

# Building a Better NOC

All Campus Meetings

All Documents

(Meetings held in February of 2022)

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○ Zoom Meeting was for anyone that could not attend the other meetings	

## Building a Better NOC –Enid All Campus Meeting 2.10.22

Topic: Improving NOC Public Image

employee input

Improving NOC Public Image		
	Priority	Cost
<p>Increase community engagement</p> <ul style="list-style-type: none"> <li>Students perform community service such as a clean-up day <ul style="list-style-type: none"> <li>Highway clean-up area on 30<sup>th</sup> street</li> </ul> </li> <li>Students involved in more community activities hosted on campus</li> <li>Host a picnic day at NOC</li> <li>Wellness center for the neighborhood offering classes such as Tai Chi</li> <li>Offer community activities to get the public on campus; example: arts festival</li> <li>Ask businesses to support NOC Enid by creating: <ul style="list-style-type: none"> <li>Specialty burgers at BWW</li> <li>Specialty drinks at Bricktown Brewery</li> <li>Specialty pizza at Hideaway</li> <li>Vance AFB pain jet Jets color</li> </ul> </li> <li>Work with chamber and allow community events to bring people on campus <ul style="list-style-type: none"> <li>Collaborate with the Enid chamber of commerce to get businesses, local talent, etc.</li> </ul> </li> <li>Community outreach event</li> <li>Market different activities with community</li> <li>Donate to the community <ul style="list-style-type: none"> <li>Donate dollars, gear and time to the community</li> </ul> </li> <li>Develop internship programs with the Enid Community</li> <li>Offer face painting for kids when holding campus events</li> <li>Have at least one major community event hosted by NOC on our campus</li> <li>Hold an open house to bring people on campus</li> <li>Offer community classes on campus: crafts, art, language</li> <li>Host more recruitment events on campus</li> <li>Invite &amp; host groups on campus (bands to basketball, free meals in Jets café, etc.)</li> <li>Community events on campus (NWOSU has “Bahama Break Away”) <ul style="list-style-type: none"> <li>Carnivals</li> <li>Fun runs</li> <li>Sand Volleyball tournaments</li> <li>Golf tournament</li> </ul> </li> <li>Partner with organizations in town for events &amp; publicity <ul style="list-style-type: none"> <li>JWL</li> <li>LGE</li> <li>Ambucs</li> <li>4 our kids</li> <li>First Friday</li> <li>Second Saturday</li> </ul> </li> </ul>		
Expand NOC literature to other languages		
<p>Technology</p> <ul style="list-style-type: none"> <li>Revise website so it is mobile friendly</li> <li>Website overhaul/NOC app</li> <li>Create phone app</li> </ul>		
<p>Open the Hub or Cafeteria to the public</p> <ul style="list-style-type: none"> <li>Have a Starbucks on campus</li> </ul>		

<ul style="list-style-type: none"> <li>• Open a pizza place on campus</li> <li>• Schedule Food truck Friday with activity</li> </ul>		
Fix our broken sign on University Drive		
Develop outdoor activities <ul style="list-style-type: none"> <li>• Walking trail</li> <li>• Mountain bike trail</li> <li>• Golf course             <ul style="list-style-type: none"> <li>○ get the golf course up &amp; running</li> <li>○ offer turn management degree &amp; let the students do the upkeep on the course</li> <li>○ Host NOC golf tournament</li> </ul> </li> </ul>		
Increase engagement with local schools <ul style="list-style-type: none"> <li>• Really work on relationship with the high school             <ul style="list-style-type: none"> <li>○ Hustle with high school recruiting</li> </ul> </li> <li>• Build better relationships with the high schools to counter the “it’s not a real college experience” mentality</li> <li>• Participate in high school science fairs.</li> <li>• Have radio announcements during high school games</li> <li>• NOC cheerleaders do routine during high school games</li> <li>• Leverage students in to recruitment at local events, junior high</li> <li>• Develop partnerships with grade schools for reading programs</li> <li>• Get instructors or department heads into schools to present on degrees</li> <li>• Put NOC banners up in local high schools/gyms</li> <li>• Bring younger groups (grade school) out to campus for activities             <ul style="list-style-type: none"> <li>○ Let them be ball boy (girl) at home basketball games</li> <li>○ Create a club for these kids to come to the home games (Jr Jets/Jr Mavs)</li> </ul> </li> </ul>		
Baseball and softball games are free – get the word out <ul style="list-style-type: none"> <li>• Increase activities to encourage more participation to our athlete team games</li> </ul>		
Girls soccer in Enid – promote now		
Recruit high profile community members who believe in the importance of higher ed to speak out for us		
Student activities <ul style="list-style-type: none"> <li>• Create more student activities for students not in sports, clubs, organizations</li> <li>• Track (not expensive)</li> <li>• Schedule concerts &amp; cook outs behind Zollars</li> <li>• Offer computer related activities; exam computer club to promote the field of computers</li> <li>• Offer outdoor movies on campus</li> <li>• Offer a robotics club</li> <li>• Dance</li> <li>• Coin Show</li> <li>• More campus activities for commuters (pay for transit to come and go)</li> <li>• Have staff/faculty participate with some on-campus events with resident hall students</li> <li>• Students wear homecoming themed clothes to class</li> <li>• Host Weekend on Maine on campus (usually downtown)</li> <li>• Food trucks, Enid Ax, Music in Student Center parking</li> <li>• Make it your day</li> <li>• Sports Day</li> <li>• Adopt a Highway</li> </ul>		
Ask restaurants to use our pic & logos in their lobby		
Improve toilets		
Outreach to students struggling with 4 year universities		

Hire younger recruiters that are closer to college age, etc.		
Grounds <ul style="list-style-type: none"> <li>Invest in landscaping</li> <li>Clean up around the outer skirts of campus</li> </ul>		
Partner with Vance AFB <ul style="list-style-type: none"> <li>Work with the baes/deployed families</li> </ul>		
Increase the use of Briggs Auditorium <ul style="list-style-type: none"> <li>Offer shows and concerts in Briggs</li> <li>Briggs to hold events               <ul style="list-style-type: none"> <li>Music</li> <li>Comic Con</li> </ul> </li> </ul>		
NOC discount at Enid businesses with student ID		
Student run NOC podcast, webcast, games		
Create license plate holder with NOC- give at graduation		
Identify a student of the week in each class and give them a NOC t-shirt		
NOC Enid needs a "cute" mascot that promotes NOC around town (like a puppy)		
High School activities <ul style="list-style-type: none"> <li>Field day at NOC with the high schools</li> <li>Photo contest with high schools</li> <li>Utilize NOC students to recruit at high schools</li> <li>Increase NOC student exposure in the high schools by               <ul style="list-style-type: none"> <li>Reach across America</li> <li>Sports activities</li> <li>Serving lunch</li> <li>Food pantries</li> </ul> </li> </ul>		
Share NOC accomplishments with public <ul style="list-style-type: none"> <li>Get the word out about our #1 ranking</li> <li>Play up that NOC won JuCo baseball thing</li> </ul>		
Student ambassador involved with recruiting		
Keep in touch with students via text		
Hold a Illustration/Mural Contest		
Find "the Jets" with QR codes		
kids activity: promote scavenger hunt to find jets painted in different colors placed around campus		
Improve facilities		
Addi's pictures		
Focus on absorbing students struggling at the larger schools		
Go to big businesses where employees have opportunities to move up by obtaining degree & share our programs to sign people up (Tyson/Koch)		
Athletic <ul style="list-style-type: none"> <li>Host team night by bringing local teams to sporting activities</li> <li>Have High School nights with sporting events</li> </ul>		
Schedule night time classes so students can obtain a full night time degree		
Encourage high school students who intend to pursue ed. degrees attend the Chautaugag Institute		
Advertise Chapel & Apartments & other facilities		
Work with or local radio stations and air commercials/promotions		
Offer incentives at recruiting events		
Relax "graphic standards"		
Develop new logo – the old one is too blocky		
Mail publications, paid with ads by local businesses, to the public with: <ul style="list-style-type: none"> <li>Testimonials</li> </ul>		

<ul style="list-style-type: none"> <li>○ Degrees</li> <li>○ Sports</li> <li>○ Scholarships</li> </ul>		
Schedule performances/shows for Art & Music classes		
Better living buildings <ul style="list-style-type: none"> <li>○ Remodel campus buildings inside &amp; outside</li> </ul>		
Wear NOC apparel on weekends		
Select a large project for each campus and do a fund-raising program to pay for each. Must appeal to the community		

## Building a Better NOC –Enid All Campus Meeting 2.10.22

Topic: Recruitment

employee input

Recruitment		
	Priority	Cost
Use the JRM system as it was designed: recruiters actually enter student data after every high school visit and set reminder to follow up every 2 weeks, monthly etc. This by personal calls, text, messages. Not just an automated email blast. Contact parents the same way.		
Offer performances (musical) on campus		
Wear NOC apparel on weekends		
Increase community engagement <ul style="list-style-type: none"> <li>○ Host an open house               <ul style="list-style-type: none"> <li>▪ Have food and drinks</li> <li>▪ Let them look around</li> <li>▪ Scavenger hunt during campus visits</li> <li>▪ Schedule on the weekend</li> </ul> </li> <li>▪ Northern encounter June evening for unconventional students &amp; families</li> <li>▪ Set up booths</li> <li>▪ Handout NOC items</li> <li>▪ More on campus recruiting events</li> <li>▪ Offer more campus events with after hour activities</li> <li>▪ Host Grandparents Day (OSU)</li> <li>▪ Move Chikaskia Literacy Festival to Enid and partner with Enid Public Library and Enid Writers Club, and Enid Author Fest</li> <li>▪ Arts adventure on Enid campus</li> <li>▪ Host annual golf tournament</li> <li>▪ Host Polar Plunge in pond</li> <li>▪ If you met your spouse at NOC you can get married in the chapel for free</li> <li>▪ Community Ghost Tours of Campus</li> <li>▪ Host Cycle cross race on golf course</li> <li>▪ Open up campus to groups</li> <li>▪ Go into extended care facilities because it's never too late...also grandkids</li> <li>▪ Trunk or treat at the Oakwood Bowl</li> <li>▪ Send select employees out to speak with community groups</li> <li>▪ Increase awareness that the Roustabouts shows open to the public</li> <li>▪ Sponsor far more community events on campus               <ul style="list-style-type: none"> <li>• Battle of the local/area bands with several genres of music</li> <li>•</li> </ul> </li> </ul>		
Different courses on campus		
Cost of courses		
Campus clubs		
Student program <ul style="list-style-type: none"> <li>○ Computer robotic program</li> <li>○ Computer club to promote computer services</li> <li>○ Programming for NOC apps to be used for campus</li> </ul>		
Advertisement <ul style="list-style-type: none"> <li>○ Increase billboard advertising: Randolph &amp; VanBuren</li> <li>○ Mail out flyers</li> <li>○ Radio interviews               <ul style="list-style-type: none"> <li>▪ Have a weekly 15 minute radio show</li> </ul> </li> </ul>		

