

## **EDUCATION OUTREACH**

### **Mission**

Education Outreach provides support, service and programs to meet the professional needs of educators which advance the state of Oklahoma and the nation while promoting and facilitating the engagement of the college and university with state, national and international communities.

### **Vision**

#### **Education Outreach will:**

- Be a premier provider of continuing education opportunities for pre-service and in-service educators in the local, state, region and selected national and international communities;
- Be recognized nationally for excellence in distance education programs;
- Increase visibility and prestige for the College of Education;
- Facilitate flexible campus-based degree credit;
- Extend off-campus degree programs;
- Assist workforce development initiatives through non-credit educational opportunities;
- Coordinate professional conferences;
- Offer community development and cultural enrichment opportunities; and
- Serve as the College of Education's central dissemination point for information and publications.

### **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 through outreach is a noble and worthy endeavor.

**Diversity** – We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

**Stewardship of Resources** – We accept the responsibility of the public's trust, are efficient and effective stewards of our resources and are accountable for our actions.

**Collaboration** – We believe that collaborative relationships in which all participants have a voice enrich the academic and professional environment.

## **Goals, Critical Success Factors, Objectives and Strategies**

**Goal One. Provide credit coursework and programs designed to meet constituent needs.**

### **Critical Success Factors:**

- run 2 viable cohorts each year
- add 2 new distance learning courses each year
- maintain current on-campus supplemental offerings
- increase international activity by 50% over the next 5 years
- increase off-campus offerings

### **Objectives:**

**Objective 1.1:** Provide credit coursework to constituents

#### **Strategies:**

- Help faculty design and develop coursework including alternative delivery methods.
- Promote available coursework.
- Explore and develop course opportunities for new audiences.

**Objective 1.2:** Develop and deliver online courses.

#### **Strategies:**

- Assess the need/demand on a course by course basis for online delivery.
- Provide training guidance to faculty developing courses for online delivery.
- Assess on an ongoing basis the need and demand for non-traditional format (intersession/condensed format/evening & weekend) course delivery.

**Objective 1.3:** Assist the college in offering on-campus supplemental courses.

#### **Strategies:**

- Assess the need/demand on a course by course basis.
- Assess on an ongoing basis the need and demand for non-traditional format (intersession/condensed format/evening & weekend) course delivery.
- Explore options for unique topics or shortened courses providing greater flexibility and offerings for on-campus students.
- Work with school heads and faculty on course offerings which meet the needs of on-campus students addressing criteria as stated above.
- Explore potential interdisciplinary credit course offerings for on-campus students.

**Objective 1.4:** Support existing international programs and aggressively work to expand international opportunities for students and faculty.

**Strategies:**

- Look for new travel sites within the nation and internationally for exposure of OSU students to a broader base of experiences.
- Explore scholarships with OSU foundation for travel and study abroad programs.
- Work closely with departments and faculty to develop and implement program development, marketing/recruitment, budget, and streamlined course approval processes.
- Assist faculty with planning and logistics of international travel and requirements of host institutions/facilities.

**Objective 1.5:** Provide off-campus coursework and degree programs to constituent cohorts.

**Strategies:**

- Locate constituent groups desiring coursework and programs.
- Determine coursework and programs available for delivery off-campus.
- Match constituent groups and coursework/programs, then promote.
- Update and enhance informational web site that is helpful to current students and attracts prospective students.

**Goal Two. Offer non-credit coursework and programs designed to meet constituent needs.**

**Critical Success Factors:**

- increase continuing education units to professional associations by 5 offerings per year
- continue to provide summer camps to area children
- seek two new grant opportunities (Junior Science Humanities Symposium, Pakistan, Celebration of Teaching, Adult Basic Education)

**Objectives:**

**Objective 2.1:** Develop, market, deliver, and sustain high quality non-credit programs to our constituents.

**Strategies:**

- Determine constituent needs.
- Provide programs designed to meet these needs.
- Look for new local, regional and national markets.

**Objective 2.2:** Provide summer opportunities for College of Education students designed to give them experience in addition to providing services to the Stillwater community.

**Strategies:**

- Pursue grants and contracts which support children's summer activities.
- Design appealing summer camps for school-aged children.
- Hire College of Education teacher education students to deliver the camps.

**Objective 2.3:** Seek dissemination and/or instructional grant opportunities.

**Strategies:**

- Pursue grants and contracts which focus on dissemination of information and/or instruction/training.
- Match faculty and staff with grant opportunities.

**Goal Three. Serve as the outreach or promotions central point for the College.**

**Critical Success Factors:**

- design two new and effective materials to promote the College of Education and Education Outreach
- purchase and provide two new promotional materials for the College of Education and Education Outreach
- coordinate all COE outreach events

**Objectives:**

**Objective 3.1:** Standardize the College of Education brands.

**Strategies:**

- Review and redesign logos.
- Centralize design efforts in the Outreach Office.
- Centralize production efforts in the Outreach Office.

**Objective 3.2:** Centralize promotional materials in the Outreach Office.

**Strategies:**

- Make the Outreach Office the home of all promotional materials.
- Keep stock and reorder when necessary.
- Design a reasonable budget for promotional material purchases.
- Process requests for promotional materials.
- Coordinate outreach efforts (i.e. vendor booths – OEA, Career Tech Booth, Encyclomedia).
- Develop a marketing plan to prioritize development & distribution materials.

**Objective 3.3:** Coordinate promotions activities centrally.

**Strategies:**

- Develop & maintain the COE calendar of events.
- Coordinate and disseminate the calendar.

**Objective 3.4:** Serve as the production point for all hard copy promotions activities & materials.

**Strategies:**

- Design and produce the COE newsletters.
- Design and produce the COE announcements.

- Design and produce the COE events notices.
- Maintain e-mail and snail-mail databases of students, alumni, faculty, associates and other friends of the COE.

**Goal Four. Generate sufficient funding to cover salary shortcomings, benefits, and maintenance.**

**Critical Success Factors:**

- earn enough carry-forward each year (\$100,000) to earmark for 2 years of staff salaries in addition to allocations
- pursue partnerships with organizations and associations to supplement salaries and maintenance of the office and resources for the unit and college

***Objectives:***

**Objective 4.1:** Engage in profit-making activities (credit and non-credit).

**Strategies:**

- Be selective and prioritize what we do.
- Earn more than we spend.

**Objective 4.2:** Engage in profit-making partnerships (grants, contracts, service-providing activities)

**Strategies:**

- Be selective and prioritize what we do.
- Charge for our services.



**Goal Five. Provide administrative systems that enhance the efficiency, accountability, and quality of service of the unit.**

**Critical Success Factors:**

- develop six-member advisory council
- review yearly profitable and non-profitable activities
- plan next year's activities based upon yearly review

**Objectives:**

**5.1: Objective:** Be accountable.

**Strategies:**

- Keep administrative costs low with focus on programming.
- Keep communication as a strength within the organization.
- Provide information on programs and courses to the college and stakeholders.
- Update database of contacts, participants of programs and professional associations for most efficient use of time in marketing.
- Track staff time associated with programs.

**5.2 Objective:** Use input from Advisory Council in review of yearly activities.

**Strategies:**

- Meet bi-annually with Advisory Council.
- Provide summary of activities to Advisory Council for their review and input.
- Design future activities based upon review and input from Advisory Council.

**5.3 Objective:** Use input from school heads, faculty, students and constituents in review of yearly activities.

**Strategies:**

- Provide a summary of activities to each group for their review and input.
- Design future activities based upon review and input from school heads, faculty, students and constituents.