



## RSU 2016-2021 Strategic Plan Implementation Template

### Public Relations

#### Mission

Our mission at Rogers State University is to ensure students develop the skills and knowledge required to achieve professional and personal goals in dynamic local and global communities.

Our commitments, which support the RSU mission, are as follows:

- To provide quality associate, baccalaureate, and graduate degree opportunities and educational experiences which foster student excellence in oral and written communications, scientific reasoning, and critical and creative thinking.
- To promote an atmosphere of academic and intellectual freedom and respect for diverse expression in an environment of physical safety that is supportive of teaching and learning.
- To provide a general liberal arts education that supports specialized academic programs and prepares students for lifelong learning and service in a diverse society.
- To provide students with a diverse, innovative faculty dedicated to excellence in teaching, scholarly pursuits, and continuous improvement of programs.
- To provide University-wide student services, activities, and resources that complement academic programs.
- To support and strengthen student, faculty, and administrative structures that promote shared governance of the institution.
- To promote and encourage student, faculty, staff, and community interaction in a positive academic climate that creates opportunities for cultural, intellectual, and personal enrichment for the University and the communities it serves.

## **Vision**

Rogers State University aspires to be the regional university of choice for Northeast Oklahoma and beyond, recognized as a model for excellence in face-to-face and online academic programs at both the undergraduate and graduate levels.

### **Explanation of RSU's Vision Statement:**

Rogers State University (RSU) has advanced its reputation for quality undergraduate education since becoming a four-year university in 2000. This is evidenced in U.S. News & World Report rankings where RSU placed as one of the top 50 public regional colleges in the West. RSU focuses on excellence in teaching and seeks to become a regional leader in Quality Matters approved distance education.

As a regional university of choice, RSU cultivates a vibrant campus culture with a focus on substantive, relevant degree programs at the undergraduate and graduate program levels that align with regional business, industry, and educational needs. Through curricular and co-curricular offerings, RSU promotes and embraces an appreciation for cultural diversity and global awareness.

Today:  
*Mission*



Future:  
*5-year Vision*

**Area or School Mission:**

**The Department of Public Relations at Rogers State University conducts strategic marketing and public relations with the purpose of enhancing the reputation of the University and promoting positive engagement with key internal and external audiences. The Department strives to uphold brand identity standards in publications, media and community relations, the website, and social media.**

**Department Mission:**

NA

**Process and Instructions:**

Operational planning is planning that takes place at the department level or across departments in an organization. RSU's operational plans are developed by each department on an annual basis, and all department plans are guided by the University's prioritized strategic actions selected by RSU's Strategic Planning Committee. Departments may choose to include additional action items in their annual plans, but only those actions that support the annually prioritized strategic actions will be considered for institutional resources when resources become available. Further, key performance indicators are necessary to assess the success of each operational plan. Operational plans will be submitted to and reviewed by the vice president for each respective area as well as the Strategic Planning Committee and the Budget Advisory Committee.

In the tables that follow, please work collaboratively with your team to select three to six strategic actions for the specific year of implementation for your Unit to accomplish.

**Years 3 and 4 Priorities:**

- Goal 2.1.1.1: Reduce/eliminate furlough days through increased revenue and cost containment
- Goal 2.2.1.1: Ensure competitive salaries for faculty and staff (full-time and part-time)
- Goal 1.1.1.6: Enhance and implement academic quality and persistence initiatives (Development of a first-year experience program)

Departments' Operational Plans are reviewed by the Strategic Planning Committee and the Budget Advisory Committee to develop the upcoming budget for submission to OSRHE. Henceforth, each year after the University's budget is finalized, departments will be informed of approval or disapproval of budget monies requested in their Operational Plans.

**GOAL #1: INSPIRE STUDENT LEARNING AND DEVELOPMENT**

**Objective 1: Promote Student Success**

Initiative 1: Increase persistence and graduation rates

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Improve RSU's advisement system		Years 1-5				
2. Implement a comprehensive first-year experience program		Years 3-5				
3. Increase pursuit of federal (e.g. TRiO) and other grant opportunities		Year 1				
4. Mine data to inform institutional decision making		Years 1-5				
5. Advance use of technology in at-risk and support services		Year 1				
6. Implement persistence initiatives		Years 1-5				
7. Develop an academically based residence life program		Year 4 Year 5				

Initiative 2: Expand opportunities for undergraduate research/scholarship

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Establish internships, research partnerships, and similar opportunities		Year 1				
2. Dedicate funds for student research/scholarship		Year 1				

