

# ACADEMIC PLAN

## 2011-2012

July 2011

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### ROGERS STATE UNIVERSITY

Claremore, Oklahoma

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Prepared for the Oklahoma State Regents for Higher Education  
by the Office of Accountability and Academics



**Rogers State University**  
**Academic Plan**

**2011-2012**

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## **ROGERS STATE UNIVERSITY 2011-2012 Academic Plan**

Rogers State University values academic quality and rigor in teaching and learning using state-of-the-art technology. In pursuit of student success, the University is guided by its strategic plan to create academic efficiencies through the identification of enhanced collaboration, innovation, and productivity improvement strategies as outlined in this academic plan.

### **A. Summary of Academic Programs and Services in the following areas:**

#### **1: Technology**

##### **a. Current Status**

During the 2010-11 academic year, substantial technological enhancements occurred at RSU, aligning with the strategic goals of Academic Excellence, Enrollment Management, Diversity, Resources, Accountability, and Community Engagement. The most notable innovations are listed below.

- An \$8 million expansion and renovation of Baird Hall was completed, housing programs in the liberal arts on RSU's main campus in Claremore. The project doubled the size of the building, expanding the learning environment with eight additional classrooms, four seminar rooms, a lecture hall with a stage and elevated seating, and an outdoor classroom in amphitheater style. Additional new spaces in Baird Hall also include several learning laboratories and faculty offices, an art gallery, a special classroom and lounge for the University's Honors Program, a renovated art studio, an archival room, and a research classroom for social sciences programs with observation rooms for community counseling.
- Two outmoded lecture halls were refurbished in Loshbaugh Hall and equipped with LCD technology upgrades for math and science programs. Further, the Communications Department upgraded its audio studio in Markham Hall with two additional sound booths, and the library refurbished an underutilized room into a training lab for library instruction classes.
- Program-specific equipment upgrades occurred as needed and include a UV-VIS spectrophotometer and technical equipment for chemistry labs, model air tracks with digital smart timers in the physics lab, and upgraded printmaking equipment for Fine Arts.
- A server virtualization study was initiated and completed. Accordingly, wireless Internet was installed in Loshbaugh Hall and the newly renovated Baird Hall, linking nearly all of the main campus to the wireless network.
- Approximately 70 new computers were installed in classrooms and student labs in Baird Hall. Computer replacements and upgrades also occurred in Health Sciences and the Writing Center.
- SMART board technology was installed in all 20 Baird Hall classrooms.

- A total of 54 student lab computers were replaced within the University, with significant upgrades in the Stratton Taylor Library and computer labs in Herrington Hall and on the Bartlesville campus.
- Six new computers were added to the microcomputer applications computer lab at the Pryor campus to meet increased demand, along with six SMART technologies classrooms.
- Approximately 50 faculty office computers were replaced and current software installed. Program-specific software upgrades were made university-wide, including the Schools of Business and Technology, Liberal Arts, and Mathematics, Science and Health Sciences.
- An Early Alert Module was purchased and implemented to identify and assist at-risk students. Additionally, institutional data access was broadened to allow faculty advisors needed information through the Hillcat hub.
- The University transitioned student financial aid assistance from the Federal Family Education Loan Program (FFELP) loan program to Direct Lending.
- Significant enterprise resource planning (ERP) integrations were accomplished. These include the implementation of eScript transcript-sharing processes, the automation of course enrollment uploads to the bookstore computer system, and automation of degree audits with access by students, advisors and the Registrar.
- Additional Human Resource efficiencies were attained, including online employee pay stub and leave report access through the Hillcat hub.
- Seven new blended courses were offered among the three schools with blended course work available at all three campuses. Electronic resources such as e-Campus have been integrated more broadly in traditional courses university-wide, and a new online Music student listening lab was established with a technical electric piano for practice and performance.
- The Management option for the Bachelor of Business Administration was approved by OSRHE for total online delivery. Additionally, Nursing *Dosage Calculation* was developed and offered as an online course.
- Rebranding of RSU's online presence was changed from RSUOnline and WebCT to eCampus in order to address existing branding issues associated with a learning management system-focused approach.
- A large screen high-definition television (HDTV) was installed for Business and Technology students in the commons area in Herrington Hall for continuous broadcast of Bloomberg Business Channel.
- Student Development installed assistive technologies for students with visual impairments on six computers, adding to the five installations made in the previous year.
- Counseling Services now utilizes five off-site online screening tools to deliver accessible, confidential mental health screenings to students 24/7.
- Career Services added a Resume Builder module and a Job market section to its online job search site to assist students in creating resumes and job searches.

