

# Strategic Planning Process

Southwestern Oklahoma State University

April 5, 2012

# Goal

Facilitate process that builds from areas of strength, promise & opportunity to create a 2011-2016 Strategic Plan that will guide the future of the Southwestern Oklahoma State University.

# Elements of a Strategic Plan

What are the fundamental beliefs?

Looking into a crystal ball,  
what is our ideal future?

Who are we?

What do we do?

Who do we serve?

How are we different?

What do we have to do  
to achieve Mission  
and move forward?

How will we know when  
we have arrived?

## Desired Outcomes

What are we going to do to achieve  
our Desired Outcomes?

## Who? When? How?



**Strategic Position**



Inside ↔ Outside



# Steps & Schedule

- |                                |                                     |                              |
|--------------------------------|-------------------------------------|------------------------------|
| 1. Preparation                 | <i>“Getting Started”</i>            | January/Early February, 2012 |
| 2. Town Hall Meeting           | <i>“Bringing Everyone on Board”</i> | Early February, 2012         |
| 3. Strategic Research          | <i>“Discovering the Dots”</i>       | February/March, 2011         |
| 4. Draft Vision, Mission       | <i>“Connecting the Dots”</i>        | March, 2012                  |
| 5. Goals and Desired Outcomes  | <i>“Charting the Course”</i>        | April, 2012                  |
| 6. Determine the Strategies    | <i>“Setting the Sails”</i>          | Summer, 2012                 |
| 7. Draft/Review Strategic Plan | <i>“Beginning the Journey”</i>      | Early Fall, 2012             |

# Step 2 (Last Visit)



Town Hall

Stakeholder Representatives



# Step 3 (Last Visit)

Conversations with:

- **Faculty, Staff, Students**
  - SGA Leaders
  - In class
- **VPs & Deans, Directors, Department Chairs**
- **Community Leaders**
- **Open Forums**

# Since Last Visit

## **Planning Council Refined/Developed Working Drafts for:**

- Core Values
- Vision
- Mission

## **Analyzed Existing Data**

- Self study, regional data, etc.

## **Gathered Additional Information**

- Data on Peers and Competitors

## **Formulated Planning Assumptions**

- Enrollment Growth
- Gender, Racial/Ethnic Distribution
- UG vs Graduate
- Instructional Delivery: In-Person; Online
- Funding



# Today

- Second Meeting of Stakeholder Representative Group
  - Share Values, Vision; Mission; Driving Forces;





# Guiding Statements

# Assignment

We would like each table to address two questions about each of the following three statements:

1. Are there any elements in the three statements that you don't understand?
2. What, if anything, is missing from them?

# Working Draft of Values

SWOSU confirmed its values with its stakeholders.

- We value our standing as a premier Oklahoma institution of higher education that meets the needs of the state and the region by providing **accessible, affordable, high-quality** associate, bachelors, masters and professional degree programs.
- We are committed to **high standards** for instruction, administrative services, research/scholarly and creative activities and service to the university/ community achieved by recruiting quality faculty, staff, administration, and students.
- Our faculty, staff, and administration are committed to a **safe, healthy, and diverse intellectual, cultural, and social environment** that for student success.
- We are dedicated to the **economic stability and growth** of our region and cherish our role as a **center for arts, culture, and science / technology**.
- We guide our actions by **fairness, honesty and integrity** as we meet our obligations through wise use of financial and natural resources entrusted to us.

# Working Draft Vision

As a premier university, SWOSU will create an environment for student and graduate success and public service through:

- Innovative and accessible **academic programs**;
- **Student activities** and opportunities;
- Cultural **inclusion and diversity**;
- **International** programs and promoting **global awareness**;
- Community and private sector **partnerships** that benefit students, faculty and staff;
- Student/faculty **research / scholarly and creative activities** that expand bodies of knowledge and enhance quality of life;
- Activities and investments that promote ethical, intellectual, and **professional growth**;
- Promotion of university and community health and wellness.
- Commitment to advancing and maintaining **technologies** that optimizes student learning and university operations.
- Management of our **resources** and establishment of **new avenues** to support and preserve quality programs.

# Working Draft of Mission

The mission of Southwestern Oklahoma State University, a member of the Regional University System of Oklahoma, is to provide educational opportunities, research, scholarly and creative activities, and service in a **safe, accessible, nurturing learning environment** that meets the needs of the state and region and contributes to the educational, economic, and cultural environment. SWOSU provides traditionally strong programs of study leading to a **unique range of degrees from associate through the doctorate**. These areas of study, that include 15 nationally accredited programs, the general education curriculum, service and experiential learning activities, and participation in student activities/organizations provide opportunities to obtain skills, knowledge, and cultural appreciation that promote student success.

# Planning Assumptions

# Assignment

We would like each table to address the following question about each of the Planning Assumptions

- 1. Is the planning assumption credible?**



# Enrollment

## Sustain existing total SWOSU enrollment

- Follow existing admission standards set by OSRHE
- Enhance support programs related to student success such as “Early Warning” programs
- Increase recruitment of transfer students and students with higher ACT scores
- Provide access and opportunities for students who do not meet minimum standards, e.g.,
  - Associate degree programs
  - Agreement with community college to provide remedial programs

# Student Body Profile

Gender.....Same

Race/Ethnicity.....Increase

Undergraduate enrollment.....Same

Graduate enrollment..... Increase

# Instructional Delivery

- In-person.....Same
- Online/hybrid.....Increase
  - Must be careful that growth counted from online delivery isn't just the result of students switching from in-person delivery to online delivery

# State Funding

- Will remain flat over the next five years

# Small Group Discussion Guidelines

- Rank does not matter
- Represent the University, not your area
- Don't get caught up on current issues
  - Engage in “Horizon Thinking”
- Encourage everyone to talk
  - Those who are quiet often have a lot to offer
- No final decisions made today, so no hills to die on

# Small Group Discussion Guidelines

- Small Group Discussion
  - Members of Planning and Resource Council will facilitate small groups
- Record thoughts on flip charts in bullet form
- Large Group Presentation/Discussion
  - Facilitators will report answers to questions
  - Questions and comments from the large group

# Next Steps



# Following this Visit

- Planning and Resource Council formulates Goals and Objectives
- VP Finance estimates revenues from traditional sources, not yet taking into consideration revenue-enhancing efforts that might be included in the strategic plan

# Following this Visit

- Third Meeting of Stakeholder Representatives Group to Review Goals and Objectives



*Completes things that will occur during the academic year*

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