

ACADEMIC AND ENROLLMENT SERVICES

Mission

Academic and Enrollment Services (AES) provides operational support for instruction, learning, discovery, and intellectual growth at OSU-Tulsa.

Vision

OSU-Tulsa will be prized as the crown jewel of the city of Tulsa. By 2020, the 250-acre, 25- building campus will have 20,000 students enrolled in 100 undergraduate and graduate degree programs. Academic and Enrollment Services will:

- Be acknowledged for its success in meeting our students' academic needs;
- Enable professors, researchers, and artists to attract significant external funding for research and help them produce works of enduring impact that improve quality of life;
- Be recognized for offering exceptional service to all individuals who interact with OSU-Tulsa; and
- Help OSU-Tulsa be a leader in organizing and sponsoring international conferences, seminars and events that advance the economic and social lives of Tulsans.

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 opinions, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources - We are dedicated to the efficient and effective use of our 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. Academic Excellence – Assist in creating and upholding high standards of excellence in instruction and research.

Critical Success Factors:

- Implement increased transfer GPA (2.25) for incoming undergraduate students
- National Committee on Accreditation for programs offered on the OSU-Tulsa campus
- Provide outstanding classroom facilities
- External research grants of \$5.0m per annum
- 1.5 journal publications per year per tenured faculty
- 2 conference proceeding per year per tenure-track faculty
- 100,000 square feet of additional research space
- Completed Advanced Technology Research Center-Tulsa

Objectives:

Objective 1.1: Increase transfer standards for incoming undergraduate students.

Strategies:

- Implement new admissions procedures requiring transfer GPA of 2.25.
- Educate academic advisors on new admissions standards.
- Educate TCC academic advisors on new admissions standards.
- Refer academically unprepared students to the Learning Resource Center.

Objective 1.2: Assist with enforcement of national and regional accreditation standards set for OSU programs offered in Tulsa.

Strategies:

- Provide laboratory space required for programs offered in Tulsa.
- Provide instructional software required for programs offered in Tulsa.
- Provide instructional classroom space required for programs offered in Tulsa.
- Monitor contact hours required for each course.

Objective 1.3: Increase the number of degrees available on the Tulsa campus.

Strategies:

- Conduct a survey to determine programmatic needs of the Tulsa community.
- Work with colleges to determine faculty needed to increase course offerings.
- Provide instructional resources for new programs/courses.

Objective 1.4: Assist OSU-Tulsa resident faculty in conducting outstanding research to help OSU attain ranking as one of the top 75 public research universities.

Strategies:

- Provide necessary lab space and software for faculty research.
- Provide human resources to assist faculty with research activities.
- Allocate professional development funds for OSU-Tulsa resident faculty each fiscal year.
- Assist Chief Academic Officer with recruiting outstanding faculty by providing logistic support for recruiting.

Goal Two. Student Success and Development – Recruit, retain, and graduate students in a collegial environment that inspires excellence, prepares them for careers, promotes personal growth, fosters discovery of knowledge, and encourages leadership and service.

Critical Success Factors:

- 5000 students at OSU-Tulsa
- 2000 transfer students at OSU-Tulsa
- Graduate 400 students per year
- 100 OSU-Stillwater programs in Tulsa
- OSU academic programming on local cable television
- Financial aid consortium agreements with TCC, Langston, NEO A&M, and RSU
- 2+2 program articulations with TCC, Langston, NEO A&M, and RSU
- OSU academic track at TCC

Objectives:

Objective 2.1: Increase the enrollment and retention of traditional and non-traditional students at OSU-Tulsa.

Strategies:

- Create fully functioning Admissions office at OSU-Tulsa.
- Increase daytime course offerings to meet the needs of traditional students.
- Increase evening and weekend course offerings to meet the needs of non-traditional students.
- Review course rotations for each program to ensure programs are completely implemented on the Tulsa campus.
- Conduct survey of students who have “dropped out” for more than 1 semester to identify solutions to increase retention of students.
- Monitor space utilization to assess frequency of use and if space is adequate.

Objective 2.2: Increase the number of students graduating from OSU-Tulsa.

Strategies:

- Monitor academic progress of students.
- Provide opportunities for remedial work for at-risk students.
- Provide additional course offerings to allow students to complete programs within 2 years.
- Implement OSU track at TCC.

Objective 2.3: Develop an enrollment management plan.

Strategies:

- Create Enrollment Management Council in collaboration with OSU-Stillwater.
- Create 5-year enrollment management plan.

Objective 2.4: Improve student retention through provision of seamless services.

Strategies:

- One-stop admissions and enrollment.
- Seamless academic advising with OSU-Stillwater.
- Advising, admissions, and enrollment coordinated with recruiting, financial-aid, and career services.

Goal Three. Partnerships and Collaboration - Strengthen strategic partnership with OSU-Stillwater and area institutions.

Critical Success Factors:

- 2000 TCC transfer students per year
- Assist with creation of an OSU academic track at TCC
- Joint academic programs with OSU-CHS
- Offer 100 OSU-Stillwater academic programs in Tulsa
- Offer 20 TCC classes on the OSU-Tulsa campus
- Joint programming with TCC, Langston, RSU, and NEO A&M
- Stillwater/Tulsa Enrollment Management Council
- Common Student Information System (SIS)

Objectives:

Objective 3.1: Facilitate partnerships with TCC, OSU-Okmulgee, RSU, and NEO A&M.

Strategies:

- Identify TCC courses to be offered on the OSU-Tulsa campus to increase course offerings by 100%.
- Implement joint application for TCC and OSU-Tulsa.
- Schedule OSU courses at TCC for the OSU/TCC academic track programs.
- Facilitate 2+2 articulations with 2-year colleges in Oklahoma.

