OKLAHOMA STATE REGENTS
FOR HIGHER EDUCATION
Improving our future by degrees

Academic Plan 2024-2025
Rogers State University

The Academic Plan serves as a tool for the State Regents to assess the priorities and aspirations of each institution within the State System, ensuring alignment with the overarching goals outlined in *Blueprint 2030: Innovating and Elevating Oklahoma Higher Education for Tomorrow's Workforce.*

The Academic Plan is divided into two parts:

1. Providing the State Regents with insights into each institution's academic program priorities, technological advancements, and efficiency strategies for the future; and
2. Reporting on the institutional activities that correspond with the objectives set forth in Blueprint 2030.

Institutions operating branch campuses are required include relevant information for each campus.

The 2024-2025 Institutional Academic Plan is due **June 30, 2024.**

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1. **Summarize academic programs and services in the following areas:**

   A. **Priorities/Programs.**
   Provide information from the institution's strategic plan related to academic priorities and the planned activities in the upcoming academic year that will be used to achieve these priorities.

GOAL #1A. ADVANCE ACADEMIC EXCELLENCE

- Continue to scan key components of the campus, community, and employment environment to identify programmatic gaps.

  - Collaborate with Tulsa Port of Inola, OU Polytechnic Institute, MidAmerica Industrial Park, and others to identify and deliver education and training needs
  - Investigate demand for and develop at least one new master's degree program

- Successfully complete Higher Learning Commission 10-year comprehensive site visit for reaffirmation of accreditation at Open Pathway level.
- Successfully complete Higher Learning Commission site visit for accreditation of RSU's 3rd graduate program, MS in Nursing with Options in Nursing Education and Nursing Management and Leadership
- Successfully complete Accreditation Council for Business Schools and Programs (ACBSP) accreditation for Business degree programs
- Achieve Quality Matters certification (internal or external) for 15-20 new courses annually

- Execute via Academic Council an annual review of programmatic relevancy/quality as an element of the annual assessment process.
- Encourage the development and use of online supplements for all courses (e.g., Syllabi, handouts, and gradebook) including on-ground sections

GOAL #1B. IMPROVE STUDENT SUCCESS

- Continue implementing HLC Student Success Plan, Strategic Enrollment Plan (SEP) through Strategic Enrollment Management (SEM) processes

- Improve engagement with graduates and alumni
  - Academic departments authenticate student placement and contact information through faculty/mentor relationships
- Increase programmatic marketing
  - Search Engine Optimization specific to all degrees
  - Showcase faculty and staff achievements and program developments and relationships
  - Graduate Program and International Recruiting
  - Update and secure articulation agreements with Tulsa Community College and other colleges and universities

GOAL #2. ENHANCE CAMPUS AND COMMUNITY ENGAGEMENT
- Update written policies and procedures for areas led by Academic Affairs.
- Prioritize employee professional development opportunities for both full-time and part-time/adjunct employees.
- Create and launch advisory boards with community membership for all academic disciplines.
  - Activate all academic Advisory Boards to include: Biology/Math & Science/Engineering, Communications, Fine Arts, and English & Humanities

GOAL #3. DEVELOP FACILITIES AND RESOURCES
- Procure remaining funding commitments for RSU STEM Building
- Implement Deferred Maintenance Committee recommendations for facility upgrades.

GOAL #4. EXPAND ENROLLMENT AND RETENTION

- Continue targeted recruitment plan for first-time freshmen and first-time transfer students
- Continue to refine intensive advising model from admissions to graduation in conjunction with Student Success
- Cultivate financial aid communication system to accurately inform students of financial aid opportunities, awards, and timelines
- Expand Career Services for undecided students as a pathway to declaring a major using FOCUS2 and new Career Counseling Center

- Enhance tracking and analysis of campus safety and security data at RSU's three campuses.
- Offer Emergency Management Training Opportunities (EMTO) through the RSU Campus Police Department

