

# RESPONSE TO STRATEGIC PLAN SURVEY REPORT

January 26, 2010

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ROGERS STATE UNIVERSITY  
Claremore, Oklahoma

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Office of Institutional Research,  
Planning, and Assessment



**Rogers State University**  
**Response to Strategic Plan Survey Report**  
 Prepared by  
 Institutional Research, Planning and Assessment

### The Survey

During January 2010, all Rogers State University students, faculty and staff were invited to participate in a Response to the Strategic Plan Survey by completing an online questionnaire. In addition, over 100 community leaders in the Claremore, Pryor and Bartlesville areas were mailed a similar survey in paper format. The purpose of the survey was to identify the levels of agreement and disagreement with the proposed RSU Strategic Plan 2010-2015.

### Methodology

The survey was placed on the RSU web site on the Home Page from January 12 - 25, 2010. Concurrently, a paper version of the survey and a business reply envelope were mailed to over 100 community leaders residing in the Claremore, Bartlesville and Pryor communities. The convenience sample resulted in 351 online and 31 on-ground respondents, which allowed for descriptive reporting but was insufficient for inferential statistical analysis. The survey instrument was not tested for validity or reliability.

### Description of Respondents

The respondents self-identified as student, staff member, faculty member, alumni or member of the community. Forty-nine percent (N-184) of the total respondents were students and 24% (N-89) identified as staff. Faculty comprised 17% (N-64), while 9% (N-33) were community members. The smallest group represented in the sample was alumni at 2% (N-8).

By comparison, RSU employed 241 full- and part-time faculty and an estimated 312 full-time staff during January 2010. The spring 2010 student head count was 4063 on January 26, 2010.

### Results

The level of agreement was calculated by adding the options "agree" and "strongly agree" and the level of disagreement was determined in a similar fashion with the options, "disagree" and "strongly disagree". Subsequently, the objectives were ranked according to percentage.

*Table 1: Ranked by Percentage of Agreement* lists the top five areas of agreement with associated disagreement. Not surprisingly, the greatest agreement (96.3%) was found for *Objective 1: Provide creative and innovative learning environments* followed by *Objective 25: Expand collaborations and partnerships with business and industry as well as regional schools and community organizations* at 93.6%. *Objective 4: Provide effective faculty and staff development in support of intellectual, professional and personal development* was noted with 93.5% agreement. Two objectives tied at 92.7%, *Objective 2: Strengthen curricular and co-curricular programs to enrich the overall student learning experience* and *Objective 3: Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the State*.

Table 1: Ranked by Percentage of Agreement

	Total Agreement	Total Disagreement
1. Provide creative and innovative learning environments	96.3%	1.3%
25. Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	93.6%	1.6%
4. Provide effective faculty and staff development in support of intellectual, professional and personal development	93.5%	1.8%
2. Strengthen curricular and co-curricular programs to enrich the overall student learning experience	92.7%	1.8%
3. Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the State	92.7%	3.2%

*Table 2: Ranked by Percentage of Disagreement* shows eleven percent of the respondents disagreed with *Objective 13: Increase enrollment of minority populations*. Objective 13 also received the second lowest level of agreement at 62.5%. However, 26.5% of the respondents voiced "no opinion". *Objective 11: Recruit, retain, advance and recognize a diverse faculty, staff, and administration* received 7.8% disagreement and *Objective 10: Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures* garnered 7.6% disagreement.

Table 2: Ranked by Percentage of Disagreement

	Total Disagreement	Total Agreement
13. Increase enrollment of minority populations	11.0%	62.5%
11. Recruit, retain, advance and recognize a diverse faculty, staff, and administration	7.8%	78.0%
10. Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	7.6%	81.1%
8. Involve all constituencies of the university in student recruitment and retention efforts	7.1%	78.2%
22. Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment	6.4%	60.1%
27. Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession	6.4%	83.3%

## Conclusions

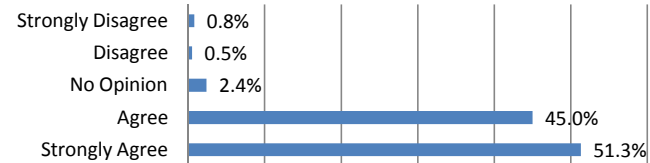
Due to statistical limitations, the survey findings cannot be generalized and are presented for information only. In summary, agreement was found for all objectives.

