Imagine
From the President

Prepare
Mission & Vision Statement
Core Values

Transform
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Goal #1
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Strategic Planning Committee
It is a truism in education, as in life, that to preserve the best we must anticipate and adapt to change. This plan is a set of aspirations that will carry forward Eastern’s proud tradition of delivering exceptional educational programs in an environment that promotes academic success and life-long learning. The plan is also firmly anchored in the success and economic vitality – both existing and potential - of the communities we serve.

We anticipate the plan will be achieved in small steps and large, balancing single-minded commitment with flexibility which is a hallmark of all high performing institutions. It is divided into five major parts:

- Our Mission Statement describes what we do and why we do it.
- Our Vision Statement describes where we want to be as an institution.
- Our Core Values set out the behaviors we expect from ourselves and key stakeholders.
- Our Goals will be our major areas of focus.
- Our Key Performance Indicators (KPIs) will measure our progress.

We are excited about Eastern’s future. Two-year institutions are gaining recognition as a major resource to improve the competitiveness of our local and national economies. This plan represents our response to this opportunity.

Dr. Steve Smith
President
Eastern Oklahoma State College
Mission Statement

The mission of Eastern Oklahoma State College is to generate student learning through its associate degrees and other academic programs which effectively prepare graduates to complete baccalaureate degrees, obtain productive employment and lead enriched lives of learning. It is simultaneously the mission of the College to engage in educational programming and related activities that promote regional economic and community development.

Vision Statement

Eastern Oklahoma State College is recognized as an innovative leader in providing high quality educational services, cultural programming and economic development partnerships.
ACADEMIC EXCELLENCE - Eastern expects and maintains high educational standards consistent with the needs of the students, region, and changing workforce. Our faculty and staff are committed to providing high quality educational opportunities and services in a student-centered environment. We strive for an environment of teamwork, cooperation, collaboration, innovation and creative problem solving for students and employees.

RESPECT - Eastern values the faculty, administration, staff and students. We admire their diverse life experiences, appreciate their contributions to our learning community and encourage their individual, personal and professional development.

HONESTY AND INTEGRITY - Eastern upholds the highest ethical standards in striving for academic and professional integrity in all that we do. We endeavor to foster an environment of trust and responsibility in every aspect of our institution.

COMMUNICATION - Eastern promotes open, effective, and honest dialogue, feedback and active listening, flowing in all directions.

DIVERSITY - Eastern embraces and appreciates the importance of providing an education and environment that encourages the individuality of students, faculty, staff and the communities we serve. Diversity is crucial in providing an atmosphere that enhances the educational experience and celebrates differences among individuals.

SUCCESS OF ALL STUDENTS - Eastern strives to produce academic, athletic and student life programs that will encourage student success in an ethical and learner-centered environment.

COMMITMENT TO LIFE-LONG LEARNING - Eastern is committed to providing a learning organization that continually adapts and improves by evaluating its services in order to promote life-long intellectual and personal development among the students, faculty, staff and community it serves.
Transform

Goals Summary

To achieve the Mission and Vision Statement, Eastern Oklahoma State College has established the following four goals. Each goal includes key performance indicators that describe specific areas or programs targeted for growth or improvement. The target measurements will help the College determine and define success. Eastern’s administration and leadership team will work with faculty, staff, alumni and community members to successfully implement, monitor and achieve these goals.

1. Provide high quality educational programs and services to increase educational opportunities for individuals and organizations.
2. Increase the percentage of students who progress toward and achieve their academic and career goals.
3. Enhance and efficiently use the College’s human, financial, facility and technological resources.
4. Engage the College’s wider community with educational and cultural programs, and economic development partnerships.
Goal #1 - Provide high quality educational programs and services to increase educational opportunities for individuals and organizations.

<table>
<thead>
<tr>
<th>Key Performance Indicator</th>
<th>Target</th>
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<tbody>
<tr>
<td>Credit hour and headcount change from prior periods.</td>
<td>Increase over prior three-year average.</td>
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<tr>
<td>Share of credit hour enrollment compared to other institutions in service area.</td>
<td>Increase percentage of credit hour enrollment over prior year.</td>
</tr>
<tr>
<td>Number of new online degree programs.</td>
<td>Develop, obtain approval and implement three new online programs by the end of FY 2014.</td>
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</tbody>
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| New programs and program enhancement. | • Develop and enhance academic programs as dictated by the identified needs of students and region.  
• Explore and develop new cooperative agreement programs through the cooperative alliance with Kiamichi Technology Centers. |
| Number of curricular and co-curricular activities that enhance student acceptance of domestic and international diversity. | • Increase the number of academic programs that expose students to diverse cultures and peoples.  
• Create more study abroad experiences by exploring partnerships with other Oklahoma two-year colleges and regional universities. |
| Financial Aid strategies to attract a student body of desired size and characteristics | Increase the percentage of financial aid resources generated from endowments and donations. |
Goal #2 - Increase the percentage of students who progress toward and achieve their academic and career goals.

<table>
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<tr>
<th>Key Performance Indicator</th>
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<tbody>
<tr>
<td>Fall-to-Spring persistence and Fall-to-Fall retention rates (First-time, Full-time, Degree-Seeking)</td>
<td>Increase over prior year.</td>
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<tr>
<td>Withdrawal rates</td>
<td>Decrease percentage of withdrawals from prior year.</td>
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<tr>
<td>Number of graduates</td>
<td>Increase over prior three-year average.</td>
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<tr>
<td>Three-year progression</td>
<td>Increase over prior three-year period on an annual basis.</td>
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<tr>
<td>Learning outcomes assessment</td>
<td>Develop and implement a new learning outcomes assessment process by the end of FY 2013.</td>
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<tr>
<td>First-time licensure pass rates for nursing graduates</td>
<td>Meet or exceed the national average.</td>
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Goal #3 - Enhance and efficiently use the College’s human, financial, facility and technological resources.

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| Technology plan                   | • Fully implement Datatel to improve the efficiency and functionality of work processes by the end of FY 2013.  
• Develop a plan to address emerging technologies and instructional technology needs by the end of FY 2012. |
| Financial stewardship             | Receive an unqualified audit.                                                                                                                                                     |
| Increase non-state funding        | Increase the total dollar amount of grants and donations over the prior year.                                                                                                     |
| Human resource development        | • Implement a background and drug policy by the end of FY 2012.  
• Increase the number of professional development activities over the prior year.  
• Develop and implement a new employee orientation by the end of FY 2012.                                                                 |
| Facilities                        | • Complete an improved residential housing project by the end of FY 2012.  
• Complete the Pratt - Little Theater project by the end of FY 2014.  
• Secure funding to build needed facilities by 2015.                                                                 |

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Goal #4 - Engage the College’s wider community with educational and cultural programs, and economic development partnerships.

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<th>Target</th>
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| Non-credit and continuing education enrollment | • Increase non-credit and continuing education enrollment over prior year.  

  • Increase successful completion rates of non-credit and continuing education enrollment. |
| Alumni involvement       | • Increase alumni participation in college-sponsored events over prior year.  

  • Increase number and amounts of donations given by alumni over prior year. |
| Native American cultural activities | Increase the number of Native American cultural events over prior year. |
Strategic Planning Committee

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Vic Woods

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Leland Walker
Betty Wharton
Kay Langham
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