

EDUCATIONAL TELEVISION SERVICES

Mission

Educational Television Services provides leadership in the design and delivery of telecommunications services through the identification and integration of emerging technologies.

Vision

Educational Television Services will:

- Lead the way in implementing emerging technologies which address the vision of Oklahoma State University;
- Be the leader in designing technology-based solutions that enhance the delivery of educational services;
- Be outstanding in integrating current telecommunications technologies into comprehensive solutions for a diverse university clientele; and
- Provide and maintain excellent technology-based infrastructures in support of the University's mission of teaching, research, and outreach.

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.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Infrastructure – Maintain and augment a technical facility capable of supporting the University’s telecommunications needs in instruction, research, and outreach.

Critical Success Factors:

- Identify funding to convert to a digital facility
- Maintain a state-of-the-art telecommunications infrastructure
- Provide support and upgrades as requested for distance learning classrooms in the OSU System
- Establish at least 4 partnerships with telecommunications equipment providers

Objectives:

Objective 1.1: Migrate to a digital based facility to support University undergraduate, graduate, and professional education programs, outreach, and external clients.

Strategies:

- Maintain a knowledge base of evolving standards through research, attending trade shows, and collaboration/partnerships with industry leaders.
- Identify funding opportunities from both internal and external sources; identify necessary matching funds.
- Develop critical relationships with telecommunication equipment providers.

Objective 1.2: Provide appropriate production and distribution services in support of the university mission.

Strategies:

- Upgrade existing infrastructure and facilities to provide leading edge telecommunications capabilities.
- Expand and modernize (as requested) the capability of the OSU System to conduct Interactive Televised Instruction.
- Provide support for web-based courseware for the Defense Ammunition Center and other potential internal and external clients.
- Provide support for new satellite-based telecommunications technologies for the Iraq project under the United States Agency for International Development, and other potential internal and external clients.
- Support all campus building projects with video telecommunications planning and specifications.

Objective 1.3: Offer beta testing for new video products and applications.

Strategies:

- Seek opportunities for partnerships with industry and educational entities that are developing hardware or software with the potential to improve delivery of OSU educational and marketing products.
- Offer OSU facilities and personnel to test new products, in return for early, free, and/or reduced-cost options on production versions.
- Publicize OSU efforts in development of such products, in order to market OSU image, capabilities, and services.

Goal Two. Image/Services – Position the University’s telecommunications capabilities to support its commitment to enhance its image and services.

Critical Success Factors:

- Provide increased capacity for wider distribution of University produced programs
- 2 partnerships with satellite providers
- 1 partnership with land-line provider
- 4 athletic coaches shows

Objectives:

Objective 2.1: Participate in the Oklahoma Educational Television Authority initiative for providing multiple channels of targeted programming statewide.

Strategies:

- Identify and procure equipment and services required to deliver Digital Television signals to Oklahoma Educational Television Authority.
- Market the capability and possibilities to OSU Colleges and Departments.
- Assist as requested in the planning, coordination, production, and delivery of OSU outreach efforts.

Objective 2.2: Increase support of student recruitment and retention.

Strategies:

- Provide internship experiences for students.
- Promote scholarships for students.
- Support the production and delivery of special events as requested by student organizations.
- Provide videoconferencing in support of student job interviews, thesis/dissertation defense and interactive class projects.
- Provide video support of undergraduate, graduate and professional student recruitment.

Objective 2.3: Support increased marketing efforts for the University

Strategies:

- Provide quality print and electronic media products to the OSU System.
- Coordinate with and support the Office of Public Information in providing video for campus events and video news releases.
- Offer digital video development services as a marketing tool to enhance paper-based marketing materials.

- Offer virtual reality panoramic video services as a marketing tool.

Goal Three. Leveraging Resources – Provide cost-effective telecommunications services to the University through the maintenance of a diverse client base built upon strategic partnerships and collaboration.

Critical Success Factors:

- Increase revenue base 25%
- Increase grant and contract initiatives by 30%
- Redefine marketing plan
- Increase truck revenue 20%
- Increase transponder revenue by 15%

Objectives:

Objective 3.1: Identify potential funding from external sources.

Strategies:

- Coordinate with OSU Foundation and the Institute Advisory Board to identify potential funding sources.
- Expand level of leased transponder services.
- Increase usage of Ku uplink truck.
- Provide workshops in grant writing for faculty/staff.
- Leverage history and reputation of educational telecommunications at OSU to assist faculty in obtaining funded projects.

Objective 3.2: Identify funded research opportunities.

Strategies:

- Monitor Federal government documents for grants and contracts.
- Establish partnerships and collaboration with industry to beta test new equipment and software.
- Increase opportunities for telecommunications survey research for external entities.
- Partner and collaborate with other Oklahoma public agencies to obtain federal funding opportunities.

Goal Four. Staff Development – Develop and maintain a telecommunications staff whose skills meet the ever-changing needs of the University community.

Critical Success Factors:

- Increase staff participation in professional training opportunities by 25%
- All administrative support personnel will complete the HRStar Performer Certificate Program
- 50% of administrative support staff will complete the Ambassador Program
- 25% of Department Heads will complete the Leadership Development Program
- At least one employee will serve in a leadership position in state and/or national educational telecommunications organizations

Objectives:

Objective 4.1: Provide staff professional development opportunities.

Strategies:

- Participate in the HRStar Performer Certificate Program.
- Participate in the Ambassador Program.
- Participate in the Leadership Development Program.
- Serve as an officer or Board member in the Oklahoma Distance Learning Association.
- Serve as an officer or Board member in the U.S. Distance Learning Association.
- Provide opportunities for staff to attend manufacturer operations and maintenance training courses on new technology purchases.

Objective 4.2: Maintain a current knowledge of industry trends in telecommunications.

Strategies:

- Maintain close relationships with equipment manufacturers and providers.
- Maintain close relationships with Oklahoma media outlets to identify what technologies must be supported to enable continued distribution of OSU materials.
- Optimize the human and technology resources represented on the Institute for Telecommunications Board.
- Subscribe, read, and circulate industry journals.
- Attend local, regional, and national conferences to learn about new trends and products.