

**RSU Strategic Planning and Institutional Effectiveness Process
2014-2015 PRIORITY OBJECTIVES
Year Five**

University Goals	University Objectives	Unit (Department) Actions
<u>Strategic Planning Committee</u> <ul style="list-style-type: none"> Identifies high-level planning targets 	<u>University Planning Group</u> <ul style="list-style-type: none"> Prioritizes objectives 2010-15 	<u>Departments (Units)</u> <ul style="list-style-type: none"> Initiates specific actions In support of identified strategies Reports outcomes on annual basis

Goal 1: Advance Academic Excellence

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
1.1 Provide creative and innovative learning environments	1.1 Provide creative and innovative learning environments	1.1 Provide creative and innovative learning environments	1.1 Provide creative and innovative learning environments	1.1 Provide creative and innovative learning environments	1.1 Provide creative and innovative learning environments
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	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	1.3 Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the state	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			1.4 Provide effective faculty and staff development in support of intellectual, professional	1.4 Provide effective faculty and staff development in support of intellectual, professional	1.4 Provide effective faculty and staff development in support of intellectual, professional

Goal 1: Advance Academic Excellence

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
personal development			and personal development	and personal development	and personal development
1.5 Provide opportunities to achieve and maintain essential program accreditation			1.5 Provide opportunities to achieve and maintain essential program accreditation	1.5 Provide opportunities to achieve and maintain essential program accreditation	1.5 Provide opportunities to achieve and maintain essential program accreditation

Goal 2: Strengthen Enrollment Management

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	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			2.2 Develop, implement, and advance a comprehensive marketing plan	2.2 Develop, implement, and advance a comprehensive marketing plan	2.2 Develop, implement, and advance a comprehensive marketing plan
2.3 Involve all constituencies of the university in student recruitment and retention efforts	2.3 Involve all constituencies of the university in student recruitment and retention efforts	2.3 Involve all constituencies of the university in student recruitment and retention efforts	2.3 Involve all constituencies of the university in student recruitment and retention efforts	2.3 Involve all constituencies of the university in student recruitment and retention efforts	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					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

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	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	3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	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	3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions
3.4 Increase enrollment of minority populations	3.4 Increase enrollment of minority populations	3.4 Increase enrollment of minority populations	3.4 Increase enrollment of minority populations	3.4 Increase enrollment of minority populations	3.4 Increase enrollment of minority populations

Goal 4: Leverage Resources

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies
4.2 Pursue optimal staffing throughout the university			4.2 Pursue optimal staffing throughout the university	4.2 Pursue optimal staffing throughout the university	4.2 Pursue optimal staffing throughout the university
4.3 Enhance library operations to meet the instructional needs of all campuses					4.3 Enhance library operations to meet the instructional needs of all campuses
4.4 Update the capital project master plan for all campuses	4.4 Update the capital project master plan for all campuses	4.4 Update the capital project master plan for all campuses	4.4 Update the capital project master plan for all campuses	4.4 Update the capital project master plan for all campuses	4.4 Update the capital project master plan for all campuses
4.5 Develop, implement and advance comprehensive fundraising	4.5 Develop, implement and advance comprehensive fundraising	4.5 Develop, implement and advance comprehensive fundraising	4.5 Develop, implement and advance comprehensive fundraising	4.5 Develop, implement and advance comprehensive fundraising	4.5 Develop, implement and advance comprehensive fundraising
4.6 Establish an institutional framework to obtain external funding			4.6 Establish an institutional framework to obtain external funding	4.6 Establish an institutional framework to obtain external funding	4.6 Establish an institutional framework to obtain external funding

Goal 5: Enhance Institutional Accountability

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
5.1 Promote alignment of strategic decisions with mission-critical resources			5.1 Promote alignment of strategic decisions with mission-critical resources	5.1 Promote alignment of strategic decisions with mission-critical resources	5.1 Promote alignment of strategic decisions with mission-critical resources
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	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	5.3 Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment	5.3 Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment	5.3 Enhance and expand the operations of the Office of Accountability and Academics	5.3 Enhance and expand the operations of the Office of Accountability and Academics	5.3 Enhance and expand the operations of the Office of Accountability and Academics
5.4 Advance the principles and practices of shared governance through active participation of all constituencies			5.4 Advance the principles and practices of shared governance through active participation of all constituencies	5.4 Advance the principles and practices of shared governance through active participation of all constituencies	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	5.5 Develop, implement and advance a comprehensive campus safety plan	5.5 Develop, implement and advance a comprehensive campus safety plan	5.5 Develop, implement and advance a comprehensive campus safety plan	5.5 Develop, implement and advance a comprehensive campus safety plan	5.5 Develop, implement and advance a comprehensive campus safety plan

Goal 6: Promote Community Engagement

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	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	6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	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			6.3 Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession	6.3 Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession	6.3 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	6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes			
6.5 Increase	6.5 Increase	6.5 Increase	6.5 Increase	6.5 Increase	6.5 Increase

Goal 6: Promote Community Engagement

University Objectives	Year One Priorities	Year Two Priorities	Year Three Priorities	Year Four Priorities	Year Five Priorities
opportunities for area residents to participate in educational, cultural and recreational activities	opportunities for area residents to participate in educational, cultural and recreational activities	opportunities for area residents to participate in educational, cultural and recreational activities	opportunities for area residents to participate in educational, cultural and recreational activities	opportunities for area residents to participate in educational, cultural and recreational activities	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	6.6 Establish an institutional structure to promote community engagement and regional stewardship	6.6 Establish an institutional structure to promote community engagement and regional stewardship			