ACADEMIC PLAN
2015-2016
September 2015

ROGERS STATE UNIVERSITY
Claremore, Oklahoma

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

Rogers State University
Academic Plan
2015-2016

Rogers State University: Academic Plan 2015-2016

Prepared by Mary A. Millikin
Assistant Vice President
Accountability and Academics
September 2015

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 11th and 12th grades to reduce remediation demands in the transition from high school to college.

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
Focus on Readiness	Strengthen relations with TRIO Talent Search, target schools and agencies to enhance program opportunities for individuals from disadvantaged backgrounds who have the potential to succeed in higher education. *(Relates to Objectives 1.1, 6.1 and 6.4 of RSU's Strategic Plan)*	Through ongoing development of relationships with target schools, and partnerships with both urban and rural community agencies	Talent Search director and staff	Ongoing	[1] 100% retention of target schools [2] Addition of one new agency partnership each year	[1] There was no change in the number of grant-listed target schools. [2] Relationships were built and agreements were reached with two additional schools for recruiting purposes.
	Involve RSU Math, Science, and Physical Science students to assist RSU faculty in STEM demonstrations in area schools *(Relates to Objectives 1.1, 6.1 and 6.4 of RSU's Strategic Plan)*	Through science and math enrichment activities, delivered by RSU faculty and assisted by RSU students, in area public schools.	RSU Math and Science faculty and Department Head, as well as area school principals.	Ongoing (Began fall 2013)	Number of contacts made, beginning with Claremore Public Schools. Longitudinally, participant evaluations and post-evaluation comparisons of participant and control group test scores will be used.	Contact has been established with two Claremore schools. Additional area interactions with area teachers are planned for 2015-2016 to achieve this goal.

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
	Promote concurrent enrollment for area high school juniors and seniors *(Relates to Objectives 3.4 and 6.1 of RSU's Strategic Plan)*	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 328 concurrent students enrolled in fall 2014, compared to 343 in fall 2013. Decline in concurrent enrollment is reflective of enrollment drop that occurred at universities state- and nation-wide in fall 2014. An analysis resulted in no significant difference in student success rate.

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 strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
Transform Remediation	Implement Early Alert System *(Relates to Objectives 2.1 and 2.3 of RSU's Strategic Plan)*	Identify at-risk learners by fourth week of semester using enhanced communication process facilitated by Early Alert System	Director of Student Retention and Vice President of Enrollment Management	Ongoing	Fall-to-fall retention rate of at-risk students (goal: 5% increase over three years), and number of students filing for exemption from 24-hour rule will be minimized	1,120 at-risk students received early alert notifications fall 2014; 277 (25%) were retained to spring 2015. Overall fall-to-fall retention increased from 60% to 65% (5%) in the most recent AY. New Director of Student Retention has been appointed.

One exception to 24-hour rule was made in 2014-15. |

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
	Strengthen tutoring and advisement for remedial writing students *(Relates to Objectives 1.1 and 1.2 of RSU's Strategic Plan)*	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	Basic Writing 1 success rate in most recent academic year was 35%, which was unchanged from 35% the previous year. Students who successfully completed Basic Writing subsequently completed Comp I at a 67% success rate compared to 69% for that of non-developmental students
	Open access to information literacy curriculum focusing on entry-level students *(Relates to Objective 4.3 of RSU's Strategic Plan)*	Pilot fully online tutorial-based library instruction in The College Experience (Orientation) course	Library Director, Assistant Director, and staff	Ongoing	Implementation of online library instruction tutorials in at least one freshman orientation section for pilot year	To be assessed after 2015-2016
		Transition LibGuides to new Springshare platform in 2014-2015	Library Director, Assistant Director, and staff	Fall 2014-Summer 2015	Publication/ access of LibGuides to new platform	Achieved
	Offer enhanced program-specific advisement to all students *(Relates to Objectives 2.1 and 2.3 of RSU's Strategic Plan)*	Through full-time advisors dedicated to each of the three Schools at RSU.	Deans, Department Heads, and Advisors	Ongoing	Evaluation of advisement services achieving or exceeding an 80% satisfaction benchmark	84% of 2014-2015 student survey respondents reported satisfaction with advisor availability, and 83% reported satisfaction with advisement information