B. Academic Efficiencies.
Provide information from the institution's strategic plan to document examples of academic efficiencies, to include but not limited to: faculty sharing, partnership collaboration, course re-design, program downsizing or deletion, etc., that have direct impact on budget, cost savings, efficiencies, and the academic enterprise. Also, describe how decisions regarding these efficiencies were made and **include both current status and future plans.**

i. Current Status

- Launched BS in Nursing new location with St. Francis Hospital in Tulsa during fall 2023.
- Launched RSU's first baccalaureate engineering degree program in Chemical Engineering with industry collaboration for hands-on applied experiences and internships
  - Engineering program needs identified through student, community, and MidAmerica Industrial Park focus groups and surveys
  - Budget through OSRHE with curriculum proposal request
- Joined the Oklahoma Blackboard Consortium in fall 2022 leveraging LMS networking, resources, and cost structures with consortium members
- Collaborating with Pryor High School to offer concurrent and high school coursework at the RSU- Pryor Campus, creating an innovation hub meeting PHS student needs as planned with PHS administration.
- Continued membership and leadership with the Tulsa Higher Education Consortium, a formalized group of eight Tulsa-area universities and TCC, working together to establish a long- term collaborative with the Schusterman Foundation to increase baccalaureate degree attainment in northeast Oklahoma.
- Continued implementation of Ruffalo Noel Levitz recommendations for programmatic development and Gray Associates discontinuance of obsolete programs with academic department analysis.

ii. Future Plans

- Submit for OSRHE approval a new MS in Nursing program with options in Education and Administration for initiation in January 2025.
- Launch the MS in Nursing and the MS in Cybersecurity after approval from the Higher Learning Commission for RSU to offer its 3rd (and 4th) master's degree programs.
- Continue to explore and implement partnership initiatives/resource sharing with transfer student admissions, advisement, and enrollment opportunities with Carl Albert State College, Tulsa Community College, Coffeyville Community College, Northeastern Oklahoma A&M, and other two-year colleges.
- Continue automating university forms, including timesheets, course substitution forms, online student activity forms, residential life forms, Computer Account Request form, and

computerized university maintenance management system.

C. Technology
Describe how technology is used in the classroom for faculty and curriculum development, student support services, and distance education offerings, etc. Especially note new, different, and innovative uses of technology, including the use of Open Educational Resources (OER), professional development for faculty, and use of various delivery systems for platforms. **Include both current status and future plans.**

i. Current Status

- Continued integration of Quality Matters principles and certification in online coursework and programs.
- Continued department integration of Microsoft Teams to better communicate with adjunct faculty.
- Enhancing our social media presence (e.g., Facebook, Twitter, texting, and website) directly effecting enrollment in the online MBA and MS in Community Counseling as well as other existing online and on-ground programs.
- Optimizing the Development office features of scholarship management system which allows greater communication and collaboration between the Financial Aid and Development offices.

ii. Future Plans

- Continue developing the Poverty, Family, and Trauma Research Center to generate high-quality, empirical research on family problems related to poverty and trauma in order to build research skills for graduate students and provide better opportunities for our region.
- Develop an online orientation course at no cost to new transfer students beginning in fall 2024
  - First-year experience committee evaluated and collaborated with faculty and Admissions
- Develop training program for new and existing staff to effectively use new technology and other services as determined in 19 focus groups conducted in 2023-2024
- Create and update internal documentation on procedures, policies, and processes
  - Identified in HLC Student Success Academy Student Success Plan, the RNL Strategic Enrollment Planning process, and the HLC 10-year Reaffirmation of Accreditation process.
- Leverage digital media platforms and explore deployment of search engine optimization
  - Coordinate with Ruffalo Noel-Levitz consultants
- Refine data analytics and reporting mechanisms for admission funnel and yield tracking
  - Coordinate with Ruffalo Noel-Levitz consultants
- Optimize Jenzabar student retention system via predictive analytics for at-risk students
  - In collaboration with Early Alert initiative
- Continue offering student services through multiple deliveries, such as counseling services online, through Zoom, and remotely.

2. **Update on activities related to Blueprint 2030 goals and priorities**

    A. **Produce workforce-ready graduates**

[1] Align higher education programs with workforce demand, with a goal to produce 100,000 degrees and other credentials in STEM and critical occupations by 2030.

    1A. Expand STEM exploration opportunities with middle and high school students to increase student interest in and preparedness for STEM fields.

    RSU: Hold drone/Unmanned Aircraft Systems camps on campus for regional middle and high school students, piquing their interest in AAS in Applied Technology, BT in Applied Technology, computer science and cybersecurity.

    1B. Incentivize students to pursue STEM majors (e.g., nursing, engineering, computer science) and stay to work in Oklahoma after graduation.

    RSU: Continue with the new incoming freshman academic scholarship program. Update websites with current salaries in STEM fields related to RSU's degree programs in Nursing, Allied Health, Applied Technology (including Options in national Security for IT, and Unmanned Aircraft Systems), Biology, Chemical Engineering, and Information Technology.

    1C. Develop, promote and advertise well-defined career pathways for students in critical workforce areas (e.g., teacher education, aerospace, nursing, engineering, computer science).

