

# ACADEMIC PLAN

## 2013-2014

September 2013

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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**  
**2013-2014**

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Prepared by Mary A. Millikin  
Assistant Vice President  
Accountability and Academics  
September 2013

**Based on RSU's priorities and commitment to the public agenda and CCA, each of the four goals of the Complete College Oklahoma plan are addressed below.**

**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 11<sup>th</sup> and 12<sup>th</sup> grades to reduce remediation demands in the transition from high school to college.

	<b>High-impact strategies</b>	<b>How will we do it?</b>	<b>Who will be responsible?</b>	<b>What is timetable?</b>	<b>Measures of success?</b>	<b>Progress from last report?</b>
<b>Focus on Readiness</b>	Incorporate service learning component in capstone courses which encourage mentoring and tutoring in rural Northeast Oklahoma K-12 schools ( <i>Relates to Objectives 1.1, 6.1 and 6.4 of RSU's Strategic Plan</i> )	Senior capstone students (i.e., Geology) will serve as mentors and tutors to complete service learning requirements	RSU Department Heads (i.e., Math and Science) and capstone students	Fall 2013 and spring 2014	Number of area students served	First year for strategy
	Develop a relationship with area K-12 schools to establish an enhancement program in the STEM areas ( <i>Relates to Objectives 1.1, 6.1 and 6.4 of RSU's Strategic Plan</i> )	Through science and math enrichment activities, including Jason Project initiative, delivered by RSU faculty in area public schools.	RSU Math and Science faculty and Department Head, as well as area school principals.	Fall 2013 start date	Participant evaluations and longitudinal comparisons of participant and control group test scores	First year for strategy

	Promote concurrent enrollment for area high school juniors and seniors <i>(Relates to Objectives 3.4 and 6.1 of RSU's Strategic Plan)</i>	Offer concurrent classes for qualifying high school students at RSU.	Department Heads work with branch campus director and provost to offer college-level courses	Ongoing	Number of concurrent students and concurrent student success rates	A total of 342 concurrent students enrolled in fall 2012, on par with 345 in fall 2011. An analysis of student success determined equivalent student success rates for these students with first-time freshmen in same courses
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**2. Transform Remediation.** Every Oklahoma institution will implement transformational models of remedial placement and support through a statewide phased implementation and refinement process.

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<b>Transform Remediation</b>	Implement Early Alert System <i>(Relates to Objectives 2.1 and 2.3 of RSU's Strategic Plan)</i>	Identify at-risk learners by fourth week of semester using enhanced communication process facilitated by Early Alert System	Enrollment Management Executive Director and department staff, and faculty who report at-risk learners	Ongoing	Retention rate of at-risk students (3% increase in three years), and number of students filing for exemption from 24-hour rule.	First year of new system. 60% fall-to-fall retention baseline to be tracked forward.

	<b>High-impact strategies</b>	<b>How will we do it?</b>	<b>Who will be responsible?</b>	<b>What is timetable?</b>	<b>Measures of success?</b>	<b>Progress from last report?</b>
	Strengthen tutoring and advisement for remedial writing students <i>(Relates to Objectives 1.1 and 1.2 of RSU's Strategic Plan)</i>	Through full-time Writing Center coordinator	English and Humanities Department and Writing Center coordinator	Ongoing	Student success rates in Basic Writing 1 (C or better) and subsequent success rates in Comp I and II	2012-13 AY results to be tabulated Fall 2013. Baseline data: 33% of Writing 1 students earn a C or better. These students succeed in Comp I and II at the same rates as non-remedial students
	Open access to information literacy curriculum based on Carol Kuhlthau's Information Search Process <i>(Relates to Objective 4.3 of RSU's Strategic Plan)</i>	Develop and implement new information literacy tutorials, face-to-face instruction, and Libguides	Library director and staff	Fall 2013 through spring 2014	Creation of plan, curriculum and tutorials	Associate Director of Library attended LibQual training in Seattle Washington in 2013, and will launch the LibQual survey in the fall semester of 2013.
	Offer enhanced program-specific advisement to all students <i>(Relates to Objectives 2.1 and 2.3 of RSU's Strategic Plan)</i>	Through full-time advisors dedicated to each of the three Schools at RSU.	Deans, Department Heads, and advisors	Ongoing	Evaluation of advisement services and increased retention and graduation rates.	80% of 2013 student survey respondents report satisfaction with advisor availability. Retention rates will be reported in coming semester.