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
	Increase tutoring opportunities in remedial gateway writing course *(Relates to Objectives 2.1 and 2.3 of RSU's Strategic Plan)*	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	Achieved. 5,832 sign-ins (average of 182 per week) during 2014-2015
		Writing Center will provide peer tutoring sessions to assist students with college-level writing		Ongoing	100 students per month or 25 students per week	Achieved. The Writing Center held 949 peer tutoring sessions (average of 29 per week) during 2014-2015

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?
Build Bridges to Certificates and Degrees	Facilitate articulation agreement with two-year partners *(Relates to Objectives 1.1 and 6.1 of RSU's Strategic Plan)*	Develop and maintain articulation agreements with Tulsa Community College to offer 2 plus 2 transfer	VP for Academic Affairs, Deans, and appropriate Department Heads to manage implementation of articulation agreements.	2014-2015 for TCC agreements.	Year One: Number of articulation agreements. Year Three: number of students transferred to RSU Years Five through Six: Number of degrees earned by these students.	14 articulation agreements with Tulsa Community College in 2014-2015, in addition to 10 articulation agreements in 2013-2014 for a total of 24 associate to baccalaureate degree articulations

	Develop and implement employee supervisory certificate or certification program for local businesses and industries *(Relates to Objective 6.1 of RSU's Strategic Plan)*	Through collaboration with specific industries at the Mid America Industrial Park	RSU-Pryor campus Director and Faculty	Ongoing	At least one new program, certificate, or mini-certificate	In progress

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.

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
Reach Higher for Adult Completion	Review and maintain Organizational Leadership program options *(Relates to Objectives 1.1 and 1.2 of RSU's Strategic Plan)*	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 degree options

Number of enrollees and graduates in OL program | Maintained five OL degree options.

97 majors in Fall 2014: an increase of 11.5% from fall 2013.

27 graduates in three options for 2013-14, compared to 29 graduates in previous year (-6.9% with two new options) |

5. Other Local Institutional Priority Areas for Degree Completion.

	High-impact strategies	How will we do it?	Who will be responsible?	What is timetable?	Measures of success?	Progress from last report?
Other Local Institutional Priority Areas	Offer a Master of Business Administration degree to meet area needs, RSU's first graduate degree *(Relates to Objectives 1.1and 1.3 of RSU's Strategic Plan)*	Faculty to launch MBA program. Program Committee to develop admissions, financial aid, enrollment and cohort selection processes for fall 2014 start-up year.	Dean and department head in the Business Department, as well as MBA/Graduate Program Committee and graduate Business faculty	First cohort to begin fall 2014	Number of MBA enrollees and graduates; employment statistics will be incorporated upon graduation	12 MBA students (first cohort) in fall 2014 17 MBA students (combined cohorts) in fall 2015
	Develop and implement a new five-year strategic plan for 2016-2020 focusing on academic excellence, student success, and degree completion	Through establishment of a dynamic strategic planning committee led by the President, integrated with the institutional budgeting process, involving the University community	President, VPAA, VPAF, Strategic Planning Committee, Budget Advisory Committee, faculty, staff, and students	Development of 2016-2020 plan for implementation in 2016	Development of a strategic, dynamic process and plan	In progress

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

1. **Priorities/Programs.**

RSU needs are determined through an annual strategic planning process that is designed to stimulate feedback university-wide. The previous section references the strategic goals for the 2010-2015 RSU Plan. Because the 2016-2020 Strategic Plan is currently under development, the following section lists RSU's academic priorities for the 2015-2016 year using the 2010-2015 strategic goals and cross referencing the Higher Learning Commission (HLC) analogous criteria. Most recent corresponding budget priorities/needs requested are attached in Appendix A.

a. **Priorities/Programs**

RSU Strategic Goal #1: Advance Academic Excellence

HLC Criterion One. Mission
- Review the University's mission, core values, vision, and priorities in conjunction with the 2016-2020 strategic planning process, incorporating standards set forth by Quality Matters initiative