<ul style="list-style-type: none"> <li>○ Aim advertising at parents as well as students</li> <li>○ Keep NOC in the local newspaper</li> </ul>		
<b>Train/coach recruiters</b> <ul style="list-style-type: none"> <li>○ Use student recruiters</li> <li>○ Student ambassador program</li> </ul>		
<b>Increase local school engagement</b> <ul style="list-style-type: none"> <li>○ NOC display in local HS counselor's offices</li> <li>○ Schedule high school evening college nights so parents can attend to0</li> <li>○ Bring local high school teams &amp; clubs to campus events. "team night"</li> <li>○ Cheerleaders or mascot attend high school pep assemblies</li> <li>○ Visit schools' multiple times</li> <li>○ Visit middle schools – not just high schools</li> <li>○ Set up program to target jr/sr high where instructors/department heads present on degree programs.</li> <li>○ Partner with elementary schools (choose one or two in the area)</li> <li>○ Host science night/science fair</li> <li>○ Supporting local schools wearing NOC shirts</li> <li>○ Invite schools to field trips to NOC</li> <li>○ Help students at high school tournaments</li> <li>○ Participate in Reading Across America</li> <li>○ Have high school students attend some of the classes</li> <li>○ Have an activity for high school seniors on campus- volleyball, corn hole, food trucks</li> <li>○ Adopt a high school</li> <li>○ Host all elementary field day on campus</li> <li>○ Ask to be "NOC Sponsor Day" at local high school sporting events. Take our mascot, have cheerleaders perform at half-time, etc.</li> <li>○ Sponsor Sporting events: high school/jr high basketball &amp; baseball tournament: NOC Classic</li> <li>○ Go to schools and visit with individual classes such as Ag, Band, Choir to push different degrees (not just sitting in lunch room waiting for students to come to use)</li> <li>○ Invite PLC, Nursing, Ag, Roustabout students to go to high school with recruiter</li> <li>○ Have recruiting table at high school basketball games – you are catching at least 2 schools.</li> <li>○ Time, time, time with the high schools <ul style="list-style-type: none"> <li>▪ Develop relationships with counselors</li> </ul> </li> <li>○ Hold contests at local high schools <ul style="list-style-type: none"> <li>▪ Art design contests at area high school</li> </ul> </li> </ul>		
<b>Target minority populations</b>		
<b>Open the church</b>		
<b>Coursework</b> <ul style="list-style-type: none"> <li>○ Offer night classes and online education</li> <li>○ Adult education without fluff classes</li> <li>○ Offer community classes, like poetry workshops</li> <li>○ Create film studies</li> <li>○ Emphasize courses at NOC are the same as any major university. Our courses transfer anywhere</li> <li>○ Develop new low-cost academic programs</li> <li>○ Add programs to bring more students</li> </ul>		
<b>Student Activities</b> <ul style="list-style-type: none"> <li>○ Offer more after hour activities</li> </ul>		
<b>Athletics</b> <ul style="list-style-type: none"> <li>○ Tailgate game night</li> <li>○ Create girl's soccer team in Enid</li> </ul>		

<ul style="list-style-type: none"> <li>○ Create Tennis team</li> <li>○ Create Golf team <ul style="list-style-type: none"> <li>▪ Take care of golf course with grass management program</li> </ul> </li> <li>○ Cross Country team</li> <li>○ Soccer (x 3)</li> </ul>		
Go to big businesses and talk to employees about benefit of degree to move up.		
Air force base <ul style="list-style-type: none"> <li>○ Be available at VA clinic on schedule dates to talk about military benefits &amp; possibilities of new career</li> <li>○ There is a Veteran's Upward Bound program that will complete the zero level courses for vets without cost to them</li> <li>○ Create Veteran Academic Cohorts-vets like to be around other even if it is just for the gen ed courses until they split for majors. A sequential cohort for night courses.</li> <li>○ I never graduated from NOC as a working adult w/ a family due to scheduling issues and lack of night classes.</li> </ul>		
Offer more scholarships for commuters		
Fitness activities on campus		
Bring professionals into classes to share how curriculum applies to life		
Provide standardized presentations for impromptu presentations		
Officer scholarships for re-enrollment campaign		
First semester discount based on # of hours completed if they stopped attending		
○		
Employees adopt 2-3 schools in our service area		
Every department produce a minimum of 1 recruitment event		
Use assistant coaches & head coaches- who don't teach- to help with recruitment		
Technology <ul style="list-style-type: none"> <li>○ Snap chat: NOC account/NOC app</li> <li>○ Prizes/raffles for social media posts/likes</li> <li>○ Presence on social media: TT, snap</li> <li>○ Improve website</li> <li>○ Student text reach out to perspective student and check in via text</li> <li>○ Clean up the website. If someone cannot figure out the website within 3 seconds, you lose them.</li> <li>○ CSCgo is a phone app that you can connect to washers &amp; dryers to pay for their use on your phone with a credit card or app balance. For the dorms</li> </ul>		
Host recruiting parties		
Multiple recruiters with name in 2-3 times more high schools <ul style="list-style-type: none"> <li>○ Hustle!!!</li> </ul>		
Offer augmented reality experience "See Yourself at NOC"		
We are working on creating hybrid-flex courses in language arts. We create more doorways to class by combining three modes in one: online, O-Live, and in person, face-to-face. (Adult ed)?		
Stars (Stones?) and Bones Tour! (See Jerry Hawkins)		
Make use of the Art Building for Art shows		
Start a day care/preschool program		
Marketing: mail out flyers		
Tie in with Phillips – Phillips alumni		
Girls in science (STEM)		
Clean up the campus & update facilities for potential students <ul style="list-style-type: none"> <li>○ do not allow dogs on campus</li> </ul>		
Figure out the yellow water		
Absorb students struggling at larger schools		
Enid campus desperately needs more sports/programs		



Tuition freeze as long as they start and finish without skipping a semester		
Find a way to target students who are not planning to attend college; there's a huge group at EHS that doesn't even consider college. Figure out a way o reach them.		
Figure out yellow water.		

## Building a Better NOC –Stillwater All Campus Meeting (2.17.22)

Topic: Wows and UnWows

employee input

WOWs		
Staff		
Atmosphere		
Building is very nice <ul style="list-style-type: none"> <li>The classrooms are in one building</li> <li>Huge lounge area to meet &amp; study</li> </ul>		
Who knew they had such awesome study abroad programs?		
Instruction <ul style="list-style-type: none"> <li>Faculty are very accessible</li> <li>Instructors are devoted to instructing not focused on research</li> <li>Smaller class sizes with large focus, in every department, so more personable</li> <li>Instructors offices on campus</li> <li>Faculty/instructors are willing to work with students</li> <li>Super friendly faculty/staff</li> <li>You have 22 year old grad students teaching at OSU; you have master teachers, full professors at NOC</li> <li>Different approaches to coursework</li> <li>Knowledgeable instructors</li> <li>Faculty are helpful and friendly</li> <li>Students can build relationships with teachers</li> <li>Students meeting with instructors in hallway</li> <li>Conversations – teachers &amp; students have a good line of communication</li> </ul>		
Can live in OSU housing & access all the benefits of the OSU campus <ul style="list-style-type: none"> <li>OSU is right there</li> <li>Nearly full access to OSU amenities (Colvin Center, tutoring, library)</li> <li>Can start at NOC Gateway and finish at OSU</li> <li>Located in Stillwater on OSU campus</li> </ul>		
Chemistry <ul style="list-style-type: none"> <li>Chemistry professor has evening &amp; weekend study sessions</li> <li>The chemistry lab was brand new</li> </ul>		
Incredible study abroad opportunities that has been to all 7 continents		
NOC is the oldest community college in the state		
The music/theater program		
The planetarium in Enid		
The DMI program		
Hands on Ag Programs		
Nursing program <ul style="list-style-type: none"> <li>Skills lab</li> <li>Quality nursing program</li> </ul>		
Super hero employees: Stephanie Weckler, Leslie Johns, Diana Watkins, Tammy Davis, Cassie Firth, Brian Baird. Always willing to do MORE to help students.		
You can attend NOC Tonkawa, with room & board, and pay less than OSU tuition (with no room & board)		
Able to enroll online		
Ways we engage in the community with real life learning, global studies, community charity drives		
Tribal relations		
Published authors		
Leadership		
Roustabouts in Tonkawa		

DMI in Tonkawa		
Sheep farm in Tonkawa		
Many fun-looking offices in Stillwater. See-through doors allow for office viewing; personality of instructors shows through.		
<b>UnWOWs</b>		
Website		
JI Web <ul style="list-style-type: none"> <li>• Advisement: JIWeb – OSU enrollment is all working against what could be a healthy good system</li> <li>• JI billing is a disaster</li> <li>• Lack of JI training for all (staff, faculty &amp; students)               <ul style="list-style-type: none"> <li>○ Employees need more training on JI so we can help the students with out any hardship or stress</li> </ul> </li> <li>• Too much of a delay in fixing JI problems</li> <li>• JI is not always working</li> </ul>		
Empty classrooms when parents walk by		
Tutoring <ul style="list-style-type: none"> <li>• Few NOC tutoring resources</li> <li>• Tutoring lab usually empty</li> <li>• Limited tutoring help available</li> </ul>		
Unknown <ul style="list-style-type: none"> <li>• When I say I work at NOC Stillwater, nobody in Stillwater knows we're even here. "Who's that?" "Where's that?"</li> <li>• Gateway is not known in the community</li> </ul>		
Lack of some employee ownership <ul style="list-style-type: none"> <li>• Not making sure a problems is seen through to resolution</li> <li>• Ignoring indications of a problem: when a student has an issue work to fix it so that other students aren't have to deal with the same issue over and over</li> </ul>		
NOC webpage		
Not everything is the same on each campus		
New students "jumping through hoops"		
A lot of OSU instructors don't know how Gateway works		
Registration problems <ul style="list-style-type: none"> <li>• Application process</li> <li>• Enrollment process for NOC &amp; OSU students               <ul style="list-style-type: none"> <li>○ Enrollment system makes it hard to enroll in classes</li> </ul> </li> <li>• Student does not know about register blast</li> <li>• Inefficiencies in enrollment</li> </ul>		
A few negative people work here <ul style="list-style-type: none"> <li>• angry/not helpful employees</li> <li>• some faculty grumble about students</li> <li>• instructor calls students "idiots" loudly in the hall &amp; constantly complain</li> </ul>		
Blackboard is cheap and difficult to use <ul style="list-style-type: none"> <li>• Students have difficulty logging on the first week of class</li> <li>• Student does not know about blackboard</li> </ul>		
There is nothing to do after 3 pm on any campus		
Computer equipment is outdated		
Technology <ul style="list-style-type: none"> <li>• Does not always work</li> <li>• Lecture desk made of metal which blocks signals</li> <li>• Lack of technology for students to use (laptops to check out mass communication equipment)</li> <li>• ITV/internet connection issues</li> </ul>		

<ul style="list-style-type: none"> <li>• Old equipment</li> <li>• The steps to doing things, that are provided to staff/students, never work</li> </ul>		
<p>Inside of building is unattractive</p> <ul style="list-style-type: none"> <li>• The walls are too bare in my class. We need more art and color</li> <li>• There is no color in the building, it is grey, dark &amp; depressing</li> <li>• First and second floor are sterile &amp; boring- lack of pizzazz and school spirits</li> </ul>		
<p>Poor landscaping</p> <ul style="list-style-type: none"> <li>• Not enough trees, too much turf</li> <li>• We could plan more herbaceous perennial natives here in Stillwater</li> <li>• Complete lack of energy outside of building (put furniture outside &amp; encourage its use)</li> <li>• We have no physical presence in the visible landscape of Stillwater unless you are right next to the building.</li> </ul>		
We need growth chambers for plants for biology class or greenhouse on the roof		
<p>Expensive</p> <ul style="list-style-type: none"> <li>• NOC Gateway is 3x more expensive than Enid/Tonkawa</li> <li>• More expensive than Redlands &amp; OSU on Stillwater High Campus – especially concurrent enrollment</li> </ul>		
<p>No one at front desk. Main phone line rings to another campus</p> <ul style="list-style-type: none"> <li>• Poor customer service</li> </ul>		
Some faculty don't answer email in a timely fashion		
Funding		
<p>Access to student scholarships</p> <ul style="list-style-type: none"> <li>• Lack of NOC Stillwater specific scholarships</li> </ul>		
<p>Communication</p> <ul style="list-style-type: none"> <li>• Lack of communication between departments</li> </ul>		
Guidance for someone who is new to the process		
Fewer class offerings MOU		
Recruiting & focusing on NOC Gateway: The only focus is on Enid & Tonkawa		
Lack of family or community feeling among faculty/students NOC Gateway		
Instructors are not available to talk when I visit		
No campus bookstore in Stillwater		
<p>Courses</p> <ul style="list-style-type: none"> <li>• Lack of 1 and 2 hour course offerings (recovery courses)</li> <li>• Limited late start for courses</li> </ul>		

