

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

Unit Name: RSU Public Media (KRSC-TV)

**Unit Mission**

*RSU PUBLIC MEDIA serves as Oklahoma's only University licensed Public Television station and exists to serve its members, the University, students, and citizens of Green Country with innovative media content and services of the highest quality, to advance education, culture and citizenship.*

**Goal (1): (Advance Academic Excellence)**

This Unit Action Plan Specifically Supports Commitment(S) **1.1**

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
1.1 Provide creative and innovative learning environments	Student Participation in Production Club	Increase in student, faculty and staff involvement by 10%	Offer hands on media experience for students and faculty in studio and field content development  Engage Student, Faculty and Staff in developing media content and Film Festival  Participate in the Barebones Film Festival & study successful techniques	Hands-on media experience offered to Communications students. Student involvement anecdotally increased but not tracked and reporting quantitatively.	Ongoing

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
<b>Goal (2): (Strengthen Enrollment Management)</b> This <i>Unit Action Plan</i> Specifically Supports Commitment(S) <u>2.1, 2.3</u>					
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	Internships and student employment	Maintain current level of internships and student employment	Secure funding	Student internships secured for fall 2011 and spring 2012	Ongoing
	Marketing & promotion of Institution and its image & programs.	Creation of 4 new image spots	Review RSU Branding and Promotion Plan	More than four new image spots created	Completed
			Research station best practices and assign production team to produce spots	Best practices are being developed	In progress
2.3 Involve all constituencies of the university in student recruitment and retention efforts	Create content to engage students and parents	At minimum – 16 teams participate in Academic Game Show	Research, Plan and Producer Academic Game Show  draw students and their families to campus  Invite High Schools & students to competition	Game show in development	In progress

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<b>Goal (4): (Leverage Resources)</b> This <i>Unit Action Plan</i> Specifically Supports Commitment(S) <b><u>4.4</u></b>					
4.4 Update the capital project master plan for all campuses	RSU Public TV Capital Plan	Purchase and Maintain equipment according to capital plan	Update 5 year capital plan  Purchase equipment Repair and replace	Capital Plan updated. Equipment requested and to be determined in coming year	Ongoing
<b>Goal (6): (Promote Community Engagement)</b> This <i>Unit Action Plan</i> Specifically Supports Commitment(S) <b><u>6.1, 6.4, 6.5</u></b>					
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	Making Place Matter and RSU Strategic Action Plans  RSU Public TV Strategic Plan	Development of 10 new hours of regional content  Collaborate with 3 new partners	Engage in MPM Committee work  Research, Plan and assign Production team to produce content  Develop programming that is conceived through MPM Initiative	Making Place Matter committee met and developed strategic action plan, including 10 new hours or regional content. Further, three new partners were invited for community collaborative purposes	Ongoing
6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	Participation in Political Debates  Academic Game Show  Support Charitable Events	Increase Partnerships by adding 5 new partners	- Research, Plan and produce local content and events - Work with Superintendents, Principles and AQ Coaches - Sponsor 5 community events	2012 Presidential debates were aired at RSU's Centennial Center, followed by televised participant discussion consisting of students, faculty and staff.  Game show is being implemented with input from Communications faculty .  More than 5 community events were held.	Completed  Ongoing  Completed

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6.5 Increase opportunities for area residents to participate in educational, cultural and recreational activities	Viewership and Public Participation	Increase viewership by 10% and increase audience participation at events by 10%	Produce Local/Regional content and events	10% viewership increase and audience participation increase has been tracked and documented by RSU Public TV administrator.	Ongoing

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**Budget Request Supplement for Academic Year 2012-2013**

Year Three – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
TBD	TBD	TBD	TBD	TBD	TBD	TBD