

**Northern Oklahoma College 2013-2018 Strategic Plan  
Year Two Priorities-2014-2015**

**Goal 1A: Enhance the quality of life for students.**

- Create co-curricular assessment plan to better measure effectiveness of student activities.
- Increase the number of student activities offered on each campus, incorporating feedback from student surveys.
- Increase the number of participants in student activities.
- Utilize focus groups and/or surveys to identify extracurricular and co-curricular interests from non-traditional student group, NOC-Stillwater group, and night class students.
- Track usage of tutoring services per discipline, both for on-site tutoring services and tutor.com.
- Survey students about satisfaction with current course offerings.
- Create ESL tutoring resources.
- Develop and implement plan for increasing school pride.
- Create tablet/phone applications to communicate student activities.
- Create assessment measure to evaluate effectiveness of Blackboard mobile application.
- Increase diversity awareness through curricular and extracurricular activities.

**Goal 1B: Enhance recruitment, retention, and graduation.**

- Update degree audit system.
- Improve use of Early Alert System to identify students with attendance issues not reported as No Shows (focus on first two weeks especially).
- Identify students with attendance problems with further tracking by faculty and student housing.
- Track advisors' contacts linked to the Early Alert System.
- Develop plan for recruitment and retention of minority and non-traditional students.

**Goal 2: Cultivate and maintain partnerships to inform and improve academics, student experiences, and regional needs.**

- Track and expand the number of internships offered to students and the number of students participating in internships.
- Develop degree options and certificates to meet regional needs and address state ecosystem.
- Enhance curriculum and programming for Native American population.
- Identify alumni and friends of the college who could communicate with majors, serve as guest speakers, and create job shadowing opportunities.

**Goal 3: Upgrade facilities for quality and efficiency.**

- Complete way-finding plan for improved signage on NOC campuses.
- Complete interior renovations in Central Hall and Harold Hall (Tonkawa) and Harmon Science and Marshall Hall (Enid).
- Begin dorm and cafeteria renovations.

- Begin NOC-Stillwater facility planning.
- Continue upgrades of electrical systems, fiber, and backup recovery in Enid and Tonkawa.

**Goal 4: Enhance professional development and quality working conditions for NOC employees.**

- Track number of employees going through new orientation program.
- Share training videos to accompany new employee orientation.
- Increase staff professional development offerings to insure a minimum of three sessions per year are offered.
- Increase staff participation in institutional committees, with special emphasis on Staff Affairs Committee.
- Train supervisors on new employee orientation checklist and implement usage of checklist in all departments.
- Continue reviewing employee compensation packages in relation to community college peers and adjust as budget allows.
- Survey employees to identify preferred communication styles.
- Create a Human Resources web page that contains information needed by prospective employees, retirees, student employees, and supervisors as well as a directory of HR staff and their duties.
- Develop Wellness Plan in response to Wellness Assessment and employee feedback.
- Provide professional development opportunities for all employees in diversity and customer service.
- Co-curricular assessment plans in each administrative area will address strategies for improved communications.

**Goal 5: Diversify and increase revenue streams.**

- Review local sales tax options.
- Establish price structures for new dormitories (Enid and Tonkawa).
- Establish target goals for grant applications and awards.
- Provide local training for grant writing and managing for faculty and staff.
- Develop co-curricular assessment plan for scholarship program.
- Identify institutional need list for potential donors.

**All Goals:**

- Use data gathered through CCSSE (Spring 2013), Student Satisfaction Survey (Spring 2014), Employee Satisfaction Survey (Spring 2014), Wellness Report (Summer 2014), the Institutional Fact Book (Summer 2014), and other appropriate measures to develop co-curricular assessment tools and to respond to previously-identified areas for improvement.
- Continue to address year one priorities as needed.

