

INTERNATIONAL EDUCATION AND OUTREACH

Mission

International Education and Outreach advances the globalization of OSU and facilitates the university's engagement with state, national, and international communities by fulfilling compelling educational needs and advancing the development of Oklahoma.

Vision

International Education and Outreach will provide superior internationalization strategies and outreach programs and services preparing people to excel in a changing global community.

Core Values

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

Intellectual Freedom – We believe in the 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 is a noble and worthy endeavor.

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. Provide leadership and support for the international education/outreach function at the university, state, national, and international levels through the School of International Studies, Independent & Correspondence Study, and the Wes Watkins Center Conference Services in conjunction with college and other outreach program units.

Critical Success Factors:

- Growth in international activities in instruction, research and outreach programs
- Implementation of new Policies & Procedures for international programs and activities
- New partnerships and alliances
- Membership in professional associations
- Increase in distance education program delivery
- Increase in Conference Services

Objectives:

Objective 1.1: Provide leadership through active involvement in University committees and councils and counsel to university administration, faculty and staff.

Strategies:

- Implement reorganization and \$2 million recapture.
- Serve on university-level administrative committees.
- Provide leadership through the several committees that provide linkages among the various outreach functions.
- Serve on North Central Association review subcommittee
- Serve on Enrollment Management Council

Objective 1.2: Provide leadership through active involvement in state, national, and international associations.

Strategies:

- Remain active with Leadership Stillwater and Leadership Oklahoma.
- Serve Governor's International Team Events.
- Host Oklahoma International Congress.
- Retain active memberships in Stillwater Chamber of Commerce and the Frontier Rotary Club.
- Represent OSU with Global Associates, University Continuing Education Association, and the Association of International Education Administrators.

- Represent OSU at National Association of State Universities and Land Grant Colleges (NASULGC), and University Continuing Education Association Regional, National, and Executive Assembly meetings.
- Serve on Zayed University's College of Business Sciences' International Board of Advisers.
- Assist implementation of on Oklahoma's EDGE international goals and objectives.

Objective 1.3: Foster the development of new partnerships and alliances.

Strategies:

- Evaluate appropriate state, national, and international memberships and the role that OSU should play.
- Foster relationships with appointed private organizations, public and corporations and non-governmental organizations.
- Develop partnerships with other educational institutions, both internationally and domestically.

Goal Two. Develop additional funding sources for the School of International Studies, Independent and Correspondence Study, the Wes Watkins Center Conference Services, and other international/outreach program units.

Critical Success Factors:

- Growth in private sector funding
- Growth in state and federal funding
- Continued funding for Peace Corps Office
- Growth in funding from international sources

Objectives:

Objective 2.1: Seek funding opportunities from the private sector and state agencies.

Strategies:

- Develop plan for operating with \$2 million less in state support.
- Increase unrestricted gifts from corporate and other private donors.
- Increase gifts from state foundations.

Objective 2.2: Seek funding opportunities from national foundations and federal agencies.

Strategies:

- Seek continued funding for Peace Corps Office.
- Request \$2 million in federal funding.
- Increase gifts from national foundations.
- Stimulate units to locate federal and private sources of funding.

Objective 2.3: Obtain funding from international constituencies.

Strategies:

- Provide guidance in seeking funding opportunities on the Iraq reconstruction and Cassamarca Foundation.
- Obtain funding opportunities from international sources.
- Review grant proposals with an international component and assign International Studies routing numbers.

Goal Three. Provide administrative systems that enhance the efficiency, accountability, and quality of service of the School of International Studies, Independent and Correspondence Study, the Wes Watkins Center Conference Services, and other international/outreach units.

Critical Success Factors:

- Reduction of functional duplication
- Reduction of staff turnover by 10%
- Increased use of technology to disseminate information
- Central database fully functional
- Technically skilled and diverse workforce

Objectives:

Objective 3.1: Budget and financial management.

Strategies:

- Evaluate distribution of Learning Site Funding
- Manage the financial operations to ensure fiscal accountability and reporting.
- Provide monthly financial reports to director and staff.
- Develop annual BDS budget.
- Prepare yearly budget request for Provost.
- Approve annual budgets for professional staff; monitor and adjust as necessary.
- Review fiscal management procedures.

