Communications Services

Mission

The unit of Communications Services provides timely, accurate information, materials and services in support of OSU-Okmulgee's commitment to serving high-quality technical training and education to a diverse community.

Vision

Communications Services will:

- Be responsive to client needs with timely, efficient and economical production of materials.

- Continuously improve the quality of all materials and services.

- Serve as a creative resource for the campus community.

- Provide materials in media appropriate to client needs.

- Serve clients with a positive, creative, solutions-oriented attitude.

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 fair, equitable, impartial, 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. Faculty, staff and student support of OSU System standards for all communications materials.

Critical Success Factors:

- Faculty, staff and students utilize OSU-Okmulgee clear and consistent message in all communications
- Faculty, staff and students conform to OSU System standards for graphic usage and all communications vehicles
- A significant percentage of faculty, staff and students participate in forums for sharing plans and messages

Objectives:

Objective 1.1: Educate faculty, staff and students about OSU System design and publication standards, policies and procedures.

Strategies:

- Disseminate criteria and checklists for system standards and consistent messaging.
- Build web page for OSU-Okmulgee Communications Services and post updated messaging information.

Objective 1.2: Educate faculty, staff and students about OSU-Okmulgee design and publication standards, policies and procedures.

Strategies:

- Establish, write and disseminate criteria and checklists for campus standards and consistent messaging.
- Conduct client education seminars at least annually (new employee orientation; professional development).
- Utilize Communications Services web pages for posting new information.

Objective 1.3: Build ongoing consensus among faculty, staff and students in support of university design and publication standards, policies and procedures.

Strategies:

- Utilize regular Marketing Committee meetings for group discussions of current design and communications issues and trends.

- Build awareness of design and communications standards by creating an award program to acknowledge outstanding communications materials created by faculty, staff and/or student clubs and organizations.
- Utilize the Communications Services web page to post templates for creating professional communications materials.

Goal Two. All campus communications projects are designed, estimated, priced, delivered and billed as specified.

Critical Success Factors:

- Job management software is effectively utilized to meet project goals
- Staff utilizes expertise and additional training to infuse high creativity into all projects, placing work with the most cost-effective vendor and completing tasks with optimum efficiency and maximum impact

Objectives:

Objective 2.1: Continue to acquire and update software and hardware that enables delivery of high-impact, technology-enhanced materials.

Strategies:

- Monitor communications and collateral of a variety of campuses to determine best practices in using technology to deliver dynamic messages and educational support materials.
- Coordinate software and hardware identification and acquisition with relevant OSU System departments.

Objective 2.2: Provide staff training in optimum use of hardware and software, and familiarize faculty, staff and students with the department's enhanced capabilities.

Strategies:

- Ensure, where appropriate, all new software and hardware purchases include training components.
- Provide professional development that includes opportunities to improve technical expertise as well as best practices conferences and seminars.

Goal Three: All planned communications messages and materials are posted on a master schedule that aligns with university recruitment and retention goals, assuring delivery of products in a timely manner within budget.

Critical Success Factors

- Production and dissemination of marketing materials is scheduled well in advance of key recruitment and retention milestones, ensuring maximum impact of message
- Client satisfaction with timeliness, cost efficiency and creativity of project

Objectives:

Objective 3.1: Organize production of marketing and educational support materials to align with recruitment and retention activity schedule.

Strategies:

- Use Marketing Committee to build comprehensive picture of recruitment and retention action plans.
- Meet with administrative leadership to identify and act on emerging recruitment and retention trends and needs.

Objective 3.2: Apply project management expertise to client requests.

Strategies:

- Benchmark, acquire and implement job-tracking and project management software.
- Use professional development opportunities to refine project management skills and expertise.

Goal Four: Underscore OSU-Okmulgee's technical university position by utilizing technologically advanced software, hardware and methodology for design, production and dissemination of marketing messages and educational support materials.

Critical Success Factors

- Improved public and audience perception that OSU-Okmulgee uses cutting-edge technology to deliver marketing and communications messages
- Improved student perception that educational support materials are compelling, engaging, esthetically stimulating and easy to use

Objectives:

Objective 2.1: Use state-of-the-art design and production techniques to meet the marketing and educational support material needs of campus clients.

Strategies:

- Utilize professional development opportunities as well as on-campus classes to acquire and enhance design and production skills of Communications staff.
- Encourage clients to "think out of the box" in visualizing their needs for marketing communications solutions.
- Develop collaborative relationships with designers and production staff within the OSU System to leverage combined knowledge and skill sets.

Objective 2.2: Create educational and marketing communications that engage the interest, involvement and imagination of students.

Strategies:

- Involve student leaders in Marketing Committee meetings.
- Use President's Roundtable and Residence Housing Association as focus groups to provide feedback on design and message content.