## Response to Strategic Plan Survey Results

### GOAL 1: ADVANCE ACADEMIC EXCELLENCE

#### 1. Provide creative and innovative learning environments

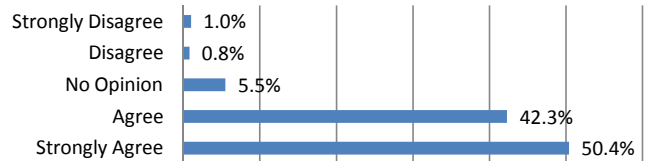
	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	2	0.5%
No Opinion	9	2.4%
Agree	172	45.0%
Strongly Agree	196	51.3%
Total Respondents	382	100.0%



Blank	0	
Total Agreement		96.3%
Total Disagreement		1.3%

#### 2. Strengthen curricular and co-curricular programs to enrich the overall student learning experience

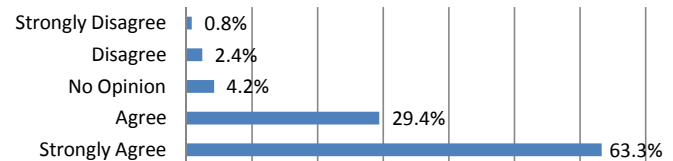
	Response Total	Response Percentage
Strongly Disagree	4	1.0%
Disagree	3	0.8%
No Opinion	21	5.5%
Agree	161	42.3%
Strongly Agree	192	50.4%
Total Respondents	381	100.0%



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Total Agreement		92.7%
Total Disagreement		1.8%

#### 3. Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the State

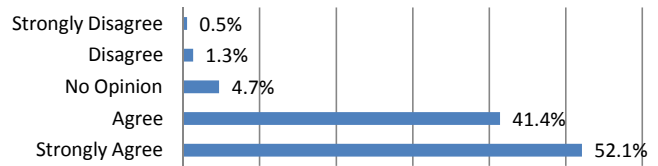
	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	9	2.4%
No Opinion	16	4.2%
Agree	112	29.4%
Strongly Agree	241	63.3%
Total Respondents	381	100.1%



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Total Agreement		92.7%
Total Disagreement		3.2%

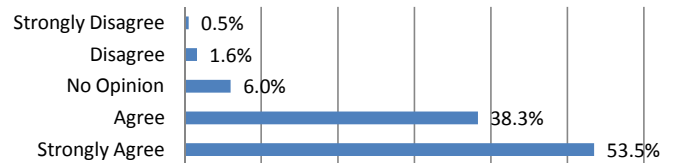
4. Provide effective faculty and staff development in support of intellectual, professional and personal development

	Response Total	Response Percentage
Strongly Disagree	2	0.5%
Disagree	5	1.3%
No Opinion	18	4.7%
Agree	158	41.4%
Strongly Agree	199	52.1%
Total Respondents	382	100.0%
Blank	0	
Total Agreement		93.5%
Total Disagreement		1.8%



5. Provide opportunities to achieve and maintain essential program accreditation

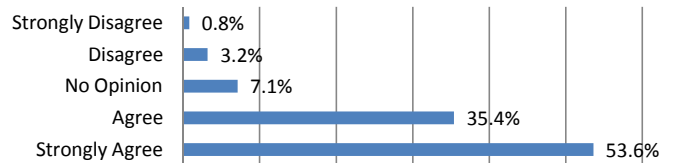
	Response Total	Response Percentage
Strongly Disagree	2	0.5%
Disagree	6	1.6%
No Opinion	23	6.0%
Agree	146	38.3%
Strongly Agree	204	53.5%
Total Respondents	381	99.9%
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Total Agreement		91.8%
Total Disagreement		2.1%



