

DEGREE COMPLETION AND ACADEMIC PLAN 2018-2019

June 30, 2018

ROGERS STATE UNIVERSITY
Claremore, Oklahoma

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



Rogers State University
Degree Completion and Academic Plan
2018-2019

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Accountability and Academics
June 30, 2018

Based on RSU’s priorities, statewide initiatives, and commitment to the public agenda and CCA, each of the four goals of the Complete College Oklahoma plan are addressed. *(Note: tables expand to list all strategies and to allow full information)*

For the purposes of this document, the following terms are defined.

High Impact Strategy: In addition to the initiatives listed, please describe strategies that address each of the four CCA Initiatives in Oklahoma. What activities have been or are being developed on your campus or as part of statewide initiatives to accomplish the goals of Complete College America?

Implementation: List the activities with timelines that will be used to implement this strategy. What short- and long-term timelines have been established for implementation of the high impact strategies?

Responsible Party: List the people, offices or functions responsible for implementing this strategy or each activity. Who/what are the key people or offices responsible for development, implementation, and assessment?

Measures of Effectiveness: Describe the metrics used to evaluate the effectiveness of each activity.

Results to Date: Describe the current status and results of the activity.

- 1. Focus on Readiness.** Higher education and K-12 will work together to develop and implement a strategy that seeks to identify students not on target to be college-ready by graduation and targets activities in the 11th and 12th grades to reduce remediation demands in the transition from high school to college.

High Impact Strategy - 12th Grade Math			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Involve RSU Applied Technology, Mathematics, Science, and Physical Science faculty in STEM demonstrations and workshops in area schools and at RSU for public events. <u>Timeline:</u> Each semester and annually <i>(Relates to Goal 1.1.2.1 of RSU’s Strategic Plan)</i>	Department Head for Mathematics and Physical Sciences (MPS) in collaboration with MPS faculty and Pryor Campus Endowed Chair, through science and math enrichment activities delivered by RSU faculty and assisted by RSU students in area public schools.	Successful implementation of strategy is measured by completion of mathematics events and positive feedback from participants.	Collaborated with Google in spring 2018 to host 6 th annual Aero-Games at RSU-Claremore and AeroCamp Academy at RSU-Pryor, with additional STEM-based camps. Strong positive feedback from participants with 7 th annual Aero-Games planned for 2019. STEM CEO Camp hosted at RSU-Bartlesville campus.

High Impact Strategy - Concurrent Enrollment			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
<p>Promote concurrent enrollment for qualifying area high school juniors and seniors through all three RSU campuses <u>Timeline:</u> Ongoing (Relates to Goal 1.1.2.1 of RSU's Strategic Plan)</p>	<p>Deans and academic department heads working with branch campus directors</p>	<p>Deans and academic department heads working with branch campus directors</p>	<p>A total of 448 concurrent high school students enrolled in fall 2017, compared to 392 in fall 2016. This represents an increase of 14.3% compared to an additional 14.3% increase the preceding year. No significant difference in success rates between concurrent students and first-time freshmen.</p> <p>Additionally, discussions are underway with Pryor High School and Bartlesville High School to implement associate and certificate program opportunities for concurrent high school students.</p>

2. **Transform Remediation.** Every Oklahoma institution will implement transformational models of remedial placement and support through a statewide phased implementation and refinement process.

High Impact Strategy - Co-Requisite Remediation			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Plan and implement a co-requisite at-scale remediation program for writing and mathematics, scheduling developmental coursework simultaneously with appropriate college-level coursework for entering remedial students <u>Timeline:</u> 2016-17 planning, 2017-18 first year of implementation <i>(Relates to Goal 1.1.1.1 of RSU's Strategic Plan)</i>	Coordinator of Developmental Studies collaborating with the Department Head of English and Humanities, Department head of Mathematics and Physical Sciences, and Dean of Arts & Sciences	Increased success rates in coursework and increased retention rate.	Co-requisite program successfully planned in 2016-2017 (Year 1) and implemented in 2017-2018 (Year 2). During fall 2017, ENGL 0111, Composition I Supplemental, experienced a 75.2% success rate compared to a 55.4% pass rate for the former remedial writing class. Further, students persisted to the spring semester at a 68.9% rate. For MATH 0312, College Math Foundations, and MATH 0412, College Algebra Foundations, students succeeded at a rate of 48.8% and 74.7%, respectively. Further, they persisted to the spring semester at a rate of 62.8% and 73.3%, respectively. Full Year 1 analysis will be completed in summer 2018, which will include a longitudinal comparison of college-level coursework for developmental and non-developmental students.

