

**Northern Oklahoma College 2013-2018 Strategic Plan
June 2018 Quarterly Update**

Goal 1A Enhance the quality of life for students

- *Effectively develop, implement, and communicate the comprehensive safety plan (guided by task force in E/T, by OSU in S; redesigned web page; continued use of emergency alert; other tools to reach students; regular safety training to employees; grant funding for safety programs—e.g. suicide prevention)*
- *Effectively develop, implement and communicate a comprehensive student engagement plan for all students with support and involvement from faculty, staff, alumni, and NOC community members (new orientation program in conjunction with class; increased use of student email; peer mentor programs; signature student events; increased school spirit; welcoming hospitality rooms; Student Union as heart of campus; augment CCSSE; communicate study abroad institution wide; commuter student program)*
- *Effectively develop, implement and communicate a comprehensive plan to strengthen and improve residence life (establish Resident Assistant student staff; continue updating fire alarms, furnishings; renovate dining halls)*
- *Effectively develop, implement and communicate an information technology plan that will ensure the most effective use of existing educational technologies for enhanced student experiences (explore/improve loaner laptops; e-books; smart phone apps)*

June 2018 Updates

- In April 2018, students completed the annual Student Satisfaction Survey that addresses a number of objectives in Goal 1A—e.g. their views on campus safety and technology. Over 600 students responded to the survey. Targeted questions are summarized in the institutional assessment plan, but highlights from areas for highest and lowest levels of satisfaction are shared below. Residence life surveys were also given at the end of the spring semester and results will be reported in the institutional assessment plan after review.
 - 4.45 / 5 rating-Classrooms and general facilities are safe.
 - 4.45 / 5 rating-Classrooms and general facilities are clean and conducive to learning.
 - 4.41 / 5 rating-Faculty are knowledgeable about their subject matter.
 - 4.41 / 5 rating-Enrollment help is available in a timely manner.

 - 3.83 / 5 rating-I am able to access IT help as needed for coursework and online services.
 - 3.64 / 5 rating-If undecided on a major, an advisor worked with me to identify an academic degree program (major) that met my goals.
 - 3.63 / 5 rating-Prior to enrollment, a school financial aid officer provided financial aid counseling to help me understand the responsibilities of borrowing.
 - 4.3 / 5 rating-Overall, I am satisfied with my experience at NOC.

- The following activities were hosted from March through June to enhance student life:

Enid

March 5	Karaoke Night
March 12	Pack the Park Baseball
March 26	Easter Egg Hunt
March 29	Pack the Park Softball
April 11	NOC/NWOSU Bridge BBQ
April 18	Archery Tag
April 26	Spring Luau
April	Intramural Sand Volleyball
May 1	Free Ice Cream Truck
May 7	Late Night Breakfast
May 7	Free Breakfast
May 8	Free Breakfast

Tonkawa

March 7	NOC Pool Party
March 12	Thunder Basketball Game
March 26	Extreme Animal Petting Zoo
April 2	Easter Egg Hunt
April 11	Spring Fling – Video Game Trailer and Aaron Woods Band Concert
April 12	OBI Blood Drive
April 17	Pack the Park Baseball and Softball
April 24	Dodgeball Tournament
May 14	Food for Finals
April-May	Intramural Football

March highlights also included Intramural Basketball; club meetings and activities (FCA, Student Senate, Literature Club Open Mic Night, PLC Dance, and Northern Thunder Movie and Pizza. Residence Hall activities included Threlkeld Hall Movie and Snacks, Easterling Hall Movie and Snacks, Bush Hall Game Night, Boehme Hall Game Night, and Mavericks Hall Doughnuts and movie. April highlights also include the following activities: Student Senate Bake Sale, FCA, Criminal Justice Field Trip to OKC, Criminal Justice Induction, Phi Theta Kappa Induction, Mavericks Hall Movie and Game night, Threlkeld Hall Graduation and Bunko party, Easterling and Boehme Halls Volleyball and Cookout, Bush Hall Grilled Cheese and games, and Markley Hall Bingo Night. May highlights also include Student Senate Meeting, Civitans Club Food Fight, Student Senate Jambalaya Lunch, and Student Senate Trip.

- To encourage student engagement at a state level, an NOC group once again participated in Oklahoma's Promise Day at the Capitol – A contingency group of 7 (4 Oklahoma Promise Students and 3 Administrators) attended the event on April 16. The purpose of the event was to show appreciation for the Legislature's ongoing support of the Oklahoma's Promise scholarship program and encourage legislators to continue to preserve the program's funding source.