**GOAL 2: STRENGTHEN ENROLLMENT MANAGEMENT**

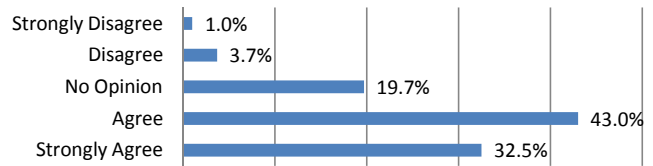
6. Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation

	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	12	3.2%
No Opinion	27	7.1%
Agree	134	35.4%
Strongly Agree	203	53.6%
Total Respondents	379	100.1%
Blank	3	
Total Agreement		89.0%
Total Disagreement		4.0%



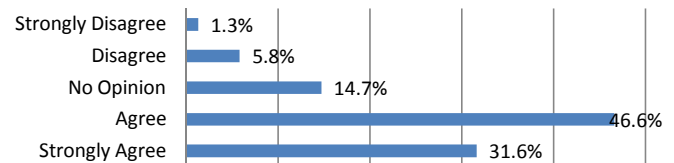
7. Develop, implement, and advance a comprehensive marketing plan

	Response Total	Response Percentage
Strongly Disagree	4	1.0%
Disagree	14	3.7%
No Opinion	75	19.7%
Agree	164	43.0%
Strongly Agree	124	32.5%
Total Respondents	381	99.9%
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Total Agreement		75.5%
Total Disagreement		4.7%



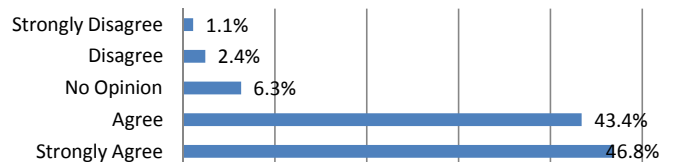
8. Involve all constituencies of the university in student recruitment and retention efforts

	Response Total	Response Percentage
Strongly Disagree	5	1.3%
Disagree	22	5.8%
No Opinion	56	14.7%
Agree	177	46.6%
Strongly Agree	120	31.6%
Total Respondents	380	100.0%
Blank	2	
Total Agreement		78.2%
Total Disagreement		7.1%



9. Implement a continuous quality improvement program designed to provide academic and student services that are effective, efficient and personable

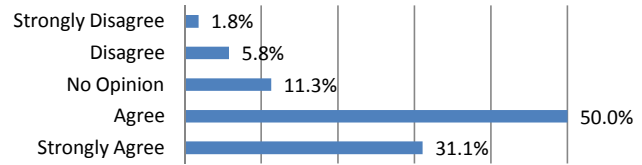
	Response Total	Response Percentage
Strongly Disagree	4	1.1%
Disagree	9	2.4%
No Opinion	24	6.3%
Agree	165	43.4%
Strongly Agree	178	46.8%
Total Respondents	380	100.0%
Blank	2	
Total Agreement		90.2%
Total Disagreement		3.5%



**GOAL 3: INCREASE DIVERSITY**

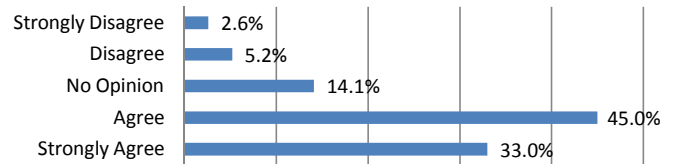
10. Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures

	Response Total	Response Percentage
Strongly Disagree	7	1.8%
Disagree	22	5.8%
No Opinion	43	11.3%
Agree	190	50.0%
Strongly Agree	118	31.1%
Total Respondents	380	100.0%
Blank	2	
Total Agreement		81.1%
Total Disagreement		7.6%