## Building a Better NOC –Stillwater All Campus Meeting (2.17.22)

Topic: Improving Public Image, Improving Public Relations

employee input

Improving Public Image		
Increase exposure in local schools <ul style="list-style-type: none"> <li>• Install banners in ball field fences of local high schools</li> <li>• High school booth at lunchtime</li> <li>• Teams from NOC participating (in rear) to bring increased awareness)</li> <li>• Increase number of visits at middle school, junior high and high schools</li> <li>• Display NOC logo at all area high school sports</li> </ul>	Priority	Cost
Increase exposure in the community <ul style="list-style-type: none"> <li>• Event sponsorship</li> <li>• Sports items in local restaurants</li> <li>• NOC booths at craft fairs</li> <li>• Develop non-standard ads               <ul style="list-style-type: none"> <li>○ movie costume night</li> <li>○ theme parties</li> <li>○ ballfield banners</li> </ul> </li> <li>• Provide window decal or stickers, most won't put a bumper sticker on their car.               <ul style="list-style-type: none"> <li>○ Have Gateway specific window decals/ bumper stickers made, not JUST NOC. We need to get the name out there more</li> </ul> </li> <li>• Participate in community service               <ul style="list-style-type: none"> <li>○ Students participate in public service activities with heavy media coverage</li> </ul> </li> <li>• Wear Gateway nametag/shirt/NOC gear when out in the community</li> <li>• Be at every community event</li> <li>• Increase signage               <ul style="list-style-type: none"> <li>○ Signage from Hall of Fames on I-35</li> <li>○ Signage directing to Gateway from Hall of Fame, Monroe on 6<sup>th</sup></li> <li>○ Increases signage overall</li> <li>○ Signage on Brier street. We aren't on Hall of Fame anymore, so nobody knows we are hidden back here</li> <li>○ City sign or billboard</li> </ul> </li> <li>• Increase group participation in community events               <ul style="list-style-type: none"> <li>○ NOC team in Remember the Ten (in NOC gear)</li> <li>○ NOC in any fun run</li> </ul> </li> </ul>		
Create and promote "proud mom" and "proud dad" t-shirts for give-away at "Get Going with Gateway".		
College vehicles <ul style="list-style-type: none"> <li>• A wrapped car would be pretty cool</li> <li>• Drive college vehicles that are in good shape</li> </ul>		
Increase Stillwater campus events and giveaways <ul style="list-style-type: none"> <li>• Develop student award nominations</li> <li>• Host Top Gun "Maverick" movie party when it releases</li> <li>• Host melodrama</li> <li>• Host a murder mystery</li> </ul>		
Share stories with public <ul style="list-style-type: none"> <li>• Share our life changing stories from the "faces of Gateway" on social media</li> <li>• publish stories of students that win national award</li> <li>• Brag about being ranked as #1 or even raked with other ranking groups</li> <li>• Publish articles in local newspapers</li> </ul>		
Create a more family oriented atmosphere with faculty/students <ul style="list-style-type: none"> <li>• Host a fishing tournament for families at the golf course</li> </ul>		

<p>Improve and strengthen website</p> <ul style="list-style-type: none"> <li>• Create icons instead of clickable links (like it's still the 1990's)</li> <li>• Faculty/department pages need videos or bios of instructors</li> <li>• Develop clean, easy-to-find resources online for our degree programs and info about courses.</li> <li>• Develop a mobile app</li> <li>• Improved interface so web page is more user friendly and easier to navigate</li> <li>• Make the website easier to navigate and simplify the pages.</li> <li>• Revise NOC webpage so it is compatible with apple products</li> </ul>	*	
<p>Display NOC Gateway merchandise</p> <ul style="list-style-type: none"> <li>• Create a store of purchase NOC merchandise on Stillwater campus</li> <li>• Create a mini-bookstore</li> <li>• Sell hoodies &amp; t-shirts</li> <li>• Sell merchandise on 2<sup>nd</sup> floor. We used to have a display of NOC merchandise at the previous location. It made our location "feel" like a college.</li> </ul>		
Create a better partnership with OSU – banner		
<p>Develop a better attitude</p> <ul style="list-style-type: none"> <li>• Look into an organization that will teach us how to be more positive on campus and in the public.</li> <li>• Increase awareness that there are ears everywhere in the building</li> <li>• Brag about positives in the hallways &amp; public spaces</li> <li>• Improve positivity of instructors &amp; students</li> </ul>		
<p>Change logo</p> <ul style="list-style-type: none"> <li>• Slogan suggestion: NOC – "No Other Choice" or "Number 1 Choice"</li> </ul>		
<p>Schedule coffee/food truck occasionally throughout the semester</p> <ul style="list-style-type: none"> <li>• Host "food truck Friday" in our parking lot</li> </ul>		
<p>Technology</p> <ul style="list-style-type: none"> <li>• Use same system as OSU so students will be able to enroll, check grades, and do everything easier.</li> </ul>		
Host more tailgate parties		
<b>Improving Public Relations</b>		
	<b>Priority</b>	<b>Cost</b>
<p>Develop internships with area businesses</p> <ul style="list-style-type: none"> <li>• Set up bridge program with businesses for internships</li> <li>• Network with area businesses</li> </ul>	*	
<p>Get into the news by doing something charitable</p> <ul style="list-style-type: none"> <li>• Students clean up highway or visit long care facilities</li> </ul>		
Increase involvement with OSU employees and students	*	
<p>Promote NOC on TikTok, twitter, Facebook and other social media platforms</p> <ul style="list-style-type: none"> <li>• Place ads on social media</li> <li>• Be active on social media</li> <li>• Create podcasts/viable radio station</li> <li>• Create TikTok videos on study abroad programs.</li> <li>• Create TikTok video show a day in the life of a college student</li> <li>• Advertise: Tonkawa.Enid.Stillwater.Online.Around the World</li> </ul>	*	
Promote NOC-Stillwater Global Education opportunities		
<p>Promote NOC in community and at events</p> <ul style="list-style-type: none"> <li>• Sponsor public service/community events</li> <li>• Host community events/groups in our building</li> <li>• Sponsor Bowl for Kids Sake BBBS</li> <li>• Sponsor annual fundraiser events like the many nonprofit organizations (dinner, banquet, auction, etc)</li> <li>• Sponsor programs at community band events</li> </ul>	*	
Create Stillwater's own nickname/mascot		

<ul style="list-style-type: none"> <li>• Stillwater needs a mascot/gimmick</li> </ul>		
Be more involved in organizations and conferences		
<ul style="list-style-type: none"> <li>• Faculty/staff speak at breakout sessions, info tables, etc.</li> </ul>		
Increase awareness/stress that NOC has full professors providing instruction vs grad student teachers to combat the “No Other Choice” image.		
Distribute NOC Lanyards for all local high school staff & students. Teachers and many students wear them at school all day		
Connect with local high school teachers		
Word of mouth		
High school career days. Have both/interact with students. Maybe even earlier		
<ul style="list-style-type: none"> <li>• Faculty host an afternoon career major exploration and a day in the life of a college student</li> </ul>		
Emphasize affordability. Focus on quality education that is affordable		

## Building a Better NOC –Stillwater All Campus Meeting (2.17.22)

Topic: Recruitment

employee input

Recruitment		
	Priority	Cost
Improve retention		
Some kind of tie-in with “fun” places		
Focused recruiting in OKC/Tulsa areas <ul style="list-style-type: none"> <li>• Roustabouts</li> <li>• DMI</li> <li>• Ag programs, etc.</li> </ul>		
High school recruiting suggestions <ul style="list-style-type: none"> <li>• Conduct regular meetings with high school faculty (reboot)</li> <li>• Visitations by faculty &amp; students who care <ul style="list-style-type: none"> <li>◦ Get into more high schools</li> </ul> </li> <li>• Joint projects between NOC &amp; high schools</li> <li>• Increase communication with high school students regarding concurrent enrollment</li> <li>• Schedule a high school college fair</li> <li>• Send promotional items to schools and include info on scholarships enrollment</li> <li>• Hold a “Parent University” at all area high schools</li> <li>• Schedule regular monthly visits at high schools</li> <li>• Sponsor high school students in fun runs or other local events</li> <li>• Faculty rotate visiting high schools on Fridays. Then take the rest of the day off.</li> <li>• Increase high school groups coming to tour. They can tour NOC and OSU</li> <li>• Talk with high school ag groups</li> <li>• Talk to sociology, etc. classes</li> <li>• Faculty volunteer to be a guest speaker in classes</li> <li>• Go to high school activities</li> <li>• Bring concurrent courses to high school students <ul style="list-style-type: none"> <li>◦ OSU sends professors to them already</li> </ul> </li> </ul>		
Compete with Redlands online courses <ul style="list-style-type: none"> <li>• Redlands concurrent is free</li> <li>• Got to get concurrent in the door; They will come back full time if we can just get them in the door.</li> </ul>		
Increase presence at junior high and high schools		
Offer legacy scholarships for family members of alumni		
Get out to the small-town evens outside of Stillwater		
Attendance at school events followed by letters of acknowledgement		
Use more signage in schools if this is allowed		
Mail-outs to junior high and high school students <ul style="list-style-type: none"> <li>• Meridian tech mails to 7<sup>th</sup> graders already</li> </ul>		
Stress that NOC has full professors providing instruction vs grad student teachers		
Ask current students to submit one name (roommate, brother, sister) and contact information		
Offer summer science programs		
OSU enrollment. Advertise and offer hotdogs/hamburgers		
Entice with scholarships <ul style="list-style-type: none"> <li>• More scholarship opportunities for Stillwater campus</li> </ul>		
Stillwater clubs		



Discounts or other housing opportunities for Stillwater students.		
Send texts to students who have applied but not enrolled by June 1		
Allow an option for current students to “brag” on video about something they love about NOC. Use these videos to recruit.		
Reach out to Spanish community for parents of students		
Host freshman/sophomore day		
Promote NOC during OSU sports <ul style="list-style-type: none"> <li>Set up table at OSU games to broaden our image</li> </ul>		
Employer paid tuition: approach those businesses		
Change the MOU- we have to cost less		
Play to the instructor strengths - global		
Faculty volunteer to be a guest speaker at a community group event <ul style="list-style-type: none"> <li>Faculty talk to student parents at these events &amp; the parents then talk to kids</li> </ul>		
Recruiters network with high school instructors		
TV advertisement		
T-shirts <ul style="list-style-type: none"> <li>Hand out t-shirts at high schools</li> <li>T-shirts everywhere</li> </ul>		
Use the slashes in logo		
Nursing faculty attend community career fairs or talk to organizations about nursing		
Host/Sponsor a disc golf tournament at Boomer Lake		
Work to make sure students know they can afford <ul style="list-style-type: none"> <li>63.7% EHS economically disadvantaged</li> <li>4.2% homeless</li> </ul>		
Ensure that students feel secure and safe		
Summer play/musical camp		

## Building a Better NOC –Tonkawa All Campus Meeting (2.14.22)

Topic: **WOW** Comments

**The Question:** What would a prospective student, family member or community member that came to campus go home and say “Wow” you wouldn’t believe what NOC has or is doing? What are those “Wows?”