- OACC 2018 All-Oklahoma Academic Team at the State Capitol - Students from NOC Tonkawa, Enid and Stillwater joined scholarship coordinator Kerri Gray and President Cheryl Evans at the event on March 27. Students in attendance were Elizabeth Bond, Chouteau; Kelli Dollarhide, Deer Creek-Lamont; Kenzi Flanagan, Morris; Veronic Fuxa, Pioneer-Pleasant Vale; Holly Mayfield, Ponca City; and Harley Purvis, Oilton. Dollarhide was presented an OACC President's Tuition Waiver Award.

Goal 1B Enhance recruitment, retention, and graduation

- *Use student engagement survey (CCSSE) (administer annually; distribute results; incorporate high-impact strategies into professional development/coursework; chart progress)*
- *Adjust offerings (track needs for online/evening courses; adjust scheduling; increase prof. dev. for online)*
- *Improve advisement model (redistribute advisees; identify targeted advisors for top majors and for undeclared; utilize Early Alert fully; initiate sophomore-only enrollment; standardize Orientation units for vital info on loans, financial aids, course transferability, career and student support services; introduce World of Work; improve timely/cost-effective degree completion)*

June 2018 Updates

- To improve the advisement model and as part of the NASNTI grant objectives, an Ask a Financial Aid Advisor link was added to the NOC website on April 18, 2018. Anna Scott, Distance Learning Specialist for the NASNTI grant, worked with the Financial Aid Office and Shannon Lorg, Webmaster, to install the link. As of May 30, 14 students had accessed this link with financial aid questions.
- Professional development for online instruction has been expanded since Fall 2017 with the NASNTI grant focus on Quality Matters certification. In Spring 2018, a second group of seven instructors finalized course review with the assistance of Dr. DeLisa Ging (Coordinator of Professional Development) and Anna Scott.
- A meeting was held on April 20 with Orientation and World of Work instructors to review learning outcomes and assure assessment measures aligned with those outcomes.
- Lynn DeMuth, Cassie Firth, Cathy Moore, Pam Stinson, and Diana Watkins attended a Complete College America meeting hosted by OCCC on April 27. This meeting was focused on sharing updates on corequisite models for English and Math: CCA representatives also shared research on multiple measures and the value of using high school GPA as one placement measure. After the meeting, the Assessment Committee met and recommended changes in placement guidelines so that students with higher GPAs in high school, and a minimum number of courses taken in subject, could move into credit-bearing classes sooner.

June 2018 Updates for Strategic Enrollment Management Goals

1. Improve Recruitment & Admission Processes

- NOC and OSU representatives met on May 4 to update the Memo of Understanding between Northern and Oklahoma State. Admission processes were reviewed as well to identify ways in which OSU students could enroll with their advisors through the Banner system for targeted classes that OSU had identified as high need. In addition, NOC and OSU representatives met in late spring to discuss ways in which NOC could further serve a student cohort of alternatively- or holistically-admitted students.

2. *Further align degree programs with regional and state workforce needs*

- A new Hospitality option under the AAS in Business Management was approved by the Curriculum Committee in March and by the NOC Board of Regents in April. The request to add the option has been submitted to the Oklahoma State Regents for Higher Education with an anticipated Fall 2018 start date if approved.

3. *Refine Retention/Completion Strategies*

- Retention specialists from each NOC location have continued to track contacts to demonstrate how the Early Alert system is used to monitor student success. Spring 2018 summary reports for each location appear below.

NOC Retention Specialists' Early Alert Report for Spring 2018 (March through May)

Month	Number of EARs Received			Reverse Transfer Contacts	Probation Student Contacts	Midterm grade calls
	Enid	Stillwater	Tonkawa			
March	135	313	205	54		89
April	102	190	166	250	35-E 58-S 36-T	
May	0	5	36			
Total Students Contacted	237	508	407	304	129	89

In addition to the early alerts, retention specialists contacted students who did not enroll before classes were over (67 in May),

- NOC and OSU partnered for a new completion strategy in Spring 2018 whereby students could agree when admitted to OSU that their transcripts be sent back to NOC for a review leading to a possible associate degree. Over 430 students made this request. Dr. Rick Edgington has been reviewing transcripts for these students and as of June 15, 2018, has contacted 50 students to let them know they have qualified for an associate degree through reverse transfer. Retention specialists will be assisting in contacting other students.

