

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2011-2012 Unit Action Plan – Year Two**

**Unit Name:**                     Pryor Campus                    

**Unit Mission**

Rogers State University – Pryor, [a campus of Rogers State University](#), whose shared mission is to ensure students develop the skills and knowledge required to achieve professional and personal goals in dynamic local and global communities.

**Goal 1: Strengthen Enrollment Management**

*This Unit Action Plan Specifically Supports Commitment(S) 2,3,4,7.*

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation.	Student Headcount	Increase student headcount by 3% over the previous year.	2.1.1 - Offer 6-9 credit hours to concurrent students off-site at Locust Grove High School.  2.1.2 - Offer 6-9 credit hours to concurrent students off-site at the High School of Locust Grove Public Schools. Enrollment of no less than 10 students in each course offered. Establish agreement with Locust Grove School System	Rogers State University offered 9 credit hours at Locust Grove High School in both Fall 2011 and Spring 2012.  The addition of these courses assisted in a 9% increase in the headcount at the RSU Pryor campus for both Fall 2011 and Spring 2012..  Each course offered at Locust Grove High School exceeded 10 students.	Completed

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
			2.1.3 -Recruit Instructors  2.1.4 - Provide Convenient Admission/Enrollment to Locust Grove HS students	Collaboration efforts with the RSU Enrollment Management office to increase enrollment and assist Locust Grove High School with a seamless admission/enrollment process were successful.  Prospective Student Services Representatives along with RSU Pryor Staff played an integral part in the success of the enrollment process.	

**Goal 2: Strengthen Enrollment Management**  
  
This *Unit Action Plan* Specifically Supports Commitment(S) 6,7 \_\_\_\_\_.

Plan for 2010-2011 This section due by January 28, 2011.				Report for 2010-2011 This section due by April 1, 2011.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
2.3 Involve all constituencies of the university in student recruitment and retention efforts	RSU Pryor Enrollment Data	Increase Concurrent HS enrollment at the Pryor campus within the Pryor Campus Service Area (Mayes, Delaware, and Craig counties) by 2% from previous year.	2.3.1 - Increase High School Recruitment in Service Area by combining the use of Prospective Student Recruiters, current RSU students, and RSU Pryor Faculty and Staff. 2.3.2 - Develop course schedules to fit the needs and times of	129 Concurrent Students were enrolled at the RSU Pryor campus in Fall 2009/Spring 2010  140 Concurrent Students were enrolled at the RSU Pryor campus in Fall 2010/Spring 2011  Increase of 9.2%	Completed

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			area concurrent students.		

Goal 3 : Increase Diversity  
This Unit Action Plan Specifically Supports Commitment(S) 2, 7

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status																					
3.4 Increase enrollment of minority populations	RSU Pryor Enrollment Data and Demographics of the Service Area (Mayes, Delaware, and Craig Counties in Oklahoma).	Enrolled students who are members of racial or ethnic minority groups will be within 8% of the service population.	3.4.1 - Utilize Native American Students and alumni to recruit prospective students.  3.4.2 - Begin Service Area Recruitment at Dependent School Systems (Grade 8).  3.4.3 - Continue Service Area Recruitment at Public School Systems.	<b>PRYOR ENROLLMENT BY RACE/ETHNICITY</b> <b>FALL 2009/FALL 2010</b> (from RSU 2010 Institutional Fact book) <table border="1"> <tr> <td>American Indian or Alaskan Native</td> <td>38.4</td> <td>40.9</td> </tr> <tr> <td>Asian or Pacific Islander</td> <td>1.1</td> <td>0.9</td> </tr> <tr> <td>Black, Non-Hispanic</td> <td>0.5</td> <td>0.5</td> </tr> <tr> <td>Hispanic</td> <td>1.8</td> <td>1.8</td> </tr> <tr> <td>Native Hawaiian or Pacific Islander</td> <td>0</td> <td>0</td> </tr> <tr> <td>White, Non-Hispanic</td> <td>58.2</td> <td>55.9</td> </tr> <tr> <td>Race/ethnicity unknown</td> <td>0</td> <td>0</td> </tr> </table>	American Indian or Alaskan Native	38.4	40.9	Asian or Pacific Islander	1.1	0.9	Black, Non-Hispanic	0.5	0.5	Hispanic	1.8	1.8	Native Hawaiian or Pacific Islander	0	0	White, Non-Hispanic	58.2	55.9	Race/ethnicity unknown	0	0	In Progress
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Goal 4: Leverage Resources  
 This *Unit Action Plan* Specifically Supports Commitment(s) 5.

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Objective					
4.5 – Develop, implement, and advance comprehensive fundraising.	Amount of Funds raised specifically for RSU Pryor Campus through RSU Development Office.	Raise amount of funds specifically designated to RSU Pryor campus/students 2-5% over previous year.	4.5.1 – Continue to host and assist Development Office with Scholarship/Fundraising campaign events. 4.5.2 – Increase visibility of RSU Pryor Faculty/Staff/ Students within the communities we serve. 4.5.3 – Increase partnerships/collaborations with Mid-America Industrial Park Industries.	RSU Pryor Scholarship Breakfast raised a net of \$7832 in 2011 and a net of \$10,148 in 2012 for an increase of 7% in RSU Pryor Scholarship funds.  Visibility of RSU Pryor Faculty/Staff/Students continues and is on-going. Both Staff and faculty are members of several clubs and organizations within the community. Students have become involved in OBI Blood drives/Community Christmas Angel Tree/Community Food Drives/ and donations to Blue Star Mothers for our military soldiers.  The new RSU Mid-America Pryor campus construction has begun. This collaboration signifies the future partnership with the Mid-America Industrial Park.	Completed

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Goal 5: Promote Community Engagement  
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Objective					
6.1 – Expand collaborations and partnerships with business and Industry as well as regional and community organizations.	Publicize/Document all community service/service learning events provided to RSU Pryor students.	Increase the number of community service/service learning events and activities provided each semester.	6.1.1 – Develop partnerships with businesses and industries and non-profit organizations in Pryor area to expand service learning opportunities. 6.1.2 – Utilize resources such as Pryor Area Chamber of Commerce to stay informed on community events and needs.	Students have become involved in OBI Blood drives/Community Christmas Angel Tree/Community Food Drives/ and donations to Blue Star Mothers for our military soldiers. RSU Pryor campus continues to create interest in Community events and organizations for our students.  The Pryor Area Chamber of Commerce has included RSU Pryor activities on the Chamber Calendar. They have also provided volunteer/service learning opportunities for our students as well as internship experiences. We utilize this resource to the fullest to keep RSU Students informed of events and activities.	In Progress

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Goal 6: Advance Academic Excellence  
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	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
Objective					
1.2 – Strengthen curricular and co-curricular programs to enrich the overall student learning experience.	Number of Internships provided in the Pryor area for RSU Pryor students through the Department of Business and Technology.	Negotiate and begin RSU Pryor student Internship opportunities with community businesses and local industry.	1.2.1 – Coordinate meetings with community leaders, local business owners, Industrial Park administrators and Academic Deans and Department Heads to create Internship opportunities for RSU Pryor students.	This objective will be a collaborative effort between the Academic Departments and the Mid-America Industrial Park and will be an on-going project to be developed with new academic programs designed specifically for the RSU Pryor campus and it's partnerships with the Industrial Park.	In Progress