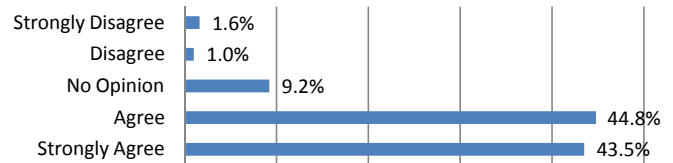
11. Recruit, retain, advance and recognize a diverse faculty, staff, and administration

	Response Total	Response Percentage
Strongly Disagree	10	2.6%
Disagree	20	5.2%
No Opinion	54	14.1%
Agree	172	45.0%
Strongly Agree	126	33.0%
Total Respondents	382	99.9%
Blank	0	
Total Agreement		78.0%
Total Disagreement		7.8%



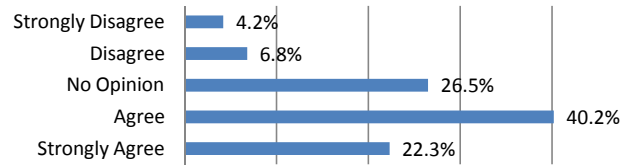
12. Promote an environment of tolerance and acceptance of diverse peoples and opinions

	Response Total	Response Percentage
Strongly Disagree	6	1.6%
Disagree	4	1.0%
No Opinion	35	9.2%
Agree	171	44.8%
Strongly Agree	166	43.5%
Total Respondents	382	100.1%
Blank	0	
Total Agreement		88.3%
Total Disagreement		2.6%



13. Increase enrollment of minority populations

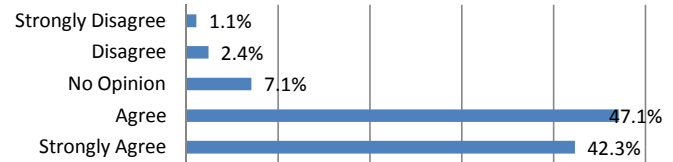
	Response Total	Response Percentage
Strongly Disagree	16	4.2%
Disagree	26	6.8%
No Opinion	101	26.5%
Agree	153	40.2%
Strongly Agree	85	22.3%
Total Respondents	381	100.0%
Blank	1	
Total Agreement		62.5%
Total Disagreement		11.0%



**GOAL 4: LEVERAGE RESOURCES**

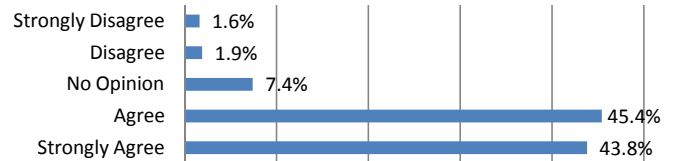
14. Develop, implement, and advance a comprehensive technology plan, including the use of sustainable

	Response Total	Response Percentage
Strongly Disagree	4	1.1%
Disagree	9	2.4%
No Opinion	27	7.1%
Agree	178	47.1%
Strongly Agree	160	42.3%
Total Respondents	378	100.0%
Blank	4	
Total Agreement		89.4%
Total Disagreement		3.5%



15. Pursue optimal staffing throughout the university

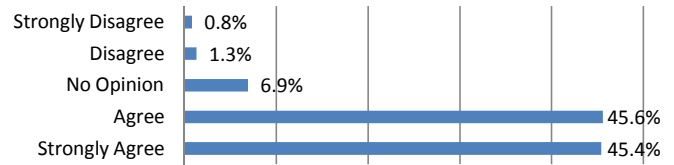
	Response Total	Response Percentage
Strongly Disagree	6	1.6%
Disagree	7	1.9%
No Opinion	28	7.4%
Agree	171	45.4%
Strongly Agree	165	43.8%
Total Respondents	377	100.1%
Blank	5	
Total Agreement		89.2%
Total Disagreement		3.5%