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

- *Conduct a comprehensive feasibility study (Environment Scan Survey) in collaboration with educational, civic and community leaders in NOC's service areas for the purpose of identifying which of the following initiatives would best serve partnership and workforce needs (expanded internships; serve as regional economic development resource; increase community partnerships)*
- *Work with academic leadership, division chairs, faculty, and appropriate staff and administration to strengthen business partnerships (expanded advisory boards with minutes posted)*
- *Enhance the College's capability in career advisement through appropriate training (train counselors in career assessments; connect Orientation students to counseling resources) Provide data to faculty, counselors, recruiters, and students for informed decisions in career advisement and curriculum development (IR data bank; job placement rates; graduation rates by major; annual fact book)*
- *Provide increased opportunities for students to connect with the business community (advertise internships; career fairs; post professional associations/contacts; job shadowing through alumni contacts; alumni speakers; promote workforce training in community)*
- *Identify opportunities for students to develop personal and professional skills through intermediary steps toward degree completion and non-degree options (review certificate options; promote community offerings; identify funding to expand senior citizen offerings)*

June 2018 Updates

- The CEC hosted the Volunteer Income Tax Assistance (VITA) from February 1-April 12. This program was provided in partnership with Blackwell Chamber of Commerce and the IRS to offer tax assistance to Native American and low-income students and community members. Throughout the course of the program, 30 participants were served of which 16% were Native American, 10% were First Generation, 10% were Veterans, and 23% were students. In addition, 43% of those served came from out of town.
- The NASNTI Advisory Committee met on March 29 to review year 2 grant initiatives and to discuss upcoming activities in the Cultural Engagement Center. Advisory board members provided suggestions for how to further encourage enrollment from Native American students through designated enrollment dates at tribal centers. Progress on year 2 initiatives for the NASNTI grant continues with two additional tribal access sites equipped (four of six total now) between March and June. Dr. Rae Ann Kruse, Project Manager, and Anna Scott, Distance Learning Specialist, have worked with IT at each of the tribes to complete the installation.
- Two NOC students, Zachary Fruits and Payton Malcolm, were selected to participate in a NASA Summer Space Program through a partnership with Oklahoma State University and NSPACE. The NSPACE program provides funding to recruit students into STEM activities with goals to improve STEM instruction for undergraduate students and to better serve groups historically underrepresented in STEM fields.
- Dr. Rae Ann Kruse, Dean of Academic Services, reported the following 9 students were placed in Summer 2018 internships, adding into a total of 26 internship placements in 2017-2018.

Name	Division	Business
Cross, Tiffany	CRMJ	Kay County Detention Center
Culver, Braylee	MATH	St. Mary's, Enid
Gillespie, Bridget	CRMJ	Kay County Detention Center
Kolb, David	Business	Blackwell United Way
Molina, Alivia	SOCI	White Eagle Summer Camp
Orr, Logan	HPET	St. Mary's, Enid
Parker, Farah	JOUR	Stillwater Radio
Scott, Jordan	ENGR	Corlett, Probst, and Boyd, Wichita Falls, TX
Villaneuva, Christopher	CRMJ	US Marshall Fugitive Task Force--Kansas DOC

Goal 3 Upgrade facilities for quality and efficiency.

- *Student Housing—Enid and Stillwater*
- *Campus Infrastructure (Utilities; Building Exteriors; HVAC; Stillwater Campus; Campus Beautification)*

June 2018 Updates

- Construction on the Stillwater classroom building continues on schedule with completion anticipated in time for Fall 2018 classes to be housed there.





Photo Caption: NOC Stillwater Classroom Building as of June 4, 2018

- Additional improvements to NOC facilities in this quarter have included a barn door replaced on the Ag Building and a roof replacement on the Memorial Student Union. Upcoming repairs include a roof replacement for the Foster-Piper Fieldhouse East Gym (to begin after Student Union) and roof replacement on the Jets Cafeteria (to begin after the East Gym).

