2019-2025 Strategic Plan Task Force Recommendations for Review and Feedback
(sent to all employees via email 2-12-2019)

Good afternoon, everyone. I wanted to provide a few updates for everyone on the 2019-2025 Strategic Plan as we have checked off two more items in our process since the town hall notes were shared, and we are now entering the stage for committee work when your ideas are really needed again to move the plan forward. Below, I have provided a summary of the changes the task force recommended at the Jan. 16 meeting where we reviewed again the needs assessment survey sent out to all employees and meeting notes from our three town halls. Part of the summary below also includes the 4 goal areas for the 2019-2025 plan and a request for additional volunteers to work within these groups to further develop our action plans. Please review and let me or another task force member know where you would like to serve! We would also encourage you to send in your ideas for improving the plan in any area.

Thank you, all.

Pam

√ Sept. 5-Save-the-date invitations sent to all employees and external stakeholders for town hall meetings.
√ Sept. 12-Email sent with assessment survey to review mission, vision, core values, and initial list of goals. (deadline for return-Sept. 26]
√ Oct. 3-Strategic plan task force convenes (need volunteers for this and for subcommittees)
√ Oct. 10-Email sent to share needs assessment survey results with all employees
√ Oct. 29-NOC Stillwater town hall meeting [3:00-5:00]
√ Nov. 5-NOC Tonkawa town hall meeting [3:00-5:00]
√ Nov. 12-NOC Enid town hall meeting [3:00-5:00] [Nov. 27]
√ Nov. 28 [Nov. 30]-Town hall notes are compiled and shared via email with all employees for further comment.
√ **Jan. 16-Strategic plan task force convenes to review all employee input and to identify subcommittees.**
√ **Jan. 29-Task force presents draft of strategic plan to executive council.**
Feb./March—Subcommittees meet to develop action plans, including timelines and resources needed.
March 28—Task force meets to finalize draft to present to all employees and NOC Board in April.

TIMELINE UPDATE
Through both the initial needs assessment survey that went out to all employees and the feedback from our three town halls, there was very strong consensus that overall our mission, vision statement, and core values still represent NOC well.

The one small wording change suggested for the mission was to change the wording to say NOC is the **first** community college rather than the **oldest**. This was supported by a consensus in each of the town hall meetings. As the task force reviewed the wording in their Jan. 16 meeting and

presented to the Executive Council on Jan. 29, we discovered historical records that suggest one other school may have been designated as a community college prior to NOC; however, NOC was the **first public** community college. Thus the task force's recommendation was that we make the one small change to our mission statement as reflected below:

1. Mission will be reworded to replace "oldest" with "first public":

   Northern Oklahoma College, the State's first public community college, is a multi-campus, land-grant institution that provides high quality, accessible, and affordable educational opportunities and services which create life-changing experiences and develop students as effective learners and leaders within their communities in a connected, ever-changing world.

Through a suggestion in the needs assessment survey, also supported by a consensus in the town hall meetings, it was also recommended to make a small change to the vision statement as follows:

2. Vision Statement will be reworded to strike "recognized as":

   Northern Oklahoma College will be recognized as a model institution and leader in academic quality and cultural enrichment, promoting student success, collaborative learning, creative and forward thinking, and community responsiveness.

The core values were also reviewed in both the needs assessment survey and three town hall meetings. There were a few suggestions made for possible revision (e.g. changing "21st professions") but no consensus so the task force was asked to review further. The task force determined the phrasing was still accurate so made no recommendations for revision in the core values at this time:

3. No changes will be made to core values as
   - **Personalized Education:**
     o We believe in providing individualized services that lead our students to achieving their academic goals in a welcoming and safe environment.
     o We believe in providing support to students in and out of the classroom so that they receive a full college experience with diverse opportunities.
   - **Community and Civic Engagement:**
     o We believe that educated citizens are necessary for a healthy, democratic society, and that free and open expression and an appreciation for diversity are cornerstones of higher education.
     o We believe in economic and environmental sustainability and the importance of enriching the intellectual, artistic, economic, and social resources of our communities.
   - **Continuous Improvement:**
     o We believe in the inherent value of intellectual pursuit for both personal and professional growth, as well as in the need to prepare students for 21st century professions.