| Assessment Instrument | Link to Strategic Plan | Top Strengths Identified | Top Areas for Improvement | Institutional Committee to Address Issue | Other Groups/ Individuals to Address Issue |
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| <b>CCSSE Survey of Student Engagement</b><br>(Spring 2013) | Goal 1 B, Strategy 2 calls for students to complete a student engagement survey (to be given every other year) with a baseline determined in Spring 2013.  | <ul style="list-style-type: none"> <li>• Students would recommend NOC</li> <li>• Relevant Course Content</li> <li>• Knowledgeable Faculty</li> </ul>  | <ol style="list-style-type: none"> <li>1. Career Counseling</li> <li>2. Study Skills</li> <li>3. Internships</li> </ol>  | 1. Student Services   | <ol style="list-style-type: none"> <li>1. Student Affairs</li> <li>2. ORNT and other faculty</li> <li>3. Division Chairs</li> </ol>   |
| <b>Student Satisfaction Survey</b><br>(February 2014)      | Goal 1A, Strategy 1 recommends additional assessments to augment CCSSE to “gather information directly related to student activities, residence life, athletics, career services, & student organizations.”  | <ul style="list-style-type: none"> <li>• Quality of Academics</li> </ul>  | <ol style="list-style-type: none"> <li>1. Course Availability for Non-trad Students</li> <li>2. Financial Aid Communication Prior to Enrollment</li> <li>3. Limited Co-curricular Offerings</li> </ol>   | <ol style="list-style-type: none"> <li>1. Assessment and Curriculum</li> <li>2. Staff &amp; Faculty Professional Development</li> <li>3. Student Services/Housing Subcommittee</li> </ol> | <ol style="list-style-type: none"> <li>1. Academic Affairs and Division Chairs</li> <li>2. Financial Aid Office, Recruiters</li> <li>3. Student Affairs</li> </ol>                              |
| <b>Employee Satisfaction Survey</b><br>(February 2014)     | Goal 4, Strategy 10 calls for a survey as a means of identifying areas of improvement in communication, policies, processes, and procedures.   | <ul style="list-style-type: none"> <li>• Employees enjoy and have pride in their work.</li> <li>• Employee benefits are valuable.</li> <li>• Work environment is safe-NOC Alert.</li> </ul>                                 | <ol style="list-style-type: none"> <li>1. Communication</li> <li>2. Salary Compensation</li> <li>3. Professional development opportunities, especially for new employees and supervisory positions</li> </ol>  | <ol style="list-style-type: none"> <li>1-2. Employee Policies/Procedures, Faculty Affairs, Staff Affairs</li> <li>3. Professional Development, Faculty Affairs, Staff Affairs</li> </ol>  | <ol style="list-style-type: none"> <li>1. All employees individually and through committees, sharing info up and down Org Chart and through myNOC, web, and email</li> </ol>                    |
| <b>Wellness Report</b><br>(June 2014)                      | Strategic Plan, revised core value emphasizes need for a healthy society. Health and wellness also connects to Goal 4, to provide quality working conditions.  | <ul style="list-style-type: none"> <li>• Tobacco-free, certified healthy campus</li> <li>• High touch technology—e.g. Alert and Email System.</li> </ul>  | <ol style="list-style-type: none"> <li>1. Improve health rating for campus</li> <li>2. Improve wellness facilities.</li> <li>3. Develop program for employees and students.</li> </ol>   | <ol style="list-style-type: none"> <li>1-3. Wellness taskforce</li> <li>3. Student Services, Faculty &amp; Staff Affairs</li> </ol>   | Registration (allowing audit of health courses for employees)   |
| <b>Fact Book</b><br>(updated June 2014)                    | Goal 2, Strategy 5 notes need to expand partnerships and provide more transparent data to these partners. The Fact Book addresses that need in listing educational and community partners and making numbers for retention and graduation more available | <ul style="list-style-type: none"> <li>• Gathering more data now</li> <li>• Building on archive of institutional history</li> <li>• Communicating mission, vision, core values, and strategic plan over and over</li> </ul> | <ol style="list-style-type: none"> <li>1. Improved retention rates</li> <li>2. More completion data for athletes, minority groups, and other focus groups</li> <li>3. Assessment of co-curricular</li> <li>4. Expansion of data collection in Fact Book for other areas—e.g. athletics—as well as highlights from other reports</li> </ol> | 1-3. Assessment   | <ol style="list-style-type: none"> <li>1. Every employee</li> <li>2. I.R. Director, Athletic Director, others as needed</li> <li>3. Student Affairs</li> <li>4. All areas, as needed</li> </ol> |