## **b. Future Plans**

The following activities segue with RSU's strategic goals and are ongoing and/or planned for the upcoming academic year.

- The campus ID system is migrating to a declining balance system. Student ID cards will also feature facility access capabilities as appropriate. Campus store and café transactions will be modified to accommodate the new system.
- A new module in the Administrative unit of the ERP system is planned for implementation to accommodate changes to the UDS state reporting system.
- In order to measure university printing usage and need, network monitoring software will be installed to obtain information about bandwidth utilization and other utilization data.
- The current Cisco Clean access solution will be replaced with a Bradford solution for client validation of current anti-virus and operating system updates on microcomputers in residence halls and wireless networks.
- Wireless Internet service and network connectivity will be installed in the new student housing and the remainder of the library.
- Forty computers will be installed in the new Nursing computer lab, and computers will be replaced in the existing Nursing lab as well as the Math and Science computer lab.
- SMART board technology will continue to be installed throughout the university as scheduled. In the coming academic year, two SMART boards will be installed for the Nursing program and six in Herrington Hall for Business and Technology. All classrooms in Preparatory Hall will be enhanced with SMART boards, as will the remaining classrooms at the Bartlesville campus.
- Vernier technology will be incorporated into the Chemistry and Bio-Chemistry programs through strategic equipment purchases.
- A total of 40 computers and a printer will be installed in the new Health Sciences testing center.
- New blended course offerings are planned for College Algebra, Cherokee I, Oklahoma History, and Developmental Writing I. Eight additional liberal arts courses will be developed for online delivery as well.
- An online Bachelor of Technology program proposal in Renewable Energy will be submitted for review by the university curriculum committee. Additionally, online courses will be developed for the Bachelor of Science in Game Development with an ultimate goal of a totally online degree.
- Student Activities, through Student Government Association and Campus Activities Team, will employ social media to connect with students through Facebook, Twitter, YouTube, video blogs and the RSU website.
- Counseling Services will provide established clients the ability to anonymously complete an online satisfaction questionnaire about Counseling Services experiences. Results will be used to determine the relationship between student retention and student use of RSU Counseling Services. Additionally, a new Community Services tab will be added to the Counseling Services website to direct students to mental health resources for two additional counties with high enrollment.

- Career Services will offer at no charge to students *Career Ready 101*, a comprehensive online career and life skills program, through a grant secured by the OSRHE and Oklahoma Governor's Council for Workforce and Economic Development. Further, Career Services will add podcasts with career advice to its online job search site and will add comprehensive graduate school and internship sections to its job market website tab.

## 2. Academic Efficiencies & Learning Site Report

### a. Current Status

With particular emphasis on the strategic goals of Academic Excellence and Resources, the following academic efficiencies have been implemented.