Objective 3.2: Computer and data services.

Strategies:

- Implement a central database (Continuity 2000) to link international/outreach units for management and reporting purposes as well as enrollment and financial management.
- Train new employees in use of database and assist all users with ongoing learning process.
- Install all updates to database software and servers and troubleshoot problems.
- Create customized reports that draw from the database and provide needed management documents.
- Manage the development of noncredit reporting to Oklahoma State Regents for Higher Education and other ad hoc requests for data.
- Develop and implement an Information Systems Policy.
- Develop and implement a plan for long-term technology needs.
- Provide desk side support for all users.
- Facilitate the use of central database for marketing support.

- Implement data security plan.
- Maintain close contact with system Information Technology personnel.

Objective 3.3: Human resources management.

Strategies:

- Perform annual appraisals based on individual goals and objectives.
- Develop a Policy and Procedure Handbook for new employees.
- Maintain current OSU Policy and Procedures.
- Recruit, hire, and retain well-qualified, diverse staff.
- Perform efficiency study to review operations and positions.
- Schedule biannual Town Hall meetings for staff.
- Hold staff development seminars for staff.
- Assure that current and accurate job descriptions exist for all positions.
- Develop a career development plan and/or incentive plan for all employees.
- Annual performance review that provides feedback from peers and is consistent with University policy.
- Implement an exit interview process for departing employees.

Objective 3.4: Develop new centralized program reporting process.

Strategies:

- Develop policies as needed to support the reorganization.
- Develop goals and objectives process.
- Prepare yearly Academic Plan.
- Prepare reports of programs by categories; i.e., what we offer (degrees and certificates, workforce development, applied research/technical assistance, publications/information services, and community development/cultural enrichment) and who we serve (business and industry, education, government, and individuals).

Objective 3.5: Provide credit course support.

Strategies:

- Coordinate the approval process for off-campus and distance learning courses and programs.
- Serve as liaison to other offices in regard to off-campus and distance education credit courses.
- Coordinate the reimbursement process for courses exchanged between OSU-Stillwater and OSU-Tulsa.

- Maintain the Outreach Credit Course Committee as a means to provide linkages among the various outreach offices offering off-campus and distance learning credit courses and programs.

Goal Four. Implement programs and communications that will increase the visibility, effectiveness, and understanding of the unit among internal and external groups through centralized marketing and promotion, including Web development, and serve as a point of contact for individuals and groups seeking outreach assistance from OSU.

Critical Success Factors:

- Long range marketing plan in place
- Award-winning publications
- Informative and up-to-date Web pages
- Inquiries are answered in a timely manner
- Assessment of customer service in annual staff performance appraisals

Objectives:

Objective 4.1: Develop a long range marketing/promotion plan that will support the needs of international/outreach and is congruent with the OSU System marketing objectives.

Strategies:

- Identify desired outcomes.
- Determine problems/opportunities.
- Analyze product(s).
- Evaluate distribution needs.
- Analyze medium effectiveness.
- Review existing promotional pieces.
- Review financial constraints.
- Establish timeline(s).

Objective 4.2: Coordinate promotional activities for international/outreach.

Strategies:

- Create publications/documents that enhance awareness, strengthen effectiveness, and promote success for the organization.
- Continue to enhance organizational branding that is in keeping with System guidelines.
- Design templates for units to create timely fliers.
- Provide assistance for design, editing, and photography.
- Provide expertise in distributing promotional materials.
- Write press releases.
- Promote cooperative marketing among similar product lines.
- Promote use of OSU printing capabilities.

Objective 4.3: Maintain Web pages for outreach that conform to OSU standards.

Strategies:

- Provide consistent look, feel, and navigation throughout.
- Provide html template pages for individual units to use.
- Create and maintain easy-to-use front end for organization's central database to allow for direct program information input to web.

Objective 4.4: Serve as a point of contact for individuals and organizations seeking outreach assistance.

Strategies:

- Provide excellent service to internal and external constituencies.
- Respond to inquiries about classes offered, catalog requests, and online courses sent to outreach@okstate.edu.
- Respond to phone inquiries for assistance about distance learning, degree programs, and undergraduate courses.
- Publicize 800 numbers.
- Develop online registration.