**Objective 2: Enhance Transformational Learning Experiences Across the University**

Initiative 1: Integrate quality principles across the curriculum

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Establish quality standards in on-ground courses		Year 2				
2. Implement the Quality Matters plan in online and blended courses		Year 1				
3. Expand the role of the CTL in quality implementation		Year 1				

Initiative 2: Strengthen internship and civic engagement programs

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Establish more internship opportunities		Year 1				
2. Expand community service opportunities		Year 2				
3. Promote service learning as a required element in appropriate courses		Year 3				

Initiative 3: Emphasize diversity, inclusion, and global awareness

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Provide appropriate co-curricular learning and involvement opportunities		Year 1				
2. Increase support and success initiatives for identity-based student populations		Year 1				
3. Expand studies-at-large (national and		Year 5				

international) programs						
4. Establish a Native American Student Center		Year 3				

Initiative 4: Promote educational experiences for students outside of the classroom

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Establish “Study Circles” among faculty, staff, and students		Year 3				
2. Establish colloquia series in each school		Year 4				
3. Establish a “scholar in residence” program		Year 5				



**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

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Reduce/eliminate furlough days through increased revenue and cost containment		Year 1				
2. Create a single sign-on to RSU computing systems		Year 5				
3. Develop an employee recognition program		Year 1				
4. Develop an after-5:00 p.m. student service environment		Year 3				
5. Establish an RSU-Bartlesville Student Center and Library		Year 1-3				
6. Apply for Best Places To Work in Oklahoma status and/or Great Colleges to Work For status		Year 5				

7. Establish a Faculty/Staff Culture Planning Committee (i.e., Cultural Innovation Committee)	Year 3: Develop committee charge function	Year 3	\$0	Approval of committee change by President	Director of Public Relations with Committee membership
	Year 4: Convene committee	Year 4		Overall positive response to organizational culture survey	

Initiative 2: Strengthen internal communication systems

Strategic Actions	Operational Actions	Priority Year	Budget Requested/Received	Evaluation Measure and Performance Standard	Person(s) Responsible	Status (Due Date and Progress)
1. Improve RSU's website (external) and the MyRSU portal (internal)		Year 1				
2. Automate university forms		Year 2				
3. Implement an internal communication plan		Year 1				

Initiative 3: Engage part-time faculty in University culture

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Provide unbroken access to RSU email communication between semesters		Year 1				
2. Invite adjunct faculty to department and university meetings and events		Year 1				
3. Engage adjunct faculty in the Faculty Association		Year 2				
4. Post current full-time and adjunct faculty biographical information on department websites		Year 1				

Initiative 4: Establish and celebrate RSU traditions

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
--------------------------	----------------------------	----------------------	----------------------------------	--	------------------------------	---------------------------------------

1. Identify and promote RSU's unique traditions		Year 1				
---	--	--------	--	--	--	--

**Objective 2: Support Professional Growth and Employee Well-Being**

Initiative 1: Ensure competitive salaries for faculty and staff (full-time and part-time)

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Implement a compensation plan		Year 4				
2. Conduct a compensation survey		Year 2				
3. Develop policies to compensate staff for achieving relevant degrees, certificates, or licensure		Year 1				
4. Develop a performance development plan for staff		Year 5				

Initiative 2: Pursue pedagogical innovation through faculty and staff support

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Increase university-sponsored professional development opportunities		Year 1 Year 2 Year 3				
2. Develop and implement a new employee orientation program		Year 3				
3. Incentivize scholarly and creative research and activities		Year 1				

Initiative 3: Build full-time faculty and staff to the level of regional parity

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Conduct an employee staffing survey of peer institutions		Year 2				
2. Recruit and retain under-represented faculty and staff		Year 1				

### 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

Strategic Actions	Operational Actions	Priority Year	Budget Requested/ Received	Evaluation Measure and Performance Standard	Person(s) Responsible	Status (Due Date and Progress)
1. Increase RSU presence/visibility in service area		Year 1 – Year 5				
2. Formalize and implement university marketing and branding plan	Year 3: Convene Marketing Committee incl. faculty membership	Year 3	\$0	Year 3: Committee convened	Director of PR	
	Year 4: Create Marketing and branding plan	Year 4		Year 4: Marketing Plan published and first-year initiatives implemented		
3. Implement brand management measures to protect use of RSU marks	Year 3: Establish brand management strategies with systematic research	Year 3	\$0	Year 3: Publication of brand management plan	Director of PR	
	Year 4: Implement new strategies	Year 4		Year 4: Tracking system to evaluate brand		

	including logos, tagline, content marketing strategy, and toolkit			changes. Benchmark increase of 20% search traffic and web visitors. Benchmark increase partnerships by 10%		
--	---	--	--	--	--	--