- RSU has articulation agreements with multiple institutions including Tulsa Community College (TCC) and Northeastern Oklahoma A&M (NEO), allowing students with AAS degrees to transfer all credit hours directly into RSU's Bachelor of Technology in Applied Technology degree. Additionally, articulation agreements have been established with Coffeyville Community College (CCC) and Independence Community College (ICC) to provide their graduates entry to RSU's bachelor's programs at the junior level.
- The Applied Technology Department has cooperative agreements with four technology centers that allow students to transfer credit from approved programs to the RSU AAS in Applied Technology. Primary cooperative agreements exist with Tulsa Technology Center, Northeast Technology Center, Tri-County Technology Center, and Central Technology Center. Each Career Technology Center can transfer up to 30 credit hours into the RSU AASAT program.
- RSU's Innovation Center has developed new partnerships in the last year with Northeast Technology Center, IRS, and the Claremore Chamber of Commerce. The Center maintains 90% of existing partnerships and collaborates on 25% of workshops and training events.
- Collaborative agreements exist with area high schools, including Claremore, Bartlesville, Pryor, Oologah, and Locust Grove. *College Algebra*, *General Physical Science*, *American History to 1877*, *American History since 1877*, *American Federal Government*, *Composition I*, and *Composition II* were concurrently offered during the last academic year. Instructional and laboratory resources were provided by the host institutions.
- Faculty in programs from all three Schools in Academic Affairs collaborate between the three RSU campuses. Most recently Nursing in the School of Mathematics, Sciences and Health Sciences has begun faculty collaboration between the Claremore and Bartlesville campuses. Intra-institution collaborations are university-wide, as evidenced by interdisciplinary offerings such as *Business Statistics*, *Legal Environment of Business*, *Public Relations*, *Advanced Technical Writing*, and *Communication for Justice Professionals*.

- RSU's Innovation Center is highly engaged in the economic development of northeast Oklahoma and partnership collaboration, including initiatives like Making Place Matter.
- RSU faculty, staff and administrators serve on numerous boards and advisory groups to promote research and education. For instance, RSU's Biology department head serves on the board of the Tulsa Area Bioscience Education and Research Consortium, supporting biosciences in northeast Oklahoma.
- English and Humanities will optimize student computer usage through section rotations of the shared computer lab.
- The Board of Regents approved the Communication Department's new course in documentary production, and the Greg Kunz Chair in Communications was filled for the first time. To further academic enterprise, this department hosted candidate forums for the City of Claremore and the Cherokee Nation.
- The Business Department has sent a new program request for a Master of Business Administration (MBA) program. It has been approved on campus and by the University of Oklahoma Board of Regents. It is presently pending approval by the OSRHE.
- Collaboration with local representatives from non-profit institutions has resulted in the development of a new Bachelor of Arts degree in Social Entrepreneurship.
- The School of Business and Technology is a member of the SAP University Alliance, an effort enabling university faculty to teach students about technology-enabled integrated business processes and strategic thinking through shared resources.
- Academic efficiencies were realized by cross-listing program courses as appropriate. Recently cross-listed courses between the disciplines of psychology, sociology, and criminal justice include *Criminal Justice and Public Administration*, *Ethics in Public Service*, and *Policy and Program Evaluation*.
- The Telecommunications Foundations Option in the Bachelor of Science in Business Information Technology has been deleted. The goal of this option was for students to complete the telecommunications prerequisites consisting of electrical engineering courses, calculus and physics in order to pursue a subsequent master's degree at OU-Tulsa. Because enrollment has been low in this option, it was removed from the BSBIT.
- Six courses were added to the Business curriculum to better define the intern and cooperative programs and to align these with industry needs.
- A program review of the Community Counseling program was conducted by department faculty in the last academic year, resulting in the deletion of specific prerequisites that no longer support program needs. A research methods course was added to address the findings that students were overly challenged with analytical methods in the capstone course. Additionally, two course titles were realigned with that of other programs of comparable content.
- To develop a nexus between faculty, students, and practicing professionals, community counseling continuing education was offered for licensed practitioners in the state of Oklahoma. A total of 63 hours of continuing education workshops were offered of which 33 hours were face-to-face delivery.
- Because of limited faculty and increasing demands of the art professions, the Department of Fine Arts deleted its Art-related associate degrees, focusing on

baccalaureate degree attainment and building the reputation and enrollment in the BFA program. A feasibility study is underway to determine the appropriateness of adding an art history/art theory option to the BFA.