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
						Graduation rates will be reported in future AYs.
	Increase tutoring opportunities in remedial gateway writing course	Expanded Writing Center hours in evenings, online and over-the-phone tutoring	Writing Center Coordinator and Writing Faculty	Ongoing	Number of students using expanded services and student feedback	Expanded hours begin Fall 2013

**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 strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
<b>Build Bridges to Certificates and Degrees</b>	Facilitate articulation agreement with two-year partners <i>(Relates to Objectives 1.1 and 6.1 of RSU’s Strategic Plan)</i>	Implement articulation agreement with OSU-IT to offer general education courses at RSU-Pryor. Additionally, develop and maintain articulation agreements with TCC to offer 2 plus 2 transfer	VP for Academic Affairs, RSU-Pryor Campus Director, and appropriate Department Heads and Deans to manage implementation of articulation agreements.	Fall 2013 and ongoing	Number of students transferred to RSU as well as number of degrees earned by these students.	21 BS-AT graduates in 2011-2012, up from 19 in previous year. 2012-2013 BS-AT graduates to be reported in Fall 2013 reporting cycle.

**4. Reach Higher for Adult Completion.** Further expand and develop Reach Higher as a degree and certificate completion effort that involves the entire system of postsecondary education.

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<b>Reach Higher for Adult Completion</b>	Review and maintain existing and new Organizational Leadership program options <i>(Relates to Objectives 1.1 and 1.2 of RSU's Strategic Plan)</i>	Provide multiple program options in Organizational Leadership program in conjunction with business and industry needs	Department Head of Business, in conjunction with the Dean of Business and Technology	Ongoing	Number of enrollees and graduates in OL program	20 graduates in two options for 2011-12 AY, up 3 graduates. 70 enrollees in five options, up 23 students for 2011-2012 AY. 2012-2013 to be reported in Fall 2013 reporting cycle.

**5. Other Local Institutional Priority Areas for Degree Completion.**

	<b>High-impact strategies</b>	<b>How will we do it?</b>	<b>Who will be responsible?</b>	<b>What is timetable?</b>	<b>Measures of success?</b>	<b>Progress from last report?</b>
<b>Other Local Institutional Priority Areas</b>	Construction of new 71-acre Pryor branch campus <i>(Relates to Objectives 1.1 and 4.4 of RSU's Strategic Plan)</i>	Completion of new, larger Pryor campus with full range of student services	RSU president, Pryor Campus Director, and Mid-America Industrial Park team.	Ground-breaking occurred May 2012, with building construction scheduled for completion by December 2013.	Number of campus enrollments and business collaborations	Campus construction nearing completion
	Offer a Master of Business Administration degree to meet area needs, RSU's first graduate degree <i>(Relates to Objectives 1.1 and 1.3 of RSU's Strategic Plan)</i>	MBA Program Committee to develop admissions, financial aid, enrollment and cohort selection processes in pre-start-up year.	Dean and department head in the Business Department, as well as MBA/Graduate Program Committee and graduate Business faculty	First MBA cohort planned for fall 2014.	Number of MBA enrollees and graduates	RSU has received a positive report from its HLC site visit June 16-17, 2013 and awaits a letter of formal approval for its MBA program.



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

**1. Priorities/Programs.** List the institution's academic priorities for the 2013-2014 year and the planned activities that will be used to achieve these priorities. Please include, if appropriate, how these academic priorities relate to high priority academic programs and any new academic program requests to be submitted in the 2013-2014 year and the corresponding budget priorities/needs to be requested. Attach budget need documentation.

**a. Priorities/Programs**

**1.1 Provide creative and innovative learning environments**

- Continue diverse, innovative, and interactive speakers through the Herrington lecture, the Meyer Distinguished Endowed Lecture series and other formats
- Hold joint session of freshman, sophomore and junior Honors seminars at least once each month
- Offer study abroad opportunities in Italy, United Kingdom, Costa Rica, and other opportunities
- Expand capacity to offer specific courses to include concurrent enrollment
- Develop department computer/testing centers, such as in Mathematics and Physical Sciences Department, to allow for computer-based student research projects
- Make available to on-ground classes all E-campus online supplements for English and Humanities course work.
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**1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience**

- Recruit and advise students for the Honors minor, and offer at least two courses per year specifically to serve Honors minor
- Expand the geology program equipment to allow for course and degree expansion
- Develop three library skills tutorials using resources from the IMLS information grant
- Continue to engage students through on-campus social and enrichment opportunities, including RSU homecoming, Day of Caring, Talent Show, and student speakers
- Seek NCAA Division II membership

