

## CENTER FOR EXECUTIVE AND PROFESSIONAL DEVELOPMENT

### Mission

The Center for Executive and Professional Development fulfills compelling executive management and professional educational needs advancing the state of Oklahoma and the nation and facilitates the engagement of the college and university with state, national and international communities.

### Vision

The Center for Executive and Professional Development seeks to be the premier provider of executive education and professional development programs and courses in Oklahoma and selected national and international communities and seeks to increase visibility and prestige for the College of Business Administration at Oklahoma State University with a goal of being ranked in the top 50 universities by *U.S. News and World Report*.

### 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 is a noble and worthy endeavor.

**Diversity** – We respect others' and value diversity of opinion, freedom of expression, and others ethnic and culture 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.

**Collegiality** – We embrace a culture of mutual respect, caring and positive interaction.

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

**Goal One: Provide facilitation of academic and service excellence for distance learning master degrees and/or certificates and undergraduate distance learning courses as needed and seek to reach diverse populations producing these offerings in an innovative manner in alignment with college and university goals.**

**Critical Success Factors (measures of the degree of success over the next 5 years):**

- Increase student credit hours 5% each year—current student credit hours for graduate level courses is 1,345
- Increase number of enrollments in graduate distance learning courses by 3% each year—current enrollment is 450
- Target two minority or international groups to market credit programs annually
- Encourage and assist faculty and staff in submissions for regional and national awards in distance learning innovation, instructional techniques and programming
- Seek funding for programs and courses from state, national and international entities as well as corporations and/or government
- Seek an operating margin of at least 35% on distance learning and credit courses
- Offer at least 30 distance learning courses as needed for approximately 425 students to complete their degree programs in a timely manner working with department heads and the master degree offices for the programs
- Offer at least 18 credit courses and seek to reach at least 300 students working with department heads

***Objectives:***

**Objective 1.1:** Reach national and international audiences through distance learning degrees and undergraduate courses increasing the visibility of the Oklahoma State University College of Business Administration.

**Strategies:**

- Provide media graduate credit degrees and courses which increase visibility of the college and university on a national and international basis—Master of Business Administration and Master of Science in Telecommunications Management.
- Explore possibilities of expansion of distance learning degrees and course offerings—Master of Science in Management Information Systems degree and Alternative Dispute Resolution certificate.
- Explore feasibility for an undergraduate distance learning business degree completion program. Funding will need to be provided from university (centrally or within college) for initial development of such courses.

- Explore opportunities for partnering and leveraging distance learning courses to national and international entities and students.
- Explore opportunities to market/advertise Oklahoma State University's distance learning degree programs for national and international exposure and increasing image in the marketplace.
- Investigate opportunities for awards with appropriate outreach entities, i.e. — Association for Continuing Higher Education, Oklahoma Distance Learning Association, United States Distance Learning Association, University Continuing Education Association, etc.

**Goal Two: Provide facilitation of academic and service excellence for on-campus supplemental courses and off-campus study abroad and travel undergraduate and graduate credit courses seeking to reach diverse populations.**

**Critical Success Factors (measures of the degree of success over the next 5 years):**

- Increase student credit hours 5% each year
- Increase number of enrollments in study abroad/travel courses by 3% each year—current enrollment is 185 students
- Target two minority or international groups to market credit courses annually

***Objectives:***

**Objective 2.1:** Offer innovative programming in study abroad and travel courses which provide diverse students and faculty unique international experiences.

Strategies:

- Explore expansion of travel programs within the nation and internationally for exposure of Oklahoma State University students to a broader base of business experiences.
- Explore scholarships with Oklahoma State University Foundation for travel and study abroad programs.

**Objective 2.2:** Explore options of unique topics or shortened courses for greater flexibility and offerings for on-campus students.

Strategies:

- Work with department heads 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.