Objective 3.2: Enhance partnerships with OSU-Stillwater and OSU-CHS.

Strategies:

- Promote OSU-Stillwater and OSU-CHS programs in the OSU-Tulsa class schedule.
- Educate academic advisors on programs available on the OSU-Stillwater and OSU-CHS campuses.
- Schedule information meetings with OSU-CHS academic advisors and OSU-Tulsa academic advisors.

Goal Four. Enhance and Leverage Resources – Increase financial and physical resources and leverage current resources to achieve strategic goals.

Critical Success Factors:

- Transfer academic contract funds to appropriate colleges each month
- Budget for appropriate expenses in departmental accounts
- Share staff resources between Tulsa and Stillwater campuses
- Common Student Information System (SIS)

Objectives:

Objective 4.1: Transfer academic contract funds each month to colleges for courses taught by Stillwater faculty.

Strategies:

- Develop budget each year for Stillwater colleges and communicate budget allocations to college fiscal officers at the beginning of the fiscal year.
- Monitor courses taught in Tulsa by Stillwater resident faculty.
- Monitor courses taught in Stillwater by Tulsa resident faculty.
- Develop spreadsheets for additional payments to commuting faculty and communicate those amounts to college fiscal officers.
- Monitor courses taught via extension and reimburse extension on an annual basis.

Objective 4.2: Establish budgets for each cost center in academic and enrollment services.

Strategies:

- Review current expenditures and develop budgets for next fiscal year, decreasing allocations where appropriate.
- Monitor and control expenses in cost centers to prevent unnecessary expenditures and overages in departmental budgets.

Objective 4.3: Share operating resources in academic and enrollment services with OSU-Stillwater to better utilize common and dissimilar resources.

Strategies:

- Continue to train admissions and enrollment staff to become self-sufficient operations, thereby decreasing the amount of tasks OSU-Stillwater performs for OSU-Tulsa.
- Schedule undergraduate international admissions officer in Stillwater to assist with increased workload on as-needed basis.

- Schedule training for international student services staff (DSO) in Stillwater to allow this function to become self-sufficient which would decrease the demand on Stillwater resources.

Goal Five. Diversity - Create a culture that embraces diversity and respects individuals.

Critical Success Factors:

- Increase women and/minority staff by 20 percent
- Increase minority student enrollment to mirror Tulsa census
- Diversity training for all staff members

Objectives:

Objective 5.1: Recruit, hire and retain diverse academic and enrollment services professionals and support staff.

Strategies:

- Advertise positions in newspapers where subscription populations are ethnically diverse.
- Work with Director of Minority Recruiting to advertise positions to graduating students who are qualified for positions.
- Ensure all staff is treated in a fair and equitable manner, regardless of ethnicity or gender.

Objective 5.2: Increase the enrollment and retention of minority students at OSU-Tulsa.

Strategies:

- Co-host information sessions with Director of Minority Recruiting and inform students about program/course offerings at OSU-Tulsa.
- Work with the Director of Minority Recruiting to identify at-risk students and provide remedial opportunities to ensure student success.

Objective 5.3: Increase staff appreciation for and understanding of diversity.

Strategies:

- Provide training opportunities for all staff.
- Provide written material to staff and discuss at staff meetings.
- Celebrate major events and holidays important to minority communities.

Goal Six. Image, Pride, and Recognition - Enhance OSU's image in the Tulsa community.

Critical Success Factors:

- Televised academic and non-academic programs on local cable channels
- Student satisfaction surveys higher than mean for peer institutions

Objectives:

Objective 6.1: Schedule OSU academic and non-academic programs on local cable channels.

Strategies:

- Work with OSU-Stillwater departments and CIT to identify appropriate academic programs to televise on cable channels.
- Schedule courses in distance learning rooms to facilitate broadcast capabilities.
- Broadcast CEAT Design Challenge events on cable channels.

Objective 6.2: Increase the community's awareness of the programs and courses offered at OSU-Tulsa.

Strategies:

- Work with Department of Marketing and Public Relations to increase advertising in the Tulsa community .
- Coordinate recruiting/advising activities in the Tulsa community with Prospective Student Services and area high schools and community colleges.
- Host 1 graduate fair with Prospective Student Services each spring to promote graduate programs.

Objective 6.3: Continually improve student satisfaction with AES programs and services.

Strategies:

- Identify student issues and concerns through on-going assessment.
- Incorporate "advising quality" survey in annual assessment of services.
- Analyze assessment data and provide timely solutions and needed services.

Goal Seven. Human Resources - Recruit, retain, and develop an outstanding academic and enrollment services staff.

Critical Success Factors:

- Coordinators and Managers prepared for Associate Director (or similar) positions
- Staff prepared for Coordinator (or similar) positions
- Provide at least 1 professional development opportunities per staff per year
- Conduct annual reviews that are linked to priorities set in the strategic plan

Objectives:

Objective 7.1: Develop coordinators and managers for increased levels of responsibility.

Strategies:

- Encourage coordinators and managers to pursue educational opportunities.
- Work with coordinators and managers to adjust work schedules to allow them to enroll in courses at OSU.
- Encourage staff to participate in the Leadership Development Program and Advanced Leadership Development Program offered by OSU.
- Encourage staff to review conference opportunities to facilitate professional growth.

Objective 7.2: Develop staff for increased levels of responsibility.

Strategies:

- Encourage staff to pursue educational opportunities.
- Work with staff and their supervisors to adjust work schedules to allow them to enroll in courses at OSU.
- Encourage staff to participate in the Ambassador Program offered by OSU.
- Encourage staff to review conference opportunities to facilitate professional growth.