

CENTER FOR POETS AND WRITERS

Mission

The Oklahoma Center for Poets and Writers serves as a leading literary arts agency in Oklahoma, providing nationally recognized programming that promotes artistic achievement, social and intellectual literacy, and cultural awareness.

Vision

The Center for Poets and Writers will be a literal “center” where writers and artists from around the world will gather to enrich the academic lives of students and the greater community. The Oklahoma Center for Poets and Writers will:

- Be the cultural hub of the University, bringing together students and renowned artists to recognize and promote lasting artistic achievement;
- Be the cultural hub of the Tulsa area, serving as a model for arts programs in an urban setting; and
- Be the cultural hub of the state itself, using the latest technology to make cultural activities available to everyone in Oklahoma and to use those arts initiatives to overcome lingering stereotypes of the state.

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 – Create and uphold high standards of excellence in instruction and research .

Critical Success Factors:

- Secure \$100,000 in outside funding over the next 5 years
- Bring 50 noted authors to the OSU-Tulsa campus in 2-year intervals
- Secure original manuscripts for the OSU-Tulsa library's literary archives
- Attract nationally known artists to facilitate workshops

Objectives:

Objective 1.1: Use high profile arts events, such as the Celebration of Books and the Writers Hall of Fame, held on alternate years, to augment academic programs.

Strategies:

- Arrange for students to receive credit hours for attending the Celebration of Books.
- Develop conference tracks at the Celebration of Books that can be cross-listed by different academic disciplines.

Objective 1.2: Work directly with American Studies and the English departments to develop innovative courses on topics such as Route 66 that make learning a multi-dimensional experience.

Strategies:

- Arrange for a member of the English department to sit on the advisory board for the Oklahoma Center for Poets and Writers.
- Establish creative internships in cooperation with the director of American Studies.

Objective 1.3: Coordinate with the OSU Foundation and the grants office to raise \$20,000 in outside funding each academic year.

Strategies:

- Work directly with the Oklahoma Arts Council and the Oklahoma Humanities Council to develop project partnerships.
- Develop web pages and program brochures that attract outside sponsorships by acknowledging their support.
- Launch a patron membership drive every spring.

Objective 1.4: Provide original manuscripts and video copies of *Writing Out Loud* for the OSU-Tulsa library's literary archives.

Strategies:

- Offer courses in regional literature that promote use of the archives.
- Attract support from writers by promoting them on *Writing Out Loud*.

Objective 1.5: Devote 1 full conference track at the Celebration of Books to writing workshops for both professors and students.

Strategies:

- Arrange for nationally known authors to conduct the workshops.
- Offer workshops in both fiction and nonfiction.

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:

- Budget events to provide 25% discounts to high school students
- Maintain a television broadcast base targeting public schools

Objectives:

Objective 2.1: Raise the profile of OSU-Tulsa by broadcasting *Writing Out Loud* on the Tulsa Public School channel and on the State Department of Education's ITV block.

Strategies:

- Appoint a representative from the Oklahoma State Department of Education to the advisory board.
- Provide copies of *Writing Out Loud* at cost to public schools.

Objective 2.2: Use the Celebration of Books and Writers Hall of Fame to recruit students and teachers to OSU-Tulsa.

Strategies:

- Offer continuing education credits for teachers.
- Give high school students and teachers 25% discounts to all events.
- Develop conference programming targeting younger audiences.

Goal Three. Engagement and Outreach – Enhance the quality of life in Tulsa and northeastern Oklahoma by delivering programs and services that support Tulsa’s human, economic, and cultural development.

Critical Success Factors:

- Host Chautauqua in partnership with TCC
- Produce 30 segments of *Writing Out Loud* each year for statewide broadcast
- Sponsor the Celebration of Books and Writers Hall of Fame on alternate years

Objectives:

Objective 3.1: Use Center for Poets and Writers events to promote Oklahoma beyond lingering stereotypes.

Strategies:

- Work directly with the Tulsa Chamber and the Tourism Department.
- Develop a strategic partnership with *Oklahoma Today* magazine.

Objective 3.2: Use Center for Poets and Writers events to increase the city’s convention revenue and stimulate book sales.

Strategies:

- Arrange for books to be on sale at all events.
- Offer promotional consideration to all businesses supporting events.