**1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development**

- Fund 18 RSU faculty, staff and administrators to attend the Higher Learning Commission annual conference.
- Promote staff development with on-campus opportunities as well as regional, national, and international conferences as budgets allow.
- Submit syllabi and at least one graded assignment for department review and feedback in selected departments (e.g., English and Humanities)

**1.5 Provide opportunities to achieve and maintain essential program accreditation**

- Collaborate with Self-Study coordinators and committees to continue Self-Study preparation for 2014 Higher Learning Commission (HLC) site visit
- Collaborate with School of Business and Technology to initiate MBA program and create university processes, with first cohort scheduled for fall 2014
- Collaborate with Pryor Campus to prepare for HLC site visit for new Pryor campus
- Achieve continued Nursing accreditation through the Accreditation Commission for Education in Nursing, Inc. (ACEN)
- Review program and general education student learning outcomes, assessment measures, and performance standards for all disciplines

- Develop articulation agreement with other universities, specifically for master's degree programs and select baccalaureate programs

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

- Increase social media efforts on targeted cohorts utilizing Facebook, Twitter and other social media venues
- Utilize RSU digital television to target high school to college viewing audience and rebrand as appropriate
- Market RSU educational pathways and programs, including bachelor's degrees offered at branch campus locations and online degrees for Oklahoma residents
- Enhance tracking of prospects through the enrollment funnel
  - Provide more frequent, consistent, and targeted contact to prospective applicants
  - Provide academic departments with weekly updates on new prospects, including contact information and proposed major
  - Provide University programs, such as Honors, music, and athletics, with weekly updates on new prospects, including contact information and proposed major
- Advance Recruitment Efforts in Tulsa County Public Schools
- Advance Relationships with Area Community Colleges and Technology Centers
  - Including OSU-IT at Pryor campus and TCC 2 Plus 2 transfer

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

- Maintain early-intervention system for students currently on probation or at risk
- Strengthen Honors student advising in order to maximize four-year graduation rate
- Extend invitations to Northeast Oklahoma high school science and math clubs to join RSU's Geoscience club.

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

- Offer studies-at-large for student enrichment opportunities
- Provide ropes course experiences for MGMT 3013 "Principles of Management" students using diversity model

3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration

- Initiate Staff Association organization for promotion and development of university staff
- Support Faculty Association and FA governance process to optimally govern the University

3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions

- Incorporate ethics content in Applied Technology course work.
- Introduce cultural information by conducting different cultural activities or articles each semester in student housing
- Evaluate University environment for balance and acceptance of diversity in people and opinions
- Partner with the Student Organization for Disability Awareness for awareness events and fundraisers

3.4 Increase enrollment of minority populations

- Nurture partnership with Cherokee Nation to enhance new Scholarship program
- Work with local and rural high schools with strong minority populations to arrange special recruitment days and to bring students on campus

4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies

- Implement RSU's comprehensive technology plan, upgrading scheduled equipment such as additional Smartboards, server virtualization, additional storage, wireless internet in administration buildings, and paperless processing where feasible

4.2 Pursue optimal staffing throughout the university

- Continue to augment staff through EDA University Center Grant
- Replace strategic university positions as openings occur

4.4 Update the capital project master plan for all campuses

- Work with Capital Project Master Plan Committee to update and prioritize all capital projects for the University, using results of architectural consultation

5.1 Promote alignment of strategic decisions with mission-critical resources

- Coordinate budget hearing meetings with strategic planning process to align available funds with strategic decisions and initiatives

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

- Continue to evaluate student learning outcomes, review results, and use results to improve programs and student learning
- Continue to conduct student and graduate satisfaction surveys, including NSSE in Spring 2014, alumni surveys, employer surveys, course/faculty instruction surveys, evaluation of administrators and organizational processes by staff and faculty, and other assessments for continuous improvement
- Complete the implementation of the LibQUAL+ survey to assess and improve library functions and offerings
- All units will submit annual strategic plans and reports that provide evidence of thoughtful planning and growth

5.3 Enhance and expand the operations of the Office of Accountability and Academics

- Provide professional development opportunities for all staff in Accountability and Academics

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

- Initiate Staff Association organization for promotion and development of university staff
- Support Faculty Association and FA governance process to optimally govern the University

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

- Encourage the addition of service-learning components in coursework, particularly junior and senior level coursework
- Develop student community volunteer center, coordinate student volunteers and community organizations at branch campuses

- Facilitate and sponsor opportunities for student engagement in community/service learning opportunities throughout Northeast Oklahoma through the Talent Search program

