and focus groups, incorporating results into the overall marketing and communications plan for the campus.

Goal Five: Professional Development and Diversity. Develop and support a professional and competent staff that continually demonstrates judgment, reliability and competency in providing services, administering assessments, recommending referrals and caring for a diverse student, customer and employer population.

Critical Success Factors:

- Staff will participate in a minimum of two professional development training/sessions each year
- Monthly team meetings will be conducted for sharing information, planning and mini-training sessions
- Staff will meet or exceed expected performance levels

Objective:

Objective 5.1: Area staff will demonstrate increasing accountability through consistency of customer and employer service and satisfaction, documentation, and exhibiting positive attitudes, work ethic, reliability, initiative and productivity as documented in individual employee performance assessments.

Strategies:

- Staff will be expected to work collaboratively to serve the customer and jointly represent the system of services, providing communication and “back-up” for one another as needed.
- Staff will be expected to be flexible, accommodating, and display sensitivity in dealing with customers and employers with diverse backgrounds and needs.
- Staff will be expected to be strong self-initiators and problem solvers, requiring minimal supervision and intervention.
- Staff will participate in periodic professional development sessions and be expected to portray a professional dress, demeanor and conduct at all times.
- Staff will be expected to take initiative to seek out and become involved with relevant professional organizations.