

**OBU 2010-2011 ANNUAL OBJECTIVES  
UPAC**

	<b>Annual Objective</b>	<b>Assignment</b> Responsible office(s) and individuals
<b>A. Enhance Academic Services, Programs and Support</b>		
	A-1. As part of the University's continuous improvement process of academic program review, the core curriculum (under review in 2009-2010) will begin implementation of recommendations.	Program Review Sub-Committee; SRVPAS (Debbie Blue); Provost (Stan Norman)
	A-2. OBU will begin exploration and feasibility studies for academic programs in the allied health fields such as Physical Therapy, Optometry, and Pharmacy. Add other areas including "Occupational Therapy, Speech Pathology, Physician's Assistant, Nurse Practitioner, Nurse Anesthetist, Hospital Administration, Engineering, Architecture, Insurance Training (CPCU), Criminal Justice, Sports Marketing and Athletic Training."	Director of OBU Graduate School (Scott Harris); School of Nursing (Lana Bolhouse); Chair of Science and Math (Eugene Hobbs); SRVPAS (Debbie Blue); Provost (Stan Norman)
	A-3. OBU will conduct feasibility studies for graduate programs in the areas of Marriage and Family Therapy, Education, and in Ministry, Missions and Orality Studies.	College of Arts & Sciences (Pam Robinson); School of Christian Service (Mark McClellan); SRVPAS (Debbie Blue); Provost (Stan Norman)
	A-4. The University will explore and establish appropriate venues for strengthening faith integration efforts that work in tandem with and in addition to the Faith and Disciplines Committee, and will explore and recommend the possibility of establishing a Center for such efforts.	UPAC Task Force on Academic Services, Programs and Support; Provost (Stan Norman); Deans Council; Dean of Spiritual Life (Dale Griffin)
	A-5. Begin implementing recommendations from the information technology program review. Implement recommendations from information technology program review to include: (a) Hire additional help in networking area. (b) Hire technician to advance the help desk. (c) Hire employee to provide faculty support with classroom technology issues. (d) Seek funding and begin implementation of strategic wireless plan for campus.	EVP BAS (Randy Smith); VP ITS (Gary Nickerson); Educational Technology Committee
	A-6. Study the core curriculum and potentially require missions or service project as a part of the cultural experience and establish fundraising procedure.	Core Curriculum Program Review Task Force; Curriculum Committee; Provost (Stan Norman)
<b>B. Expand Student Scholarships</b>		
	B-1. Despite an economically challenging context, OBU will continue to fulfill all scholarship obligations as a funding priority.	EVP BAS (Randy Smith); VP Univ. Advancement (Will Smallwood); Student Financial Services (Jonna Raney)
	B-2. OBU will evaluate current merit scholarship levels to determine the feasibility of adding a level between the University Scholars and the Founder's Academic Scholarship levels. Address the gap between the University Scholar and the Founders' Academic Scholarship levels.	Student Financial Services (Jonna Raney); Admissions (Bruce Perkins); Cabinet

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	B-3. As part of the scholarship application process, OBU will consider and design a potential new interview process for the highest levels of scholarships awarded. Re-evaluate scholarship application process.	Admissions (Bruce Perkins), SRVPAS (Debbie Blue); Faculty Council Officers (Karen Youmans, Jerry Faught, Andrew Armond); Provost (Stan Norman)
	B-4. OBU will explore appropriate means of providing scholarships to increase racial and ethnic diversity on campus.	Cabinet; Student Financial Services (Jonna Raney)
	B-5. As part of the capital campaign, specific recommendations will be determined for endowing international study and missions scholarships for OBU students.	UPAC Task Force to Expand Student Scholarship; Cabinet
	B-6. Investigate increase of church staff dependent scholarships to same level as MK scholarships.	EVP BAS (Randy Smith); VP Univ. Advancement (Will Smallwood); Student Financial Services (Jonna Raney)
	B-7. Develop scholarship proposal for musical performance groups.	EVP BAS (Randy Smith); VP Univ. Advancement (Will Smallwood); Student Financial Services (Jonna Raney); Dean of Fine Arts (Paul Hammond); Provost (Stan Norman)
	B-8. Emphasize missional fit for scholarships and explore new category or scholarship concept (such as "World Changer Scholarship").	EVP BAS (Randy Smith); VP Univ. Advancement (Will Smallwood); Student Financial Services (Jonna Raney)
	B-9. Create annual student scholarship fundraising and scholarship banquet.	EVP BAS (Randy Smith); VP Univ. Advancement (Will Smallwood); Student Financial Services (Jonna Raney)
<b>C. Advance Student Services</b>		
	C-1. The University's housing task force recommendations will be prioritized and a master schedule determined for improvements, remodeling, and new construction of student housing. (a) Address housing issues for men. (b) Re-examine housing restrictions for transfer students. (c) Guarantee housing for freshmen.	Dean of Students (Bobby Canty); Director of Residential Life (Michael Burns); FMS Director (Robert Cash); EVP BAS (Randy Smith)
	C-2. OBU will conduct an assessment of the current advising process and procedures and determine appropriate actions for enhancement and improvement, including consideration of a possible freshman advisement center, with special attention given to advising procedures for freshmen and sophomores.	Provost (Stan Norman); Faculty; SRVPAS (Debbie Blue); Student Success Director (Monica Mullins); Student Financial Services (Jonna Raney); Admissions (Bruce Perkins); SGA
	C-3. The University will examine and make recommendations regarding the student counseling center including appropriate hours of operation and staffing needs.	Dean of Students (Bobby Canty); Counseling Director (Rilda Smith); Provost (Stan Norman); Student Success Director (Monica Mullins); Dean of Spiritual Life (Dale Griffin)
	C-4. Study and make a recommendation of splitting Residential Life from Student Activities.	Provost (Stan Norman); Dean of Students (Bobby Canty)

