

**OKLAHOMA BAPTIST UNIVERSITY
2012-13 ANNUAL OBJECTIVES**

	Annual Objective	Assignment Responsible office(s) and individuals
A. Enhance Academic Services, Programs and Support		
	A-1 Develop a strategic plan to review and evaluate current mission service components in each discipline and to implement a mission service component in disciplines that lack one.	Provost, Core Curriculum Program Review Task Force, Curriculum Committee; Dean (to be designated)
	A-2 Review and evaluate effectiveness and implement recommended changes of revised advising procedures.	Director of Student Success, Provost, Faculty Council Chair, Dean (Debbie Blue)
	A-3 Complete planning for graduate programs currently under consideration, pursue appropriate accreditation, and implement programs as appropriate.	Provost, Deans (Humanities/Social Sciences, Nursing, Theology/Ministry), Graduate School Director, Graduate Council, Faculty Council Chair
	A-4 Establish a center for faith and learning and develop proposals to create other centers for excellence, and establish centers as appropriate.	Provost, Faith and Discipline Committee, Dean (to be designated)
	A-5 Evaluate on-going improvements in information technology, and identify and develop plans for continued improvement.	AVP BA IS&S*; EVP BAS*, AVP IT, Education Technology Committee Chair
	A-6 Evaluate on-going improvements in instructional technology, and identify and develop plans for continued improvement.	AVP BA IS&S*; EVP BAS*, AVP IT, Education Technology Committee Chair
	A-7 Evaluate recommendations regarding the implementation of cornerstone and capstone courses.	Provost, Faculty Council Chair
	A-8 Implement board-approved relationship with Yellowstone Baptist College and evaluate on-going OBU engagement with YBC programs and facilities.	Provost, EVP BAS, School of Christian Studies Director
B. Expand Student Scholarships		
	B-1 Despite an economically challenging context, continue to fulfill all scholarship obligations as a funding priority.	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS*, Provost
	B-2 Increase church staff dependent scholarships through emphasis on external funding.	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS*, Provost
	B-3 Assess the effectiveness of scholarship program in the College of Fine Arts.	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS*, Provost, Fine Arts Dean
	B-4 Explore funding opportunities for a new scholarship concept emphasizing missional fit (such as a "World Changers Scholarship").	Student Financial Services Director, Admissions Director, VP Univ. Advancement, EVP BAS*, Provost

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	B-5 Explore appropriate means of providing scholarships to increase racial and ethnic diversity on campus.	SFS Director; Dean, Enrollment Management; EVP BAS*
	B-6 Pursue funding of international study and missions scholarships for OBU students.	SFS Director; Dean, Enrollment Management; EVP BAS*
	B-7 Implement and assess annual student scholarship fund-raising banquets.	VP, University Advancement; Dean, Enrollment Management; Provost; EVP BAS*
C. Advance Student Services		
	C-1 Continue to assess housing needs and policies and formulate recommendations for enhancing the housing services and facilities based on findings.	Provost, EVP BAS*, Dean of Students, Residential Life Director
	C-2 Continue assessment of current advising process and give particular attention to advisement procedures for freshmen and sophomores; implement recommendations regarding a freshman advisement center; and enhance communication for faculty and students regarding advising processes.	Director of Student Success, Provost, Faculty Council Chair, Dean (Debbie Blue)
	C-3 Explore ways to enhance the University's support for international students, including possibility of creating a Director of International Student Support position.	Provost, Director of Student Success, Intensive English Program Director, SRVPAS, Dean of Students, Dean of Enrollment Management
	C-4 Implement the comprehensive plan based on findings of the administrative review of Student Development.	Provost, Dean of Students
	C-5 Evaluate and enhance security at campus buildings which are heavily used on nights and weekends.	University Police Chief, Residential Life Director, Dean of Students
D. Strengthen Marketing and Enrollment Management		
	D-1 Develop social media guiding documents, strategies, training, analytics and best practices.	Univ. Mktg./Comm., Provost
	D-2 Develop content marketing guiding documents, strategies and production processes.	Univ. Mktg./Comm., Provost
	D-3 Develop marketing strategies and production processes for recruitment of Hispanic and Latin students.	Univ. Mktg./Comm.; Dean, Enrollment Management
E. Enrich Quality of Life for OBU Employees		
	E-1 Continue implementation of Strategic Employee Compensation System for all personnel; implement pay-for-performance compensation plan for administrative/support staff; implement performance reviews on employee job anniversary date.	President, Provost, EVP BAS*, Human Resources Director
	E-2 Develop plan for continuous personnel education regarding all OBU benefits; offer retirement planning for employees; investigate incorporating employee wellness into health care plan, based on recommendations from Benefits Committee's wellness task force.	Human Resources Director, EVP BAS*, RAWC Director*, Faculty Council Chair
	E-3 Evaluate options for an OBU matching program in addition to the retirement contribution.	Human Resources Director, EVP BAS*, Faculty Council Chair

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	E-4 Survey departments to identify priorities for campus-wide training programs; implement programs based on findings; establish "required training" for improved productivity.	Human Resources Director, EVP BAS, Faculty Council Chair, AVP BA IS&S*
F. Reinforce Faculty Development		
	F-1 Implement funding structure for department-level faculty development initiatives.	FDC Chair*, Provost, Faculty Council Chair
	F-2 Enhance faculty development through interdisciplinary exchanges, whole-faculty development experiences, and scholarly book studies.	Provost, FDC Chair*; Faculty Council Chair, Deans Council
	F-3 Explore faculty development opportunities that would positively influence curriculum implementation	FDC Chair*, Curriculum Comm., Provost, Faculty Council Chair
	F-4 Increase funding for faculty development by 10 percent	FDC Chair*, Provost, EVP BAS*
	F-5 Develop and implement a university-wide vehicle for exchanges of scholarly activity by faculty.	FDC Chair*, Univ. Mktg./Comm., Deans Council
	F-6 Promote a culture of expectation for faculty utilization of sabbatical opportunities.	FDC Chair*, Deans Council, Faculty Council, Provost
G. Improve University Relations		
	G-1 Continue to promote "Creation Care" initiatives through a "Green Initiative."	FM Director*, Univ. Mktg./Comm., SGA President (or designate) *
	G-2 Continue to strengthen ties to area Native American tribes.	President, Provost, EVP BAS*, VP Univ. Advancement
	G-3 Strengthen personnel and student involvement in year-round community gardens, potentially incorporating a community orchard.	FM Director*; Dean, Student Development
	G-4 Identify and create campus tour experiences for the community, including walking tours, botanical tours, art shows, planetarium shows and other events hosted by faculty, students or staff.	University Mktg./Comm.; Deans Council; Dean, Student Development
	G-5 Study possible community service project grant program to assist student groups in local projects and explore OBU participation in identified community beautification projects. Develop and implement strategy based on findings.	SGA President (or designee) *; Dean, Student Development

LEGEND

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

AVP IT: Assistant Vice President for Instructional Technology

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