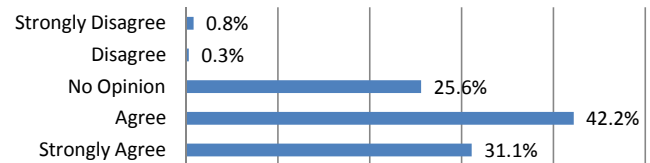
16. Enhance library operations to meet the instructional needs of all campuses

	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	5	1.3%
No Opinion	26	6.9%
Agree	173	45.6%
Strongly Agree	172	45.4%
Total Respondents	379	100.0%
Blank	3	
Total Agreement		91.0%
Total Disagreement		2.1%



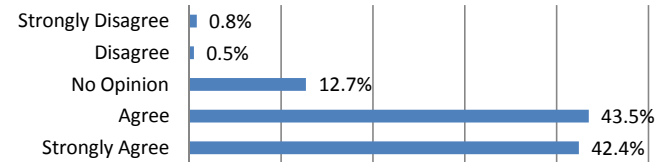
17. Update the capital project master plan for all campuses

	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	1	0.3%
No Opinion	97	25.6%
Agree	160	42.2%
Strongly Agree	118	31.1%
Total Respondents	379	100.0%
Blank	3	
Total Agreement		73.3%
Total Disagreement		1.1%



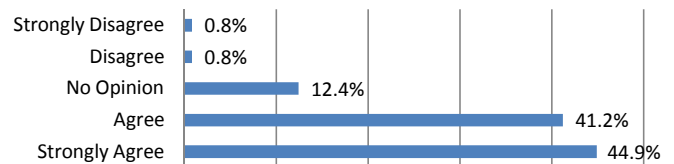
18. Develop, implement, and advance comprehensive fundraising

	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	2	0.5%
No Opinion	48	12.7%
Agree	164	43.5%
Strongly Agree	160	42.4%
Total Respondents	377	99.9%
Blank	5	
Total Agreement		85.9%
Total Disagreement		1.3%



19. Establish an institutional framework to obtain external funding

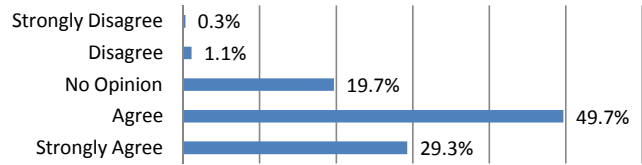
	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	3	0.8%
No Opinion	47	12.4%
Agree	156	41.2%
Strongly Agree	170	44.9%
Total Respondents	379	100.1%
Blank	3	
Total Agreement		86.1%
Total Disagreement		1.6%



**GOAL 5: ENHANCE INSTITUTIONAL ACCOUNTABILITY**

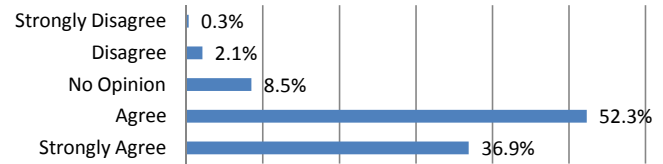
20. Promote alignment of strategic decisions with mission-critical resources

	Response Total	Response Percentage
Strongly Disagree	1	0.3%
Disagree	4	1.1%
No Opinion	74	19.7%
Agree	187	49.7%
Strongly Agree	110	29.3%
Total Respondents	376	100.1%
Blank	6	
Total Agreement		79.0%
Total Disagreement		1.4%



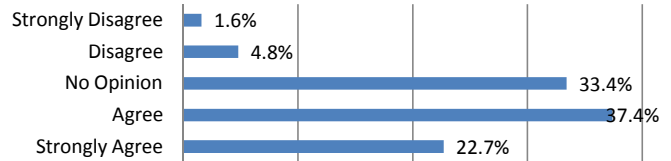
21. Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate

