

**OKLAHOMA BAPTIST UNIVERSITY
PROPOSED 2013-2014 ANNUAL OBJECTIVES**

	Annual Objective	Assignment Responsible office(s) and individuals for budgeting and implementation
A. Enhance Academic Services, Programs and Support		
	A-1 Identify and develop appropriate missions service projects or components through collaboration throughout the various colleges of the university.	*Faculty Council, Deans Council
	A-2 Implement recommended initiatives to revise advising procedures.	Director of Student Success, *Provost, FC Chair, Dean (Debbie Blue)
	A-3 Implement newly approved graduate programs and continue to develop the proposal, approval and implementation of additional programs.	Graduate Council
	A-4 Pursue funding and establishment of a Center for Faith and Learning. Develop proposals to create other centers of excellence, and establish centers as appropriate.	*Provost, Faith and Discipline Committee
	A-5 Continue implementation of the Information Systems and Services strategic plan.	*AVP BA IS&S, AVP IT, Ed Tech Chair
	A-6 Continue to develop and implement Instructional Technology Initiatives.	AVP BA IS&S, *AVP IT, Ed Tech Chair
	A-7 Investigate strategic partnerships and relationships with other institutions and develop appropriate organizational structures and delivery systems for possible new programs.	*Provost, Graduate Council, Director of Assessment
B. Expand Student Scholarships		
	B-1 Develop clear scholarship proposals for identified populations in cooperation with University Advancement.	SFS Director, Dean of Enrollment Mgmt, VP Univ. Advancement, *EVP BAS, Provost
	B-2 Assess annual student scholarship fund raising banquets.	VP Univ. Advancement
	B-3 Explore and implement methods for improved marketing of our existing financial aid to both prospective and current students.	*Dean of Enrollment Mgmt, SFS Director, AVP Univ. Mktg./Comm
	B4 Explore establishment of scholarship programs for graduate students.	*Dean of Enrollment Mgmt, Graduate School Director, SFS Director
C. Advance Student Services		
	C-1 Begin implementation of recommendations of the programming and activities to enhance and promote residential community that encourages students to stay on campus during the weekend.	*Dean of Students, Residential Life Director
	C2 Begin implementation of the strategic initiatives generated by the Student Life Administrative Review.	Dean of Students
	C3 Begin implementation of the strategic initiatives generated by the Spiritual Life Administrative Review.	Dean of Spiritual Life

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	C-4 Study and advise the nature of community and how various departments (i.e. Library Services, Spiritual Life, Student Development, Athletics, Information Technology) can foster such community.	*Dean of Students, Dean of Spiritual Life, Deans Council
	C-5 Develop a campus-wide diversity education program.	*Provost, Dean of Students, HR Director, EVP BAS, VP Univ. Advancement
	C-6 Develop an integrated assessment plan to include a longitudinal study of student development and satisfaction [i.e. leadership and ethical development, spiritual formation, academic engagement, etc.]	Dean of Students, *Dean of Spiritual Life, Deans Council, Director of Assessment
D. Strengthen Marketing and Enrollment Management		
	D-1 Begin implementation of the strategic initiatives generated by the University Communications Administrative Review.	*AVP Univ. Mktg./Comm.
	D-2 Conduct marketing research for the purpose of developing an integrated marketing plan for OBU.	*AVP Univ. Mktg./Comm., Dean of Enrollment Mgmt
	D-3 Develop Social Media guiding documents, strategies, training, analytics and best practices.	*AVP Univ. Mktg./Comm., Provost
	D-4 Develop Search Engine Optimization (SEO) strategies, training, analytics and best practices.	*AVP Univ. Mktg./Comm., Provost
	D-5 Develop marketing strategies for the recruitment and retention of international students to preparatory, undergraduate, and graduate programs.	Dean of Enrollment Mgmt, *AVP Univ. Mktg./Comm., Director of IEP, International Student Liaison, Graduate School Director
	D-6 Develop marketing strategies for the recruitment and retention of domestic students of racial and ethnic diversity to preparatory, undergraduate and graduate programs.	Dean of Enrollment Mgmt, *AVP Univ. Mktg./Comm., Graduate School Director
E. Enrich Quality of Life for OBU Employees		
	E-1 Implement formal administrative personnel compensation plan.	President, Provost, *EVP BAS, HR Director
	E-2 Launch a process to complete personnel performance review for administrative and support staff on the employee's hire date in the most recent OBU position.	HR Director, *EVP BAS
	E-3 Research a plan to offer matching options for employee retirement contributions and identify beneficial options for future implementation within fiscally sustainable parameters.	HR Director, *EVP BAS, FC Chair
	E-4 Implement campus-wide training programs based on 2012-13 personnel survey results.	HR Director, FC Chair, AVP BA IS&S*
	E-5 Implement work and staffing structure to allow increased employee attendance at the University's Wednesday Chapel gatherings.	HR Director, FC Chair, Dean of Spiritual Life
F. Reinforce Faculty Development		
	F-1 Create development opportunities for faculty who do not hold senior faculty status.	*FDC Chair, Provost, FC Chair

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	F-2 Develop graduate faculty development program.	Provost, *FDC Chair, Graduate Council, Graduate School Director
	F-3 Evaluate sabbatical program format and promote faculty participation in sabbatical application process.	*FDC Chair, Provost, FC Chair
	F-4 Establish a lecture/colloquium series highlighting faculty and student scholarship, incorporating presenters' manuscripts into OBU University Press materials.	*FDC Chair, Provost, Deans Council
	F-5 Coordinate overall campus lecture programs to strengthen long-range scheduling of guest lectures and also integrate lecture topics.	FDC Chair, *Provost, Deans Council, Dean of Spiritual Life
G. Improve University Relations		
	G-1 Continue to strengthen ties to area Native American tribes and organizations.	*President, Provost, EVP BAS, Dean of Enrollment Mgmt, VP Univ. Advancement
	G-2 Engage elected officials with OBU through an enhanced relationship program.	*President, Provost, EVP BAS, VP Univ. Advancement
	G-3 Expose the Greater Shawnee Area to academic programs in creative ways through partnering with Athletic Program events.	*Provost, Deans Council, Athletics Director

LEGEND

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

AVP IT: Assistant Vice President for Instructional Technology

ED TECH Chair: Education Technology Committee Chair

EVP BAS: Executive Vice President for Business and Academic Services

FC Chair: Faculty Council Chair

FDC Chair: Faculty Development Committee Chairperson

FM Director: Facilities Management Director

HR Director: Human Resources Director

RAWC Director: Recreation and Wellness Center Director

SFS Director: Student Financial Services Director

SGA President: Student Government Association President