Initiative 2: Actively engage alumni and community supporters

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Engage prominent community leaders		Year 1				
2. Expand the alumni base		Year 1				
3. Encourage faculty, staff and student participation in local engagement and/or leadership opportunities		Year 2				
4. Increase communication with alumni		Year 1				
5. Plan department and program specific activities, events and reunions		Year 2				

Strategic Actions	Operational Actions	Priority Year	Budget Requested/Received	Evaluation Measure and Performance Standard	Person(s) Responsible	Status (Due Date and Progress)
6. Develop an RSU student-alumni mentorship program		Year 1				

Initiative 3: Enhance external communication

Strategic Actions	Operational Actions	Priority Year	Budget Requested/Received	Evaluation Measure and Performance Standard	Person(s) Responsible	Status (Due Date and Progress)
1. Increase awareness of academic excellence	Implement engaging video content on RSU website and social media	Year 3 Year 4	\$0	Year 3: Focus group feedback  Year 4: Significant increase (90% CI) in NSSE engagement scores	Director of PR	
2. Refine effectiveness of RSU digital presence	<b>SEE 3.1.1.3</b> Year 3: Establish brand management strategies with systematic research  Year 4: Implement new strategies including logos,	Year 3	\$0	Year 3: Publication of brand management plan  Year 4: Tracking system to evaluate brand changes.	Year 3: Establish brand management strategies with systematic research  Year 4: Implement new strategies	



Strategic Actions	Operational Actions	Priority Year	Budget Requested/ Received	Evaluation Measure and Performance Standard	Person(s) Responsible	Status (Due Date and Progress)
	tagline, content marketing strategy, toolkit			Benchmark increase of 20% search traffic and web visitors. Benchmark increase partnerships by 10%	including logos, tagline, content marketing strategy, toolkit	
3. Increase awareness of individual accomplishments		Year 1				
4. Leverage RSU TV and RSU Radio media assets		Year 1				
5. Expand distribution of university news to non-campus publics	Community event sponsorships	Year 4	\$0	Increase assistance in community event sponsorship by 5% annually	Director of PR with Cabinet	

**Initiative 4: Strengthen RSU Foundation Endowments and Donor Base**

Strategic Actions	Operational Actions	Priority Year	Budget Requested/ Received	Evaluation Measure and Performance Standard	Person(s) Responsible	Status (Due Date and Progress)
-------------------	---------------------	---------------	----------------------------	---	-----------------------	--------------------------------

1. Increase RSU Foundation assets by more than 15% annually		Year 1				
2. Promote an intentional grant process linking funding priorities to outcomes		Year 1				

**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.

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Identify campus specialists and enhance training in technology tools		Year 1 Year 2				
2. Identify and capture resource efficiencies		Years 1-5				
3. Streamline business processes and deploy		Year 3				

technological solutions						
-------------------------	--	--	--	--	--	--

**Initiative 2: Reimagine and reinvigorate RSU’s Service Mission**

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Create and implement a university customer service code		Year 3				

**Objective #2: Increase Institutional Enrollment**

**Initiative 1: Develop a comprehensive Strategic Enrollment Plan**

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Identify RSU enrollment goals and OSRHE enrollment mandates		Year 1				

2. Conduct internal/external SWOT analysis on enrollment		Year 1				
3. Establish enrollment metrics and key performance indicators		Year 1				
4. Establish data analytics structure		Year 1				

Initiative 2: Accelerate academic program development

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress )</b>
1. Advance development of online programs and courses in demand subjects and emerging disciplines		Year 1				
2. Add certificate and credential offerings in line with core institutional competencies		Year 2				
3. Establish one complete degree/certificate/crede		Year 2				

ntial program at each satellite campus location						
---	--	--	--	--	--	--

Initiative 3: Increase institutional retention

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Plan and Build a University Welcome Center		Year 5				
2. Plan and build a University Recreation and Wellness Center		Year 5				
3. Address transportation needs between satellite and main RSU campuses		Year 2				

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

<b>Strategic Actions</b>	<b>Operational Actions</b>	<b>Priority Year</b>	<b>Budget Requested/ Received</b>	<b>Evaluation Measure and Performance Standard</b>	<b>Person(s) Responsible</b>	<b>Status (Due Date and Progress)</b>
1. Establish partnerships with Claremore, Pryor and Bartlesville city leadership to facilitate		Year 2				

business, facility and programmatic investment that appeals to and engages local college student population						
2. Improve and expand physical facilities to accommodate increased activities		Year 4				