	Response Total	Response Percentage
Strongly Disagree	1	0.3%
Disagree	8	2.1%
No Opinion	32	8.5%
Agree	197	52.3%
Strongly Agree	139	36.9%
Total Respondents	377	100.1%
Blank	5	
Total Agreement		89.2%
Total Disagreement		2.4%



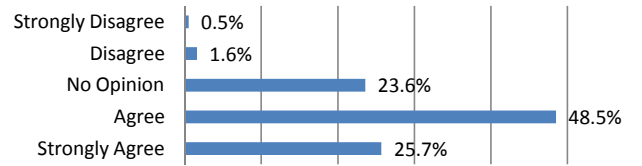
22. Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment

	Response Total	Response Percentage
Strongly Disagree	6	1.6%
Disagree	18	4.8%
No Opinion	125	33.4%
Agree	140	37.4%
Strongly Agree	85	22.7%
Total Respondents	374	99.9%
Blank	8	
Total Agreement		60.1%
Total Disagreement		6.4%



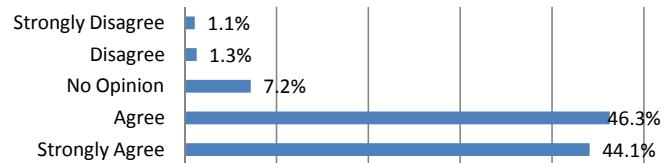
23. Advance the principles and practices of shared governance through active participation of all constituencies

	Response Total	Response Percentage
Strongly Disagree	2	0.5%
Disagree	6	1.6%
No Opinion	89	23.6%
Agree	183	48.5%
Strongly Agree	97	25.7%
Total Respondents	377	99.9%
Blank	5	
Total Agreement		74.2%
Total Disagreement		2.1%



24. Develop, implement, and advance a comprehensive campus safety plan

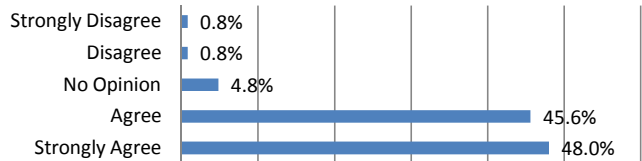
	Response Total	Response Percentage
Strongly Disagree	4	1.1%
Disagree	5	1.3%
No Opinion	27	7.2%
Agree	174	46.3%
Strongly Agree	166	44.1%
Total Respondents	376	100.0%
Blank	6	
Total Agreement		90.4%
Total Disagreement		2.4%



**GOAL 6: PROMOTE COMMUNITY ENGAGEMENT**

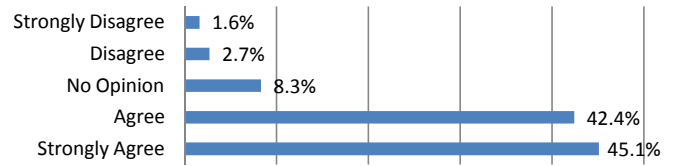
25. Expand collaborations and partnerships with business and industry as well as regional schools and community organizations

	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	3	0.8%
No Opinion	18	4.8%
Agree	171	45.6%
Strongly Agree	180	48.0%
Total Respondents	375	100.0%
Blank	7	
Total Agreement		93.6%
Total Disagreement		1.6%



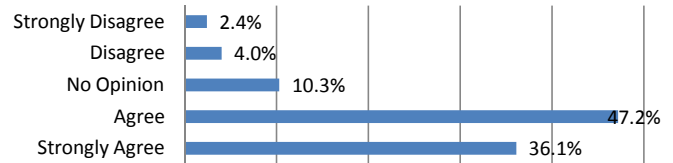
26. Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility

	Response Total	Response Percentage
Strongly Disagree	6	1.6%
Disagree	10	2.7%
No Opinion	31	8.3%
Agree	159	42.4%
Strongly Agree	169	45.1%
Total Respondents	375	100.1%
Blank	7	
Total Agreement		87.5%
Total Disagreement		4.3%