HLC Criterion Two. Integrity: Ethical and Responsible Conduct
- Strengthen social justice and diversity programs and services offered across the curriculum through service learning and capstone experiences

HLC Criterion Three. Teaching and Learning: Quality, Resources, and Support
- Continuously improve the quality of learning across the curriculum using Quality Matters principles
- Strengthen general education core curriculum through faculty General Education Committee-led forum and discussion groups
- Evaluate appropriateness for mandatory freshman Orientation course
- Inspire student learning and development through the incorporation of technology in teaching through RSU Faculty Professional Development initiative
- Revamp student pre-semester orientation program (Hillcamp) to increase participation and help ensure all students are prepared for their college careers

HLC Criterion Four. Teaching and Learning: Evaluation and Improvement
- Evaluate current curriculum using productivity reports to include enrollment, retention rate, number of graduates, grade point averages, semester credit hours enrolled, etc. Based on that evaluation, the university will revise, develop and expand curriculum to meet needs of students, community and regional employers
- Increase graduation rate to close the gap with regional peers through high-touch academic and financial aid advisement
- Review and update University Assessment Plan
- Continue to meet Complete College America goals and objectives

HLC Criterion Five. Resources, Planning, and Institutional Effectiveness
- Review, develop, implement and assess RSU's strategic plan for short-term, intermediate-term, and long-term periods

RSU Strategic Goal #2: Strengthen Enrollment Management

HLC Criterion Four. Teaching and Learning: Evaluation and Improvement
- Increase overall academic year enrollment by 1% for 2015-16 (Fall, Spring, Summer) when compared with the same period in 2014-15
- Increase fall-to-fall retention by 1% for fall 2015
- Develop a value-added approach to student advising through advisor and staff professional development opportunities
- Sponsor 3rd Annual Student Leadership Conference in collaboration with the Tulsa area Higher

---

Education Forum

HLC Criterion Five. Resources, Planning, and Institutional Effectiveness

- Explore partnerships with educational partners, including the University Center at Ponca City and other agencies
- Continue NCAA Division II transition, including the third and final year of candidacy requirements
- Explore viability for implementing tennis, volleyball, or selected club sports to attract additional students and student-athletes

RSU Strategic Goal #3: Increase Diversity

HLC Criterion One. Mission

- Expand international student population and programs via targeted recruiting efforts
- Launch fraternity life on campus while continuing to enhance sorority life. This will include initiating a Fraternity and Sorority Standards Process for campus and implementing special campus housing for fraternities and sororities.

HLC Criterion Two. Integrity: Ethical and Responsible Conduct

- Continue efforts to engage students outside of the classroom in co-curricular activities
- Strengthen RSU's online academic accessibility to everyone through membership in the Web Accessibility in Higher Education Project

RSU Strategic Goal #4: Leverage Resources

HLC Criterion Five. Resources, Planning, and Institutional Effectiveness

- Develop university's strategic plan for 2016-2020 incorporating standards set forth by Quality Matters initiative
- Continue utilizing Budget Advisory Committee (initiated in FY2015) to provide broad input on resource allocation from the campus community
- Upgrade university's enterprise resource planning (ERP) software to Jenzabar EX from the 1980s-era, DOS-based system that is currently being used and no longer supported by the manufacturer (Estimated project cost $1.2 million, previously approved by the OU Board of Regents)
- Establish an emergency backup site for university computer servers at OU Health Sciences Center ($63,000 initial cost; $33,000 annual cost)
- Reduce university costs through managed printing solutions and virtualized desktops (Cost and savings projections are not yet finalized)
- Continue enhancing university marketing efforts (Estimated cost $100,000)
- The RSU Foundation will seek to increase giving by 30% collectively in the following areas: annual giving, net income from its annual scholarship auction, President's Leadership Class/Honors Program endowment, alumni giving, major gifts and scholarship endowments.