	Times mentioned
Language Arts Department is abandoning textbooks to save students money!	<b>The asterisks mean and a second, third, etc. made the same suggestion.</b>
There are clubs and organizations for various hobbies & interests	
Home like atmosphere/ reminder of hometown	
Family atmosphere	
Cultural Engagement Center <ul style="list-style-type: none"> <li>Mural &amp; Statue</li> </ul>	****
Rich history of NOC - 1901	****
Financial aid office: Open door policy	
Radio Station	
Small class size	*****
Small campus size	***
Close to home <ul style="list-style-type: none"> <li>Close to home but not close enough for parents to...</li> </ul>	***
Culture <ul style="list-style-type: none"> <li>Tight knit community that cares about the student</li> </ul>	*
Safe campus	
Location	**
CPO's (?) where in all the building	
Cost compared to OSU <ul style="list-style-type: none"> <li>Quality education at an affordable price</li> <li>Low tuition price</li> </ul>	*****
Lower cost of course materials in general in comparison to years past	
There are opportunities	
Should be aware of who you are working with	
Live mascot	***
Community relations	
Adverse/Publicity	
Positive student environment	
A greeting committee gave me food & drink	
I needed a “go to” person	
Services/things offered	
Positive direction	
360 signage	
# of private scholarships through foundation	
Students get recognized at the basketball game for the scholarships they earned	
Outstanding Alumni- via Distinguished Alumni Hall of Fame; Faces of NOC	
College spirit	
Spirit/Pride	
Ranked in top 100 by Aspen Institute	
Ranked top two-year college in Oklahoma	
Recruitment-The person giving the tour has the answers	**
<b>Activities/Events</b>	
Athletic Teams	*****
Gala	

Tonkawa Film Festival	
Roustabouts	****
Shows are exciting	
PLC students	
Cheerleaders	
<b>Curriculum</b>	
Course selection	
Good variety of degrees offered <ul style="list-style-type: none"> <li>• could have more</li> <li>• 48 degree opportunities</li> </ul>	*****
Transfers to 4 year college	***
Departments for all degree types	
Top academics/programs: wish we had more notoriety	
Several options on taking a course via media	
Good quality education	
Gateway programs	**
Excited of the education they can get after they are here	
<b>Employees</b>	
Employees are friendly	*****
Employees are proud of their campus	
Helpful	*****
Positive atmosphere	
The campus community is a family/ family atmosphere	****
Faculty & staff engagement	**
Service with a smile while providing great information for perspective students who decide to come here	
Everyone takes pride in their work	
Services continue after graduating from NOC	
Beautiful people	
Supportive staff	**
Friendly and genuine staff	
Excellent staff	
Coaches	**
<b>Facilities</b>	
Historical grounds	
Historic campus, traditional setting, classical architecture	
The facility was clean & up kept	*****
Campus looks good/beautiful <ul style="list-style-type: none"> <li>• Campus natural environment-landscape</li> <li>• Quaint school</li> <li>• Lots of squirrels</li> </ul>	*****
Wellness center is great	**
Washer and dryers that are contracted don't break very often	
Maverick dorm	***
Nice/new updated buildings <ul style="list-style-type: none"> <li>• Beautiful buildings</li> </ul>	****
First class facilities	
Dorms are really nice	*
New dorms	**
Impressive Performing Art Center & Art Gallery	

Cove – if we fix it	
<b>Food Service</b>	
Clean cafeteria	
Snack bar	
Good food	****
<b>Grounds</b>	
The campuses are beautiful – surprising to me as a community college <ul style="list-style-type: none"> <li>We have beautiful “Ivy league” buildings</li> </ul>	*****
Campus is clean	****
Circle drive	**
We have historical trees	
Beautiful sidewalks	
<b>Instruction/Faculty</b>	
Teachers use technology and modern examples to teach concepts	
Faculty actually have a relationship with students because of small class sizes	***
Supportive faculty <ul style="list-style-type: none"> <li>Caring &amp; dedicated to student success</li> <li>Opportunities to work closely with faculty-helpful personally</li> </ul>	*****
The faculty laughed & talked to students like they are the best!	
We adore our students	
We try our hardest to help students be successful	
Teachers are knowledgeable	****
Faculty & staff called current students by name	
1 on 1 educational teacher/student interaction <ul style="list-style-type: none"> <li>Individual attention</li> </ul>	*****
Personalized teaching	
Excellent instruction <ul style="list-style-type: none"> <li>NOC faculty helps us understand assignments</li> </ul>	***
Progressive Livestock judging coach	
<b>Specific Programs</b>	
The nursing division has exceptional faculty who care deeply about students & their success <ul style="list-style-type: none"> <li>Great nursing department</li> </ul>	***
DMI	***
Sheep Center <ul style="list-style-type: none"> <li>Only community college sheep center in US</li> </ul>	**
Rocket Launching	
Agriculture and Science Departments at NOC are as good, if not better, then any undergrad programs in OK	
Performing Arts	**
Fine Arts	**
Agriculture	****
Getting Wind Energy program going and other specialized programs	
Unique programs <ul style="list-style-type: none"> <li>Sheep program, Roustabouts, etc.</li> </ul>	***
<b>Students</b>	
Student activities/engagement	*****

<ul style="list-style-type: none"> <li>• Many opportunities for students to become involved outside of classroom</li> <li>• Students get to do livestock judging, student research</li> <li>• Performance opportunities in music</li> <li>• A great student lift with a lot of activities and energy</li> <li>• Lots of great extra-circ.</li> <li>• Athletics</li> <li>• Fun activities</li> </ul>	
Opportunities in experience & learning	
College life	
Fun students	
Our students <ul style="list-style-type: none"> <li>• happy students</li> <li>• Such talent</li> </ul>	****
High quality students in science division	
Student support at athletic events	
Made lifelong friends at NOC	
<b>Technology</b>	
Modern technology classrooms	
The campus has amazing technology that does not detract from education but enhances & draws students & faculty closer; this is what we should be known for	
Great technology access	

## Building a Better NOC –Tonkawa All Campus Meeting (2.14.22)

Topic: **POTENTIAL** WOW Comments

**The Question:** What would a prospective student, family member or community member that came to campus go home and say “Wow” you wouldn’t believe what NOC has or is doing? What are those “Wows?”  
Participants were told if you can’t think of Wows, then you can provide potential Wows.

	Times mentioned
Student engagement in activities	<b>The asterisks mean and a second, third, etc. made the same suggestion.</b>
Friendly environment	
Family environment	
Places or jobs that students can be placed with after graduation	
Awards & scholarships worth accepting	
Energetic campus community	
Feeling excited/welcome	
Feeling “they have got it going on”	
Modern art	
We want people to feel like they are important	
Cafeteria	
We want the intake process to be an easy enrollment	
My professors care about me	
Fun & knowledgeable teachers	
To be ranked top 10 in Aspen Institute	**
<b>Curriculum</b>	
Putting knowledge to work, last semester doing a paid internship in your field	
Quality programs	
Classes & programs that make moving on easy	
A college that communicates programs and initiatives effectively	
We want people to say they will get a great education	
<b>Employees</b>	
Welcoming/friendly employees	*****
Front facing employees to be engaging and excited for the student to be visiting campus. Unfortunately these soft skills can’t be taught	
Every person I meet on campus is helpful	
Great customer service	
Excited staff/faculty on campus	
<b>Facilities</b>	
Exceptional athletic facilities	
Proper & visible signage for those who do not know where everything is. Signs within each department. who is in the building	
Campus facilities are awesome! Clean, show MAV pride, modern <ul style="list-style-type: none"> <li>Clean, state of the art facilities</li> </ul>	****
Dorms need to be nice	**
Campus could be more attractive	***
Campus is accessible	*
Improve the wellness center. New machines, TVs, supplies (Bathroom sometimes doesn’t work)	
Feeling impressed by facilities	
Clean & updated classroom	
Campus’ ability to be beautiful	
<b>Student Activities/Students</b>	

All the free activities that students can be involved in or can go do	
We had the coolest activity on campus	
Students on campus – campus life	
Exciting student events on campus such as concerts, events, food truck events, intramurals, etc.	
During Basketball games: have more student/fan engagement; like chants, cheers	
Excited students on campus	
Wrestling program	

## Building a Better NOC –Tonkawa All Campus Meeting (2.14.22)

Topic: **UnWOW** Comments

**The Question:** What would a prospective student, family member or community member that came to campus go home and say “Wow” you wouldn’t believe the bad things that NOC has or is doing? What are those “UnWows?”

	Times mentioned
Food/entertainment options nearby <ul style="list-style-type: none"> <li>There are no places within walking distance for the students</li> </ul>	***
Organizations & clubs aren’t visible on campus	
Counseling could be better	
No licensed counselors on campus	
Empty front desk <ul style="list-style-type: none"> <li>No one to greet or help when entering building</li> <li>When they show up there is no one in the lobby to greet them &amp; show them where they should go</li> <li>Vineyard &amp; library administration lobby area: remove reception desk/no one to great guests</li> <li>We don’t have a receptionist</li> <li>Tonkawa main building (adm) is not easy for students to navigate; need a receptionist or front-line person</li> <li>Don’t know where to go in administration building</li> <li>No one up front when you walk in</li> </ul>	*****  <b>The asterisks mean and a second, third, etc. made the same suggestion.</b>
Athletic staff pay - turnover	
Processes are too difficult <ul style="list-style-type: none"> <li>Had to go several places to get non-class related answered</li> <li>So many steps getting things approved</li> </ul>	***
Transportation (buses, drivers)	
Overwhelmed faculty & administration	
No football	
Low graduation rate	
Boring environment	
Declining scholarships	**
No one to be seen on campus <ul style="list-style-type: none"> <li>Empty campus</li> </ul>	**
Decreased social activities	
Top heavy administration	**
Where we advertise- we should be on TikTok, Instagram, etc	
Security is not effective <ul style="list-style-type: none"> <li>Campus security car</li> <li>No security in buildings</li> </ul>	***
They don’t know what they are doing	
NOC Bookstore apparel!	
We can’t use the student union because might scratch the floor	
Pandemic response is confusing and not consistent	
Cross training to learn other areas: ex: giving a tour	
Students not knowing where to go on campus for certain services	
Trying to get only educated people when we should be trying to educate everyone coming through the door	
Fake people	
Waste on sports	
Are students still paying for a pool that’s been shut down for years?	
It’s so off the grid	