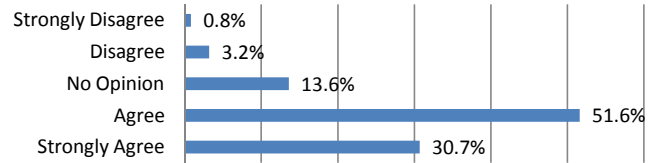
27. Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession

	Response Total	Response Percentage
Strongly Disagree	9	2.4%
Disagree	15	4.0%
No Opinion	39	10.3%
Agree	178	47.2%
Strongly Agree	136	36.1%
Total Respondents	377	100.0%
Blank	5	
Total Agreement		83.3%
Total Disagreement		6.4%



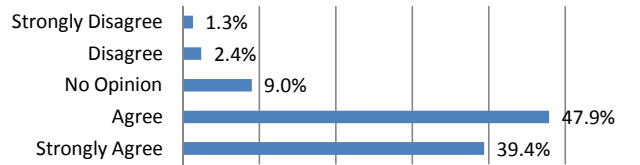
28. Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes

	Response Total	Response Percentage
Strongly Disagree	3	0.8%
Disagree	12	3.2%
No Opinion	51	13.6%
Agree	193	51.6%
Strongly Agree	115	30.7%
Total Respondents	374	99.9%
Blank	8	
Total Agreement		82.3%
Total Disagreement		4.0%



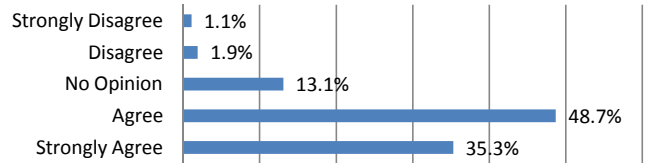
29. Increase opportunities for area residents to participate in educational, cultural and recreational activities

	Response Total	Response Percentage
Strongly Disagree	5	1.3%
Disagree	9	2.4%
No Opinion	34	9.0%
Agree	180	47.9%
Strongly Agree	148	39.4%
Total Respondents	376	100.0%
Blank	6	
Total Agreement		87.3%
Total Disagreement		3.7%



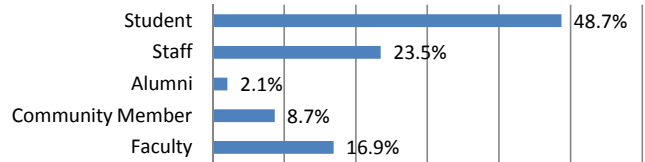
30. Establish an institutional structure to promote community engagement and regional stewardship

	Response Total	Response Percentage
Strongly Disagree	4	1.1%
Disagree	7	1.9%
No Opinion	49	13.1%
Agree	182	48.7%
Strongly Agree	132	35.3%
Total Respondents	374	100.1%
Blank	8	
Total Agreement		84.0%
Total Disagreement		3.0%



Please describe yourself

	Response Total	Response Percentage
Student	184	48.7%
Staff	89	23.5%
Alumni	8	2.1%
Community Member	33	8.7%
Faculty	64	16.9%
Total Respondents	378	99.9%
Blank	4	



