

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

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 2012-2013 This section due by May 1, 2012.				Report for 2012-2013 This section due by May 17, 2013	
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	Combined efforts with staff, faculty and students to produce several public debates, one in Baird Hall, one in Pryor's town hall and one in centennial Ctr. Faculty members contributed in the production of debates and other station produced programs.	Completed
			Engage Student, Faculty and Staff in developing media content and Film Festival		Ongoing
			Participate in the Barebones Film Festival & study successful techniques		Attended the festival and talked to organizers of the festival. Discovered RSU TV will need to partner with several venue locations in Claremore and on campus to hole a festival of this nature. Will need to partner with local business to keep cost low.

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Goal (2): (Strengthen Enrollment) This Unit Action Plan 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	Converted two part time students to full time station employees	Completed
	Marketing & promotion of Institution and its image & programs.	Creation of 4 new image spots	Review RSU Branding and Promotion Plan Research station best practices and assign production team to produce spots	Created image campaign for 25 th Anniversary using Bill Curtis as talent. Students were involved in the production as part of the crew on site videotaping the production.	completed
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	Jeopardy style weekly game show called "I Want Answers"	2 seasons completed
			draw students and their families to campus	Students, families and coaches attended taping of production I studio.	Completed
			Invite High Schools & students to competition	Over 35 area schools sent in applications for the show	Completed

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
Goal (4): (Leverage Resources) This Unit Action Plan Specifically Supports Commitment(S) <u>4.4</u>					
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	Purchased 3 standard digital cameras for production truck Griffin Communications donated about \$300 thousand in gift giving to the station; this included sets, monitors, digital audio board and server storage. Purchased Canon Camera for field use	Completed Completed completed
Goal (6): (Promote Community Engagement) This Unit Action Plan Specifically Supports Commitment(S) <u>6.1, 6.4, 6.5</u>					
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	Green Country Perspectives - 13 hours Green Country People and Places - 6.5 hours OK News Analysis – 4 hours Debates – 3 hours Documentary – 1 hour	Completed
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	Partners; Pulse Magazine – trade out Bartlesville newspaper - trade Claremore newspaper – trade Claremore Bluegrass Festival – trade Tulsa Home and Garden show - trade	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