- o We believe that a knowledge-centered institution is vital to a knowledge-based economy, and we measure our success against national models and standards of excellence

Finally, the task force reviewed the general goal areas for our 2019-2025 Strategic Plan. Both the needs assessment survey and feedback from the three town halls indicated that there was strong support for maintaining the goal areas in general but with a possible recombining to indicate areas of emphasis. As a result, the task force recommended to Executive Council the following four goal areas:

4. All 6 of the 2013-2018 goals will be incorporated into the new plan, per employee input, but regrouped for clarity and degree of focus under the following 4 goal areas:
   - **Student Quality of Life (including facility maintenance and renovation)**
   - **Recruitment/Retention/Graduation (including program development and academic partnerships)**
   - **Employee Quality of Life and Professional Development**
   - **Increased Revenue Streams (including financial partnerships/sponsorships, grants)**

NEXT PHASE

With the goal areas set, the task force would now like to ask your help in the next phase, developing action plans for each goal area. Below you'll see who from the task force is taking the lead on each of the 4 goal areas and some beginning initiatives that were identified through the town halls. I've also listed some of the names of those who earlier volunteered to help with the Strategic Plan in committee work, but we need a lot more volunteers in each goal area to develop good plans, so please let me know in which area you'd like to sign up! The co-chairs will also be sending some direct requests to potential committee members to make sure we have those whose areas will be most affected in the room when plans are being developed.

- Goal 1-Student Quality of Life (Co-Chairs: Jackie Melson, Trent Misak; Committee Members: Renna Bowers, Summer McClure, Ted Moore . . .)
  - o Maintain facilities for a quality learning and working environment.
    -fitness center-Enid
    -Field House-Tonkawa
    -Harold Hall renovation (Anita will provide copy of master plan.)
    -Enid hub
  - o Review campus and community resources for fuller student services.
    -new ERP system
    -counseling
    -food banks
    -access to technology (Wi-Fi, printers)
  - o Enhance Freshman Orientation.
    -one-day event (required, connected to classes, offered multiple times throughout summer)
    -first semester experience

-hosting transfer day
- o Conduct ongoing review of extracurricular and co-curricular programming, both new and an evaluation of what we have.
-residence hall life
-feasibility of additional sports/JV programs (e.g. cross country, wrestling, Enid soccer)

- Goal 2-Recruitment/Retention/Graduation (Co-Chairs: Sherryl Nelson, Diana Watkins; Committee Members: Brad Gordon, Bradley Jennings, Vernon Londagin, Shila Rakey, Kathy Riley, Kathi Shamburg)
  - o Review and improve advising model, including orientation for new advisors and full utilization of new ERP system.
  - o Create new articulation agreements with top transfer partners and update existing ones (e.g. for OSU both 2 + 2 and 1 +3).
  - o Set and track recruitment and enrollment goals.
    -evaluating recruitment events (e.g. Freshman Fridays)
    -tracking follow-up contacts
    -scheduled communications through new ERP
    -resending electronic information packets until admitted students enroll
    -incorporation of student representatives, such as PLC, into recruiting, personalizing notes
    -sending alerts when student recruits are going to be on campus
    -reviewing one-stop shop model and internal signage
  - o Strengthen community relationships and presence.
    -marketing initiatives and materials to address needs of populations within each community (e.g. bilingual and campus-specific needs)
    -maximizing use of social media and review of website content
    -participation in civic events, such as United Way and International Day of Caring
    -advisory boards and internships
  - o Review degree programs annually for new programs and/or formats to meet workforce needs (e.g. online course and degree offerings).

- Goal 3-Employee Quality of Life/Professional Development (Co-Chairs: Candy Oller, Pam Stinson; Committee members: DeLisa Ging, Ed Vineyard)
  - o Review financial and non-monetary compensation for all employees.
    -raises when enrollment numbers can support
    -local business discounts
  - o Review institutional communication protocol.
    -guidelines for efficient emails (e.g. subject lines)
    -courtesy responses (e.g. acknowledging receipt)
  - o Support professional development for all employees.
    -more mentoring in onboarding of new employees and early review period
    -use of ERP to provide electronic resources
    -dedicated times for all employees to participate
  - o Increase sense of institutional community (e.g. staculty[faculty+staff]).

- Continue to review financial resources and employee surveys to identify additional opportunities for development.

- Goal 4-Increased Revenue Streams <mark>(Co-chairs: Scott Haywood, Jeff Tate; Committee members: Jerry Hawkins, …)</mark>
  - Pursue new grant opportunities and other external funding through partnerships.
  - Identify sources for sponsorships of programs (academic and non-academic—e.g. JV, new sports teams), facility needs, and student scholarships.
    -business-funded tuition and scholarship naming from businesses who sponsor
    -government-sponsored programs
    -cost-sharing/saving initiatives
    -private funding support through NOC Foundation
  - Clarify and communicate all employees' roles in recruitment and retention (e.g. 15-to-Finish advising initiative, strengthening early alert reporting through new ERP).