



**RSU 2016-2021 Strategic Plan Employee Feedback
Overall Ranking
August 1, 2016
(N = 171)**

Goal #1: Inspire Student Learning and Development

Objective 1: Promote Student Success

- Initiative 1: Increase persistence and graduation rates
- Initiative 2: Expand opportunities for undergraduate research/scholarship

Objective 2: Enhance Transformational Learning Experiences Across the University

- Initiative 1: Integrate quality principles across the curriculum
- Initiative 2: Strengthen internship and civic engagement programs
- Initiative 3: Emphasize diversity, inclusion, and global awareness
- Initiative 4: Promote educational experiences for students outside of the classroom

Goal #2: Enhance Institutional Excellence, Innovation and Traditions

Objective 1: Enhance Organizational Culture and Strengthen Internal Communication Systems

- Initiative 1: Promote a culture that celebrates innovation, values human resources, and embraces positive change
- Initiative 2: Strengthen internal communication systems
- Initiative 3: Engage part-time faculty in University culture
- Initiative 4: Establish and celebrate RSU traditions

Objective 2: Support Professional Growth and Employee Well-Being

- Initiative 1: Ensure competitive salaries for faculty and staff (full-time and part-time)
- Initiative 2: Pursue pedagogical innovation through faculty and staff support
- Initiative 3: Build full-time faculty and staff to the level of regional parity

Goal 3: Engage Relevant Stakeholders

Objective 1: Enhance RSU's Image and Build Brand Awareness

- Initiative 1: Develop a comprehensive brand identity and marketing plan
- Initiative 2: Actively engage alumni and community supporters
- Initiative 3: Enhance external communication
- Initiative 4: Strengthen RSU Foundation Endowments and Donor Base

Goal #4: Enhance Enrollment Growth and Development

Objective #1: Strengthen Operational and Student Service Systems

Initiative 1: Maximize the implementation and use of the new administrative services and associated technology systems.

Initiative 2: Reimagine and reinvigorate RSU's Service Mission

Objective #2: Increase Institutional Enrollment

Initiative 1: Develop a comprehensive Strategic Enrollment Plan

Initiative 2: Accelerate academic program development

Initiative 3: Increase institutional retention

Initiative 4: Increase volume, quality and opportunities relative to student activities across all RSU campuses.

Survey Rating Scale

<i>Critical</i>	<i>Important</i>	<i>Somewhat Important</i>	<i>Not Important</i>	<i>Does Not Pertain</i>
4	3	2	1	0

TABLE A: Strategic Actions Ranked by Mean Employee Rating

Strategic Actions	N	Blank	Mean	Std. Dev.	Min	Max
2.1.1. Reduce/eliminate furlough days through increased revenue and cost containment	161	10	3.60	.745	0	4
2.2.1. Implement a compensation plan	162	9	3.55	.740	0	4
3.1.1. Increase RSU presence/visibility in service area	151	20	3.50	.765	0	4
2.2.1. Conduct a compensation survey	159	12	3.46	.855	0	4
3.1.3. Increase awareness of academic excellence	156	15	3.44	.729	0	4
3.1.4. Increase RSU Foundation assets by more than 15% annually	152	19	3.40	.748	0	4
2.2.1. Compensate staff for achieving relevant degrees	160	11	3.39	.832	0	4
1.1.1. Improve RSU's advisement system	155	16	3.39	.872	0	4
2.1.3. Provide unbroken access to RSU email communication between semesters	158	13	3.37	.825	0	4
4.2.4. Establish partnerships with Claremore, Pryor and Bartlesville city leadership to facilitate business, facility and programmatic investment that	148	23	3.36	.784	0	4

Strategic Actions	N	Blank	Mean	Std. Dev.	Min	Max
appeals to and engages local college student population						
3.1.2. Engage prominent community leaders	153	18	3.35	.693	0	4
3.1.3. Refine effectiveness of RSU digital presence	146	25	3.34	.745	0	4
3.1.3. Increase awareness of individual accomplishments	148	23	3.31	.798	0	4
3.1.2. Expand the alumni base	144	27	3.28	.770	1	4
1.1.1. Increase pursuit of federal (e.g. TRiO) and other grant opportunities	151	20	3.28	.776	0	4
1.1.1. Implement a comprehensive first-year experience program	159	12	3.28	.789	0	4
2.1.2. Improve RSU's website (external) and the MyRSU portal (internal)	149	22	3.28	.813	0	4
3.1.3. Leverage RSU TV and RSU Radio media assets	143	28	3.28	.883	0	4
2.2.1. Develop a performance development plan for staff	155	16	3.27	.863	0	4
4.2.2. Advance development of online programs and courses in demand subjects and emerging disciplines	148	23	3.26	.671	1	4
2.1.4. Identify and promote RSU's unique traditions	147	24	3.23	.794	0	4
3.1.3. Expand distribution of university news to non-campus publics	143	28	3.23	.811	1	4
2.1.2. Automate university forms	147	24	3.23	.820	0	4
3.1.1. Formalize and implement university marketing and branding plan	146	25	3.23	.845	0	4
1.1.2. Establish internships, research partnerships, and similar opportunities	149	22	3.22	.715	0	4
1.1.2. Establish internships, research partnerships, and similar opportunities	149	22	3.22	.715	0	4
2.1.2. Maintain a university online event calendar	151	20	3.22	.765	1	4
4.2.1. Identify RSU enrollment goals and OSRHE enrollment mandates	140	31	3.20	.850	0	4
4.2.1. Establish enrollment metrics and key performance indicators	140	31	3.19	.804	0	4
4.2.1. Conduct internal/external SWOT analysis on enrollment	138	33	3.19	.876	0	4
3.1.4. Promote an intentional grant process linking funding priorities to outcomes	145	26	3.19	.876	0	4
4.1.1. Identify campus specialists and enhance training in technology tools	140	31	3.18	.780	0	4
2.1.2. Implement an internal communication plan	148	23	3.18	.855	0	4
3.1.2. Encourage faculty, staff and student	143	28	3.17	.769	0	4