<b>Communication</b>	
Communication <ul style="list-style-type: none"> <li>• Inner communication</li> <li>• Different information given by different staff/divisions</li> <li>• I don't know who can answer my questions (even though it's out there)</li> <li>• Communication with students is lacking or needs improvement</li> <li>• Communication with other departments</li> </ul>	*****
Transparency in financial statements/financial aid/scholarship on statement	
Communication concerning timelines for scholarship applications & enrollment	
<b>Curriculum</b>	
Not many technical majors; combining skills now offered at technology centers with other gen ed courses	
Focus on "few" degrees	
Occasional classes with a lack of rigor	
Not enough programs	
<b>Employees</b>	
Need more positivity	**
Hard to find someone; spread thin between campuses	
Unhelpful employees <ul style="list-style-type: none"> <li>• NOC staff is apathetic and likes to pass the buck when asked to do something</li> <li>• No one asked me if I needed anything although I looked lost</li> <li>• No one acted like they were interested in giving me information</li> </ul>	*****
Unapproachable employees	**
Unfriendly <ul style="list-style-type: none"> <li>• Unfriendly folks in some high exposure areas</li> </ul>	*****
Employee morale	
Negative/Bad attitudes <ul style="list-style-type: none"> <li>• Talking bad about others</li> <li>• Gossip! up and down the hallways</li> </ul>	*****
The administration building is sometimes less friendly	**
Employees not valuing customers	
Administration are hinders to education at all facets	
Why can't the exec council focus on their own duties...wouldn't need so many meetings	
Undermanned in many areas (faculty & staff)	
Not everyone is involved – including faculty, staff, recruiters, etc.	
Some of our VP's are not student focused. They are only worried about their departments. The students come last to them.	
Lazy staff members	
People have been here forever and don't want to change	
All the people that I dealt with were busy on their phones	
Laptops borrowed from the school should not have to be in by 3 pm: should just keep for semester	
We need adults to act like adults	
People not knowledgeable in their area	
Employee pay	**
Top heavy employee structure	
Under staffed	
Some staff are rude	

Facilities	
Lack of proper & updated signage <ul style="list-style-type: none"> <li>Not enough signs</li> <li>No signage in the administration building</li> </ul>	***
Lack of parking	**
Parking lots are empty	
Lack of covered parking	
Parking lots and roads need repair	
Facilities <ul style="list-style-type: none"> <li>Things broken or in disarray</li> <li>Facilities are not well maintained</li> </ul>	*****
Old and worn-out housing and buildings	*****
Dorms are outdated & unappealing <ul style="list-style-type: none"> <li>except for Maverick</li> </ul>	*****
Dorms are not ADA	
Community showers <ul style="list-style-type: none"> <li>Need new shower heads</li> </ul>	**
Dorm restrooms <ul style="list-style-type: none"> <li>Community bathrooms in dorms</li> </ul>	**
Lack of generators for dorms	
Lack of dorm custodial staff <ul style="list-style-type: none"> <li>Dorms are dirty</li> </ul>	*****
Public relations	
Marketing needs to grab attention	
Dorms are messy	
Need free laundry <ul style="list-style-type: none"> <li>Add fee to have free laundry</li> </ul>	**
Library and database is outdated	
Certain areas need updated	
Dirty <ul style="list-style-type: none"> <li>Bathrooms need to be cleaned more often</li> <li>Classrooms, bathrooms not cleaned regularly</li> </ul>	****
Everywhere is cold	
Old equipment	**
Quality of rent houses by campus	
Dirty facilities/bathroom (Wilkins)	
Classrooms are outdated & ugly	**
Long-term water damage	
Union needs to stay open later than 7 pm	
Manual bathrooms	
Community bathrooms	
Batteries – never have enough	
Nowhere on campus to wash clothes	
Fieldhouse <ul style="list-style-type: none"> <li>So many people visit this building throughout whole year</li> <li>Restrooms in gym/ sports venues</li> </ul>	****
Wellness is outdated	**
Infrastructure needs fixed; ex. dorms	
Athletic facilities	
Wall art in Administration building looks old. Use campus canvas photos	
Pool needs to be open	
Food Service	

Dining experience is less than par & not very many options	*****
Café hours <ul style="list-style-type: none"> <li>• Strict cafeteria hours not being student friendly</li> </ul>	**
No Starbucks	
Issues with catering	**
More healthy options in snack bar	
<b>Grounds</b>	
Dead flowers & empty flower beds	***
Modernization of snow removal	
Remove snow before students and employees arrive at work	
Maintenance of the physical campus needs to be enhanced beautification of campus <ul style="list-style-type: none"> <li>• Used to be amazing- are not anymore</li> <li>• Generally bland campus appearance wise</li> <li>• Crummy landscape &amp; looks unimportant or used</li> <li>• Grounds look plain-maybe flowers or a NOC garden</li> <li>• Grounds can always be improved</li> <li>• Landscaping is uninspiring, shabby</li> <li>• Grounds are not appealing</li> </ul>	*****
The lawn is dirt or mud	
Low grounds activity (day to day)	
Paths across campus are unkempt	
Pigeons	
More grounds workers. We used to have a lot working on campus. Doesn't seem to be very many and it's a big campus to work on. More beautification efforts with more workers. They need help.	
<b>Instruction/Faculty</b>	
Faculty (C3B4ME) seemed busy	
We are stuck in the old way of learning	
No faculty on the campus in the afternoon	***
Disengaged faculty	
Unprofessional faculty members <ul style="list-style-type: none"> <li>• Rude faculty</li> </ul>	**
<b>Intake Process</b>	
NOC has a terrible intake process <ul style="list-style-type: none"> <li>• Difficulty getting enrolled in classes (not understanding enrollment system, not able to enroll due to holds)</li> <li>• Students don't know where to go or what to do to enroll</li> </ul>	*****
Application process is confusing	***
Turned away to enroll self when traveled here	
Someone to hold my hand during the enrollment to day-one process	
Not a good flow to services for students	
<b>Recruitment</b>	
Recruitment	***
Not enough involvement & friendliness in campus tours/events <ul style="list-style-type: none"> <li>• Not a lot of effort in the campus tours</li> </ul>	**
Not upbeat in areas like Northern Encounter (need more excitement)	
Recruitment plan	
Faculty not showing up to recruiting events	
2004 student recruitment strategies	

Lack of advertising: not social media	
A recruiter visiting local high schools	
Better sale: like as in touring	
<b>Specific Programs</b>	
We have old equipment in the sim lab	
Heart of wrestling in US, yet there is no program	
<b>Student Activities/ Students</b>	
Lack of student activities <ul style="list-style-type: none"> <li>lack of activities for students who are not involved in a specific program like athletics, etc</li> <li>student activities are limited/non-existent</li> <li>NOC needs "funner" activities for students</li> </ul>	*****
Not enough night/weekend activities on campus for students living in dorms	
Lack of students on campus	
Lack of student engagement	
Involving students in the community and vice versa	
Not enough recognition given to all students (public)...mainly athletes. What about students of other areas who go unsung?	
Super busy	
Students always tired & sick	
Attending a bb game: lack of student section cheering/chants	
More student worker job opportunities	
Students being disrespectful	
<b>Technology</b>	
Website is not friendly to non-students & those who are not faculty; you have to dig to find information <ul style="list-style-type: none"> <li>Confusing</li> <li>Lackluster</li> </ul>	*****
ITV is unpredictable	
ITV classes +Tech/set-up makes it hard for students in class to interact	**
Lack of technology availability	
Technology in the nursing division is under whelming	
No live course availability on website	
Lab computers are old and slow	
Clicks	
Technology is broken or stagnant	

## Building a Better NOC –Tonkawa All Campus Meeting

Topic: Improving NOC Public Image

Employee input: data from Flip Charts

Flip charts were used by groups to selection mutually agreed upon suggestions.

Improving Public Image		
	Priority	Cost
Thank NOC on Social Media		
Better signage on buses		
NOC alumni window stickers		
Add vehicle wraps to NOC vehicles		
Revamp NOC radio, get students more involved on radio for experience		
Yard signs	*	
Improving Public Relations		
	Priority	Cost
Increase the number of community events on campus <ul style="list-style-type: none"> <li>• Host conferences for industry partners</li> <li>• Host movie nights</li> <li>• More holiday tradition (i.e. Christmas tree farm, etc.)</li> <li>• Invite surrounding schools for field trips or dress rehearsals</li> <li>• Youth programs/involvement in community sports</li> <li>• “Tonk/NOC Days” promoting public awareness of campus events</li> <li>• More influence in surrounding schools/events to bring them to campus</li> <li>• Host lady’s night                             <ul style="list-style-type: none"> <li>○ Host lady’s night at the casino</li> </ul> </li> </ul>	*     * *  *	
Increase involvement <ul style="list-style-type: none"> <li>• With chamber of commerce, cities, etc.</li> <li>• Be involved with area &amp; local chamber of commerce</li> <li>• Increase alumni involvement</li> <li>• Promote community involvement with dorm students</li> <li>• Find time and personnel to get out and recruit/work in the community                             <ul style="list-style-type: none"> <li>○ Offer day of service to employees                                     <ul style="list-style-type: none"> <li>▪ Community service in exchange for day off</li> </ul> </li> </ul> </li> </ul>	*   *  *	
Emphasize the fun activities on campus		
Tik-Tok challenges!		
Create opportunities for community service <ul style="list-style-type: none"> <li>• Senior center</li> <li>• Medical clinics</li> <li>• Meals on wheels</li> </ul>		
Add more staff to the PR department to assist		
Increase student-community-faculty-staff involvement		
Promote use of facilities to our community (wellness center, pool, cafeteria)	*	
Encourage working with Tonkawa for wellness		
Improve residence halls <ul style="list-style-type: none"> <li>• Sanitize, décor, etc.</li> </ul>	*	
Sponsor a Community Clean Up Day	*	
Host a “Special Needs Showmanship Show” <ul style="list-style-type: none"> <li>• Invite businesses to provide “give away items”</li> <li>• Have NOC students volunteer to help</li> <li>• Could turn into maybe a special needs softball tournament</li> </ul>	*	
Create Christmas / greeting cards <ul style="list-style-type: none"> <li>• Sell in bookstore</li> </ul>		
BBQ Cook off		
5 K around campus & food trucks		

Create a family-like environment		
Improve relationship between individual departments and recruiters	*	
Streamline enrollment process: create one stop shop	*	

## Building a Better NOC –Tonkawa All Campus Meeting

Topic: Improving NOC Public Image

**Employee input: data from index cards.** Comments on flip charts were not repeated on this chart.

Improving Public Image		
	Priority	Cost
Add vehicle wraps to NOC employee cars		
Talk positively about NOC		
Watch attitudes while in public		
Put up banners on light post downtown		
Talk up \$\$ opportunities		
Promote a good job about NOC to people		
Increase visibility in local communities with better sports coverage, online/social media presence.		
Get on a radio show and talk about NOC		
Improving Public Relations		
	Priority	Cost
Increase the number of community events on campus <ul style="list-style-type: none"> <li>• Be more friendly to groups that want to use NOC facilities</li> <li>• Annual event on campus, like Halloween, but bigger!</li> <li>• Host fun run on campus</li> <li>• Host color run on campus</li> <li>• More carnival type activities on campus; i.e. petting zoo, etc.</li> <li>• Relay for Life               <ul style="list-style-type: none"> <li>○ Bring it back</li> </ul> </li> <li>• Host concerts, Shakespeare in the park</li> <li>• Ark city has Tacolalah- a car show/food trucks/art show in the summer; I like this idea</li> <li>• Offer weekend horticulture classes</li> <li>• Donkey Basketball</li> <li>• Intramural tournament: slow-pitch softball between community &amp; NOC departments &amp; students</li> <li>• Host back to school student/community event</li> <li>• Sponsor chili cook off team</li> <li>• Have public be more involved in on campus clubs</li> <li>• MASH camp in the summer for Jr high aged kids               <ul style="list-style-type: none"> <li>○ First aid camp for junior high kids</li> </ul> </li> <li>• Book/journal club on campus               <ul style="list-style-type: none"> <li>○ Discuss popular books assigned to the Jr high &amp; high school students = parents &amp; students attend with NOC faculty</li> </ul> </li> </ul>	*     * *  *	
<ul style="list-style-type: none"> <li>• Alumni Events               <ul style="list-style-type: none"> <li>○ Add more alumni activities during homecoming so their kids &amp; grandkids will come to campus</li> <li>○ Ask alumni "What was your most memorable activity/event while at NOC, then bring back those events as "throwback" and invite alumni to attend. i.d. President's Ball, NOC Olympics, That's no Bull Review</li> </ul> </li> <li>• Participate in community events</li> <li>• Community Senior Day where NOC students/employees together do community services for seniors.               <ul style="list-style-type: none"> <li>○ crafts, scrapbook, sewing, quilting</li> </ul> </li> <li>• Increase department/staff involvement at college events</li> <li>• Roustabouts performing at senior housings</li> <li>• Attend city beautification or chamber meetings</li> </ul>	*  *  *	

