College of Engineering, Architecture and Technology Credit Outreach

Mission

CEAT Credit Outreach provides exceptional support and service to non-traditional students continuing their education through distance delivery and to faculty teaching Distance Education courses.

Vision

CEAT Credit Outreach will strive to be recognized nationally for excellence in the Distance Education programs it offers.

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; we will be fair, equitable, ethical, and professional.
- **Service** We believe that serving others is a noble and worthy endeavor. We welcome the challenge of innovative problem solving and are proud to provide our students with exceptional, friendly service.
- **Diversity** We respect others and value diversity of opinions, 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.
- **Teamwork** We appreciate the contribution of colleagues and the synergy that results from working with other units, colleges, and institutions.
- **Technology** We believe in staying abreast of the latest technical advances and utilizing current information delivery techniques.

Goals, Critical Success Factors, Objectives, and Strategies

Goal 1. Program Excellence – Develop and uphold standards of excellence in delivery of all CEAT Distance Education (DE) credit programs.

Critical Success Factors:

- All lectures will be delivered to DE students within the week taught on campus.
- Insure that communication methods for DE students to access instructors and teaching assistants are on par with that of on-campus students.
- All courses required to complete degree programs offered by distance delivery will be offered every 5 years.
- Reduce shipping errors to .05% and coordinate with delivery agencies to reduce in-transit damage to 1.0%.
- A least 90% of responses about Credit Outreach operations and personnel on Student Evaluations for DE courses will be in the very good or good range.
- Increase faculty overload salary by 25% (5% per year for 5 years)

Objectives:

Objective 1.1: Strengthen relationships with departments offering DE programs or courses.

Strategies:

- Visit with department heads each semester.
- Increase communications with faculty about new technologies.
- Seek input from faculty on ways to improve how we support them.

Objective 1.2: Strengthen relationships with non-traditional students to insure they feel part of the OSU family.

Strategies:

- Increase non-traditional student's access to advisement.
- Seek participation for DE students in social or athletic program.
- Provide new DE students with a OSU novelty item (i.e. Pistol Pete)

Objective 1.3: Establish processes to reduce logistical problems related to course delivery.

- Develop a system to track in-house shipping errors.
- Develop a system to track in-transit damage.
- Expand training for students employed in Outreach office.

Goal 2. Student Recruitment and Development – attract new DE students by enhancing CEAT's reputation for delivering high quality distance learning programs and providing exceptional service to professional, non-traditional students.

Critical Success Factors:

• Increase enrollment in all Distance Education programs and courses by 20% with special emphasis on MSECEN and the EET degree completion program.

Objectives:

Objective 2.1: Develop life-long learners who are able to maintain a career and family and also become highly educated, technically proficient, and prosperous.

Strategies:

- Capitalize on the latest technology and be responsive to the changing needs of students in the work force, providing advanced methods of course delivery.
- Update and enhance informational web site that is helpful to current students and attracts prospective students.
- Enhance current reputation for offering outstanding service to students and faculty.

Objective 2.2: Maintain excellent contact with all DE students and facilitate communication between students and faculty.

Strategies:

- Establish continuous contact with DE students starting with enrollment confirmation and continuing throughout the semester.
- Assist and encourage direct communication with faculty whenever possible.

Objective 2.3: Enhance and expand the availability of instruction through outreach programs.

Strategies:

- Increase awareness of the public for DE programs through publicity.
- Work with academic departments to inform BS graduates leaving the university about graduate level programs available by Distance Education.

Objective 2.4: Improve web site to help promote DE programs and recruit new students.

- Communicate an image that reflects achievement and pride.
- Assign responsibility for continuous updating, checking links, etc.

• Provide web site training for staff.

Objective 2.5: Develop and implement a marketing plan

- Develop promotional materials for use in marketing contacts and mailings.
- Produce informational pieces about Outreach programs for educational and promotional purposes
- Continually improve web site and promote its use to market programs and services

Goal 3. Provide high-quality instructional facilities, support personnel, and equipment for teaching Distance Education courses.

Critical Success Factors:

- Increase investment in instructional facilities and equipment by 5% per year
- Fund and fill vacant technical position for studio classroom support within 2 years

Objectives:

Objective 3.1: Continue updating existing studio classrooms utilizing new technologies.