High Impact Strategy - Course Placement			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
<p>Re-evaluate mathematics requirements for programs majors, determining appropriateness for College Algebra and Quantitative Reasoning/Quantitative Literacy <u>Timeline:</u> 2016-17 planning, 2017-18 first year of implementation <i>(Relates to Goal 1.1.1.1 of RSU's Strategic Plan)</i></p>	<p>Vice President for Academic Affairs, Dean of Arts & Sciences, with department heads and faculty</p>	<p>Mathematics course success rates (percent C or better) for majors</p>	<p>Year 1 successfully planned. Year 2 implemented beginning fall 2017. Preliminary analysis indicates that the success rate (C or better) for MATH 1513, College Algebra, was significantly higher for the co-requisite implementation group than for the previous developmental group (95% confidence level). There was no significant difference in success rate for the introductory semester of College Math Foundations. Full first year analysis will be completed during summer 2018.</p>

High Impact Strategy – Course Placement			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Improve accuracy of course placement by using multiple assessments, including change from ACT Compass to College Board Accuplacer, advanced placement testing, and CLEP tests for entering students, with Course Equivalency Project outcomes for transfer students <u>Timeline:</u> Implementation beginning fall 2017 and ongoing (Relates to Goal 1.1.1.1 of RSU's Strategic Plan)	Vice President for Enrollment Management and Registrar in collaboration with Vice President for Academic Affairs. Academic department heads and faculty for advanced placement testing and course transfer.	Increased percentage of entering freshmen who are placed directly in college-level course work	The change in placement instrument from ACT Compass to College Board Accuplacer resulted in an 11% decrease in remedial math placement for fall 2017. The implementation of the co-requisite model and re-evaluation of math requirements by major resulted in 78% of fall 2017 students enrolling in a college-level math course, with 21% of these also enrolling in a co-requisite math course. During the previous year, 54% of incoming students required math remediation.

High Impact Strategy – Information Literacy			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Implement Online Information Literacy pre/post-test to assess student learning and improve student information literacy <u>Timeline:</u> Implement assessment beginning 2017-2018 (Relates to Goal 1.1.1.6 of RSU's Strategic Plan)	Director and Assistant Director of Library	Results of Information Literacy Test	Implementation scheduled for 2017-2018 academic year with report scheduled for fall 2018.

3. **Build Bridges to Certificates and Degrees.** Develop, implement, or expand a “Program Equivalent Project” that bridges Career Tech course completion to certificate and Associate in Applied Science (AAS) degree completion in the community colleges. Projects may also include college and university partnerships in reverse-transfer initiatives for certificate and associate degree completion.

High Impact Strategy – Transfer and Reverse Transfer			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Maintain articulation agreements with three community colleges to offer 2 plus 2 transfer <u>Timeline:</u> Ongoing <i>(Relates To Goal 4.2.2.1 of RSU's Strategic Plan)</i>	Vice President for Academic Affairs, Deans, and respective department heads	Number of articulation agreements, number of students transferred to RSU, and number of degrees earned	RSU has 28 articulation agreements with Tulsa Community College. Other community colleges include Coffeyville Community College and Northeastern Oklahoma A&M College. A total 107 transfer students matriculated from TCC in fall 2017 compared to 116 students in fall 2016. This represents an equal percentage of transfer-in students in comparison with total student body between fall 2016 and fall 2017. Overall transfer-in rate as a ratio of incoming students to overall study body increased from 9.1% to 9.8% between fall 2016 and fall 2017.

