

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Rogers State University - Bartlesville

Unit Mission Rogers State University – Bartlesville is an extension of Rogers State University which will ensure that students develop the skills and knowledge required to achieve professional and personal goals in dynamic and global communities.

Goal (1): (Advance Academic Excellence)
 This *Unit Action Plan* Specifically Supports Commitment(S) _1 & 2_.

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.1-Provide creative and innovative learning environments	1.1.1-Determine size and type of classroom/lab space (See Appendix 1 for floor plan)	Expand classroom facilities on the 5 th floor	Determine use requirements for future classrooms	Map of space to be used for classroom space on 5 th floor developed	Ongoing
	1.1.2-Identify the equipment needs associated with proposed lab spaces			Equipment needs will be identified when course offering is established	Ongoing
1.2-Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2.1-Host planning meetings between constituents, local business people and university representatives.	Establish Fine Arts Undergraduate Degree	Develop timeline and funding analysis in FY2013-2014	Meeting held August 2013, Professor Schmickle, Provost Beierschmitt, Dean Elwell, Mark Haskell, Chris Oldroyd and Chris Wilson in attendance. A Plan of Action was developed: <ol style="list-style-type: none"> 1. The Bartlesville contingent will survey their members to determine the pool of potential BFA adjuncts in the area; 2. Professor Schmickle will determine the cost of equipping the necessary studios; 3. The Bartlesville people will attempt to gauge the interest of potential students through their City's Magazine and Facebook presence; they invite RSU to do a formal survey of 	Ongoing
	1.2.2-Determine goals/objectives				Ongoing

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				<p>potential students in the area as well.</p> <p>4. Professor Schmickle will invite the Bartlesville contingent to Claremore for Art on the Hill and give them a tour of the Art facilities here so they can visualize what would be needed.</p>	
1.5-Provide opportunities to achieve and maintain essential program accreditation.	1.5.1-Proceed to develop an articulation agreement with OKWU, Department of Education.	Facilitate communication between OKWU and RSU for the purpose of implementing an agreement.	Develop and approval of the articulation agreement between OKWU and RSU	Proposal submitted for the development of a partnership with OKWU Department of Education to the Vice-President for Academic Affairs. Partnership was not pursued.	Completed

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Goal (2): (Strengthen Enrollment Management) This <i>Unit Action Plan</i> Specifically Supports Commitment(S) <u>5</u> .					
Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
2.1-Develop, implement, and advance a comprehensive enrollment management plan including student recruitment, retention and persistence toward graduation	2.1.1-Develop timeline and funding request for additional hardware and networking needs. 2.1.2-Identify placement of computers in Enrollment Center 2.1.3-Installation of 6 computers	Facilitate the enrollment of new and returning students by providing a venue for on-line enrollment	Installation of 6 computers in the Enrollment Center dedicated to on-line enrollment.	Through the efforts of the RSU Foundation funds were acquired for the purchase and installation of the computers.	Completed
2.3-Involve all constituencies of the university in student recruitment and retention efforts	2.3.1-Develop personnel action timeline and funding sources 2.3.2-Continue the growth of duplicated student population at a rate of 3% per fall term	Improve the early warning and pre-admission process to ensure that "At-Risk" students have appropriate academic intervention to optimize success	Establish timeline and present funding request during FY2014 budget hearings to add 1 FTE to enrollment center at RSU-Bartlesville Campus	Request for additional FTE for the enrollment center in the FY15 Budget not made. Will be considered FY16. Fall 2012 – 438 unduplicated enrollment Fall 2013 – 437 unduplicated enrollment Growth target for FY13 not met. Academic intervention for students established for the University FY13-14	Ongoing Completed

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Goal (3): (Increase Diversity) This <i>Unit Action Plan</i> Specifically Supports Commitment(S) _5 & 6_.					
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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
3.1-Provide curricular and co-curricular experiences that increase student understand of and appreciation for other cultures.	3.1.1-Identify and secure sponsors for student clubs	Establish student civic clubs on RSU-Bartlesville Campus	Student clubs established with active student participation	Bartlesville psySSR Club FY13-14 was chosen RSU student organization of the year.	Completed
	3.1.2-Promote RSU-Bartlesville students to be involved in Student Government Organizations.		Participation of RSU-Bartlesville students in Student Government Activities documented.	RSU-Bartlesville have become active members of RSU Student Government Organization.	Completed
3.2-Recruit, retain, advance and recognize a diverse faculty, staff and administration.	3.2.1-Identify and hire diverse staff, faculty and administrators.	Interview diverse employee applicants for RSU-Bartlesville positions.	Hire individuals with diverse backgrounds.	Hiring of a minority FTE to perform the duties of a student counselor and instructor on the campus of RSU Bartlesville.	Completed
					Completed