#### **b. Future Status**

- In the 2012 academic year, partnership details with the Delaware Tribe will be articulated for internships and course delivery in Native American Study at the Bartlesville campus.
- Discussions will progress toward a partnership between the local art community and the RSU Fine Arts Department for the development of a fine arts degree plan at the Bartlesville campus.
- Concurrent enrollment will continue with area high schools, expanding course offerings at Locust Grove High School to nine credit hours per semester. Additional courses for concurrent delivery will be explored.
- A regional technology center partnered degree program, AAS in Engineering Technology, will be proposed in the coming year. Highlights of the proposed degree program are:
  - An exceptional laboratory and technical component provided by a one-year rotation at a regional technology center. This component represents nearly one-half of the degree program's curriculum
  - Strong, balanced mathematics and science curriculum
  - Aspects of the program at both the technology centers and RSU that can be taken concurrently
  - A two-year completion of curriculum for full-time students
  - 20-25% of course work will be offered online
- RSU's Biology Department will partner with Northeast Technology Center (NTC) to offer two courses, *General Cellular Biology* and *Anatomy & Physiology* at NTC.
- Cooperative Bachelor's degrees in Social Studies Education and Secondary Education in English will be explored with Cameron University.
- In collaboration with Baker Hughes, Inc., the Department of Business is developing a new option in Supply Chain Management, which is scheduled for submission during the Fall 2011 term.
- Program redesign of the Organizational Leadership Social Studies focus area will be finalized, as will changes to the Political Sciences electives in the Global Studies General Education curriculum.
- The Emergency Medical Services program will be undergoing a significant curriculum change beginning January 2012 due to changes in national guidelines for paramedic programs. Further, the Nursing program will review and update curriculum in the coming academic year to better align itself with current educational patterns and objectives.
- The Sport Management degree program will be enhanced with additional business course work designed to better prepare graduates for the business world and align with new accreditation standards. A new fitness management option will be designed as well.



- The Department of Psychology, Sociology, and Criminal Justice will work to establish an advisory board for the BS in Social Science, utilizing expertise from local professionals in the field.
- Faculty from the disciplines of Art, Music, Cinema, and Native American Studies are collaborating with Bartlesville and Pryor campuses to conduct a community education needs analysis. Results will drive course offerings in the upcoming academic year.
- A program evaluation of the AS Physical Science degree will be conducted during fall 2011 to determine causes of low enrollment.

### **Learning Site Activity Report**

RSU does not currently deliver courses to other four-year institutions, community colleges, or technology centers. Although courses are offered in high schools, none are delivered electronically.

- a. Not Applicable.
- b. Not Applicable
- c. Not Applicable

3. The institution's academic priorities for the 2011-2012 year and planned activities that will be used to achieve these priorities are listed below. Included is the relation between academic priorities and high priority academic programs, as well as new program requests to be submitted in the 2011-2012 year with budget needs documented as available.

#### *Academic Priorities for 2011-2012*

##### Faculty and Staff

1. Hire a minimum of five new faculty members to support growth of and demand for existing and new programs.
2. Fill the Sarkey's Endowed Chair of Business Information Technology position
3. Fill a one-year temporary full-time position in criminal justice
4. Upgrade to full-time at least one part-time staff position to support clinical coordination in the Health Sciences programs

##### Curriculum and Accreditation

1. Develop majors and/or options in the areas of:
  - a. Bachelor of Science in Integrative Chemistry

- b. Bachelor of Science in Computational Mathematics
  - c. Associate in Applied Science in Engineering Technology
  - d. Bachelor of Arts in Public Administration with Option in Health Care Administration
  - e. Criminal Justice minor
  - f. Bachelor of Science in Sport Management: Fitness Management Option
  - g. Bachelor of Technology in Applied Technology: Renewable Energy Option
2. Continue efforts towards implementation of the Master of Business Administration
  3. Continue efforts to seek accreditation from the Commission on Sport Management Accreditation (COSMA) for the BS Sport Management Program
  4. Assess student learning outcomes using refined general education goals

### Electronic Delivery

1. Continue expansion of blended course delivery
2. Continue migration of courses, minors, programs/options for Internet delivery as appropriate

### Construction and Renovation

#### *Claremore Campus*

1. Continue modernization of existing facilities, especially installation of SmartBoard technology
2. Continue renovations of outdated classrooms and laboratories

#### *Bartlesville Campus*

1. Continue modernization of existing facilities, especially installation of SmartBoard technology
2. Continue renovations of existing building to support new classrooms, laboratories and office spaces