High Impact Strategy – Transfer Consortium with Tulsa Area Higher Education Institutions			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
<p>Launch seamless transfer student collaboration initiative with six Tulsa area colleges and universities using the John N. Gardner Institute Foundations of Excellence program with a grant from the Schusterman Foundation.</p> <p><u>Timeline:</u> Ongoing (Relates To Goal 4.2.2.1 of RSU's Strategic Plan)</p>	<p>Vice President for Academic Affairs, Vice President for Enrollment Management, Vice President for Student Affairs, Deans, faculty and Assistant Vice President for Accountability and Academics</p>	<p>Number of students transferred seamlessly to RSU from consortia institutions, and number of degrees earned</p>	<p>Consortium launched during 2017-2018 academic year for planning, data collection, analysis, and inter-institutional collaboration. University committees will be formed and activated during the 2018-2019 academic year.</p>

High Impact Strategy – Cooperative Agreements/Contracts			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
<p>Investigate cooperative contract opportunities to build bridges with community colleges</p> <p><u>Timeline:</u> Planning year in 2016-2017, first year of implementation in 2017-2018 (Relates To Goal 4.2.2.1 of RSU's Strategic Plan)</p>	<p>Dean of Professional Studies and Director of RSU-Pryor campus</p>	<p>Number of contracts and number of students</p>	<p>RSU has developed a cooperative contract with Bismarck State College to host course laboratories on its Pryor campus that are delivered by Bismarck State College. RSU-Pryor is working with Mid-America Industrial Park (MAIP) to develop additional educational opportunities businesses in the area. Additionally, during fall 2018 RSU will embed an RSU Works course into a business technology class at the Pryor campus.</p>

High Impact Strategy - Prior Learning Assessment			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.

High Impact Strategy - Math Initiatives (Gateway Math, Math Advising, Degree Clusters, etc.)			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
<p>As described above in #2, Transform Remediation: Co-requisite Remediation, a substantial Gateway Math initiative has been implemented at RSU beginning fall 2017 using the Dana Center Mathematics Pathway model.</p> <p><u>Timeline:</u> 2016-17 planning, 2017-18 first year of implementation <i>(Relates to Goal 1.1.1.1 of RSU's Strategic Plan)</i></p>	<p>Coordinator of Developmental Studies collaborating with the Department Head of English and Humanities, Department head of Mathematics and Physical Sciences, and Dean of Arts & Sciences</p>	<p>Increased success rates in coursework and increased retention rate.</p>	<p>Co-requisite program successfully planned in 2016-2017 (Year 1) and implemented in 2017-2018 (Year 2). During fall 2017, ENGL 0111, Composition I Supplemental, experienced a 75.2% success rate compared to a 55.4% pass rate for the former remedial writing class. Further, students persisted to the spring semester at a 68.9% rate. For MATH 0312, College Math Foundations, and MATH 0412, College Algebra Foundations, students succeeded at a rate of 48.8% and 74.7%, respectively. Further, they persisted to the spring semester at a rate of 62.8% and 73.3%, respectively. Full Year 1 analysis will be completed in summer 2018, which will include a longitudinal comparison of college-level coursework for developmental and non-developmental students.</p>

High Impact Strategy - Certificate Program Development RSU			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Develop and implement certificate or certification program(s) for regional businesses and community <u>Timeline:</u> Planning year in 2016-2017, approval year in 2017-2018, implementation in 2018-2019 <i>(Relates to Goal 4.2.2.2 of RSU's Strategic Plan)</i>	Academic department heads and school Deans	Number of certificate programs developed and implemented	Certificates in Cybersecurity, EMS Paramedic, and Career Technology & Education were approved by the OUBOR, OSRHE, and the Higher Learning Commission for implementation in the 2018-2019 academic year.

4. **Adult Completion.** Further expand and develop Reach Higher or other completion program(s) as a degree and certificate completion effort that involves the entire system of postsecondary education.

High Impact Strategy - Reach Higher Direct Complete (Lumina Workforce Completion)			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.