RSU Strategic Goal #5: Enhance Institutional Accountability

HLC Criterion Four. Teaching and Learning: Evaluation and Improvement

- Implement the new Open Pathway Model as a result of HLC's continuation of RSU's accreditation. As part of the Open Pathway, the university also will propose and complete a major Quality Initiative focused on institutional innovation and improvement. The Quality Initiative will take place between 2018-19 and 2023-24, with the next comprehensive evaluation taking place in 2024-25.
- Maintain and expand accreditation at institutional and programmatic levels

RSU Strategic Goal #6: Promote Community Engagement

HLC Criterion Two. Integrity: Ethical and Responsible Conduct

- Expand and develop comprehensive community engagement initiatives designed to increase the amount of student volunteerism in the Rogers County area
- Help students to develop as leaders within campus activities leadership positions
- Sponsor the 47th Annual Rocky Mountain Educational Research Association (RMERA) conference

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**

- New CISCO telephone system implemented university-wide
- All RSU Libguides have been migrated to the 2.0 platform
- $40,000 in collections and library services to support RSU's new graduate program during 2014-2015
- New Summon Discovery system, a single, comprehensive library search option
- Approximately 30% of all textbooks purchased in the last academic year included eBooks.
- Initial stages of implementation of Quality Matters underway for all online and blended courses, ultimately to align within-ground courses
- Early Alert System in use for early intervention with at-risk students
- More than 30% of all RSU courses are available through online delivery using Angel Learning Management System.
- 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
- 143 new student lab computers
- New MAC graphics lab

    b. **Future Plans**

Technology needs to be met in the coming year include:

- Conversion of university Enterprise Resource Planning (ERP) system from Jenzabar PX/Poise to Jenzabar EX
- Migration from Angel Learning Management System (LMS) to Jenzabar LMS
- Emergency back-up Academic Computer Services (ACS) site for the Oklahoma Student Health Clinic
- 100% training of fulltime and adjunct distance education faculty using Quality Matters principles to apply to online and blended course delivery
- Upgrade Mathematics, Physical Science, and Health Sciences facilities and equipment as funding allows
- Sustainable RSU-Bartlesville technology equipment needs and replacement plan

3. **Academic Efficiencies**

Academic efficiencies consist of faculty sharing, partnership collaboration, course redesign, program downsizing or deletion, etc., that have direct impact on budget, cost savings, efficiencies, and the academic enterprise. Departments initiate ideas for efficiencies, which were reported in Unit Action Plans and may be discussed in Academic Council. Efficiencies are ultimately reviewed and approved by the Vice President for Academic Affairs. The President's Cabinet also collaborates to identify efficiencies that affect Academic Affairs.

    c. **Current Status**

- Closure of the RSU Innovation Center, saving the University over $100,000 per fiscal year
- Reduction of days in cleaning schedule for outsourced facilities cleaning contractor
- 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
- 2 Plus 2 joint venture with Cameron University to offer Bachelor of Science in Elementary Education and Social Studies Education
- 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
- Incorporation of the use of the OU supercomputer (OSCER) in general chemistry to study molecular structures and properties
- Maintenance of an online payment system (Dynamic Forms) for student and non-student activities including university-sponsored conferences and workshops
- Contract with the University of Oklahoma to utilize its Institutional Review Board

d. **Future Plans**

- Conversion and implementation of new ERP system to allow for more efficacious data retrieval and analysis
- Implementation of a process to electronically distribute monthly expenditure and other financial reports to departments. This will eliminate green bar distribution and save paper
- Single log-in/sign-on for RSU students, staff and faculty
- Development and implementation of at least one new certificate or certification program in each School, using existing course structures

4. Learning Site Activity Report

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.).
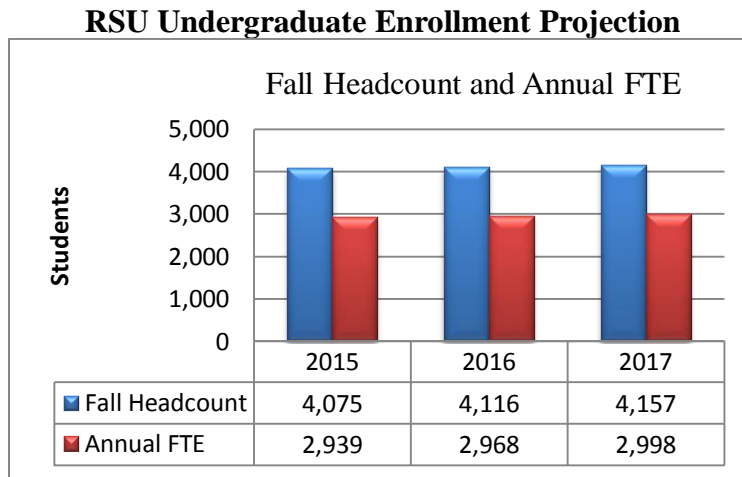
Not applicable.