**Goal Three: Provide outstanding noncredit executive and professional development programs through partnership with businesses, organizations and citizens noting an interest in attracting diverse populations.**

**Critical Success Factors (measures of the degree of success over the next 5 years):**

- Seek to actively market to five identified companies and contacts as noted in the Fortune 1,000 companies to seek executives to attend Oklahoma State University College of Business Administration programs
- Submit applications and seek to win regional and national awards in University Continuing Education Association, Association for Continuing Higher Education, Association to Advance Collegiate Schools of Business, and Learning Educational and Resources Network and other noted associations dealing with outreach programs and courses
- Expand executive program offerings. Investigate opportunities in Entrepreneurship and Management Information Systems
- Seek an operating margin of 15% on public programs (excluding forums and briefings) and 35% on in-house programs
- Serve at least 11,000 people annually through public, in-house and public service programs

**Objectives:**

**Objective 3.1:** Offer outstanding noncredit executive programs (workforce development) to increase the knowledge and productivity of the diverse workforce and become the executive development programming unit of choice to corporations in state and regionally.

Strategies:

- Offer public programs which meet the needs of executives and managers in the state and on a national and international basis.
- Develop and offer in-house programs for corporations in the state and on a national and international level.

**Objective 3.2:** Offer outstanding professional development programs, exceptional service and assistance to public service groups, and supply technical assistance on programs and services that apply research findings to solve problems and impact economic vitality.

Strategies:

- Identify economic development programs and public service programs and implement as state funds are provided and it is viewed as a priority by the university and by the College of Business.

- Pursue grants and contracts with corporations, federal government and state government.
- Be a proactive resource in meeting business and government needs in regard to needs assessment and delivery.
- Identify needs of associations in state as well as selected national associations marketing Oklahoma State University's Center for Executive and Professional Development as an excellent service provider.

**Goal Four: Earn sufficient funding to cover salaries, benefits, and maintenance, and provide financial resources for the Center for Executive and Professional Development and the College of Business.**

**Critical Success Factors (measures of the degree of success over the next 5 years):**

- Earn profit to cover viability of operation and contribute resources back to the involved stakeholders
- Pursue partnerships with organizations and associations on a state and national level to help provide funding for salaries of the Center for Executive and Professional Development personnel, and maintenance of the office and resources for the unit and college
- Seek to return a total of \$100,000 to the college/units and departments

***Objectives:***

**Objective 4.1:** Identify needs of business and government communities for educational executive and professional development activities.

Strategies:

- Contact individuals, companies and government entities to identify educational executive and management development needs and develop programs to meet those needs.
- Market Stillwater as a place for corporate and government retreats and executive and management education.
- Seek partnerships to share expenses and risks in program offering.

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

**Critical Success Factors (measures of the degree of success over the next 5 years):**

- 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
- Utilize marketing plans and the web page for integral marketing and communication programs to clients and potential customers
- Keep an updated database of contacts, participants of programs and companies for most efficient use of time in marketing

***Objectives:***

**Objective 5.1:** Be an efficient and effective office with accountability to resources.

Strategies:

- Keep track of staff time associated with programs.
- Be proactive in providing information to publications and work closely with public relations to ensure appropriate press coverage occurs with prominent programs.



**Goal Six: Encourage the administrative and professional staff to serve on professional organizational boards and committees, make presentations at conferences and widen breadth of knowledge for Oklahoma State University's national visibility.**

**Critical Success Factors (measures of the degree of success over the next 5 years):**

- Identify staff who have an interest to hold an office or serve on a committee at a national level with the identified national organizations in outreach and spend the necessary resources to support the staff member/s in this endeavor
- Seek to present at national conferences to increase Oklahoma State University's image as an executive and professional development player nationally
- Seek to return to the community—have staff serve on at least three local organizations

***Objectives:***

**Objective 6.1:** Serve on local, regional and national committees promoting Oklahoma State University College of Business Administration as providing excellence in the executive and professional development area.

Strategies:

- Attend national conferences by participating on the program presenting information as funding is available.
- Join and become involved on a national committee or board.
- Participate at the regional level in the association and serve in a leadership position at the national level.
- Seek positions on local nonprofit organizations for public service return to community and public relations expansion of goals of center.

**Objective 6.2:** Provide professional development opportunities for classified and administrative and professional staff as funding is available.

Strategies:

- Select opportunities which have correlation to improving work--on the job skills or new ideas for improvement within the center.
- Seek opportunities through Oklahoma State University personnel or Oklahoma State University courses for specific training for selected administrative and professional and classified staff.