High Impact Strategy - Reach Higher Flex Finish (Organizational Leadership and Enterprise Development)			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Provide multiple program options for Organizational Leadership program in conjunction with business and industry needs <u>Timeline:</u> Ongoing (Relates to Goal 4.2.2.1 of RSU's Strategic Plan)	Department Head of Business in conjunction with the Dean of Professional Studies	Number of degree options Number of enrollees and graduates in OL program	Maintained four OL degree options. RSU had a total of 47 majors in four options in fall 2017 and 32 graduates in three options for 2016-17. Last year RSU ranked 3 rd in the state for Reach Higher enrollment and 2 nd for degree completions for its BS in Organizational Leadership degree program.

5. Other Institutional Priority Areas for Degree Completion.

High Impact Strategy - Graduate Degree Program Development RSU			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Continue development of Master of Business Administration degree, RSU's first graduate degree, to meet area needs. Develop online MBA program. <u>Timeline:</u> Implemented Fall 2014, with first graduating class in spring 2016 (Relates to Goal 4.2.2.1 of RSU's 2016-2021 Strategic Plan)	Dean of Professional Studies, Department Head for Business program, and department faculty	Number of MBA students and graduates; employment statistics will be incorporated upon graduation	28 MBA majors in fall 2017, which maximizes current faculty resources. RSU awarded 7 graduate degrees in 2017-2018, for a total of 22 MBAs for this program over three years. Graduating class had 100% employment.

High Impact Strategy - Data Analytics			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Develop first-time freshman and transfer student repository using John N. Gardner Foundations of Excellence data analytics tools to develop a strong First-Year Experience. <u>Timeline:</u> Ongoing <i>(Relates To Goal 4.2.1.3 of RSU's Strategic Plan)</i>	Assistant Vice President for Accountability and Academics in collaboration with Vice President for Academic Affairs, Vice President for Enrollment Management, Vice President for Student Affairs, Deans, faculty and staff	Development of transfer student and first-time freshmen data model as well as improved First Year Experience as rated by incoming students.	471 students and 186 faculty and staff responded to an institution-wide Foundations of Excellence Survey with results to be presented at fall 2018 Convocation along with dimensional results from student, course, financial aid, and retention data analytics.

High Impact Strategy - 15 to Finish			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
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High Impact Strategy - Degree Audit Program			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Conduct an institutional review of RSU's academic programs based on comprehensive market analysis <u>Timeline:</u> Beginning spring 2018 and ongoing <i>(Relates To Goal 4.2.2.1-3 of RSU's Strategic Plan)</i>	Academic Affairs leadership team and faculty working with consulting group Gray Associates	Development and implementation of detailed plan recommending growth, maintenance, or sun-setting of university degree programs, incorporating employer and student demand and market analysis	Leadership team conducted 2-day workshop with consulting group in May 2018 and created preliminary degree program plan.

High Impact Strategy - Advising			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
Click here to enter text.	Click here to enter text.	Click here to enter text.	Click here to enter text.

High Impact Strategy -			
Implementation	Responsible Party	Measures of Effectiveness	Results to Date
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Academic Plan Form B 2018-2019 Outline

The Academic Plan provides a means for the State Regents to view each institution's priorities and aspirations in the context of the State System. The plan is divided into two parts: A) informing the State Regents of academic program, technology, and efficiency plans for the future, and B) projecting enrollment targets for the next three years. Institutions are encouraged to utilize this form to submit information electronically.

A. Summarize academic programs and services in the following areas:

1. **Priorities/Programs.** List of the institution's academic priorities for the 2018-2019 year and the planned activities that will be used to achieve these priorities. Included are how these academic priorities relate to high priority academic programs and any new academic program requests to be submitted in the 2018-2019 year and the corresponding budget priorities/needs to be requested. Attach budget need documentation.

