

OBU UPAC ANNUAL OBJECTIVES 2016-2017

Milestone	Annual Objective	Action Items	Assignment Responsible office(s) and individuals	Result: Completed, Dropped, Overlooked
A. Enhance Academic Services, Programs and Support				
	A1 Research and develop a financial model for the purpose of funding missions and service projects.		Advancement, Global Outreach	
	A2 Pursue funding and establishment of the second center of excellence.		Advancement, EVP	
	A3 All faculty teaching online receive Quality Matters training.		Educational Technology Committee	
	A4 All Deans and Directors receive Quality Matters Peer Review Certification.		Educational Technology Committee	
	A5 Identify and implement relevant support systems for adjunct faculty.		EVP, Academic Deans	
B. Expand Student Scholarships				
	B1. Guided by previously written proposals, the Office of University Advancement will implement a focused fundraising campaign to add \$1 million in endowment for both Native American Scholarships and First Generation (FG) Scholarships by December 2018.		Advancement, EVP/Provost, Dean and Asst Dean of Students	
	B2. Using data gained from the Spring 2016 feasibility study, the Dean of the College of Graduate Studies will work in partnership with the Office of University Advancement to establish a proposal and fundraising plan for establishing Graduate Fellowships by Fall 2017.		Dean of CGPS, Advancement, EVP/Provost	
	B3. In consultation with the AVPEM and Dean of Students, the VPUA will develop a proposal for expansion of scholarships for International Students.		AVPEM, Dean of Students, Asst Dean of Students, VPUA	
	B4. OBU will add a minimum of \$5 million annually to its endowment in order to offset budgeted need-based scholarship aid for students.		Advancement	
C. Advance Student Services				
	C-1 OBU will conduct a University-wide assessment on campus safety, and provide recommendations for the enhancement of University safety and security.		Chief of Police, Dean of Students, EVP/Provost	
	C-2 OBU will study the use of technology in the advancement of student services and make specific recommendations.		VP/CIO, AVP IS&S, Dean of Students	
	C-3 OBU will study best practices regarding graduate and online student services, and provide specific recommendation to enhance services to identified student populations.		VP/CIO, EVP/Provost, Dean CGPS, Dean Nursing, SCS Dir	
	C-4 OBU will enhance the services to specifically target diverse student populations such as first generation students to increase retention rates of selected populations.		EVP/Provost, Dean of Students, Asst Dean of Students	
D. Strengthen Marketing and Enrollment Management				
5-Year Milestone 1: We will have increased our undergraduate market share from 1.87% (Fall 2012) to 2.3% in the state of Oklahoma.	D-1 Measurably increase regional market share across the state.		VPEM, AVP Marketing, Academic Deans	
5-Year Milestone 2: We will have adequate resources (personnel, budget, course offerings, facilities, etc.) to support and service the enrollment growth.	D-2 Measurably increase our minority and international undergraduate population.		VPEM, AVP Marketing, Academic Deans, Asst Dean of Students	

5-Year Milestone 3: We will have increased our minority student population from 26.5% (Fall 2014) to 33% of the total undergraduate population.

D-3 Increase market awareness for specific undergraduate and graduate programs.

VPEM, AVP
Marketing

5-Year Milestone 4: We will have 120 international students on campus (Fall 2014 – 74 international students).

D-4 Increase brand awareness in our secondary market.

VPEM, AVP
Marketing

5-Year Milestone 5: We will have strategically incorporated numerous methods of inbound marketing by utilizing content marketing, SEO, social media, and other Internet strategies to build leads and cultivate loyalty.

D-5 Conduct a study of support services (personnel, technology, space, etc.) needed to service anticipated enrollment growth and develop a plan to meet needs accordingly.

VPEM,
EVP/Provost,
VP/CIO

5-Year Milestone 6: We will have a clearly defined strategic enrollment planning process identified and operational.

E. Enrich Quality of Life for OBU Employees

E-1 Increase retirement matching fund percentage by 1%.

EVPBS, ELT

E-2 Establish a Wellness Committee as a standing committee.

EVPBS, ELT

F. Reinforce Faculty Development

F-1 Increase funding and/or funding structures for faculty development to account for rising event costs and faculty demand.

Advancement,
EVP/Provost,
Faculty Council
EVP/Provost,
EVPBS

F-2 Increase the number and type of faculty sabbatical options.

F-3 Modify the campus lecture program for improvement in quality, effectiveness, and intention.

EVP/Provost,
ELT

G. Improve University Relations

G-1 Implement a comprehensive plan to engage pastors, youth ministers, and local associations as ambassadors for the university.

VPEM, AVP
Marketing,
Church
Relations,
Hobbs Dean

G-2 Increase awareness in the greater Shawnee area health care organizations of the new Stavros Hall facilities.

AVP Marketing,
Dean Nursing

G-3 Utilize the transition of athletics to NCAA to enhance student involvement in the community through formalized programs and activities.

Dean of
Students, AD,