

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

**Unit Name:** Rogers State University, Pryor

<p><b>Unit Mission</b></p> <p>Rogers State University – Pryor is an extended campus of Rogers State University whose shared mission is to ensure students develop the skills and knowledge required to achieve personal goals in dynamic local and global communities.</p>
<p>Goal 2:Strengthen Enrollment Management          This <i>Unit Action Plan</i> Specifically Supports Commitment(S) _2.2, 2.1, 2.3, 3.1, 4.2, 4.5, 6.1, 6.2, and 6.5_____.</p>

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*
2.2 Develop, implement, and advance a comprehensive marketing plan	2.2.1 Work with RSU PR Department to create marketing plan to increase visibility at new Pryor campus 2.2.2 Design plan to Market to all Public School Systems in Service Area	Visible increase in signage/ads for RSU Pryor Campus	Develop planning timelines and budgets to successfully create new marketing plan	Completed Mayes County High Schools Football and Basketball signage. Continuing to work with RSU PR to add Baseball signage in 2015. Purchased billboard for advertising on HWY 69 frontage at Wal-Mart area for best visibility. Currently working with Oklahoma Department of Transportation to move Highway location signs.	Ongoing

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Goal 2: Strengthen Enrollment Management

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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 Continue working with service area secondary schools to increase awareness and visibility of RSU Pryor campus 2.1.2 Host concurrent Enrollment event on new campus for counselors, students, and parents	2.1.1 Student headcount on the Pryor campus did not increase from Fall 2012 to Fall 2013 as expected. The move to the new campus did not occur until Spring 2014.	Ongoing
				2.1.2 This event was hosted in the spring and was very successful. Over 80 students/parents attended resulting in the enrollment of 42 concurrent HS students for fall 2014.	Completed and Ongoing
2.3 Involve all constituencies of the university in student recruitment and retention efforts	RSU Pryor Enrollment Data	Increase <b>freshman</b> 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.	An increase in freshman enrollment did not occur from fall 2012 to fall 2013. We expect the increase to occur in the fall of 2014 due to the opening of the new Pryor campus.	Ongoing

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Goal 3: Increase Diversity  
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3.1 Provide curricular and co-curricular experiences that increase student understanding of and appreciation for other cultures	3.1.1 Organize and Develop Student clubs and organizations that support diversity such as Native American Student Association (NASA) at new Pryor campus. 3.1.2 Initiate Native American Culture week including students/faculty/staff/ and community participants	Organizations and cultural events permanently established at new Pryor campus	To provide at least one cultural event for students/staff/faculty/and community per semester	This initiative will be an important element to our new Pryor campus, however since the move was delayed there was not sufficient time to implement the new programs. These programs are expected to get underway during the 2014-15 school year.	Rescheduled for next year.

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Goal 4: Leverage Resources  
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4.2 Pursue optimal staffing throughout the university	Increase Full-time Faculty headcount on the RSU Pryor Campus	Increase from 2 full-time instructors to 3-4 full-time instructors prior to occupation of the new RSU Mid-America campus	4.2.1 - Collaborate with the Academic Department Heads, Deans, and V.P. for Academic Affairs to implement a plan and budget for possible full-time English and Math Instructors.	Due to budgetary issues, we were unable to increase the full-time faculty headcount on the Pryor campus during the 2013-14 year. We are continuing to work with the Academic Departments to request new faculty positions as the budget allows.	Ongoing
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.	4.5.1 The RSU Pryor Scholarship breakfast was successful in doubling the amount of monies raised (50% increase) for Pryor and Mayes County students from the amount raised last year.	Complete

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Goal 6: Promote Community Engagement  
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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	6.1.1 Host meetings with the Mid-America Industrial Park officials and Industry leaders to determine the educational needs. 6.1.2 Host Lunch and Learn meetings to bring together students, faculty, community and industry leaders 6.1.3 promote use of new campus facilities to community and industry leaders	Establish monthly meeting calendar for new Pryor campus conference facilities	Host monthly MAIP Plant Managers Meetings Host monthly lunch and learn program Encourage use of RSU Pryor facilities	6.1.1 Meetings have been held and successful with industry leaders to determine educational needs in the MidAmerica Industrial Park. A curriculum is being created to serve those needs and will be implemented in the fall 2014. 6.1.2 Lunch and Learn Meetings will be planned and implemented by spring 2015. 6.1.3 New campus facilities are being promoted and usage by industry and community is progressing. A monthly event/meeting calendar has been established.	Rescheduled for next year  Rescheduled for next year.  Ongoing

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6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social responsibility	6.2.1 Develop Student community volunteer center coordinating student volunteers and community organizations in need of volunteers.	Evaluation measured by the percentage of student volunteers enacted compared to the number of volunteers requested within the community with	Initial volunteer goal of 2% of total Pryor student enrollment	An RSU Student Volunteer program is being planned for implementation in the Fall 2014.	Rescheduled for fall 2014

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6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities.	Number of Events Held on campus	Present 2-3 cultural/educational events at the RSU Pryor Campus	6.5.1 Utilize the new Educational Command Center to present educational events to students and community 6.5.2 Encourage RSU Pryor faculty to engage students by holding cultural and recreational events on campus.	6.5.1 The Exploration Command Center has been utilized for 8 <sup>th</sup> grade programs and is continuing to be a STEM strength that can be utilized by the Pryor campus.	Ongoing
				6.5.2 Cultural and Recreational events are being planned for the Fall 2014. GoogleFest is an event held for area residents participation and will be held again in summer 2014.	Ongoing

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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							