a. Priorities/Programs

Strategic Goal #1: Inspire Student Learning and Development

- Pilot freshman seminar experience from orientation through 16-week seminar course, which includes financial literacy, study skills, Title IX, and other requisite information
- Implement e-sports program in collaboration with academic major in Game Development
- Enhance support services for student veterans, including collaborative grant with East Central University
- Offer unique student experiences
 - Strengthen existing internships in service area, while cultivating new opportunities
 - Fine Arts Summer Studies-At-Large program
 - Fine Arts student and faculty gallery exhibitions
 - Multicultural student activities and events
 - STEM academies and events
- Provide workshops and seminars focused on diversity, inclusion, and global awareness in relation to career readiness
- Establish Licensed Professional Counselor internship to provide additional counselor services for students as well as an experiential learning opportunity for LPC candidates from other institutions
- Institute a volunteer recognition ceremony to further promote community service

Strategic Goal #2: Advance Institutional Excellence, Innovation, & Tradition

- Offer new degrees and certificates
 - Cyber Security certificate
 - EMS Paramedic certificates
 - Career Technology and Education certificate
 - Continuing education opportunities
 - Through RSUWorks online portal and face-to-face classes
 - RSUWorks is a collaborative project between RSU Public TV and the RSU Foundation to offer non-cred-t classes and training programs for regional business and industry, as well as lifelong learners.
- Develop implementation plan for Gray Associates academic portfolio recommendations
- Continue implementation of business continuity plan with assistance from BOLD Planning
- Complete and submit HLC Assurance Argument as on-going accreditation requirement of the Open Pathway
- Hold monthly group counseling sessions in the evening in order to provide more counseling hours for students in unique convenient setting
- Strengthen customer service focus throughout the university
- Establish Enrollment Management awards to recognize productive internal institutional initiatives and partnerships
- Explore extension of operational hours to support commuter and non-commuter students
- Establish emerging Pryor campus identity and leverage marketing of innovative opportunities
- Increase engagement from the RSU staff Advisor Council, which is instituting staff recognition awards starting in fall 2018

Strategic Goal #3: Engage Relevant Stakeholders

- Continue private support to offset declining state support, notably through increases in fundraising initiatives, planned giving, expanded major donor outreach and operational efficiencies within the RSU Development Office
- The RSU Foundation Board has established a goal to achieve \$100 million in total assets by the year 2030; Foundation assets have increased from \$8.9 million in 2010-2011 to \$22.45 million as of January 2018, an increase of more than 150%
- Strengthen community pathways
 - Host STEM-based camps and events at all campuses, including Google-sponsored events of AeroGames (Claremore) and AeroCamp Academy (Pryor)
 - Athletic department community engagement activities in area elementary schools, nursing homes and other locations within the service area
 - Alumni reunion events
 - University sponsorship of Claremont Elementary School in Claremore

- Continue strengthening university branding initiatives, as well as increase market presence in our targeted geographic locations
- Expand and develop comprehensive community engagement initiatives designed to increase volunteerism of students, faculty, staff, and alumni within the region
- Engage Enrollment Management leadership team with city leadership team on promotion and marketing collaborations
- Expand participation in the Alumni association to strengthen recruitment reach
- Residential Life will re-connect with alumni who served as Resident Assistants (RA) with plans to develop an RA reunion to coincide with future Homecoming festivities
- Identify additional programs or events in which Alumni & Career Services can co-present, and increase efforts to inform alumni of services available to them through Career Services

Strategic Goal #4: Enhance Enrollment Growth and Development

- Recruitment & Admissions Focus:
 - Expand communication strategies to include department heads and faculty messages to prospective students in major areas
 - Provide additional opportunities and structure for faculty to recruit students
 - Launch online program marketing and recruitment campaign outside of Oklahoma
 - Individualize and personalize the communication strategies for specific types of students and specific campus locations
 - Launch the candidate portal for prospective students to track their application and admission process online
 - Focus increased recruitment efforts in Pryor and Bartlesville
 - Expand recruitment territory into Texas
 - Expand international student recruitment with Vietnam corporate partner
 - Develop 2+2 programs at Claremore, Pryor and Bartlesville High Schools
 - Utilize Oklahoma's Individual Career Academic Plan (ICAP) as a recruitment opportunity in area high schools
 - Recruit stop out students in collaboration with retention specialists
 - Strengthen concurrent student conversion
 - Leverage digital media platforms and explore deployment of new options
- Retention and Registration Focus:
 - Implement Academic Notice and Probation intervention program for academically at-risk students
 - Explore grant opportunities for student support services center
 - Pilot First Year Experience initiative with exploratory course offering in fall 2018
- Financial Aid Focus:
 - Transition privately funded aid management from Development to Enrollment Management
 - Complete implementation of AcademicWorks system, a FY2018 initiative that provides a scholarship management platform to streamline and leverage student aid opportunities
 - Host RSU FAFSA nights on all RSU campuses and expand partnership with TRIO
 - Launch financial literacy curriculum with First Year Experience exploratory course offering

