

COLLEGE OF ARTS AND SCIENCES OUTREACH

Mission

The College of Arts and Sciences Outreach extends the resources of the university by providing course, training, community development, and cultural enrichment to our constituents throughout Oklahoma and beyond.

Vision

The College of Arts and Sciences Outreach will be a premier provider of exceptional lifelong learning experiences to a growing audience.

Core Values

Diversity – We respect others and value diversity of opinion, 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.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

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 1: Develop and sustain programs of the highest quality for which there is a need and demand, and which prepare learners for responsible, creative, and productive lives.

Critical Success Factors/Assessments:

- Successful programs are sustained
- Program areas of need/demand are identified by our staff
- Constituents look to us for the delivery, interpretation, and application of knowledge
- Our programs are the option of choice for those seeking learning opportunities in Arts & Sciences disciplines
- A&S Outreach stays abreast trends/ideas in continuing education nationally

Objectives:

Objective 1.1: Provide the highest degree of service to our constituents on campus and beyond.

Strategies:

- Provide professional courteous service in all circumstances to those with whom we deal
- Training opportunities are provided to Outreach staff to equip them for the tasks they are asked to perform

Objective 1.2: Identify willing partners and develop programs to address identifiable needs.

Strategies:

- High value is placed on our academic partners and program participants
- Pride is taken in creating mutual partnerships, especially with academic units

Objective 1.3: Administer interest/needs assessment survey continually.

Strategies:

- Conduct timely and accurate program needs assessments
- Decisions concerning programming are guided by results of needs assessments

Objective 1.4: Maintain active involvement in professional continuing education organizations.

Strategies:

- Participation in continuing education professional organizations is an ongoing expectation of Outreach staff

- Program development strategies stem from staff participation in professional continuing education organizations

Objective 1.5: Realize growth in scope and range of programs.

Strategies:

- Professional training opportunities for staff will yield higher quality service and programs to our constituents
- Selectively pursuing the best programming opportunities will increase efficiency and provide an increased return from the programs in which we invest
- Increase in the scope quality of our programs

Goal 2: Retain and reward outstanding staff members.

Critical Success Factors/Assessments:

- Outstanding staff do not leave
- Staff salaries are competitive with comparable positions in the region
- Opportunities for professional development are available for staff members
- Outstanding staff are nominated for appropriate recognition internally and within professional organizations

Objectives:

Objective 2.1: Merit raises are regularly available for outstanding staff.

Strategies:

- Compensate staff members appropriately for their efforts and reward them as their skills and abilities increase
- Implementation of the unit plan is the top priority of staff

Objective 2.2: Mid-year raises are available for retention.

Strategies:

- Retention of outstanding staff is essential for our success
- Retention of outstanding staff is made possible by mid-year raises

Objective 2.3: Professional staff maintain involvement regionally and/or nationally in professional organizations.

Strategies:

- Continuing professional development is essential for equipping staff
- Programming constantly evolves to meet demands of our diverse constituency
- Interaction with peers provides professional staff valuable information and increased energies

Objective 2.4: Outreach staff and programs are considered for awards/recognition within professional continuing education community.

Strategies:

- Involvement of Outreach staff in professional continuing education organizations will bring an awareness of program recognition
- Benefits derived by staff from professional involvement will bring benefit to our programs

- Benefit to programs will lead to nominations and receipt of awards/recognition for our outstanding programs and faculty

Goal 3: Non-credit Programs – Develop, market, deliver, and sustain high quality programs to our constituents.

Critical Success Factors/Assessments:

- K-12 language program enrolls 600+ students in German and Spanish
- Calculus program is delivered to students in 12 states
- Professional development courses are stringently assessed for targeted marketing or elimination
- Outreach facilitates 5 professional meetings annually
- Outreach staff effectively assess need/demand for non-credit programming

Objectives:

Objective 3.1: Outreach develops and delivers distance education courses to underserved areas in Oklahoma and beyond as determined by need and demand.

Strategies:

- Assess need/demand, especially in rural Oklahoma, for language courses
- Develop and implement a marketing strategy which will increase these course enrollments by 25% in five years
- Actively seek grant funding to assist us in achieving these goals

Objective 3.2: Achievements of online Calculus are communicated and used to attract additional schools/students to the program.

Strategies:

- Successes of Calculus are disseminated throughout our constituent base
- Marketing strategies will target the home school market
- Increase of 25% in total numbers of schools, teachers, and students enrolled in Calculus programs

Objective 3.3: Outreach is a viable partner with faculty and departments in organizing and hosting at least 5 professional meetings annually.

Strategies:

- Development and monitoring of budgets occurs by working closely with departments and faculty
- Contacts with meeting venues/personnel are maintained to ably manage logistics and budget for meetings/conferences
- Marketing strategies are developed and implemented in close cooperation with departments and faculty

Objective 3.4: The challenges of non-credit programming demand accurate needs assessment to insure program success.

Strategies:

- Outreach staff examines successes of continuing education professionals throughout the region and the nation
- Constituents are surveyed regularly to determine interests
- Program successes are considered for replication in different locations

Goal 4: Credit Programs – Develop and deliver online courses and assist the college in offering on-campus supplemental courses.

Critical Success Factors/Assessments:

- Outreach assesses the need/demand on a course by course basis for online delivery
- Outreach provides technical and pedagogical guidance to faculty developing courses for online delivery
- Need and demand for non-traditional format (intersession/condensed format/evening & weekend) course delivery is assessed on an ongoing basis
- Students participate in international educational experiences and gain valuable insight into the responsibilities of good citizens in a complex world

Objectives:

Objective 4.1: Outreach selectively works with college faculty in developing online courses.

Strategies:

- Online development of high demand general education courses are targeted
- Recruitment of online faculty development partners occurs in close consultation with department heads and college staff
- Development of online courses is accomplished by joint effort of select faculty and our Online Design Team
- Return of start up investment is insured by strategic marketing of courses and careful monitoring of enrollments
- Online development team works with faculty to maintain courses and schedule updates within 3 – 5 years

Objective 4.2: Outreach works closely with the college and departments in administering on-campus supplemental courses.

Strategies:

- Monitor student enrollment patterns and advise departments of student need/demand
- Administers all aspects of course approval, salary process, and scheduling
- Works closely with college to insure that the established A&S SCH baseline is met or exceeded

Objective 4.3: Outreach places a high priority on supporting existing international programs and aggressively works to expand international opportunities for students and faculty.

Strategies:

- Work closely with departments and faculty to develop and implement program development, marketing/recruitment, budget, and course approval process

- Assist faculty with planning and logistics of international travel and requirements of host institutions/facilities
- Assist academic units in communicating program benefits and successes

Goal 5: Arts Outreach – Provide support for arts and cultural enrichment programming to underserved populations and pursue funding opportunities to expand offerings.

Critical Success Factors:

- Arts funding sources are identified and proposals submitted
- Logistical assistance is available for funded performances
- Partnerships are formed with underserved areas to host performances

Objectives:

Objective 5.1: Outreach staff work with departments/faculty to plan and facilitate logistical needs.

Strategies:

- Provide assistance in budget development, tracking, and implementation
- Provide assistance logistically with travel, equipment, and venues

Objective 5.2: Identify funding sources to support delivery of arts programs.

Strategies:

- Identify potential funding sources to support faculty and student arts programs/performances
- Coordinate, write, and submit proposals to public and private funding agencies in cooperation with arts departments and faculty
- Assist departments and faculty with the planning, delivery, and assessment of arts programming