

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

Unit Name: Pryor Campus

Unit Mission

Rogers State University – Pryor is a campus of Rogers State University and shares a mission to ensure students develop the skills and knowledge required to achieve professional and personal goals in dynamic local and global communities.

Goal 1: Advance Academic Excellence
 This *Unit Action Plan* Specifically Supports Commitment(S) _1.1, 2.1, 2.3, 4.2, 4.5, and 6.5 _____.

| Plan for 2012-2013 This section due by May 4, 2012. | | | | Report for 2012-2013 This section due by April 1, 2013. | |
|---|--|---|--|---|----------|
| Objective | Evaluation Measure | Performance Standard | Action | Data/Findings | Status |
| 1.1 Provide creative and innovative learning environments | Final design plans of Science labs/Innovation Classroom/Library/ and Auditorium. | Create Innovative Learning environments which may be utilized for multi-disciplines through multi-teaching methods. | 1.1.1 Develop innovative learning environments within the RSU Pryor Mid-America Campus utilizing ideas and suggestions from RSU Pryor faculty/Staff/Students | Faculty assisted in design of Innovation Classroom for use of compressed video delivery. Students and staff assisted in layout and design of library/computer labs/tutoring labs to enhance learning experiences. | Complete |

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Goal 2: Strengthen Enrollment Management
This *Unit Action Plan* Specifically Supports Commitment(S) 1.1, 2.1, 2.3, 4.2, 4.5, and 6.5 _____.

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|---|---------------------------|--|---|--|---------|
| Objective | Evaluation Measure | Performance Standard | Action | Data/Findings | Status |
| 2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation | Student Headcount | Increase student headcount by 3% over the previous year. | 2.1.1 Continue to offer 6-9 credit hours at Locust Grove High School to increase concurrent enrollment by 2-3% over the previous year. | <i>[This objective is underway, and findings will be reported in the coming year.]</i> | Ongoing |
| 2.3 Involve all constituencies of the university in student recruitment and retention efforts | RSU Pryor Enrollment Data | Increase freshman enrollment at the Pryor campus within the Pryor Campus Service Area (Mayes, Delaware, and Craig counties) by 2% from previous year. | 2.3.1 - Increase High School Recruitment in Service Area by combining the use of Prospective Student Recruiters, current RSU students, and RSU Pryor Faculty and Staff. | <i>[This objective is underway, and findings will be reported in the coming year.]</i> | Ongoing |

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Goal 4: Leverage Resources
 This *Unit Action Plan* Specifically Supports Commitment(S) ___1.1, 2.1, 2.3, 4.2, 4.5, and 6.5 ____.

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|---|--|--|---|--|---------------------------|
| Objective | Evaluation Measure | Performance Standard | Action | Data/Findings | Status |
| 4.2 Pursue optimal staffing throughout the university | Increase Full-time Faculty headcount on the RSU Pryor Campus | Increase from 2 full-time instructors to 3-4 full-time instructors prior to occupation of the new RSU Mid-America campus | 4.2.1 - Collaborate with the Academic Department Heads, Deans, and V.P. for Academic Affairs to implement a plan and budget for possible full-time English and Math Instructors. | Academic Departments are working with Academic Affairs and with current budgets to add a full-time Math and English Instructor at the new Pryor campus in 2014. | Rescheduled for next year |
| 4.5 Develop, implement and advance comprehensive fundraising. | Amount of Funds raised specifically for RSU Pryor Campus through RSU Development Office. | Raise amount of funds specifically designated to RSU Pryor campus/students 2-5% over previous year | 4.5.1 – Continue to host and assist Development Office with Scholarship/Fundraising campaign events. 4.5.2 – Increase visibility of RSU Pryor Faculty/Staff/ Students within the communities we serve. | Assisted Development Office with annual Pryor Scholarship Breakfast. Efforts to increase fund raising in Pryor area are ongoing. Working with PR Department to increase visibility of RSU in service area. Added ads/banners/signage to all Mayes County High School Athletic Programs. Will continue to develop marketing strategies to enhance visibility for new campus. | Ongoing Ongoing |

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Goal 6: Promote Community Engagement
 This *Unit Action Plan* Specifically Supports Commitment(S) 1.1, 2.1, 2.3, 4.2, 4.5, and 6.5.

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|--|---------------------------------|---|---|---|--|
| Objective | Evaluation Measure | Performance Standard | Action | Data/Findings | Status |
| 6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities. | Number of Events Held on campus | Present 2-3 cultural/educational events at the RSU Pryor Campus | 6.5.1 Utilize the new Educational Command Center to present educational events to students and community 6.5.2 Encourage RSU Pryor faculty to engage students by holding cultural and recreational events on campus. | Educational command Center events are scheduled for summer session. Plans are to increase awareness at the new campus site by locating the ECC in the conference area. Plans are to engage students in MLK Days of Service, spinoff of Claremore activity, and to initiate Native American Cultural week of activities on the new Pryor campus for students and community. | Ongoing Rescheduled for next year |

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Budget Request Supplement for Academic Year 2012-2013
 Year Three – Strategic Planning Cycle

| This section due by April 1, 2012. | | | | | | |
|------------------------------------|----------------------|---------------------|-----------|------------------|--------------------------|----------------|
| University Objective | Action for 2012-2013 | Requested Resources | | | | Estimated Cost |
| | | Human | Financial | Physical/Capital | Other (e.g., Technology) | |
| Insert rows as needed | | | | | | |
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