

**OKLAHOMA BAPTIST UNIVERSITY
PROPOSED 2014-2015 ANNUAL OBJECTIVES**

3/6/2013

	Annual Objective	Assignment Responsible office(s) and individuals for budgeting and implementation
A. Enhance Academic Services, Programs and Support		
	A-1 Identify, develop and market appropriate missions, service projects or components through the continued development of a university culture of missions service learning.	*Faculty Council, Deans Council
	A-2 Implement newly approved graduate programs and continue to develop the proposal, approval and implementation of additional programs.	*Graduate Council
	A-3 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, VP Univ. Advancement
	A-4 Continue implementation of the Information Systems and Services strategic plan.	*AVP BA IS&S, AVP IT, Ed Tech Chair
	A-5 Implement strategic plan for Instructional Technology.	AVP BA IS&S, *AVP IT, Ed Tech Chair
	A-6 Evaluate strategic partnerships and relationships with other institutions and organizations and develop appropriate organizational structures and delivery systems for possible new programs.	*Provost, Graduate Council, Director of Assessment
	A-7 Investigate and develop a strategic plan to promote a university culture of assessment.	Director of Assessment
	A-8 Explore avenues for strengthening the college preparedness of area high school and homeschool students and graduates utilizing the services of the Milburn Center.	*Dean of Enrollment Mgmt, Associate Provost
B. Expand Student Scholarships		
	B-1 Analyze the current distribution of financial aid to determine if resources can be reallocated to serve a greater number of students and, thus, continue enrollment growth.	Dean of Enrollment Mgmt, SFS Director, *EVP BAS, Provost
	B-2 Develop clear scholarship proposals for identified populations in cooperation with University Advancement.	Dean of Enrollment Mgmt, SFS Director, EVP BAS, Provost, *VP Univ. Advancement
	B-3 Assess the effectiveness of marketing existing financial aid opportunities to both prospective and current students.	*Dean of Enrollment Mgmt, SFS Director, AVP Univ. Mktg./Comm,

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C. Advance Student Services		
	C-1 Continue implementation of 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
	C-2 Continue implementation of the strategic initiatives generated by the Spiritual Life Administrative Review.	Dean of Spiritual Life
	C-3 Continue implementation of the strategic initiatives generated by the Student Life Administrative Review.	Dean of Students
	C-4 Develop strategic initiatives of how various departments (i.e. Library Services, Spiritual Life, Student Development, Athletics, Information Technology) can foster community.	*Dean of Students, Dean of Spiritual Life, Deans Council
	C-5 Implement 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
	C-6 Implement a campus-wide diversity program.	*Provost, Dean of Students, HR Director, EVP BAS, VP Univ. Advancement
	C-7 Study and advise how various University departments can work more effectively to promote the holistic development (academically, socially, physically, emotionally, and spiritually) of students.	*Dean of Students, Dean of Spiritual Life, FC Chair
D. Strengthen Marketing and Enrollment Management		
	D-1 Continue implementation of the strategic initiatives generated by the University Communications Administrative Review.	*AVP Univ. Mktg./Comm
	D-2 Conduct and assess marketing research among potential student segments for the purpose of refining OBU's integrated marketing plan.	*AVP Univ. Mktg./Comm, Dean of Enrollment Mgmt
	D-3 Implement marketing strategies for the recruitment and retention of international students to preparatory, undergraduate, and graduate programs.	*AVP Univ. Mktg./Comm, Dean of Enrollment Mgmt, IEP Director, Graduate School Director, International Student Liaison
	D-4 Implement marketing strategies for the recruitment and retention of domestic students of racial and ethnic diversity to preparatory, undergraduate and graduate programs.	*AVP Univ. Mktg./Comm,, Dean of Enrollment Mgmt, Graduate School Director

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E. Enrich Quality of Life for OBU Employees		
	E-1 Develop a plan to offer matching options for employee retirement contributions and continue to identify beneficial options for future implementation within fiscally sustainable parameters.	HR Director, *EVP BAS, FC Chair
	E-2 Identify strategies to integrate wellness into the work force, both for intrinsic employee health and as a mitigation factor for the Affordable Healthcare Act.	Wellness Task Force
F. Reinforce Faculty Development		
	F-1 Seek endowed funds to develop and support excellence in teaching.	*VP Univ. Advancement, FC Chair, Provost
	F-2 Evaluate current status of development opportunities for faculty who do not hold senior faculty status.	*FDC Chair, Provost, FC Chair
	F-3 Seek funding for University Press.	*VP Univ. Advancement, Dean of Library Services, FC Chair
	F-4 Evaluate and coordinate campus lecture programs to strengthen long-range scheduling of guest lectures and lecture topics.	FDC Chair, *Provost, Deans Council, Dean of Spiritual Life
G. Improve University Relations		
	G-1 Strengthen ties to Native American tribes and organizations.	*President, Provost, EVP BAS, Dean of Enrollment Mgmt, VP Univ. Advancement
	G-2 Implement a community season ticket pass system that communicates OBU's Fine Arts calendar to the community.	*Fine Arts Dean, Athletic Directors, AVP Univ. Mktg./Comm
	G-3 Develop a comprehensive plan to engage pastors, youth ministers, and local associations as ambassadors of the university.	*Dean of Spiritual Life, Director of Church Relations, Director of Student Ministry

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 Administrative Services

FC Chair: Faculty Council Chair

FDC Chair: Faculty Development Committee Chairperson

HR Director: Human Resources Director

SFS Director: Director of Student Financial Services