

## **SERETEAN WELLNESS CENTER**

### **Mission**

The Seretean Wellness Center helps people achieve wellness, a lifelong process of striving for a balance of physical and mental health.

### **Vision**

The Seretean Wellness Center will help make Oklahoma the healthiest state in the United States.

### **Core Values**

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

**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.

**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.

**Goal 1. Academic Excellence: Create and uphold high standards of excellence in instruction, research, and outreach.**

**Critical Success Factors:**

- Submit 2 or more research grant proposals per year
- Expand outreach efforts of sponsored programs either by number of participants or number of programs
- Collect teaching evaluations that report excellent or superior ratings as determined by students or participants
- Provide coordinator and other staff members to teach and/or guest lecture in at least 1 academic class per year

**Objectives:**

**Objective 1.1:** Submit 2 or more research grant proposals per year with at least 1 grant proposal in collaboration with an academic unit.

Strategies:

- Utilize the Foundation, Federal Register, and other mechanisms to identify funding sources.
- Gain financial support for grant applications and increased indirect costs.

**Objective 1.2:** 10% increase in participation in outreach and sponsored programs as well as a 10% increase in the number of programs offered.

Strategies:

- Keep an accurate account of programs offered and levels of participation.
- Increase marketing efforts.
- Develop a long-term plan to increase program offerings.

**Objective 1.3:** Develop evaluation methods for classes, workshops, and service programs.

Strategies:

- Write evaluation methods using quantitative and qualitative data.
- Document high visibility programs with video or digital equipment.

**Goal 2. Economic Development: Enhance the quality of life by contributing to the human, economic, and cultural development of Oklahomans.**

**Critical Success Factors:**

- Host 8 Wellness Wednesday classes per year with average attendance of 60 participants
- Bring to campus 1 nationally recognized speaker per year
- Promote health to the university campus through events such as the Walkabout Pedometer Program
- Promote health to city of Stillwater through programs such as Stillwater Speaks and Healthiest City Campaign
- Promote health to the state by involving staff in statewide organizations

**Objectives:**

**Objective 2.1:** Coordinate Healthiest Campus Campaign for Stillwater campus.

Strategies:

- Evaluate the potential for offering healthy choices in campus vending machines.
- Promote health and safety signage throughout campus.
- Offer 1,000 free flu shots to faculty and staff.

**Objective 2.2:** Involve staff in statewide committees to promote health.

Strategies:

- Encourage staff to be active members in a statewide organization that promotes health and/or safety.

**Objective 2.3:** Create positive changes in employee health behaviors at the Stillwater campus.

Strategies:

- Analyze faculty and staff biometrics data for 25% of employees.
- 50% reduction in the number of tobacco users.
- 50% reduction in the number of obese employees.
- 50% increase in the number of exercisers.
- 100% increase in the number of employees over 40 who have an annual preventative exam to 100%.
- 100% increase in the number of employees who use their seat belts.
- 100% increase in the number of employees and dependents who have adequate health insurance.

**Goal 3. Human Resources: Recruit, retain, and develop an outstanding faculty and staff that recognize diverse contributions.**

**Critical Success Factors:**

- Perform annual performance evaluations for all  $\frac{3}{4}$ -time and full-time staff
- Fund and hire  $\frac{1}{4}$ -time or greater epidemiologist
- 10% increase in Physical Therapy patient load and/or margin

**Objectives:**

**Objective 3.1:** Evaluate current physical therapy market and determine need for additional Physical Therapist and/or Physical Therapist/Athletic Trainer.

Strategies:

- Partner and collaborate with academic and/or athletic department to meet sports rehabilitation needs of community.
- Expand therapeutic offerings and referral mechanisms to ensure increase in sports rehabilitation clientele.

**Objective 3.2:** Recruit and retain diverse population of professional and student staff.

Strategies:

- Distribute recruitment information to highlight the diverse nature of programs and personnel.
- Place emphasis on diversity in the evaluation and hiring process.
- Emphasize benefits of working at Seretean Wellness Center and on campus.
- Assist personnel in overcoming personal and professional challenges of work.

**Objective 3.3:** Evaluate organizational structure and re-organize and re-allocate if necessary.

Strategies:

- Continually evaluate organizational structure to handle program and resource changes.
- Ensure employees are a good fit for their job.
- Continually monitor allocation of resources to maximize the profitability of the Seretean Wellness Center.

**Goal 4. Image, Pride, and Recognition: Communicate an image that reflects achievement and pride.**

**Critical Success Factors:**

- 100% participation of upper level staff at a state level conferences per year
- Feature monthly stories in local news market
- Have 4 features in state news market per year
- Integrate marketing plan with budget

**Objectives:**

**Objective 4.1:** Develop Integrated Marketing Plan with budget and monthly progress reports.

Strategies:

- Partner and collaborate with internal departments in the development of an Integrated Marketing Plan.
- Develop overall marketing budget with resources allocated from the internal departments or profit centers.

**Objective 4.2:** Develop an approved logo to be used consistently with sponsored program promotional materials.

Strategies:

- Partner with university marketing and promotional authorities.
- Use logo similar to current identifiers to be consistent with university logos.

**Goal 5. Contribute and foster leadership development on campus and around the state of Oklahoma**

**Critical Success Factors:**

- Have staff and Sponsored Program staff take leadership roles on and off campus in health related areas
- Increase participation by 10% in health promotion programs (i.e., Wellness Wednesday)
- Increase the statewide exposure of health promotion programs on the Stillwater campus
- Partner with university branch campuses to develop and increase health promotion programs

**Objectives:**

**Objective 5.1:** Enhance the leadership training and opportunities for staff and Sponsored Program staff.

Strategies:

- Investigate opportunities for leadership training and development programs for staff.
- Allocate resources for Leadership Training Development programs.
- Place emphasis on leadership in the evaluation process.

**Objective 5.2:** Utilize promotional strategies to increase visibility and leadership roles for programs on campus and around the state.

Strategies:

- Investigate Web and other electronic means of promoting health to the state.
- Increase the utilization of university news organizations to promote health.
- 10% increase in the number of statewide press releases.

**Goal 6. Strengthen internal and external relationships to foster partnerships and collaborations.**

**Critical Success Factors:**

- Increase number of students, faculty, staff, and community members participating in partnership programs
- 10% increase in Sponsored Program funding and/or indirect costs
- Increase number of opportunities to partner with academic and/or athletic departments and off-campus organizations

**Objectives:**

**Objective 6.1:** Engage in internal partnerships with campus departments.

Strategies:

- Take an active role in North Central Self-Study.
- Continue commitment to Student Affairs programs.
- Improve communication with campus departments.

**Objective 6.2:** Look for opportunities to collaborate with external entities and branch campuses.

Strategies:

- Collaborate with Northern Oklahoma College to provide services to participants in the Gateway Program.
- Continual marketing of programs open to Stillwater community.
- Develop points of contact with all branch campuses for wellness programs including Sponsored Programs.
- Partner with local health related organizations to foster Healthiest City Campaign.
- Collaborate with local employers to foster Healthiest City Campaign.