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

- *Provide a formalized orientation based on a checklist to introduce all new employees to key aspects of Northern Oklahoma College (campus tour; institutional history, values, mission; campus involvement opportunities; cultural opportunities; policies, procedures; employee handbook/operating manuals; mentor program)*
- *Enhance the new faculty (full-time, part-time, and adjunct) orientation program in alignment with the overall new employee orientation but with customization for faculty issues (opportunities for training; tenure procedures; classroom evaluation procedures; deadlines for academic reports)*
- *Assess faculty development needs in order to accomplish and align with the institution's goals and strategies, including development opportunities related to specific disciplines, as*

well as general education competencies identified for all Northern graduates, and develop an action plan to accommodate those need (internal and external learning opportunities; guest speakers; cultural/education fieldtrips; institutional time and financial support)

- *Enhance the new staff (full-time, part-time, and adjunct) orientation program in alignment with the overall new employee orientation but with customization for staff issues (policies and procedures; break guidelines)*
- *Assess the staff's development needs in order to accomplish and align with institution's goals and strategies, including development of opportunities and an action plan related to specific disciplines (institutional funding and release time for external training, degrees, certificates; cross-training; professional development library; technological resources)*
- *Identify a process and an existing employee satisfaction survey or develop one that meets Northern's goal of improving engagement and performance among all NOC employees (review instrument annually; encourage all employees to participate; post results)*
- *Develop and utilize an internal review process for co-curricular plans and assessment (objectives for each department in connection to mission; utilizing employee satisfaction survey results; post plan to Portal)*
- *An ongoing system of operations analysis will be used to determine appropriate staffing levels, technological efficiencies, and resource efficiencies, as needed in each department and across the institution (revised annual performance review with training for reviewer/reviewees; 90-day and annual reviews; annual review of salary/ compensation packages, using market surveys; further develop employee classification system; annual job analysis)*

June 2018 Updates

- Six faculty members have worked with Dr. DeLisa Ging and NASNTI Distance Learning Specialist, Anna Scott, to update seven total online courses to meet Quality Matters online course certification standards. As of June 13, five of those courses have passed the review and are now QM-certified—HIST 1493 American History Since 1877, Math 1493 Math Applications, Math 1513 College Algebra, Math 2023 Statistics, and POLI 1113 American National Government. Two additional courses (ENGL 1113 English Composition I and ENGL 1213 English Composition II) are still in the review process.
- The Noel-Levitz Employee Satisfaction Survey (internal instrument is used in alternating years) was sent out in April and results are in and being analyzed. Kathleen Otto will post the results of the survey after review by Executive Council to identify items that might be shared with supervisors to identify recommendations for change.
- In 2017-2018, 123 full-time and adjunct faculty participated in the professional development incentive program, submitting documentation of their professional development activities, including on-site external meetings, trainings, coursework, etc. Other than the required meetings for in-service and advisement training, the most commonly-attended events were Quality Matters and Cyber-Security training in the fall and Blackboard webinars and the Google Docs training offered in spring.

- For staff, the most commonly-attended on-site sessions were Cyber-Security and ADA compliance in the fall and HLC and Outlook training, as well as the Women’s History speaker, in the spring.
- A new online FERPA training module was purchased and became available in the spring semester. All employees will be asked to complete that training by Sept. 1 to allow new Fall 2018 employees a window for completion as well.
- In April, the following professional development sessions were hosted:
 - “Creating a Sense of Presence in Online Learning,” by DeLisa Ging, April 6
 - Autism Spectrum Awareness Lecture, by Robin Atkinson, April 6
 - Training for Cengage’s MindTap, by Vanessa Thompson, April 13
 - “Hungry and Homeless in College,” by Eugene Smith, April 13
 - Staff Outlook Training, Stillwater campus (rescheduled due to weather-related closing—Enid and Tonkawa were hosted earlier in spring), April 27
- On May 11, Northern celebrated the retirements of the following employees with a luncheon in their honor:
 - Mr. Rick Allan, Math Instructor, 48 years of service
 - Ms. Carolyn Chenoweth, Staff Assistant Physical Plant, 14 years of service
 - Ms. Jean Gilbert, Assistant to Library Director, 12 years of service
 - Mr. Bill Johnson, Director of Public Information, 11 years of service
 - Ms. Kathy Shoemaker, Physical Plant, 14 years of service
 - Ms. Barbara Stadler, Math Instructor, 13 years of service

A framed picture of Central Hall signed by Northern employees was presented to each retiree.

Goal 5 Diversify and increase revenue streams.