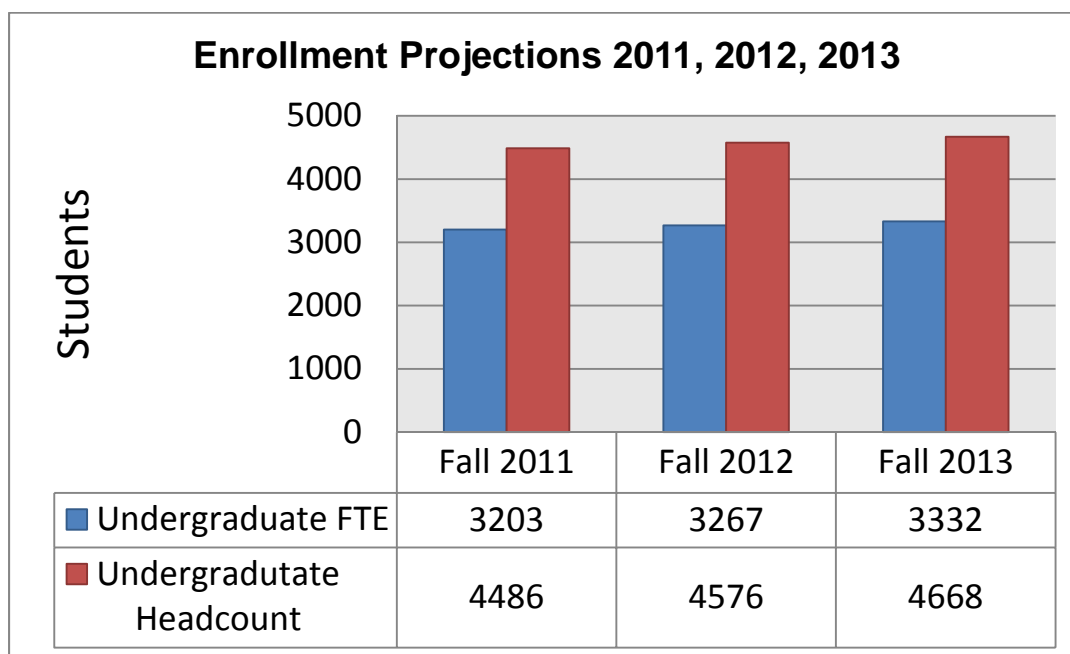
#### *Pryor Campus*

1. Complete design of new Pryor campus building
2. Break ground for and begin construction of the new Pryor facility
3. Notify the Higher Learning Commission and complete requisite substantive change document

B. RSU's 2001, 2012, and 2013 projections for fall headcount enrollment and annual FTE appear below.

- Fall 2011: Undergraduate Headcount: 4,486
- Fall 2011: Graduate Headcount: N/A
- 2011 Annual FTE: 3,203

- Fall 2012: Undergraduate Headcount: 4,576
- Fall 2012: Graduate Headcount: N/A
- 2012 Annual FTE: 3,267
- Fall 2013: Undergraduate Headcount: 4,668
- Fall 2013: Graduate Headcount: N/A
- 2013 Annual FTE: 3,332



C. The State Regents have a public agenda with the goals to: 1) enhance access and improve the quality of public higher education for all Oklahomans; 2) increase the number of college graduates; and 3) better prepare students to meet the challenges of a global economy. Describe how institutional plans and activities align and complement the goals for the state as a whole.

RSU's mission is to ensure students develop the skills and knowledge required to achieve professional and personal goals in dynamic local and global communities. The University offers a wide range of degrees and options using a variety of delivery methods and technologies to create a robust learning environment. Academic excellence is a core value and a primary goal in the University's strategic and academic plans. To this end, RSU leverages resources in pursuit of continuous quality improvement and student success. Achievement of these pursuits can be measured in terms of student goal completion and feedback, increased numbers of graduates in

traditional and online programs, and successful student employment. Strong institutional commitment to the academic plan and prioritization of available resources underpin the long-term success of the strategic plan and align with the goals outlined by the Oklahoma State Regents of Higher Education.