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	C-5. Study and make a recommendation of creating student services advocate for minority students.	Provost (Stan Norman); Dean of Students (Bobby Canty); Dean of Student Life (Dale Griffin); Dean of Residential Life (Michael Burns); Director of Intensive English Program (Keely Robertson)
<b>D. Strengthen Marketing and Enrollment Management</b>		
	D-1. OBU will assess and evaluate the implementation of Noel-Levitz strategies and determine future involvement with the consultants.	Admissions (Bruce Perkins); Student Financial Services (Jonna Raney), Provost (Stan Norman); EVP BAS (Randy Smith)
	D-2. The University will develop an integrated marketing plan and identify marketing benchmarks with appropriate peer institutions and industry standards through a marketing task force.	UPAC Task Force to Strengthen Marketing and Enrollment Management; AVP Univ. Comm. (Marty O'Gwynn)
<b>E. Enrich Quality of Life for OBU Employees</b>		
	E-1. The University will implement a cost of living adjustment (COLA) of 2% for all full-time employees for the 2010-2011 academic year.	President (David Whitlock); Provost (Stan Norman) EVP BAS (Randy Smith)
	E-2. OBU will implement a strategic faculty compensation system based on factors including but not limited to educational preparation, rank, experience, market factors, professional development and commitment to mission.	President (David Whitlock); Provost (Stan Norman) EVP BAS (Randy Smith)
	E-3. A presidentially appointed task force will implement a policy and plan for transitioning OBU to a tobacco-free campus including programs for education and tobacco cessation support.	Task Force for Tobacco Free Campus; Cabinet
	E-4. Design and propose salary and wage systems for non-faculty.	President (David Whitlock); Provost (Stan Norman) EVP BAS (Randy Smith)
	E-5. Educate personnel on benefits we have in place.	Director of Human Resources (Mike Johnson); EVP BAS (Randy Smith)
	E-6. Review and standardize HR policies and procedures.	Director of Human Resources (Mike Johnson); EVP BAS (Randy Smith); Provost (Stan Norman)
	E-7. Evaluate costs of retirement benefits	Director of Human Resources (Mike Johnson); EVP BAS (Randy Smith)
	E-8. Examine opportunities for employees to go on mission trips.	Director of Human Resources (Mike Johnson); EVP BAS (Randy Smith); Provost (Stan Norman); Faculty Council Chair (Karen Youmans)

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<b>F. Reinforce Faculty Development</b>		
	F-1. OBU will develop a faculty sabbatical program for presentation to the Board of Trustees.	Deans; SRVPAS (Debbie Blue); Faculty Development Committee; Provost (Stan Norman)
	F-2. OBU will develop a prioritized list of endowed faculty positions to be included in the Centennial Campaign.	Deans Council; VP Univ. Advancement (Will Smallwood); SRVPAS (Debbie Blue); Provost (Stan Norman)
	F-3. A formal proposal for establishing a University Press will be developed and presented for consideration.	UPAC Task Force to Reinforce Faculty Development; Faculty Council; Deans; Provost (Stan Norman)
<b>G. Improve University Relations</b>		
	G-1. OBU will complete the centennial celebration events as scheduled and published on the University website at <a href="http://www.okbu.edu/100/celebrationhighlights.html">http://www.okbu.edu/100/celebrationhighlights.html</a> and will host special events specifically for and in coordination with Oklahoma Baptists including the Baptist General Convention Annual Meeting, the Church Music Oklahoma Event, and the Oklahoma Baptist Retirees Conference.	Centennial Committee; Cabinet
	G-2. Following a year of preparation and launching of the silent phase of the capital campaign, the University's Centennial Campaign will be fully implemented and publicly launched.	VP Univ. Advancement (Will Smallwood); AVP Univ. Comm. (Marty O'Gwynn); EVP BAS (Randy Smith); Provost (Stan Norman); President (David Whitlock)
	G-3. Community seminars focused on areas of interest to area residents will be scheduled and conducted on the campus utilizing OBU staff, alumni, retirees, and students (such as SIFE). Clarify community service and document progress.	FMS Director (Robert Cash); EVP BAS (Randy Smith); Geiger Center Director (Cynthia Gates); Community Leaders
	G-4. Facilities Management staff will research and make a recommendation as to the possibility of the University affiliating with the Oklahoma Botanical Association in conjunction with efforts to establish an arboretum.	FMS Director (Robert Cash); Botany Professor (to be designated), EVP BAS (Randy Smith)
	G-5. A reporting system for effectively communicating and highlighting campus events will be developed and implemented specifically for the benefit of University students and employees.	AVP Univ. Comm. (Marty O'Gwynn); Faculty Council; Director of Executive Offices (Tonia Kellogg); Geiger Center Director (Cynthia Gates)
	G-6. The University will develop and implement a plan that promotes ongoing and new environmental stewardship efforts on the campus and encourages students, employees, and constituents to engage in green initiatives.	FMS Director (Robert Cash); AVP Univ. Comm. (Marty O'Gwynn); Faculty Council
	G-7. A campus Master Plan for future development of the University campus will be adopted.	President (David Whitlock); EVP BAS (Randy Smith); Provost (Stan Norman)