<ul style="list-style-type: none"> <li>Christmas decoration contest for the dorms &amp; community votes for the best</li> <li>Take groups of students off campus and plant trees/flowers around town.</li> </ul>		
Use Chamber of Commences to spread the good word		
Better advertising about NOC events		
Wellness Center <ul style="list-style-type: none"> <li>Teach public how to use the Wellness equipment</li> <li>Get more advertisement to join the Wellness Center</li> <li>Improve Wellness Center and Fieldhouse</li> </ul>	*	
Update dorms so students want to stay on campus	*	
Advertise programs in National Publications <ul style="list-style-type: none"> <li>Advertise more than just in Kay County</li> </ul>		
Encourage students to get involved with businesses (jobs, etc.)		
Pain prints of MAV on streets or parking lots	*	
Christmas ornaments		
BBQ Cook off -pay 20 or more to sample rival BBQ trucks – then vote- community wide		
Streamline admissions process	*	
Host campus battles- publicize events or fundraisers		
Improve employee moral		
Increase fun activities for students <ul style="list-style-type: none"> <li>and then get that info out to the local schools</li> </ul>		
Let the “world” know what is going on at NOC. Tonkawa has no idea!!!		
Establish a budget <ul style="list-style-type: none"> <li>Cost benefit analysis to determine how much \$\$ we need to spend on publicity</li> <li>Bigger budget to allow for more events and giveaways</li> </ul>		
Post updates on social media page		
Provide t-shirts /sweatshirts for all students on acceptance		
More NOC nursing branded items: we need a budget for this!! <ul style="list-style-type: none"> <li>“NOC Nursing – just exceptional”</li> <li>QR code on t-shirts linked to nursing info site</li> <li>Provide welcome bag for nursing student</li> <li>Wear NOC apparel – make it nursing</li> <li>Nursing notebooks, pens, pencils: leave them everywhere</li> </ul>		
Send a small (1 foot) banner to every student who comes to the school		
Open the pool again for public use		
Offer Calendars at bookstore <ul style="list-style-type: none"> <li>Create calendars with photos for NOC</li> </ul>		
Make NOC Banners/flags available for sale for people in community & students		
Restaurant gift cards		
Thank you cards to all our contacts		
Advertise to the public about services we can offer them on campus. Example: Tonkawa bookstore carries office supplies that local businesses could purchase; school supplies		
Add more athletics		
Better looking buses		
Reviews		
Post schedules in public places & include local businesses		
Promote cost		
Regular relationship building visits to area high schools/jr high by faculty, coaches & recruiters		
More visible student organizations and activities		
Fundraising		



## Building a Better NOC –Tonkawa All Campus Meeting

## Topic: Recruitment

Employee input: data from Flip Charts

**Flip charts were used by groups to selection mutually agreed upon suggestions.**

<b>Recruitment</b>		
	<b>Priority</b>	<b>Cost</b>
Radio Advertising		
Place ads at Winfield movie theater		
Increased advertising in all media	*	
T-shirt design contest		
Billboard <ul style="list-style-type: none"> <li>• Billboard design content</li> <li>• Billboards with students</li> <li>• Local/regional advertisement</li> <li>• Billboards with several students and fun message</li> </ul>	*	
Advertise that out-of-state students get in state tuition	*	
Recruit more local high schools <ul style="list-style-type: none"> <li>• Increase NOC presence at junior high and high schools (OK &amp; KS) <ul style="list-style-type: none"> <li>○ lead by faculty, students, coaches</li> <li>○ Use banners and posters, etc. at high schools</li> <li>○ Attend high school activities in other communities &amp; state high school events <ul style="list-style-type: none"> <li>▪ Tournaments, conventions &amp; competitions</li> <li>▪ NOC faculty, staff and students</li> <li>▪ Increase number of booths at surround &amp; distant schools</li> </ul> </li> </ul> </li> <li>• Promotional giveaways at high school events <ul style="list-style-type: none"> <li>○ Attach QR code for all swag goodie bags, including planners (duplicate entry – see separate entry below in recruitment)</li> <li>○ Free t-shirts <ul style="list-style-type: none"> <li>▪ T-shirts, t-shirts, t-shirts</li> </ul> </li> </ul> </li> <li>• Cheer, Roustabouts perform at half time</li> <li>• More influence in surrounding schools/events hosting events to bring them to campus</li> <li>• Change high school perceptions</li> <li>• Increase time spent by recruiters at area high schools</li> <li>• Increase face to face advertising/recruiting at local schools &amp; establishments</li> <li>• Sponsor local high school events</li> <li>• Sponsor high school events at high schools</li> <li>• High school nights at NOC events (half-time entertainment)</li> <li>• Congratulatory notes to potential students</li> <li>• More recruiters that are more involved with our local high schools</li> <li>• Form relationships with surrounding secondary schools including advertising at events (Like Cowley...)</li> <li>• Have a NOC Bust Tour to high schools <ul style="list-style-type: none"> <li>▪ Have one school load on bus and take to all 3 campuses in one day</li> </ul> </li> </ul>	*  * * *  *    *  *  *  *  *  *	
Go to band contests and recruit		
Go to stock shows and recruit		
Give out local promo stuff to local service providers	*	
Recruit more local students for all programs		
Curriculum <ul style="list-style-type: none"> <li>• Offer more up to date programs such as crypto investing</li> <li>• Offer more programs/ degree options</li> <li>• Offer community classes at convenient times</li> </ul>	*  * *	

<ul style="list-style-type: none"> <li>• Offer internship/apprenticeship programs throughout region</li> <li>• Promote senior citizen's enrolling in classes</li> </ul>	*	
Recruit more adults for programs (nontraditional students)	*	
Host more local community events <ul style="list-style-type: none"> <li>• Invite the public</li> <li>• Promote events to staff &amp; faculty</li> <li>• Roller derby around the circle</li> <li>• "NOC Days" promoting events on campus</li> <li>• Allow high schools to host proms on campus</li> </ul>	*	
Social Media <ul style="list-style-type: none"> <li>• \$ for promotion: Facebook, twitter</li> <li>• Invest \$ in a social media guru</li> <li>• Increase social media/promotional videos</li> <li>• Photo booth at new student orientation and tag back to social media (duplicate-see new student orientation)</li> <li>• Student video testimonials sharing their experiences</li> <li>• Share student experiences on Web page and S.M.</li> <li>• More campus stories &amp; press releases for all areas of the campus. All students <ul style="list-style-type: none"> <li>○ More videos <ul style="list-style-type: none"> <li>▪ Why choose NOC?</li> <li>▪ Division specific</li> <li>▪ Introduction to faculty, staff &amp; students</li> </ul> </li> </ul> </li> <li>• Wear NOC shirt and post location and share on social media <ul style="list-style-type: none"> <li>○ Have a contest or special price</li> </ul> </li> </ul>	* *  *  *  *	
Improve Scholarships		
Increase NOC presence <ul style="list-style-type: none"> <li>• Attend Kay County Functions</li> <li>• Attend community events <ul style="list-style-type: none"> <li>○ Use banners/posters</li> <li>○ NOC employees wear NOC apparel at area events</li> </ul> </li> </ul>	*	
Highlight small class sizes & student/faculty ratio		
Wear NOC merchandise out in public <ul style="list-style-type: none"> <li>• Provide faculty/staff</li> <li>• Departmental shirts</li> <li>• Make it easier to approve designs – Mav/Jets/Gateway in more places</li> <li>• Act professional</li> </ul>	*	
1A Wrestling buzz!!! <ul style="list-style-type: none"> <li>• We are loving wrestling nationwide!!!</li> <li>• 1A. Give kwanis wrestling team.....</li> </ul>	*	
Provide information and collaborate with unemployment offices		
Share information from financial aid office with registration person (new position?) to utilize early interested student contact information so can follow up with student		
Increase involvement with youth programs & community sports	*	
Attach QR code for all swag in goodie bags, including planners (duplicate)	*	
Hire more recruiters and more marketing staff <ul style="list-style-type: none"> <li>• Expand recruiter numbers on all campuses</li> </ul>	*	
Combiner marketing & recruitment	*	
Promote unique (specific) academic programs more widely <ul style="list-style-type: none"> <li>• Expand recruiters to emphasize specific programs</li> </ul>	*	
Have college student ambassadors go back to their high school and speak on experience at NOC		
Offer yard signs to supporters		

Other		
	Priority	Cost
Increase individual emails about events, etc.		
Improve website <ul style="list-style-type: none"> <li>• Less clicks</li> <li>• Improve signage and directory online</li> <li>• A website that is clearly organized and often updated</li> <li>• Better website for Tonkawa, Enid &amp; Stillwater</li> </ul>	* *	
Communicate, communicate, communicate <ul style="list-style-type: none"> <li>• Communication Strategic Plan with calendar outlines (hire more, marketing efforts)</li> </ul>	*	
Improve signage & directory in each building <ul style="list-style-type: none"> <li>• Increase Maverick signage around campus in all buildings</li> </ul>	*	
Work with local restaurants to allow students to use meal plans at their business. <ul style="list-style-type: none"> <li>• Increase student happiness</li> <li>• Build local businesses</li> </ul>		
Fundraisers <ul style="list-style-type: none"> <li>• Crawfish Boil               <ul style="list-style-type: none"> <li>○ Business sponsors meal, students sell tickets/teams have booths</li> </ul> </li> </ul>		
Grounds maintenance <ul style="list-style-type: none"> <li>• Keep campus clean</li> </ul>	*	
New student orientation <ul style="list-style-type: none"> <li>• Supply goodie bag, t-shirt, with QR code)</li> <li>• Photo booth at orientation tag bag to social media (duplicate - see social media)</li> <li>• Send orientation to high schools</li> </ul>		
Slogan idea: NOC, NOC (pronounced knock, knock)...it's your future		
Institutionalize the "News you can use"	*	
Employee raises/ longevity pay	*	
More spirit days	*	
Improve dorm first impressions		