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<p>3.4-Increase enrollment of minority populations.</p>	<p>3.4.1.-Continue to increase recruiting efforts in the attendance areas with minority students' prospects. 3.4.2-Increase local newspaper/press releases showcasing our minority students at RSU-Bartlesville.</p>	<p>Universal Annual Demographic Analysis</p>	<p>Record a 2% university minority student enrollment growth during 2013-2014 school year.</p>	<p>Increased enrollment on non-resident Alien, Black or African American, non-Hispanic, two or more races, non-Hispanic. All other racial/ethnic student enrollment percentages decreased. 2% increase of minority students on Bartlesville Campus not achieved.</p>	<p>Ongoing</p>
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Goal (4): (Leveraged Resources) This Unit Action Plan Specifically Supports Commitment(S) _5 & 6_.					
Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
4.1-Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	4.1.1-Organize a core group of stakeholders to develop a sustainable RSU-Bartlesville technology equipment needs and replacement plan.	In cooperation with academic computer service Department, develop a master technology needs plan for RSU-Bartlesville campus which will include the use of sustainable technologies	Develop a plan which identifies technology needs at RSU-Bartlesville which include replacement timelines and associated costs.	Form a committee per request to Vice-President for Academic Affairs and ACS to identify technology needs for RSU Bartlesville	Ongoing
	4.;1.2-Addition of Smart boards to RSU-Bartlesville campus classrooms.			New long distance learning classroom equipment installed FY13-14	Completed
	4.1.3-Install flat-screen student message board in 6 th floor commons area			RSU Foundation submitted a grant to the Bartlesville Community Foundation for an additional smart board to be installed in a 7 th floor classroom.	Ongoing
	4.1.4-Student Computer Lab; change out and add student computers to meet student academic access needs.			Funding is being pursued by the RSU Foundation.	Ongoing
				New computers will be installed and rearranging of classroom seating will occur in Summer FY13-14	Ongoing

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Goal (4): (Leveraged Resources) This Unit Action Plan Specifically Supports Commitment(S) _5 & 6_. Continued from page 6.					
Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
Pursue optimal staffing throughout the University.	4.2.1-Develop job description and submit to budget committee	Add one FTE to Enrollment Center Staff	Request additional FET in FY2014-2015 budget	Request for additional FTE not made for Fy14-15 budget. Will request FY15-16.	Ongoing
4.5-Develop, implement and advance comprehensive fundraising	4.5.1-Replace community relations position in 2014-215 budget	Increase the funds raised for use at RSU- Bartlesville Campus	Develop meetings & activities with Bartlesville stakeholders for the purpose of raising university development funds	New RSU Foundation position "Director of Development" has basically replaced the RSU Bartlesville Community Relations position. Most successful fund raising breakfast in the last eight years.	Ongoing
	4.5.2-Host the Bartlesville Campaign Breakfast Spring 2011				Completed
	4.5.3-Work in partnership with communities: -Dewey Scholars Program -Daybreak Rotary/RSU Scholarship Program -PEO Scholarship Program -Lion's Foundation -Lowe Family Foundation				Ongoing

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	-Conoco Phillips Scholars				
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Goal (5): (Leveraged Resources) This <i>Unit Action Plan</i> Specifically Supports Commitment(S) _2 & 5_.					
Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
5.2-Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	5.2.1-Complete operational plan and submit any budgeting items that have been identified	Establish a working committee to include the Executive Director of enrollment management and his staff to assess RSU-Bartlesville Enrollment Center operational Needs	Develop operational plan for RSU-Bartlesville Enrollment Center with input from RSU Enrollment Management Team. This should include any items that need to be submitted during the yearly budget cycle.		Rescheduled for next year
5.5-Develop, implement and advance a comprehensive campus safety plan	5.5.1-Increase-Continue to maintain and update RSU-Bartlesville Campus Security Manual.	In cooperation with RSU Police Chief, submit a plan to increase officer presets on RSU Bartlesville Campus	Establish a committee with campus security and administrative staff to develop a plan to increase security at the RSU-Bartlesville Campus	FY13-14 Security Manual for RSU Bartlesville completed and reviewed by University legal staff	Completed
	5.5.2-Request for two (2) fulltime officers in FY13-14 budget			Two full-time officers added FY13-14	Completed
	5.5.3-Fall FY13 safety meeting will be conducted by Jeb Joseph an Sgt. Tucker of the Norman Police Department.			Safety meeting held with RSU Bartlesville Staff	Completed
	5.5.4-Re-evaluate and match police officer presence on campus to				

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	include Friday coverage and coverage for peak student attendance hours.			N/A- Two full-time officers have this operational issue covered.	Completed
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Goal (6): (Promote Community Engagement) This Unit Action Plan Specifically Supports commitment(s) _7_.					
Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
					Status*
6.5-Increase opportunities for area residents to Participate in educational, cultural and recreational activities.	6.5.1-Participate in RSU Homecoming Activities	Establish additional community activities to allow Bartlesville residents to participate in educational and recreational activities	Provide a minimum of two RSU-Bartlesville campus activities for citizens and students	psySSR Student Club participated	Completed
	6.5.2-Participate in Bartlesville Christmas Parade Annual			Students did not participate	Activity/Action Withdrawn
	6.5.3-Host two Student Appreciation events annual			Three (3) student events held at the RSU Bartlesville Campus	Completed
	6.5.4-Sponsor table at the Bartlesville Chamber State of the City Forum with Bartlesville citizens as table guests.			Eight (8) Bartlesville individuals attended as guest of RSU Bartlesville	Completed
	6.5.5-Host Leadership Bartlesville Tour			Accomplished	Completed
	6.5.6-In conjunction with the RSU Foundation, host RSU Bartlesville Alumni Association Reception			Accomplished	Completed

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Budget Request Supplement for Academic Year 2013-2014
 Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
Insert rows as needed							