Academic Efficiencies

Academic Efficiencies - faculty sharing, partnership collaboration, course redesign, program downsizing or deletion, etc., that have direct impact on budget, cost savings, efficiencies, the academic enterprise and describe how those decisions were made.

a. Current Status

Strategic Goal #2: Advance Institutional Excellence, Innovation, & Tradition

- Collaborate with Schusterman Foundation, Tulsa Community College, and four other 4-year universities for seamless transfer for students between 2-year and 4-year programs (Foundations of Excellence)
- Identify space and initiate Veterans Student Support Services with ECU partnership
- Focus on improving student customer service, ensuring operational accuracy, and establishing PowerFAIDS system efficiencies.
- Partnership Initiatives:
 - Support the Rogers County Achieves initiative
 - Share Print Shop resources with Will Rogers Museum
 - Strengthen Claremore Chamber of Commerce partnership regarding “Hillcat Friday,” includes selling RSU gear, wearing RSU gear, business discounts, special offers for prospective students and families
- Continue to collaborate with state and regional institutions to offer annual Society for Higher Education Interdisciplinary Learning and Discovery (SHIELD) conference, bringing together faculty and students to present scholarly research in a parsimonious process
- Use video conferencing software to create collaborative opportunities using Zoom for Study Circles among faculty, staff, and students
- Contract with the University of Oklahoma utilizing its Institutional Review Board
- Continuation of furloughs (one day per month) for all full-time RSU faculty and staff

b. Future Plans

(Note plans for research/innovation, teaching/learning, and service, and how these plans are developed, including how local needs are determined and plans for addressing are developed)

Strategic Goal #4: Enhance Enrollment Growth and Development

- Partnership Initiatives:
 - Explore and implement resource sharing with transfer student admissions, advisement, and enrollment opportunities with Tulsa Community College, Coffeyville Community College, and Northeastern Oklahoma A&M
- Establish internships and research partnerships for undergraduate students in appropriate academic programs as developed by faculty and department heads with area businesses and in

collaboration with Student Affairs, including Career Services (needs determined through student focus groups)

- Expand co-curricular student opportunities with area agencies, working with academic affairs and student affairs (determined through student surveys and focus groups)
- Continue automating university forms, including online student activity forms, residential life forms, Computer Account Request form, and computerized university maintenance management system.
- Utilize Career Services management platform (Symplicity) to streamline advising appointments and centralize resources
- Implement a program to scan and save archive records for access availability and storage

2. Technology (uses in the classroom, faculty and curriculum development, student support services, and distance education offerings, etc., especially note new, different, and innovative uses of technology)

a. Current Status

Strategic Goal #1: Inspire Student Learning and Development

- Implement new Career Services digital platform to enhance and streamline services
- Create web-based hub for internship opportunities for students
- Implement Jenzabar retention system via predictive analytics for at-risk students

Strategic Goal #4: Enhance Enrollment Growth and Development

- Implement new technologies that enhance the admissions process
 - Add new ERP tool (Jenzabar EX Candidate) to the MyRSU internal site.
 - Allow prospective students to track progress through the enrollment process
 - Track documents needed for admissions
- Individualize communication to students
 - Utilizing Jenzabar tools and other technology to allow RSU to personalize prospective student communication (print and electronic)
 - It would allow us to integrate student name, interests, geography, etc. into communication

b. Future Plans

(Noting plans for research/innovation, teaching/learning, and service, and how these plans are developed, including how local needs are determined and plans for addressing are developed)

