

B.E. TOURTELLOTT
STUDENT CENTER

EASTERN OKLAHOMA STATE COLLEGE

Strategic Plan 2017 - 2022



Futures
start here.

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FROM THE PRESIDENT



Dr. Stephen E. Smith
President

For 108 years, Eastern Oklahoma State College has played a crucial role in educating students in southeastern Oklahoma. Since its earliest days as the Oklahoma School of Mines and Metallurgy, Eastern has continued its tradition of providing high quality educational programs while developing into the comprehensive community college it is today. Eastern is considered a state leader with pioneering degree programs, successful grant awards and innovative partnerships that bolster our local economy. We've come a long way in our storied history, and we see countless opportunities for the next period of development.

The 2017-2022 Strategic Plan outlines the goals and priorities that will shape Eastern's next five years. It is designed as a living document that will continually change as needs are assessed, data are collected and analyzed, initiatives are implemented, and progress is measured. The plan will help us prioritize our efforts and measure their success.

Eastern's Strategic Plan 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** consist of four major areas of focus – access, success, resources and partnerships.
- Our **Key Performance Indicators** will measure our progress.

This is an exciting time at Eastern. We should all feel a sense of ownership in this plan as we bring it to life in the years ahead. Together we can manage and overcome the many challenges facing higher education today, while remaining focused on our efforts to transform the educational and economic landscape within our state and beyond. It will take all of us working together to achieve these goals and make Eastern stronger than ever.

A handwritten signature in blue ink that reads "Stephen E. Smith". The signature is fluid and cursive, with the first letters of each word being capitalized and prominent.

MISSION STATEMENT

The mission of Eastern Oklahoma State College is to provide the educational tools and environment to facilitate student learning through its associate degrees and other academic programs which effectively prepare graduates to enter their chosen vocational field or to continue their educational experience through baccalaureate degree programs. It is also 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 will continue to be a dynamic institution known for academic excellence, accessibility, innovation, cultural programming and service to students and the community.



CORE VALUES

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, faculty and college staff.

Respect

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

Honesty & Integrity

Eastern upholds the highest ethical standards in striving for academic and professional integrity in all that it does. It endeavors to foster an environment of trust and responsibility in every aspect of the 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 educational environment that encourages individuality of students, faculty, staff and the communities it serves. Diversity is crucial in providing an atmosphere that enhances the educational experiences 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.

Safe & Healthy Working & Learning Environment

Eastern is committed to protecting the safety and health of its students, staff and the people of the communities in which it serves.

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.





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GOAL 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.

- **ACCESS**
Provide high quality educational programs and services to increase educational opportunities for individuals.
- **SUCCESS**
Increase the percentage of students who progress toward and achieve their academic and career goals.
- **RESOURCES**
Enhance and efficiently use the College's human, financial, facility and technological resources.
- **PARTNERSHIPS**
Engage the College's wider community with educational and cultural programs, and economic/workforce development partnerships.



Provide high quality educational programs and services to increase educational opportunities for individuals.



ACCESS

Key Performance Indicators:

- *Credit hour and headcount change from prior periods*
- *Percentage of enrollment from outside service area*
- *New programs, courses and program enhancement*
- *Financial support strategies to responsibly increase enrollment and student financial literacy*



Increase the percentage of students who progress toward and achieve their academic and career goals.



SUCCESS

Key Performance Indicators:

- *Fall-to-Spring persistence and Fall-to-Fall retention rates*
- *Number of graduates*
- *Graduation rates- meet CCA goal*
- *General education learning goals*
- *First-time licensure pass rates for graduates (NCLEX and CLEET)*
- *Increase student financial literacy to reduce student debt.*
- *Increase course success of students in credit and developmental courses across all teaching modalities*
- *Student satisfaction after graduation*



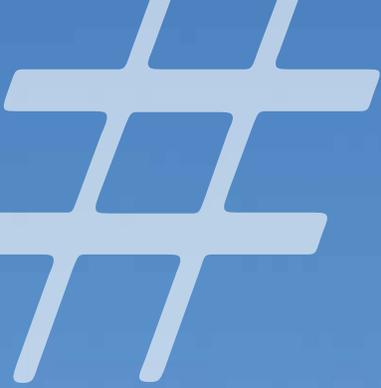
Enhance and efficiently use the College's human, financial, facility and technological resources.



RESOURCES

Key Performance Indicators:

- *Assess technology needs of college campuses to determine adequate resources (i.e. Main, McAlester, Antlers, Idabel)*
- *Financial stewardship*
- *Increase non-state funding*
- *Human resource development and professional development*
- *Facilities upgrades and maintenance*
- *Implement and strengthen programs and processes to meet new federal regulations*
- *Data-driven decision making*



Engage the College's wider community with educational and cultural programs, and economic/workforce development partnerships.



PARTNERSHIPS

Key Performance Indicators:

- *Develop regional economic development opportunities and enhanced relationships with community partners*
- *Alumni involvement*
- *Increase the number of curricular and co-curricular activities that enhance student acceptance of domestic and international diversity*

STRATEGIC PLANNING COMMITTEE

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