

ROGERS STATE UNIVERSITY
MINUTES OF MEETING
 University Planning Group

Date: November 17, 2010

Chairperson: Dr. Richard Beck, Vice President for Academic Affairs

Place: Centennial Center, Conference Room B

Time Beginning: 2:00 pm

Time Adjourning: 3:00 pm

Members Present: Dr. Bruce Garrison, Professor Linda Andrews, Dr. Tobie Titsworth, Mr. Tom Volturo, Dr. Greg Thompson, Mr. David Barron, Mr. Wren Baker, Dr. MaryRose Hart, Dr. Mary Mackie

Members Absent: Mr. Leonard Szopinski; Dr. Patricia Seward, Ms. Adrean Shelly

Guests Present: None

Topic	Discussion	Action
Approval of Minutes	N/A	
Reports & Announcements	N/A	
Old Business	N/A	
New Business		
1 Strategic Planning Process by Responsibility and Function*	R Beck presented the <i>Strategic Planning Process by Responsibility and Function</i> . Discussion centered on the approach to prioritizing the objectives for 2010-2011.	Group asked to review and suggest modifications as appropriate.
2 SPG Tracking Forms and Unit Planning Forms*	L Andrews presented forms followed by brief discussion.	Group asked to review and suggest modifications as appropriate.
3 Selection of Priority Objectives	The Group reviewed the Strategic Plan Goals and Objectives.	2010-2011 Objectives were selected.
4 Training	Training about the use of the form will occur early next spring.	Andrews will develop a training proposal

*Items with Handout

Attachment 1: Strategic Planning Process by Responsibility and Function

Strategic Planning Definitions

Goal

- Broad outcome
- Ultimate achievement
- Desired endpoint
- The end toward which effort is directed

Objective

- Steps to achieve goal
- Specific, measurable, achievable, relevant, and time-based

Strategy

- Approach taken
- Action item
- Direct impact on objective

Action

- Tool used
- Activity developed
- Price tag attached

EXAMPLE

Goal: Increase diversity
Objective: Recruit, retain, advance, and recognize a diverse faculty, staff, and administration
Strategy: Advertise in targeted minority publications
Action: Place ad in Black Issues in Higher Education, Hispanic Outlook in Higher Education, Tribal College Journal and/or Diverse Issues in Higher Education.



- **Goals:** Strategic Planning Committee has identified high-level planning targets
- **Objectives:** University Planning Group will prioritize and review measurable results
- **Strategy:** Divisions will develop a broad plan to fulfill objectives within their purview
- **Actions:** Departments will initiate specific tasks in support of identified strategies

Action Plan Overview

Plans should be consistent with and contribute to the achievement of Rogers State University's overall strategic goals and objectives included in its *Strategic Plan 2010-2015*.

- Action plans should be developed in a participative and collaborative manner, and be well communicated to all stakeholders.
- Action plans should reflect high (but reasonably achievable) aspirations as well as demonstrate creativity and innovation in setting forth expectations for the unit.
- Action plans should be measurable and include appropriate performance metrics.
- Action plans should include statements of purpose, actions, resources, and evaluation

Plan Components

While it is understood that each plan developed through this process will differ in context and focus, it is expected that all planning units will follow a similar format in preparing their plan documents. The expected components to be included in all plans are as follows.

- Planning Unit Purpose
 - Unit Mission
 - Relationship to Institutional Mission
- Planning Unit Actions
 - Defined Tasks
 - Recommended Resources
 - Human
 - Financial
 - Physical/Capital
 - Other (e.g., technological)
- Evaluation of Action Plan Implementation and Results
 - Implementation Timetable with Milestones
 - Performance Metrics and Results

Plan Process



Attachment 2: SPG Tracking Forms and Unit Planning Forms

**Strategic Planning and Institutional Effectiveness
University Planning Group Tracking Form
2010-2011 PRIORITY OBJECTIVES
Year One**

University Goals	University Objectives	Division Strategies	Department (Unit) Actions
Strategic Planning Committee Identifies high-level planning targets	University Planning Group Prioritizes objectives 2010-20	Divisions Develops broad plans to fulfill objectives within their purview	Departments (Units) Initiates specific tasks In support of identified strategies

Goal 1: Advance Academic Excellence

University Objectives	UPG Priorities	Division Plan	Unit Action Plan	Due Date	Outcome/Progress
1.1 Provide creative and innovative learning environments					
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience					
1.3 Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the state					
1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development					
1.5 Provide opportunities to achieve and maintain essential program accreditation					

Goal 2: Strengthen Enrollment Management

Objective	UPG Priorities	Division Plan	Unit Action Plan	Due Date	Outcome/Progress
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation					
2.2 Develop, implement, and advance a comprehensive marketing plan					
2.3 Involve all constituencies of the university in student recruitment and retention efforts					
2.4 Implement a continuous quality improvement program designed to provide academic and student services that are effective, efficient and personable					

Goal 3: Increase Diversity

Objective	UPG Priorities	Division Plan	Unit Action Plan	Due Date	Outcome/Progress
3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures					
3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration					
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions					
3.4 Increase enrollment of minority populations					

Goal 4: Leverage Resources

Objective	UPG Priorities	Division Plan	Unit Action Plan	Due Date	Outcome/Progress
4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies					
4.2 Pursue optimal staffing throughout the university					
4.3 Enhance library operations to meet the instructional needs of all campuses					
4.4 Update the capital project master plan for all campuses					
4.5 Develop, implement and advance comprehensive fundraising					
4.6 Establish an institutional framework to obtain external funding					

Goal 5: Enhance Institutional Accountability

Objective	UPG Priorities	Division Plan	Unit Action Plan	Due Date	Outcome/Progress
5.1 Promote alignment of strategic decisions with mission-critical resources					
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate					
5.3 Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment					
5.4 Advance the principles and practices of shared governance through active participation of all constituencies					
5.5 Develop, implement and advance a comprehensive campus safety plan					

Goal 6: Promote Community Engagement

Objective	UPG Priorities	Division Plan	Unit Action Plan	Due Date	Outcome/Progress
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations					
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility					
6.3 Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession					
6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes					
6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities					
6.6 Establish an institutional structure to promote community engagement and regional stewardship					

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS

2010-2011 Unit Action Plan

Unit Name: _____ Academic Year _____

Unit Purpose						
Relationship to University Mission						
University Objective	Division Plan	Unit Action Plan	Evaluation Measure	Performance Standard	Summary of Collected Data	Analysis and Conclusions
		Action 1	Action 1	Action 1	Action 1	Action 1
		Action 2	Action 2	Action 2	Action 2	Action 2
		Action 3	Action 3	Action 3	Action 3	Action 3

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2010-2011 Unit Action Plan

University Objective	Division Plan	New Actions for Next Year	Requested Resources				Estimated Cost
			Human	Financial	Physical/Capital	Other (e.g., Technology)	
			Action 1 Request	Action 1 Request	Action 1 Request	Action 1 Resource	Action 1 Cost
			Action 2 Request	Action 2 Request	Action 2 Request	Action 2 Request	Action 2 Cost
			Action 3 Request	Action 3 Request	Action 3 Request	Action 3 Request	Action 3 Cost