Strategies:

- Update instructor, document, and student cameras.
- Refurbish audio systems.

Objective 3.2: Add two additional large capacity studio classrooms.

Strategies:

- Coordinate with the Division of Information Technology and central administration.
- Research studio classroom needs for courses televised to OSU/Tulsa.
- Explore innovative ways to equip additional rooms.

Objective 3.3: Provide regular assistance and continuous training for instructors teaching DE classes.

Strategies:

- Seek sufficient funds to fill vacant Telecommunications Production Specialist position for the studio classrooms.
- Add two portable office studio equipment sets for faculty use.
- Take the lead in implementing open source course management systems.

Objective 3.4: Coordinate with the Division of Information Technology to improve electronic delivery quality and explore emerging technologies.

- Identify and sequentially eliminate roadblocks to successful operation of DE systems.
- Consider adding conferencing codecs at the studio level.
- Keep abreast of emerging technologies to insure security as it relates to streaming video and expiring CDs and DVDs.

Goal 4. Self-Sufficiency – Work toward becoming more self-sufficient in financial operations.

Critical Success Factors:

- Increase income to a level sufficient to cover staff salaries and office expenses.
- Build sufficient carry forward funds to cover salary encumbrance at the start of the fiscal year without the necessity for deficits.

Objectives:

Objective 4.1: Reduce dependence on allocated funds to pay staff salaries.

Strategies:

- Increase income by utilizing requested increase in supplemental fee (pending) to increase rate charged for DE courses to a level that is comparable with peer universities.
- Establish system to charge when appropriate for services provided.
- Increase enrollment in DL programs.

Objective 4.2: Seek sufficient funding to upgrade and maintain Cordell 127 and 128 studio classrooms.

Strategies:

- Seek possible support from central administration.
- Explore opportunities to obtain grant monies.

Objective 4.3: Find sufficient funding to cover cost of supporting courses televised to OSU-Tulsa as well as main campus classes televised from OSU-Tulsa.

Strategies:

• Seek assistance from central administration.

Goal 5. Human Resources – Promote diversity; provide professional growth opportunities, recognition and rewards for staff and student employees.

Critical Success Factors:

- All staff required to attend a minimum of two work-related training programs yearly.
- 25 % of staff enrolled in OSU HR Training professional development programs (Leadership Development, HR Star, Ambassadors, etc.)
- All staff required to attend diversity training, multicultural communications, etc.

Objectives:

Objective 5.1: Compensate whenever possible, based on merit, for lack of pay increases in recent years.

Strategies:

- Update all position questionnaires to integrate into new OSU Staff Pay Plan.
- Work with HR partner on Career Development plans for staff.
- Utilize HR incentive plans where possible.

Objective 5.2: Encourage and facilitate professional development for all staff members.

Strategies:

- Encourage participation in Leadership Development, HR Star, Ambassadors, etc.
- Maintain schedule flexibility for staff attending classes working toward a degree.
- Seek suitable training for technical staff.

Objective 5.3: Provide regular pay increases for students based on merit.

Strategies:

• Establish a department pay plan for students.

Objective 5.4: Provide a pleasant, stable work environment that encourages freedom of expression, diversity of opinion, and respect for other ethnic and cultural backgrounds.

- Hold regularly scheduled staff meetings.
- Empower teams for specific functions.
- Encourage international student presentations about cultural backgrounds.

Goal 6. Economic Development–Contribute to the economy of Oklahoma by helping companies improve their workforce through continuing education.

Critical Success Factors:

• Increase the number of Oklahoma companies whose engineering employees continue their education through DL degree programs by 20%.

Objectives

Objective 6.1: Encourage hiring officials from Oklahoma companies to utilize the availability of continuing education as a recruiting tool for their companies.

Strategies:

- Work with the Dean and Department heads to identify companies with potential interest.
- Contact companies to provide information and arrange visits.

Objective 6.2: Promote the economic development of the state by increasing the number of residents of Oklahoma with advanced engineering degrees.

Strategies:

• Promote the availability of Distance Education programs for non-traditional students.