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

- Continue faculty excellence awards in teaching, scholarship and research, including community service
- Initiate RSU Staff Association, recognizing staff excellence and promoting community engagement
- Continue supporting area United Way giving and Day of Caring

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

- Offer free half-day computer essentials class for community through RSU Business Department
- Host community events such as political debates, Leadership Bartlesville Tour, and involve community in RSU homecoming activities
- Participate in community events such as parades, Chamber of Commerce events
- Provide ropes course experiences for area businesses and organizations as requested
- Expand the Alumni Hillcat Hacker event by 25%
- Collaborate with Google and Tulsa Air & Space Museum to host the AeroGames on the RSU campus. Promote STEM programs for middle school and high school students while increasing RSU visibility and promoting community partnership

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

a. **Current Status**

- 28% of all textbooks purchased in the last academic year included eBooks.
- Consistent protocols developed by Distance Education Committee for all online courses.
- New Early Alert System launched in POISE, and faculty trained in system use.
- More than 30% of all RSU courses are available through online delivery using Angel Learning Management System.
- First Massive Open Online Course (MOOC) offered by RSU faculty member.

b. **Future Plans**

RSU needs are determined through an annual strategic planning process that begins at the department level, involving faculty and staff. Technology needs to be met in the coming year include:

- Purchase eBook versions of textbooks whenever multiple versions of items are available.
- Develop enhanced training for all faculty teaching online courses.
- Install Smartboards in three additional classrooms.
- Replace 10 faculty computers, 100 student lab computers, and install graphics lab.
- Replace compressed video equipment on all campuses.
- Implement Dynamic Forms and Commerce Manager to allow collection of Admissions application fee for online applications.

- Upgrade Campusconnect to version 4
- Automate College Fair to import pre-registered College Fair attendee IDs scanned by RSU recruiters.
- Install wireless routers in remaining two administrative buildings.
- Complete server virtualization.
- Develop electronic distribution system for monthly budget expenditures and financial reports.
- Develop discipline-specific, customized College Algebra and Statistics problem sets using MyMathLab for improving success rates in mathematics gateway courses.

### 3. 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.

#### c. Current Status

- Collaboration with University of Oklahoma Student Health Clinic to share labs in providing affordable and convenient healthcare services
- Financial partnership with Jane Phillips Hospital for full-time Nursing Program at RSU-Bartlesville
- Continued partnership between RSU's Innovation Center and Cherokee Nation, the Northeast Oklahoma Regional Summit, Northeastern Oklahoma State, and Northeast Oklahoma A&M in stewardship efforts
- 2 Plus 2 joint venture with Cameron University to offer Bachelor of Science in Elementary Education degree
- The Office of Accountability and Academics collaborates with University Assessment Committee faculty leadership to share travel budget funds for research presentations at national assessment and research institutes and organizations.
- Faculty professional development opportunities offered at fall 2013 Convocation using internal resources, bringing in RSU faculty experts and acquiring University donor funds.
- Continue to promote course redesign through the use of collaborative online resources for blended courses.

#### d. Future Plans

- Incorporate use of the OU supercomputer (OSCER) in general chemistry to study molecular structures and properties
- Develop a process to electronically distribute monthly expenditure and other financial reports to departments. This will eliminate green bar distribution and save paper.
- Server Room UPS will be replaced with a more efficient unit.
- Develop and maintain an online payment system (Dynamic Forms) for student and non-student activities.
- An analysis of on-ground, blended, and online courses is scheduled for the 2013-2014 academic year, collaborating with faculty teaching in all methods of course delivery and with the Distance Education Committee. Results will inform course redesign.

### 4. Learning Site Activity Report

Please respond to the following questions as a learning site:

- a. Include the number of courses sent to and received from other institutions, including only electronic courses. 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.

- c. Describe in detail planned changes in locations to send or receive courses and programs (i.e. branch campuses or off-campus locations, etc.).

Not applicable.

**C. Provide the institution's 2013, 2014, 2015 projections for fall headcount enrollment and annual FTE by undergraduate and graduate separately.**

- Fall 2013: Undergraduate Headcount: 4,290
- Fall 2013: Graduate (if applicable) Headcount: 0
- 2013 Annual FTE: 3,116
  
- Fall 2014: Undergraduate Headcount: 4,376
- Fall 2014: Graduate (if applicable) Headcount: 25
- 2014 Annual FTE: 3,197
  
- Fall 2015: Undergraduate Headcount: 4,464
- Fall 2015: Graduate (if applicable) Headcount: 50
- 2015 Annual FTE: 3,280

## RSU Enrollment Projection

