

# WESTERN OKLAHOMA STATE COLLEGE

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## Strategic Planning Goals and Objectives 2010-2013

### **GOAL 1**

***Improve the quality of academic programs, while focusing on student retention and degree completion.***

- OBJECTIVE A.** Provide and document faculty/staff professional development opportunities including emerging technologies.
- OBJECTIVE B.** Review all academic programs by designated program review committee, analyzing data of program graduates collected from exit surveys, employer surveys, and transfer data.
- OBJECTIVE C.** Research, develop, and evaluate new program/course opportunities, utilizing existing data provided by local, state, and national agencies.
- OBJECTIVE D.** Provide strong developmental education courses to prepare students for college academic coursework.
- OBJECTIVE E.** Increase student retention by improving academic advisement, maintaining the transferability of additional coursework, and developing additional articulation agreements with other colleges and universities.
- OBJECTIVE F.** Review Noel-Levitz recommendations for enrollment management and implement student-focused course scheduling to achieve a higher percentage of degree completion.
- OBJECTIVE G.** Achieve full institutional involvement in the faculty-driven accreditation process.
- OBJECTIVE H.** Utilize annual assessment of academic programs to direct program and budgeting decisions.
- OBJECTIVE I.** Operate a comprehensive learning resource center.

### **GOAL 2**

***Promote and improve student support services.***

- OBJECTIVE A.** Provide student support services that will enhance the learning spectrum, aid in student retention, and increase opportunities for life-long learning.
- OBJECTIVE B.** Initiate recruitment/marketing strategies, seek opportunities to build a positive image, and employ methods to reach locations beyond our traditional five-county service area.

### **GOAL 3**

#### ***Continue acquisition and application of technology.***

- OBJECTIVE A.** Provide technology, including equipment and software applications that will effectively support instructional programs.
- OBJECTIVE B.** Implement technologies that improve efficiencies for students, staff, and faculty.
- OBJECTIVE C.** Provide distance education through additional web-based courses, interactive television courses, and telecourses.

### **GOAL 4**

#### ***Maintain and strengthen long-term fiscal viability and infrastructure.***

- OBJECTIVE A.** Evaluate the strategic plan each year, developing and implementing new goals/objectives as external/internal factors change.
- OBJECTIVE B.** Provide a physical and organizational infrastructure that fosters a safe learning environment.
- OBJECTIVE C.** Seek and enhance efficient practices while identifying those that should be modified or discontinued.
- OBJECTIVE D.** Explore and pursue opportunities for additional revenue, developing niches that would create a stronghold in the marketplace.
- OBJECTIVE E.** Implement a budgeting process which ties budgeted dollars to the strategic goals and objectives of the institution and/or department.
- OBJECTIVE F.** Maintain fund balances that promote fiscal stability.

### **GOAL 5**

#### ***Participate in economic development, service learning, and community service activities.***

- OBJECTIVE A.** Actively solicit input from interest groups on programs, courses, and economic development.
- OBJECTIVE B.** Provide facilities and resources to community service organizations.
- OBJECTIVE C.** Support and encourage employees to serve in community, civic, service and government agencies, schools, religious organizations, and other organizations that benefit the community.
- OBJECTIVE D.** Encourage faculty/staff to create, increase, and maintain programs in service learning, community service, and community engagement.