- *Increase sales in food services (flexible hours, expanded/nutritious menu; flexible spending)*
- *Increase bookstore revenue (increased technological offerings; increased online revenues; explore rental of electronic devices)*
- *Increase resident hall habitation with dorm renovations and new construction (build new dormitories; fill residence halls)*
- *Establish an institutional target for grants in terms of number of submissions, percent of submissions funded, and total revenues from funded proposals (review indirect costs; support through Grants Office, providing mentoring, quarterly updates, grant page; host workshops)*

June 2018 Updates

- On April 25, NOC received notice that a two-year WICHE-Lumina grant had been awarded for \$10,000 for the project *Reducing the College Completion Gap for American Indians and Alaska Natives: Linking Policy and Practice*. This grant will provide funding to supplement the NASNTI grant initiatives and allow NOC to host mentors on campus to share with students their career experiences as virtual job-shadowing. Sessions will be recorded by Mass Communications majors to provide further access.
- NOC received notice on May 14 that a Women’s Foundation of Oklahoma SMART grant for \$5,000 had been awarded with Deb Garoutte serving as lead. This grant will fund additional support for students who are single parents. Deb Garoutte worked with Brandy Hinesley-Chambers in the writing and submission of this grant.

- Northern Oklahoma College celebrated the bond payoff as we retired the original bond to purchase the NOC Enid campus ahead of schedule on May 16. This event will kick off a year-long celebration of 20 years for NOC Enid. The bond payoff will allow NOC to apply payments to ongoing renovation needs.

NOC Foundation Updates for March through June 2018

- The NOCF Board of Trustees and Investment Committee met May 24 on the Tonkawa campus. Action items that were approved included:
 - Treasurer’s Report. The Board approved the Statement of Financial Position, the NOCF Marketable Securities, the Statement of Activities, and the Budget to Actual Expenditures as of April 30, 2018. Total net assets were \$9,212,788, showing an increase of \$577,460 from the June 30, 2017 Audit.
 - NOCF Budget for FY2019. The Board approved the NOCF Budget for FY2019 with total revenues and support of \$1,875,000, total projected expenses of \$1,141,882, and projected change in net assets of \$733,118.
- NOCF worked with the Academic Affairs office and faculty on the annual academic awards receptions by processing cash scholarship awards through the Foundation for several students’ outstanding year-end accomplishments.

Tonkawa	23	4,650.00
Enid	0	-
Stillwater	2	400.00
Total Cash Awards Through NOCF	25	\$5,050.00

- Thus far, for the 2017-2018 academic year, the Foundation has awarded \$261,764 in scholarships to 333 recipients from the Tonkawa, Enid and Stillwater campuses.
- Institutional Fundraising Activities – So far this 2017-2018 academic year, 54 fundraisers between the three locations were filed through the Development office. The chart below reflects the breakdown of the projected fundraising goals totaling \$359,725.

LOCATION	DEPT/ORG/CLUB	# OF FUNDRAISERS	PROJECTED GOAL
Tonkawa	16	29	\$182,050
Enid	11	19	\$153,175
Stillwater	5	6	\$24,500

- The annual greater gifts drive (direct mailing campaign) was mailed out to over 8298 constituents in our alumni/donor database on November 13. Additionally, the annual employee campaign was sent out to solicit program, departmental and scholarship support. To date, the Foundation has received \$172,967 in contributions and pledges, and \$2,350 pending in matching contributions and \$39,396 from 38 employees via employee payroll deductions.
- The Tonkawa Baseball/Softball Complex Fundraising Campaign kicked off in September with a 4-phase fundraising project to include facility upgrades, turf infield, covered batting

cages, field lighting and a new clubhouse. Thus far, the Foundation has received \$122,000 in contributions.

- The Foundation office was contacted by Dr. Granvil Hays regarding the establishment of a Class of 1961 Scholarship Fund. A letter soliciting donations was mailed to class members on April 6. We are currently working with NOC Public Information Office to announce the establishment of this fund in hopes that other NOC alums who attended in 1961 will contribute.
- In addition to the grants reported in the March Strategic Plan update for the Presidential Partners Program, the following activities and programs were funded in March through June, bringing the total annual disbursement from this program to \$18,382.02:
 - Cultural Engagement Center – Lester Harragarra Artist Reception
 - Fine Arts Division – DaVinci Institute Awards Ceremony
 - Alumni Relations - #LIFECHANGING Social Media CampaignAs a result of the September Presidential Partners campaign mailing, we have received \$46,685 thus far in contributions and matching pledges from various donors supporting the program for the 2017-2018 academic year.