Strategic Goal #1: Inspire Student Learning and Development

- Implement new technologies via new ERP system that enhance the admissions process for prospective students
- Complete coding and data auditing for all required data analytics and reports in new ERP system

Strategic Goal #4: Enhance Enrollment Growth and Development

- Integrate the student's academic or extracurricular interests into RSU's communication to the students
 - Track when RSU receives documents
 - Immediate identification of Advisor
 - Outlines next steps in the admissions and enrollment process
- Leverage digital media:
 - Continue emphasis on active social media presence in Facebook, Twitter, Instagram, SnapChat and other emerging social media sites
 - Expand targeted digital advertising targeting specific geographic areas, individual profiles, and degree programs

3. Online Learning Activities/Initiatives.

a. Current Status

a. Open Educational Resources (OER)

- Investigate online open source textbook development opportunities
 - General Education courses in conjunction with the School of Arts & Sciences and the Center for Teaching & Learning
 - Sociology
 - Psychology
 - English Composition
 - College Algebra
 - Mathematics for Critical Thinking

b. Professional Development

- Continue to provide professional development opportunities at fall and spring Convocation, meeting faculty and staff development needs.

- Use Lunch and Learn training events for professional development opportunities, creating collegiality and collaboration among faculty and staff
- Continue to allocate budget monies for travel, especially for mission-critical professional development opportunities
 - Accreditation
 - Tenure and promotion
 - ERP system and LMS operations
 - Required employee certifications

c. Delivery System/Platform

- Enterprise Resource Planning (ERP) System
 - In summer 2016, RSU migrated to new ERP software, Jenzabar EX, replacing its business and academic records system. RSU is the first in the state to successfully implement a conversion to this software
 - Launch analytics functionality of Jenzabar Retention module for FTFT 2018 cohort
 - Increase utilization of Jenzabar Retention Early Alert system in collaboration with financial aid attendance tracking and mid-term grading efforts
 - Complete coding and data auditing for all data analytics and reports in new ERP system
- Learning Management System (LMS)
 - Effective fall 2016, RSU migrated to a new LMS, Jenzabar eLearning, replacing its former obsolete LMS for online learning. All faculty teaching online or blended courses are trained in navigation processes.
 - Availability of more than 30% of all RSU courses through online and blended course delivery
 - Development of online and blended Master Courses for LMS environment
 - Complete 100% instructor certification of online courses through Quality Matters within the next four years
 - Tutor.com availability for 24/7 online tutoring in nine subject areas
 - ProctorU availability for online course proctored testing
 - Camtasia added to resources at Claremore campus Multipoint Conference Room
 - New 24/7 e-Campus Help Desk
- Web accessibility compliance program

b. Future Plans

- Build a Web Accessibility Program to verify and validate that all online/blended courses meet accessibility standards.
- Upgrade academic facilities and equipment as funding allows
- Develop and implement an online portal designed to prepare the underemployed and unemployed for advancement in today's workforce through training and economic development certification programs

4. Learning Site Activity Report

- a. The number of online/electronically delivered courses sent to and received from other institutions. Detail the productivity in those courses and programs, as well as the breakdown between upper division and lower division courses.

Not applicable

- b. Provide detailed information about how the learning site is ascertaining and meeting employer needs and student demands.

Not applicable

B. Provide the institution's 2018, 2019, 2020 projections for fall headcount enrollment and annual FTE by undergraduate and graduate separately.

- Fall 2018: Undergraduate Headcount: 3,549
- Fall 2018: Graduate (if applicable) Headcount: 25
- 2018 Annual FTE: 2,664

- Fall 2019: Undergraduate Headcount: 3,549
- Fall 2019: Graduate (if applicable) Headcount: 25
- 2019 Annual FTE: 2,664

- Fall 2020: Undergraduate Headcount: 3,549
- Fall 2020: Graduate (if applicable) Headcount: 25
- 2020 Annual FTE: 2,664