## Building a Better NOC –Tonkawa All Campus Meeting

Topic: Recruitment

**Employee input: data from index cards.** Comments on flip charts were not repeated on this chart.

Recruitment		
	Priority	Cost
Increase marketing <ul style="list-style-type: none"> <li>• Advertise places people actually go</li> <li>• Advertise on community calendars</li> </ul>		
Publicize events: get people to actually come to campus: i.e. Northern Exposure		
Radio Advertising <ul style="list-style-type: none"> <li>• Ark City, Wellington, Winfield</li> </ul>		
TV Advertising		
Newspaper ad		
Provide fliers, bookmarks, stickers in nearby city mailers; small newspapers, etc.		
Video board somewhere		
Increased advertising in all media <ul style="list-style-type: none"> <li>• Increase targeted ads online (Google, Facebook, etc.)</li> <li>• Advertise in high schools</li> <li>• Use posters to advertise</li> </ul>	*	
Billboard <ul style="list-style-type: none"> <li>• Increase the number of billboards</li> <li>• Invest in an electronic billboard on I-35 that only displays NOC advertisements</li> <li>• Post billboards with stats &amp; figures</li> <li>• Update</li> <li>• with student smiles on them</li> <li>• Billboards that contain current student facts</li> </ul>	*	
Offer out of state waiver/instate tuition & fees for border states	*	
Involve recruitment in events held on campus		
More support/positivity for recruitment		
Allow recruiters to attend community events & more high school events		
Provide recruiter training and networking events for recruiters		
Recruit more local high schools <ul style="list-style-type: none"> <li>○ Put out signs in gyms, with the Mav or NOC so that they see our names out there</li> <li>○ Attend high school activities in other communities &amp; state high school events <ul style="list-style-type: none"> <li>▪ Hire NOC students to man them on the weekend. Staff want the weekend off</li> <li>▪ Hire NOC students to work community events for recruitment</li> <li>▪ Set up booths on NOC/Stillwater for football game days</li> </ul> </li> <li>• Promotional giveaways at high school events <ul style="list-style-type: none"> <li>○ Swag bag giveaways at different local contests as prizes; everyone gets one <ul style="list-style-type: none"> <li>▪ Purchase t-shirt cannon for sports/roustabouts</li> <li>▪ t-shirts at all events</li> </ul> </li> </ul> </li> <li>• T-shirt fair or booth advertising NOC; for sale at reduced prices</li> <li>• Change high school perceptions</li> <li>• Host NOC days at local schools; hosted by NOC teaching staff &amp; current students <ul style="list-style-type: none"> <li>○ Send PLC or athletes (in their uniforms) to area schools to visit with jr &amp; sr</li> </ul> </li> </ul>	*  * * *  *  *  * *  * *  * *  * *	

<ul style="list-style-type: none"> <li>• Host NOC nights at major sport evenings (thunder, etc.)</li> <li>• Send our mascot places</li> <li>• Have the highest presence in high schools in the area.</li> <li>• Go to high school when it isn't just a recruiting day.</li> <li>• Work with local high schools in the subject area you teach.</li> <li>• Ensure that materials are updated when visiting area high schools</li> <li>• Face to face recruiting, not just social media, email</li> <li>• Virtual tours with area high school counselors &amp; seniors; Have DMI create the content</li> <li>• Engage students instead of staring at phone</li> <li>• Do more when visiting students come <ul style="list-style-type: none"> <li>◦ Have a plan set for them to meet with all aspects of NOC (sports, food, tutors...etc.)</li> </ul> </li> <li>• Friendly rec faces at HS events</li> <li>• Make sure that all departments have table pop up stands</li> <li>• Hit the high schools hard about higher learning at NOC</li> <li>• Create high school to NOC pipelines <ul style="list-style-type: none"> <li>◦ Cowley College has senior learning classes and field trips for seniors</li> </ul> </li> <li>• Recruit local students for athletics, ag programs, roustabouts</li> <li>• Go to other schools multiple times a year</li> <li>• Scholarship giveaways at area high school sports (half-court shot)</li> <li>• Have faculty go to schools with recruiters- get more specific information out</li> <li>• Recruit at larger high schools- not just immediate area.</li> <li>• Provide/review scripts for students' in-person visits.</li> <li>• Improve the appearance and script of student lead tours <ul style="list-style-type: none"> <li>◦ No phones by those leading. More interaction by faculty and staff</li> </ul> </li> <li>• Coaches need to take their athletes (in their uniforms) out into the public <ul style="list-style-type: none"> <li>◦ Newkirk, Tonkawa, Blackwell, Ponca &amp; all small schools</li> </ul> </li> <li>• Athletes be involved in community-practice with high school teams?</li> <li>• HS bingo day with food trucks &amp; t-shirts</li> <li>• Set recruitment goals for institution &amp; public</li> <li>• Cheerleaders need to Cheer &amp; hold open gyms, host camps for little kids</li> <li>• Recruit international students</li> <li>• Send a small gift to surrounding area graduates</li> <li>• Host a quarter/semester to out of state or international student for free</li> <li>• Send students who SMILE into the public</li> <li>• Sponsor a Local High School Counselor Day</li> <li>• Send NOC staff into the public</li> <li>• Spaghetti supper for recruits</li> <li>• More direct mail</li> <li>• All who take ACT, if applied to NOC: call on them personally</li> <li>• Emphasize all our programs individually</li> <li>• Have a drawing with all potential students after recruitment activity for various prizes to be picked up at NOC campus</li> <li>• Host a recruitment month-centering on it</li> <li>• Recruiting give-a-ways more than pencils/pens</li> <li>• Have things on campus for students to do <ul style="list-style-type: none"> <li>◦ What happened to Frisbee golf?</li> </ul> </li> <li>• Visit with prospective students at church, gatherings, etc.</li> <li>• Recruiters deepen connections with the Jr high &amp; high school counselors at each school.</li> <li>• Improve awareness of scholarships</li> <li>• Recruiters should have social media accounts to always be in view of their recruits and be easily accessible.</li> </ul>		
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<ul style="list-style-type: none"> <li>• Send all department promotionals with Roustabout shows (on the road). Now only fine arts brochures are included on recruitment “table” at high schools when Roustabouts visit.</li> <li>• Recruitment cell phones to text recruits</li> <li>• Have high school students from certain areas such as sports, livestock, theater, etc. come as a group to a game, performance, judging, etc. and spend the evening with the NOC students. <ul style="list-style-type: none"> <li>◦ More/increased tuition waivers</li> </ul> </li> <li>• Offer free tuition for a semester drawing</li> <li>• Getting everyone that works at NOC involved &amp; help out with recruiting events <ul style="list-style-type: none"> <li>◦ 2 recruiters for 3 campus’s is impossible</li> </ul> </li> <li>• Visit high schools in neighboring states and include pop-ups that say in-state tuition!</li> </ul>		
Strike up a conversation about NOC with a stranger/ or with someone wearing an NOC shirt.		
Put students interests first		
Contact potential students monthly through the recruiters.		
Mobile registration unit- advertise date “NOC is coming to your town” to get application, advisement, enrollment		
Involve local youth church groups		
Have larger tour groups open to public to check out NOC		
Arts adventure for adults		
Increase publicity for the events that are already going on: Red Bud jazz festival, plays, musicals, musicians that come in. I work here and don’t know about them.		
Curriculum <ul style="list-style-type: none"> <li>• Offer more up to date programs such as crypto investing</li> <li>• Bring back fun program/classes like woodworking</li> <li>• Drop in classes</li> <li>• Online degree program-global!</li> <li>• Establish an ESL program</li> <li>• Partnership with VoTech Schools <ul style="list-style-type: none"> <li>◦ Vo-Tech incorporate classes</li> </ul> </li> </ul>	*  * * * *	
Recruit senior citizens		
Social Media <ul style="list-style-type: none"> <li>• Increase email presence</li> <li>• Develop TikTok videos <ul style="list-style-type: none"> <li>◦ Give up antiquated advertising venues. aka: Pandora</li> </ul> </li> <li>• Social Media Calendars</li> <li>• Podcasts</li> <li>• NOC Influencer</li> <li>• Consistent &amp; student related content on social media outlets that encourages engagement rather than just pictures from events</li> <li>• Tag the school in social media posts</li> <li>• Create a “Hype Video” about our 3 campuses</li> <li>• Create fun videos and commercials</li> <li>• Increase videos with students <ul style="list-style-type: none"> <li>◦ Student videos for each program</li> <li>◦ Recruits students for acting &amp; modeling</li> <li>◦ Have student who graduated from NOC, brag about them &amp; thank NOC for getting them there</li> <li>◦ Students like to hear from other students; post video on web page and social media</li> <li>◦ Add student videos commenting on student life at NOC on Facebook</li> <li>◦ Give prize</li> </ul> </li> <li>• Share student experiences on Web page and S.M.</li> </ul>	* *  *  *  *	

<ul style="list-style-type: none"> <li>○ More articles</li> <li>○ Highlight what you can do (research, sports, who you can learn from) <ul style="list-style-type: none"> <li>▪ More YouTube <ul style="list-style-type: none"> <li>• “How to” videos</li> <li>• Advertising campus</li> </ul> </li> </ul> </li> </ul>		
<p>Better communication within the marketing to tell a better story of what NOC has to offer</p> <ul style="list-style-type: none"> <li>• For example: talk to departments to find out facts for campus tours <ul style="list-style-type: none"> <li>○ Such as bookstore saves students an average of \$100,000 a year with IA.</li> </ul> </li> </ul>		
<p>Improve Scholarships</p> <ul style="list-style-type: none"> <li>• Add Kay County incentive scholarship to attract Kay County students!</li> <li>• Increase scholarship opportunities</li> <li>• Offer scholarships to first semester attendance; like 3-credit hours for 15-hour enrollment</li> <li>• Increase scholarships given for rooms</li> <li>• Offer inner city gang scholarships</li> <li>• Scholarships for students who took concurrent classes with us to encourage them to attend NOC after they graduate high school</li> </ul>		
<p>Increase NOC presence</p> <ul style="list-style-type: none"> <li>• Give NOC garb at all Kay Count Events</li> <li>• Attend community events such as Herb fest, Oktoberfest, Iris festival</li> <li>• Have a merchandise table at local events in Kay County <ul style="list-style-type: none"> <li>○ Use banners/posters</li> </ul> </li> </ul>	*	
Offer men’s and women’s wrestling	*	
Sell NOC wrestling singlets at youth wrestling tournaments		
Men and Women’s Cross country, wrestling, esports, video gaming teams & game design, Trap shooting,		
E-gaming tournament sponsored by NOC; provide scholarship prize		
Connect NOC sports teams to youth teams	*	
<p>Increase number of recruiters</p> <ul style="list-style-type: none"> <li>○ 3 on each campus <ul style="list-style-type: none"> <li>▪ Be at every high school in 100-mile radius 2 times every semester</li> <li>▪ Pass our marketing materials each time</li> </ul> </li> <li>• Expand public relations staff to more than 1 person &amp; send them as recruiters to area high schools</li> <li>• We need more than 1 recruiter for each campus</li> <li>• Pay assistant coaches more to be recruiters</li> <li>• Increase actual recruiting people that really recruit</li> <li>• Hire director of recruitment to hold recruiters accountable</li> <li>• Hire personable/relatable recruiters</li> <li>• Fire recruiters that aren’t producing</li> </ul>	*	
Obtain volunteers to help with recruitment events		
More \$\$ for recruitment		
“Tonkawa Day” at athletic events for people of the town		
Get recruiters that recruit and are knowledgeable about NOC		
Recruiters and coaches get out in the surrounding areas		
Increase participation in different communities & states		
<p>Be present at community events in surrounding communities. Ponca City parades &amp; festivals</p> <ul style="list-style-type: none"> <li>• Mention NOC at all community events you attend</li> </ul>		
Increase student interaction		
Increase mail outs to potential students		