Strategic Actions	N	Blank	Mean	Std. Dev.	Min	Max
participation in local engagement and/or leadership opportunities						
4.2.2. Add certificate and credential offerings in line with core institutional competencies	145	26	3.16	.831	0	4
3.1.2. Increase communication with alumni	147	24	3.16	.868	0	4
2.2.2. Increase university-sponsored professional development opportunities	150	21	3.14	.803	0	4
4.1.1. Streamline business processes and deploy technological solutions	144	27	3.13	.787	0	4
4.1.1. Identify and capture resource efficiencies	143	28	3.13	.850	0	4
4.2.1. Establish data analytics structure	134	37	3.13	.853	0	4
2.1.1. Create a single sign-on to RSU computing systems	147	24	3.12	.957	0	4
2.2.3. Conduct an employee staffing survey of peer institutions	152	19	3.11	.896	0	4
2.2.2. Develop and implement a new employee orientation program	146	25	3.07	.915	0	4
4.2.2. Establish one complete degree/certificate/credential program at each satellite campus location	137	34	3.05	.869	1	4
2.2.3. Recruit and retain under-represented faculty and staff	143	28	3.05	.899	0	4
2.1.3. Invite adjunct faculty to department and university meetings and events	149	22	3.03	.908	0	4
2.2.2. Incentivize scholarly and creative research and activities	144	27	3.03	.912	1	4
1.1.1. Mine data to inform institutional decision making	138	33	3.00	.828	0	4
2.1.1. Develop an employee recognition program	153	18	3.00	.874	0	4
1.1.2. Dedicate funds for student research/scholarship	141	30	2.98	.751	1	4
1.2.2. Establish more internship opportunities	168	3	2.98	.875	0	4
1.1.1. Advance use of technology in at-risk and support services	141	30	2.95	.759	0	4
4.1.2. Create and implement a university customer service code	132	39	2.95	1.047	0	4
2.1.1. Develop an after-5:00 p.m. student service environment	139	32	2.94	.841	1	4
3.1.1. Implement brand management measures to protect use of RSU marks	134	37	2.91	.938	0	4
1.2.1. Establish quality standards in on-ground courses	157	14	2.89	.852	0	4
2.1.3. Engage adjunct faculty in the Faculty Association	147	24	2.88	.910	0	4

Strategic Actions	N	Blank	Mean	Std. Dev.	Min	Max
4.2.4. Improve and expand physical facilities to accommodate increased activities	126	45	2.86	.874	0	4
3.1.2. Plan department and program specific activities, events and reunions	134	37	2.84	.903	0	4
4.2.4. Address transportation needs between satellite and main RSU campuses	125	46	2.84	.919	0	4
2.2.2. Implement an RSU Leadership professional development program	139	32	2.83	.881	0	4
1.1.1. Implement persistence initiatives	142	29	2.82	.894	0	4
1.2.2. Expand community service opportunities	162	9	2.81	.843	0	4
2.1.1. Establish an RSU-Bartlesville Student Center and Library	137	34	2.80	.964	0	4
3.1.2. Develop an RSU student-alumni mentorship program	129	42	2.79	.933	0	4
1.2.1. Establish internships, research partnerships, and similar opportunities	156	15	2.76	.924	0	4
1.2.2. Promote service learning as a required element in appropriate courses	160	11	2.74	.856	0	4
2.1.3. Post current full-time and adjunct faculty biographical information on department websites	134	37	2.74	.941	0	4
4.2.3. Plan and Build a University Welcome Center	128	43	2.74	1.074	0	4
4.2.3. Plan and build a University Recreation and Wellness Center	118	53	2.71	1.005	0	4
2.1.3. Create a part-time faculty mentor position	132	39	2.66	1.083	0	4
1.2.3. Provide appropriate co-curricular learning and involvement opportunities	156	15	2.65	.760	0	4
2.1.1. Apply for Best Places To Work in Oklahoma status and/or Great Colleges to Work For status	129	42	2.65	1.080	0	4
1.1.1. Develop an academically based residence life program	138	33	2.64	.878	1	4
4.2.3. Address transportation needs between satellite and main RSU campuses	132	39	2.64	.975	0	4
2.1.4. Enhance Convocation as a tradition	128	43	2.59	.952	0	4
1.2.3. Increase support and success initiatives for identity-based student populations	152	19	2.58	.910	0	4
1.2.1. Expand the role of the CTL in quality implementation	145	26	2.50	.958	0	4
1.2.4. Establish "Study Circles" among faculty, staff, and students	152	19	2.46	.898	0	4
2.1.1. Establish a Faculty/Staff Social Planning Committee	120	51	2.45	.995	0	4
1.2.3. Expand studies-at-large (national and international) programs	150	21	2.43	.900	0	4

Strategic Actions	N	Blank	Mean	Std. Dev.	Min	Max
1.2.4. Establish colloquia series in each school	155	16	2.35	.828	0	4
2.1.2. Publish an internal newsletter for RSU employees	124	47	2.35	.903	0	4
2.1.4. Create fulltime and adjunct faculty showcase displayed on building monitors.	121	50	2.35	.998	0	4
1.2.3. Establish a Native American Student Center	144	27	2.26	.946	0	4
1.2.4. Establish a “scholar in residence” program	138	33	2.16	.873	0	4
2.1.2. Publish a dedicated retiree newsletter	104	67	1.77	.873	0	4