

Goal Five: Focus on the Sayre Campus so that it is fully integrated into the overall University.

- 1. Increase enrollment on the Sayre Campus by 75 students over the next five years.** (15 students per year, or about a 2% annual increase). According to the 2012 SWOSU Fact Book, enrollment on the Sayre campus has fluctuated, but remained relatively unchanged in the past ten years. Within the campus, there is a need to increase both headcount and full-time equivalent enrollment. This strategy would develop techniques to increase enrollment and awareness of the Sayre campus as a whole.
 - Working with the SWOSU Admissions and Public Relations offices, develop a marketing plan specifically for the Sayre campus that will target far Western Oklahoma area HS students using social media such as Facebook and Twitter.
 - SWOSU-Sayre faculty members will each schedule one visit per year to speak to classes at an area high school, specifically targeting schools within a half-hour commute, in order to build relationships with future students and area teachers for recruitment purposes.
 - Develop a PowerPoint presentation for faculty to use in visits to HS classes to emphasize the benefits of attending college at SWOSU-Sayre instead of a community college.
 - Consider current SWOSU-Sayre students as our best salespersons. Continue to instill a sense of brand identity in them and allow them to recruit for us.
 - Conduct market research to determine whether a need exists for programs tailored to local businesses or institutions. Such programs could be offered through distance education, or on nights and weekends to be accessible to working adults.
- 2. Create integration of the SWOSU Weatherford and Sayre campuses.** Historically, there has been no collaboration between a faculty member teaching a course on the Sayre campus and a faculty member teaching the same course on the Weatherford campus. Likewise, students on the Sayre campus have not always felt themselves to be a part of the greater SWOSU community. This measure seeks to increase communication between faculty, students and staff on the Weatherford and Sayre campuses in order to foster a greater sense of collegiality and to increase transfers from Sayre to Weatherford.
 - Increase communication and collaboration between academic units and offices on the Sayre and Weatherford Campuses in terms of textbook selection, teaching methods, and syllabi for General Education courses.
 - Each academic department on the Weatherford campus will send a representative to Sayre once per year to speak to classes in their discipline or make a presentation on majors available on the Weatherford campus and careers in their field.
 - Develop a transfer day event for SWOSU-Sayre students, transporting them to the Weatherford campus, attending workshops to acclimate them to the Weatherford campus and culminating with either a cultural or athletic event.

- Periodically offer transportation to Sayre students interested in attending Panorama events, homecoming parade and games, etc. on the Weatherford campus.
- Designate scholarships for Sayre students who transfer to Weatherford so that there is a guaranteed pool of money for students who choose to continue their education in Weatherford.

3. Evaluation & Improvement of the physical plant on the Sayre Campus. The Sayre campus has many buildings which are showing their age, and many areas need more than routine maintenance. Because the campus lacks a complete physical plant staff, repair work is currently performed by outside contractors, with inherent issues of limited availability and high cost. This strategy would enable repairs to be done on a more regular basis at lower cost to the campus. It would also enhance the image of the campus itself.

- Schedule maintenance visits from the Weatherford Physical Plant, 1-2 days per month for electrical, plumbing or general repairs
- Provide a unified look with the Weatherford campus by updating signage to match the Weatherford campus and landscaping details, such as cannas.
- Evaluate building usage and needs, and re-purpose or modify if necessary.
- Increase dialogue between the leaders of the City of Sayre, public schools, and community to form cooperative alliances.