Offer free tutors for any age student who can get here.		
Offer free courses (I get a 6" sub for free, I'm gonna buy more)		
Always smile and engage guests to the campus to make this a warm, friendly environment.		
Provide welcome/goodie bags for recruitment fairs & visiting students		
Promote all we offer when we have visitors/prospective students		
Have NOC float to go around to various town parades <ul style="list-style-type: none"> <li>• Perry Cherokee Strip Parade – September 16</li> <li>• Participate &amp; give away items at all area parades including OSU homecoming</li> </ul>		
Increase # at Northern Encounter <ul style="list-style-type: none"> <li>• Improve Northern Encounter</li> </ul>		
Direct contact with high school teachers, coaches, counselors, administrators; swag for teachers (Cowley takes them lots of "stuff" in Blackwell)		
Publicize what is happening in the classrooms: creative assignments and projects that further learning		
Offer Pre-Engineering Workshop <ul style="list-style-type: none"> <li>○ Build &amp; launch rockets</li> </ul>		
Bring area high school students on campus for specific program days <ul style="list-style-type: none"> <li>• Have activities to do that represent the program;</li> <li>• Any interested student signs up</li> <li>• Do one for each program</li> </ul>		
Host events for quiz bowl, mathatheaton, other HS vents		
Saw a recruitment video by an Oklahoma college and they used teachers lip-synching in a promo video - NOC		
Provide newborn baskets to area hospitals for new parents <ul style="list-style-type: none"> <li>○ NOC onesie on newborns at hospitals</li> <li>○ first baby of year: NOC gift bag</li> </ul>		
Reduced costs for all concurrent students taking concurrent classes at NOC		
Car tag holders with alumni NOC or vinyl window stickers		
Sponsor a health fair: senior center/church group invites		
MAV pride day on a sports game day. Invite parents/students & have cookout, etc.		
Offer childcare on site <ul style="list-style-type: none"> <li>• grants or work with area childcare</li> </ul>		
Sponsor exhibition basketball or sports games <ul style="list-style-type: none"> <li>• News personalities</li> <li>• Alumni games</li> </ul>		
<b>Other</b>		
	<b>Priority</b>	<b>Cost</b>
Improve website <ul style="list-style-type: none"> <li>○ Make Enid and Stillwater sections of website unique: Black &amp; red color scheme for Enid and use Gateway Logo on Stillwater's site.</li> <li>• Website needs to be reviewed from a non-IT and non-NOC administration pair of eyes to understand public perception <ul style="list-style-type: none"> <li>○ Make website more user friendly</li> </ul> </li> <li>• Facility Rentals go to a dead page on website</li> </ul>	* *	
Use John Pickard's video <ul style="list-style-type: none"> <li>• Make John's video the first thing students see</li> </ul>		
Improve signage - Increase athletic signage	*	
Add some color to grounds	*	
Remodel Harold Hall		
Update interiors of buildings (wall art)		
Streamline orientation		



Slogan idea: <ul style="list-style-type: none"> <li>Utilize new/current radio jingles</li> <li>Update slogan</li> </ul>		
More spirit days	*	
Get rid of divide between campuses and between faculty/staff		
Public health clinics on campus: Dental, eyes, blood pressure, etc.		
Have a yearly group photo (aerial)		
The big email we get in the morning is terrible. We need notified about events, etc. individually emailed so we all are informed without having to weed through the one and only email we get about NOC events.		
Have food trucks randomly in the circle		
Wear polos or t-shirts more		
Candy with NOC wrappers		
Pop cans with NOC logo		
Provide snacks at our mandatory 2-hour meetings		
Person in charge needs to focus on marketing & recruitment only		
Empower employees to be involved in community activities		
Do a Secret Shopper program		
Maverick newspaper more public; encourage students to write for the paper & take photos. Publishing credit given to the student. Not restricted to journalism majors.		
Admin (Recruit/Marketing) – facility process w/programs?		
Keep employees happy		
Fundraiser: Kiss Mav <ul style="list-style-type: none"> <li>Charge so much a vote for President, Teacher, Student to kiss Mav</li> </ul>		

## Building a Better NOC –Zoom All Campus Meeting (2.18.22)

Topic: **WOWs, UnWOWs, Public Image and Marketing**

**Captured from the online Chat**

### Attendance

- Kim Brewer
- Kurt Campbell
- Dr. Amber Chester Enid Nursing
- Vickie Crouch - Stillwater Nursing
- Crys Davis
- John Dolezal
- Cassie Firth - Math Stillwater
- Jill Green
- Deryl Gulliford
- Clark Harris
- April Heitfeld
- J. Marsh Howard, PhD - Stillwater Social Sciences
- Rachel Kirk
- Candy Oller
- Jayme Orgain
- Paige Walker

<b>WOWs of NOC</b>
Stillwater's Nursing lab is wonderful – it has great resources i.e.: three rooms set up as hospital rooms with one-way windows for viewing simulations, Skill labs and simulations
The Nursing program at NOC
Stillwater building is beautiful with easy access to the OSU campus resources
Proximity to OSU
Astronomy – telescope and planetarium in Enid
A more personalized experience/connections in classrooms
Great location options that provide different experiences/programs
Enid Chapel in Marshall and just the beauty of our campus
Sheep center
Beautiful campuses
Student-teacher relationships (small classes, closer relationships). Stillwater Student access to OSU student stuff (games, gym, library, etc.)
Students in Stillwater have access to OSU – can be like OSU students.
Small class sizes – build better relationship with students/teachers
NOC Enid has access to nice baseball facility – not sure if just playoffs.
Small class sizes
Engaged Instructors who get to know students personally
Significant presence within our communities (for the smaller communities at least)
Providing life-changing opportunities close to home for our students
Campus
Our motto life changing
SECC scholarship– covers 24 counties and is growing
Radio Station - Only 2-year college in Oklahoma to have one and allows students hands on learning early in their education.
A beautiful campus especially in the summer
We need more student activities (not sports related)
Clean facilities
Open door policies
Proximity to many communities in Oklahoma
Affordable cost
Gateway students are often more successful at OSU than students who go straight to OSU
<b>UnWows of NOC</b>
Austere, draconian state funding (and political attempts to interfere w/ classroom teaching)
No direct, available access for student mental health services to handle mental health crises.

J1 screw ups make Instructors appear clueless, less effective at retention
Could use a few more Professional Development sessions on Customer Service
Buildings need upkeep & maintenance
Accessibility is sometimes challenging
Temperature management
Events Activities – Lack of funding
The cafeteria
J1 difficulty & concerns
Registration through J1
Issues at some dorms in terms of upkeep & cleanliness
Landscaping
Landscaping during winter
Lack of Communication – no one ever knows what others are doing or when student groups are on campus
Student activities – only focus on dorm students – most students are commuters – look into family activities
Negative faculty – rants in hallways
Printers that continually jam for students
Phones don't get answered when people call certain departments
Bell Dorm being closed/unused
Students feel like they shouldn't have to do as much since it's an associate program
More professional development focused on different divisions
Lack of student involvement on campus outside of coursework
Difficulty obtaining educational support for international students
Isolated offices in basement of Zollars Hall
Language barriers
Need improved direct student access to mental health services and student disability services
Lack of communication – (filter the information all the way down)
We give t shirts at judging camps and livestock shows
<b>Things we could do to improve public image</b>
Host school counselors to our campuses. Revive high school relations
Community service clean up days
Host more high school events on our campuses
Community Service
Get students involved with community events.
Banner (or screen) advertising at high school and OSU fields/stadiums
Commercials at movie theaters before movie starts
Commercials for local channels and radio
More out in the public – parades, etc.
Visit with local business that hire NOC grads and use their comments about our students on billboards or in publications about the college
Improve our Social Media presence
Do activities and things that the students enjoy that they will then talk about with their friends and relatives.
Attend more community events as NOC employees
Wear NOC garb to community events
Support more community events by volunteering
More interaction at community events
Have faculty members visit schools (when possible) with Recruiters
Host events on campus
Larger marketing budget
Credit cards available for pay-per click options
Student testimonial Videos, print, etc.

Personalize the NOC college experience
Use social media to share events, athletics, educational experiences
Hit other social platforms besides Facebook
Highlight students experiences with staff and faculty
Be more student friendly to the students already choosing NOC so they spread the word
More videos – utilize DMI students
<b>Small Group Discussion on Improving Public Image</b>
Commercials for local radio stations
Hosting school counselors at each campus
Getting students involved in community events
Testimonials - students are our best recruiters
Host high school events on campus
Add wrestling
Advertise banners at HS and OSU athletic events and ads at movie theaters
Increase advertising budget
Community service events
Work with HS students – send our students and work in specialized areas
Involvement in community outreach-more involvement in volunteering organizations
Connect with high school classes more focused areas – journalism, art...
Increase presence on High schools
Highlight faculty and faculty relationships: student research, nursing, theater, student art shows
Highlighting scholarships and future employers
Attend more events within our communities identified as NOC employees
Utilize DMI students to help produce promotional materials (videos/etc.)
Look at certification options for growing industries around us (specifically suggested cannabis industry)
Host more HS competitions/exhibitions/livestock judging/science fairs etc. As well as volunteering more at these events within our communities
Host community events on campus
<b>Recruiting Ideas</b>
Divisions going to high schools. Get students involved in the recruitment process.
Take current students to high school and speak about experiences. 2. Post student experience videos on website
Nursing faculty visit with technology high school students in health careers coursesFaculty go with recruiters to high schoolsBring current students of different age groups to recruiting events to assist
Strategize by moving marketing and recruiting office under same area.
Increase faculty involvement in recruiting
Funding – Hire a Stillwater recruiter, better swag, etc.
On-campus recruiting events – Roustabout concerts, etc.
Get current students (PLC, etc.) Involved in recruiting, visiting high schools, etc.
Do activities and things that the students enjoy that they will talk about with friends and family – so that other students will want to come. They also will share pictures on social media – if they do, maybe have a drawing for a gift or something.
Be present on High School campuses or get the word out about our degree options.
Highlight our different degree options on social media.
Increase presence in the high schools
Highlighting unique opportunities and experiences i.e. study abroad, student research, livestock judging, student-faculty
Employment opportunities post-graduation

Face to Face interaction
Assisting immediately with FAFSA, applying online & obtain additional paperwork
Utilize faculty at college recruitment
Greater variety of recruitment activities (broader group of employees involved with recruitment, more activities attended)
Enhanced relationships with HS counselors. (maybe assign a specific liaison for each HS counselor they can contact with issues/concerns, when they need information rather than counselors having to try to track that down)
Showcase how NOC degrees are being used. Have former students talk to potential students about how a NOC degree changed their life
Utilize students or recent graduates to go back to their schools and speak - Hometown recruiting
Offer scholarship for concurrent students to remain at NOC
Develop recruiting goals on recruiting
Non-trad students to events
Be more present on high school campuses, especially for students who may not automatically believe they are "college material."
Offer on-high-school-service support services for students and their families (help with applications, FAFSA, etc.
Offer recruitment services at events that we host (such as assistance with application)
Customize a flyer to recruit a program such as Agriculture or nursing and tell about scholarships and activities in that area. Plus, ones from the college as a whole.
April's dad was an evangelist, and said get people to attend things they enjoy, and take pictures, etc.
Drawing for people that have posted on social media this week. Maybe if wearing NOC clothing
Give a cash prize for people taking photos on campus. Maybe \$500, \$300, 2 \$100 prizes. And we get to use all the photos.
Being more present at community events & wearing NOC clothes
Promotion videos, like DMI
Capitalize certificate programs, such as Cannabis