2013-2014 Strategic Planning Priorities

| Goal | Year One Priorities | Areas of Responsibility | Resources | Status/Completion Date | Evidence of Success |
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| <p>1A: Enhance quality of life for students.</p> <p>Goal Coordinator: VPSA</p>  | <p>A. Comprehensive safety plan and regular safety training for faculty and staff</p> <p>B. Student engagement plan</p> <p>C. Comprehensive resident life plan</p>   | <p>Priorities A-C:</p> <ul style="list-style-type: none"> <li>• VPSA</li> <li>• Deans of Students and VPSC</li> <li>• Student Services Committee</li> </ul>   | <ul style="list-style-type: none"> <li>• Student activity fees</li> </ul>   |                                     |  |
| <p>1B: Enhance recruitment, retention, and graduation.</p> <p>Goal Coordinator: VPEM</p>  | <p>A. Data collection (e.g. CCSSE)</p> <p>B. Data analysis (e.g. CCSSE)</p> <p>C. Analysis of online and evening course enrollment and completion in Fall</p> <p>D. Spring-if indicated, add more online/evening</p> <p>E. Professional dev. for faculty/staff on advising</p> | <p>Priority A:</p> <ul style="list-style-type: none"> <li>• VPEM /IR Director</li> </ul> <p>Priority B:</p> <ul style="list-style-type: none"> <li>• Adm. Council-all areas</li> <li>• Assessment and Curriculum Committees</li> </ul> <p>Priorities C-E:</p> <ul style="list-style-type: none"> <li>• VPEM</li> <li>• Academic Divisions</li> <li>• Online and Technology Committees</li> <li>• Faculty and Staff Affairs</li> </ul> | <ul style="list-style-type: none"> <li>• Existing assessment fees</li> <li>• Increase in professional development budget for faculty and staff</li> <li>• Career counseling services at OSU</li> </ul>                        | <p>A. Ongoing</p> <p>B. Ongoing</p> | <p>A. CCSSE administered Spring 2013</p> <p>B. Results shared with all employees August 2013 through email, website posting, and fall in-service activity</p> <p>E. August 2013 in-service workshops emphasized advising for retention</p> |
| <p>2: Cultivate/maintain partnerships to inform/improve academics, student experiences, &amp; regional needs.</p> <p>Goal Coordinator: VPAA</p> | <p>A. Conduct environmental scan on workforce needs.</p> <p>B. Review personal/professional certificates.</p>  | <p>Priority A:</p> <ul style="list-style-type: none"> <li>• President</li> <li>• IR Director</li> <li>• Adm. Council</li> <li>• Division Chairs</li> <li>• Grant Committee</li> </ul> <p>Priority B:</p> <ul style="list-style-type: none"> <li>• Academic Affairs</li> <li>• Coord. for Service Learning</li> </ul>  | <ul style="list-style-type: none"> <li>• Workforce Oklahoma</li> <li>• Dept. of OKCI</li> <li>• Possible added Student Service fee (\$1 per credit hour)</li> </ul>   |                                     | <p>B. Nursing certificate proposed to OSRHE pending approval of electronic delivery; other possible certificate areas being reviewed by division chairs</p>  |
| <p>3: Upgrade facilities for quality and efficiency.</p> <p>Goal Coordinator: VPFA</p>  | <p>A. RFP for beautification for Enid/Tonkawa</p> <p>B. RFP for consultants on student housing</p> <p>C. Prioritize current list of projects for facilities on all campuses</p> <p>D. Address emergency issues (every year)</p>  | <p>Priorities A-D:</p> <ul style="list-style-type: none"> <li>• President</li> <li>• VPFA</li> <li>• AVP for Physical Plant</li> <li>• VPDC</li> <li>• Housing Committee</li> <li>• Student Services Committee</li> <li>• Director of I.T.</li> </ul>   | <ul style="list-style-type: none"> <li>• Section 13 Funds</li> <li>• Naming Opportunities</li> <li>• Master lease</li> <li>• Revenue bond</li> <li>• Auxiliary enterprises—e.g. sheep barn</li> <li>• Sponsorships</li> </ul> |                                     |  |

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| <p>4: Enhance professional development and quality working conditions for NOC employees.</p> <p>Goal Coordinators:<br/>VPEC &amp; VPSC</p> | <p>A. Improve new employee orientation – create a formal process and checklist for faculty and staff</p> <p>B. Survey prof. dev. needs</p> <p>C. Develop/choose employee satisfaction survey</p> <p>D. Provide professional development opportunity to train supervisors</p> | <p>Priorities A-D:</p> <ul style="list-style-type: none"> <li>• Faculty and Staff Affairs Committees (Chaired by AVPAA and HR Director)</li> <li>• VPAA</li> <li>• VPFA</li> <li>• Director of I.T.</li> <li>• Professional Development Committees (Faculty/Staff)</li> <li>• Employee Social, Cultural &amp; Community Relations Committee</li> </ul>             | <ul style="list-style-type: none"> <li>• Professional development budget</li> <li>• Webinars</li> <li>• Vendor Training</li> <li>• Training Grants</li> </ul>                        | <p>B. Faculty surveyed Fall 2013</p> | <p>A. Models for employee orientation reviewed by goal coordinators</p> <p>C. Models for employee satisfaction survey reviewed by goal coordinators</p>                        |
| <p>5: Diversify and increase revenue streams</p> <p>Goal Coordinator:<br/>VPDC</p>   | <p>A. Explore sales and property tax revenue</p> <p>B. Implement updated foundation strategic plan</p> <p>C. Create one-page description of NOC “wish list” for donors</p> <p>D. Increase grants each yr.</p>  | <p>Priority A:</p> <ul style="list-style-type: none"> <li>• President/Regents/VPFA</li> </ul> <p>Priorities B-C:</p> <ul style="list-style-type: none"> <li>• VPDC</li> <li>• Alumni Director</li> <li>• NOC Foundation Board</li> <li>• Scholarship Committee</li> </ul> <p>Priority D:</p> <ul style="list-style-type: none"> <li>• Grant Coordinator</li> </ul> | <ul style="list-style-type: none"> <li>• Naming Opportunities</li> <li>• Revenue bond</li> <li>• Grants</li> <li>• Sales and Property Taxes</li> <li>• Scholarship Donors</li> </ul> |                                      | <p>A. Preliminary review of revenue options begun</p> <p>B. NOCF updated strategic plan</p> <p>D. Grant activity increased with new grant coordinator and accountant hired</p> |

VPAA-Vice President for Academic Affairs  
VPEC-Vice President for Enid Campus  
VPFA-Vice President for Financial Affairs  
VPSC-Vice President for Stillwater Campus

VPDC-Vice President for Development and Community Relations  
VPEM-Vice President for Enrollment Management  
VPSA-Vice President for Student Affairs