Objective 3.3: Partner with Oklahoma Educational Television Association, Oklahoma’s Public Broadcasting System affiliate, to broadcast *Writing Out Loud* throughout Oklahoma, making program guests accessible to the general public free of charge.

Strategies:

- Acknowledge Oklahoma Educational Television Association on all publications.
- Work with Oklahoma Educational Television Association to promote the show in *TV Guide* and newspapers.

Objective 3.4: Establish the Celebration of Books and the Writers Hall of Fame as statewide events.

Strategies:

- Arrange for leading state officials to sanction the events.
- Involve state leaders at presentations during events.
- Include educators/writers from across the state on panels at the events.

- Do statewide mailings promoting events.
- Maintain a comprehensive web site.

Goal Four. Diversity – Achieve diversity, create an environment of respect for individuals, and make Center for Poets and Writers events accessible to low-income groups.

Critical Success Factors:

- Broad-based programming that speaks to a culturally diverse audience
- Registration cost inflation below 20 %

Objectives:

Objective 4.1: Present the Ambassador Award at each Celebration of Books conference, recognizing an author of global significance.

Strategies:

- Select recipients with the goal of maintaining the integrity of the award.
- Solicit nominations for the award from scholars throughout the country.

Objective 4.2: Present a wide range of guests on *Writing Out Loud*, representing different ethnicities and intellectual disciplines.

Strategies:

- Be in regular contact with regional publishers.
- Maintain close ties with regional booksellers.

Goal Five. Partnerships and Collaboration - Strengthen strategic partnerships with area institutions.

Critical Success Factors:

- Co-sponsor 1 arts event with TCC each year
- Sponsor a community wide book club with TCC

Objectives:

Objective 5.1: Hold quarterly meetings each year with the advisory board and make sure that the state's leading arts and educational agencies are represented.

Strategies:

- Review board membership every 6 months.
- Actively incorporate board suggestions.

Objective 5.2: Maintain an ongoing work relationship with TCC.

Strategies:

- Use promotional opportunities to advertise the partnership and joint events.
- Raise outside funding so that joint events can be free to the general public.

Objective 5.3: Co-sponsor arts events with TCC.

Strategies:

- Select books of substance that are also accessible to all levels of readers.
- Hold public book discussions on both campuses.

Goal Six. Enhance and Leverage Resources – Increase financial and physical resources and leverage current financial and physical resources to achieve strategically targeted goals.

Critical Success Factors:

- 2 initiatives with the OSU-Tulsa library and the Center for Instructional Technology
- Joint projects with OSU-Stillwater library, Educational Television Services, and the College of Arts and Sciences

Objectives:

Objective 6.1: Develop and maintain a literary and video archive with the OSU-Tulsa library.

Strategies:

- Provide author videos to the library to make them accessible to students.
- Work with the Center for Instructional Technology to reproduce videos.

Objective 6.2: Work with the College of Arts and Sciences to deliver innovative courses in English and American Studies.

Strategies:

- Develop courses unique to the OSU-Tulsa campus.
- Create courses that can be cross-listed as English and American Studies.

Objective 6.3: Use *Writing Out Loud* to maximize the resources of both campuses.

Strategies:

- Tape exclusive interviews with OSU-Stillwater library speakers.
- Produce the shows through Educational Television Services and recycle revenue.

Goal Seven. Image, Pride, and Recognition – Communicate an image that reflects achievement and pride.

Critical Success Factors:

- Book 30 high profile guests for *Writing Out Loud* each year
- Attract at least 50 nationally known writers to the Celebration of Books

Objectives:

Objective 7.1: Use guests on *Writing Out Loud* to promote OSU as a cultural leader in the region.

Strategies:

- Produce programs that attract authors by showcasing their works.
- Be sure that OSU logos are tastefully displayed during interviews.
- Maintain a special web page for *Writing Out Loud* with a feedback link.

Objective 7.2: Establish the Celebration of Books as the premier book conference in the region and use the event to raise awareness about other OSU programs.

Strategies:

- Hold as many event components on the OSU-Tulsa campus as possible.
- Invite other system agencies to distribute flyers at the event.
- Provide exceptional, friendly service to all who attend the event.

