

**OKLAHOMA BAPTIST UNIVERSITY
2011-2012 ANNUAL OBJECTIVES**

	Annual Objective	Assignment Responsible office(s) and individuals
A. Enhance Academic Services, Programs and Support		
	A-1 Begin implementation of recommendations from the Core Curriculum Program Review Task Force, including a mission/service project required of all students, through collaboration with appropriate university constituencies.	Provost, Core Curriculum Program Review Task Force, Curriculum Committee; Dean (to be designated)
	A-2 To support retention, finalize and implement a strategic plan for advising.	SRVPAS, Director of Student Success, Provost, Faculty Council Chair, Dean (to be designated)
	A-3 Complete planning for graduate programs currently under consideration, and pursue accreditation for and begin implementation of MFT and MSN programs.	Provost, Deans (Humanities/Social Sciences, Nursing, Theology/Ministry), Graduate School Director, Graduate Council, Faculty Council Chair
	A-4 Develop a plan for establishing a center for faith and learning, and explore the creation of other centers for excellence.	Provost, Faith and Discipline Committee, Dean (to be designated)
	A-5 Continue implementation of recommendations from the Informational Technology administrative review.	AVP BA IS&S; EVP BAS, Education Technology Committee Chair
	A-6 Enhance OBU's academic services and vibrant liberal arts tradition by improving planning and evaluation processes for faculty committees.	Provost, Faculty Council Chair, FDC Chair, F&D Chair
B. Expand Student Scholarships		
	B-1 Develop recommendations for providing scholarships to increase racial and ethnic diversity on campus.	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS, Provost
	B-2 Increase church staff dependent scholarships.	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS, Provost
	B-3 Implement new scholarship program for choral groups.	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS, Provost, Fine Arts Dean
	B-4 Emphasize missional fit for scholarships and explore new category or scholarship concept (such as "World Changer Scholarship").	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS, Provost
C. Advance Student Services		
	C-1 As part of the implementation of the A-2 objective, continue the assessment of the current advising process and give particular attention to advisement procedures for freshmen and sophomores, and make recommendations regarding a possible freshman advisement center.	SRVPAS, Director of Student Success, Provost, Faculty Council Chair, Dean (to be designated)
	C-2 Conduct administrative review of Student Development and develop comprehensive plan of implementing findings of the administrative review.	Provost, Dean of Students

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	C-3 Implement minority student advocate recommendation.	Provost, Dean of Students, Dean of Spiritual Life, Residential Life Director, Intensive English Program Director
D. Strengthen Marketing and Enrollment Management		
	D-1 Implement the Integrated Marketing Plan regarding reach and frequency of OBU advertising in regional and national vehicles.	UPAC Task Force to Strengthen Marketing and Enrollment Management, Univ. Mktg./Comm., Provost
	D-2 Launch regional and national promotional efforts for Center(s) of Excellence (e.g. National Sports & Recreation Ministry Center (NSRMC)).	EVP BAS, Humanities/Social Sciences Dean, KALS Chair
	D-3 Enrollment management will expand efforts in reaching diverse demographic segments.	UPAC Task Force to Strengthen Marketing and Enrollment Management, Univ. Mktg./Comm.
	D-4 Conduct administrative review of University Marketing and Communications.	Univ. Mktg./Comm., Provost, EVP BAS
E. Enrich Quality of Life for OBU Employees		
	E-1 Actively educate employees on the use of the health plan.	Human Resources Director, EVP BAS, RAWC Director, Faculty Council Chair
	E-2 Implement appropriate recommendations made regarding changes in the post-retirement benefit evaluation.	Human Resources Director, EVP BAS, Faculty Council Chair
	E-3 Develop plan to solicit input from all areas of the campus community when evaluating and considering changes to employee benefits.	Human Resources Director, EVP BAS, Faculty Council Chair
	E-4 Evaluate communication procedures in light of changing technology using a variety of systems available to OBU.	Univ. Mktg./Comm., Provost, EVP BAS
	E-5 Evaluate ways to implement training programs to address campus-wide training needs.	Human Resources Director, AVP BA IS&S, Faculty Council Chair
	E-6 Continue implementation of the Strategic Employee Compensation System by adding a system for hourly and salary employees.	President, Provost, EVP BAS, Human Resources Director
F. Reinforce Faculty Development		
	F-1 OBU will increase by 12% the number of faculty who use faculty development funds.	FDC Chair, Provost, Faculty Council Chair
	F-2 OBU will explore the interaction between the undergraduate and graduate faculty development programs.	Provost, Graduate School Director, FDC Chair; Faculty Council Chair, Deans Council
	F-3 Enhance communication between the faculty and FDC; specifically in regards to the FDC webpage and accessibility of current committee information.	FDC Chair, Univ. Mktg./Comm., Provost, Faculty Council Chair
G. Improve University Relations		
	G-1 Organize and promote "Creation Care" initiatives through the OBU website through an OBU "Green Initiative."	FM Director, Univ. Mktg./Comm., SGA President (or designate)
	G-2 Identify and strengthen ties to area Native American tribes including, but not limited to: (a) Citizen Pottawatomie Nation; (b) Choctaw Nation; (c) Chickasaw Nation	President, Provost, EVP BAS, VP Univ. Advancement

LEGEND

AVP BA IS&S: Assistant Vice Pres. for Business Affairs – Information Systems and Services

EVP BAS: Executive Vice President for Business and Academic Services

FDC Chair: Faculty Development Committee Chairperson

FM Director: Facilities Management Director

RAWC Director: Recreation and Wellness Center Director

SGA President: Student Government Association President

SRVPAS: Senior Vice President for Academic Services