B. **Provide the institution's 2015, 2016, 2017 projections for fall headcount enrollment and annual FTE by undergraduate and graduate separately.**

Undergraduate

- Fall 2015 Undergraduate Headcount: 4,075
- 2015-2016 Annual Undergraduate FTE: 2,939

- Fall 2016 Undergraduate Headcount: 4,116
- 2016-2017 Annual Undergraduate FTE: 2,968

- Fall 2017 Undergraduate Headcount: 4,157
- 2017-2018 Annual Undergraduate FTE: 2,998

RSU Undergraduate Enrollment Projection

Fall Headcount and Annual FTE

|	2015	2016	2017
Fall Headcount	4,075	4,116	4,157
Annual FTE	2,939	2,968	2,998

Graduate

- Fall 2015 Graduate (if applicable) Headcount: 17
- 2015-2016 Annual Undergraduate FTE: 7

- Fall 2016 Graduate (if applicable) Headcount: 25
- 2016-2017 Annual Undergraduate FTE: 7

- Fall 2017 Graduate (if applicable) Headcount: 30
- 2017-2018 Annual Undergraduate FTE: 8

RSU Graduate Enrollment Projection

Fall Headcount and Annual FTE

	2015	2016	2017
Fall Headcount	17	25	30
Annual FTE	7	7	8
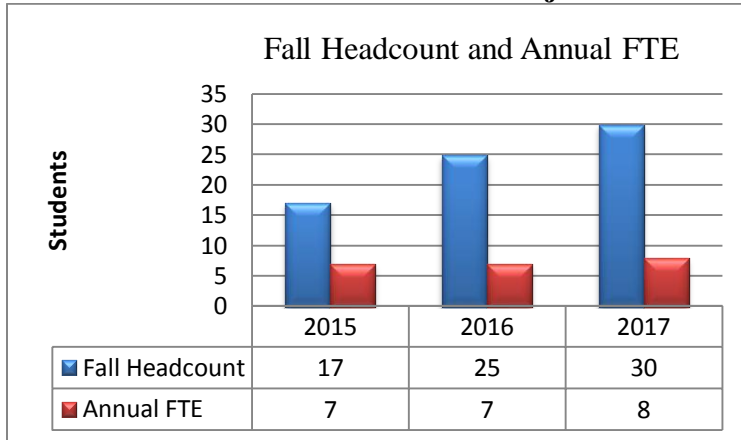
APPENDIX A
RSU Spring 2015 Academic Affairs Capital Requests and Approvals

	AMOUNT REQUESTED	AMOUNT APPROVED
LIBERAL ARTS		
Communications	9,507.00	9,507.00
English & Humanities	16,704.00	16,704.00
Fine Arts	6,519.00	6,519.00
History & Political Science	-	-
PSCJ	13,091.00	13,091.00
Auditorium	1,381.00	1,381.00
Radio	29,750.00	29,750.00
BUSINESS AND TECHNOLOGY		
Applied Technology	-	-
Business	-	-
Sport Management	-	-
MATH, SCIENCE, AND HEALTH SCIENCES		
Biology	45,840.00	45,840.00
Health Sciences	101,872.40	35,000.00
MPS	33,294.39	17,457.00
OTHER ACADEMIC AFFAIRS DEPARTMENTS		
Academic Affairs	-	-
Accountability and Academics	-	-
Bartlesville	6,440.00	6,440.00

	AMOUNT REQUESTED	AMOUNT APPROVED
Center for Teaching and Learning	1,100.00	1,100.00
Innovation Center	-	-
Library	13,174.64	6,136.00
Pryor	-	-