**Ranked by Percentage of Agreement**

	Total Agreement	Total Disagreement
1. Provide creative and innovative learning environments	96.3%	1.3%
25. Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	93.6%	1.6%
4. Provide effective faculty and staff development in support of intellectual, professional and personal development	93.5%	1.8%
2. Strengthen curricular and co-curricular programs to enrich the overall student learning experience	92.7%	1.8%
3. Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the State	92.7%	3.2%
5. Provide opportunities to achieve and maintain essential program accreditation	91.8%	2.1%
16. Enhance library operations to meet the instructional needs of all campuses	91.0%	2.1%
24. Develop, implement, and advance a comprehensive campus safety plan	90.4%	2.4%
9. Implement a continuous quality improvement program designed to provide academic and student services that are effective, efficient and personable	90.2%	3.5%
14. Develop, implement, and advance a comprehensive technology plan, including the use of sustainable technologies	89.4%	3.5%
15. Pursue optimal staffing throughout the university	89.2%	3.5%
21. Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	89.2%	2.4%
6. Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	89.0%	4.0%
12. Promote an environment of tolerance and acceptance of diverse peoples and opinions	88.3%	2.6%
26. Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	87.5%	4.3%
29. Increase opportunities for area residents to participate in educational, cultural and recreational activities	87.3%	3.7%
19. Establish an institutional framework to obtain external funding	86.1%	1.6%
18. Develop, implement, and advance comprehensive fundraising	85.9%	1.3%
30. Establish an institutional structure to promote community engagement and regional stewardship	84.0%	3.0%
27. Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession	83.3%	6.4%
28. Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	82.3%	4.0%
10. Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	81.1%	7.6%
20. Promote alignment of strategic decisions with mission-critical resources	79.0%	1.4%
8. Involve all constituencies of the university in student recruitment and retention	78.2%	7.1%
11. Recruit, retain, advance and recognize a diverse faculty, staff, and administration	78.0%	7.8%
7. Develop, implement, and advance a comprehensive marketing plan	75.5%	4.7%
23. Advance the principles and practices of shared governance through active participation of all constituencies	74.2%	2.1%
17. Update the capital project master plan for all campuses	73.3%	1.1%
13. Increase enrollment of minority populations	62.5%	11.0%
22. Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment	60.1%	6.4%

**Ranked by Percentage of Disagreement**

	Total Disagreement	Total Agreement
13. Increase enrollment of minority populations	11.0%	62.5%
11. Recruit, retain, advance and recognize a diverse faculty, staff, and administration	7.8%	78.0%
10. Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	7.6%	81.1%
8. Involve all constituencies of the university in student recruitment and retention	7.1%	78.2%
22. Enhance and expand the operations of the Office of Institutional Research, Planning and Assessment	6.4%	60.1%
27. Develop evolving incentives and recognition for faculty and staff to pursue community engagement as a meaningful and productive aspect of their profession	6.4%	83.3%
7. Develop, implement, and advance a comprehensive marketing plan	4.7%	75.5%
26. Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	4.3%	87.5%
6. Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	4.0%	89.0%
28. Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	4.0%	82.3%
29. Increase opportunities for area residents to participate in educational, cultural and recreational activities	3.7%	87.3%
9. Implement a continuous quality improvement program designed to provide academic and student services that are effective, efficient and personable	3.5%	90.2%
14. Develop, implement, and advance a comprehensive technology plan, including the use of sustainable technologies	3.5%	89.4%
15. Pursue optimal staffing throughout the university	3.5%	89.2%
3. Deliver new undergraduate and graduate degree programs to meet the economic and educational needs of northeastern Oklahoma and the State	3.2%	92.7%
30. Establish an institutional structure to promote community engagement and regional stewardship	3.0%	84.0%
12. Promote an environment of tolerance and acceptance of diverse peoples and opinions	2.6%	88.3%
21. Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	2.4%	89.2%
24. Develop, implement, and advance a comprehensive campus safety plan	2.4%	90.4%
5. Provide opportunities to achieve and maintain essential program accreditation	2.1%	91.8%
16. Enhance library operations to meet the instructional needs of all campuses	2.1%	91.0%
23. Advance the principles and practices of shared governance through active participation of all constituencies	2.1%	74.2%
2. Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.8%	92.7%
4. Provide effective faculty and staff development in support of intellectual, professional and personal development	1.8%	93.5%
19. Establish an institutional framework to obtain external funding	1.6%	86.1%
25. Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	1.6%	93.6%
20. Promote alignment of strategic decisions with mission-critical resources	1.4%	79.0%
1. Provide creative and innovative learning environments	1.3%	96.3%
18. Develop, implement, and advance comprehensive fundraising	1.3%	85.9%
17. Update the capital project master plan for all campuses	1.1%	73.3%