    RSU: Develop new marketing plan and strategies highlighting [a] RSU's AA in Education to Cameron University's BS in Education; [b] AAS in AT and BT in Applied Technology with all Options; [c] BS in Information Technology; and [d] BS in Chemical Engineering. Focus on targeted social media campaign, local news, and website improvements.

[2] Develop a robust statewide communication and outreach plan for engaging employers.

    2A. Host a business stakeholder summit to identify employer needs and promote services offered by higher education institutions (e.g., micro-credentialing, Small Business Development Centers, customized training).

RSU: Expand partnerships and collaborations with the Port of Catoosa and the MidAmerica Industrial Park.

    2D. Require every academic division to develop and meet with an external advisory council.

RSU: Enhance Advisory Board membership for each discipline at the University in fall 2024 and spring 2025.

[3] Connect students to the workforce.

    3A. Require all degree programs to have an internship, work-based learning, research project, or other student engagement experience with career relevance.

RSU: Review internship protocols in Business Administration programs as a model for other disciplines.

    B. **Grow the student pipeline**

[4] Collaborate with K-12 and CareerTech to strengthen students' college preparation.

    4A. Align standards and assessments for K-12, CareerTech and adult education with clear statewide expectations for college readiness.

RSU: Continue concurrent enrollment partnerships with area high schools (e.g., Pryor, Claremore, Bartlesville, Locust Grove), strengthening college preparation and achievement of college-level coursework by high school graduation.

[5] Improve college awareness and increase student enrollment 10% by 2030.

5A. Invest additional financial resources in college awareness marketing initiatives that target both traditional and non-traditional student populations and clearly articulate the benefits of earning a college degree.

RSU: Create a new marketing and public relations plan in fall 2024 to include information regarding financial aid resources for STEM majors, non-STEM majors, traditional first-time freshmen, transfer students, and contemporary/non-traditional students.

[6] Promote college access and affordability through increased availability of grants, scholarships, waivers and tuition reimbursement.

6C. Encourage institutions to adopt and market competitive pricing models, scholarships and incentives to attract out-of-state students.

RSU: Continue marketing RSU's new block tuition rate, making it the most affordable tuition for universities in the Tulsa metropolitan area—including out-of-state students.

[7] Remove administrative barriers to enrollment.

7A. Review and revise systemwide policies related to eligibility of students with remedial needs for concurrent enrollment participation.

RSU: Continue RSU's co-requisite mathematics and English/writing program, with new applications for Reading and Science.

7C. Strengthen systemwide transfer policies to ensure students have seamless paths to build on previous academic learning and earn postsecondary credentials.

RSU: Continue collaboration with the Tulsa Higher Education Consortium to remove barriers to transfer for local community college students.

C. Focus on student success

8. Improve student retention and graduation through implementation of evidence-informed student support practices.

8A. Encourage the use of predictive analytics and early warning systems to identify students most in need of support and intervention.

RSU: Purchase Coursedog software with a predictive analytics module. Use new Center for Student Success to improve RSU's early alert system and interventions.

8B. Prioritize investment in counseling, advising, and tutoring to provide support services when interventions are needed.

RSU: Apply for Carl Perkins Innovation to activate a Reading Center. Continue with MS in Community Counseling program to offer counseling services to all students, aided by master's level internships.

8C. Develop and scale "Momentum Year" strategies that assist students in making purposeful choices about programs of study, developing a productive academic mindset, and following a clearly sequenced pathway to graduation.

RSU: Review The University Experience UNIV 1152 curriculum for new opportunities regarding career development.

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9. Promote timely credential completion.

9A. Continue scaling co-requisite remediation efforts to reduce student enrollment in zero-level remedial courses.

RSU: Continue RSU's co-requisite mathematics and English/writing program, with new applications for Reading and Science.

9C. Expand concurrent enrollment opportunities for qualified high school students, including access to early college programs.

RSU: Seek out new concurrent enrollment partnerships with area high schools, strengthening college preparation and achievement of college-level coursework by high school graduation.

[10] Re-engage and support adult learners and promote lifelong learning opportunities.

10B. Expand micro-credential offerings that provide adults the opportunity to upskill while earning stackable credentials.

RSU: Add 15 or more new micro-credentials to RSU's existing 35, in both undergraduate and graduate studies.

[11] Close achievement gaps in enrollment, retention and graduation.

11C. Require state system colleges and universities to develop and implement institutional plans to close student achievement gaps.

RSU: Roll out Year 2 of RSU's new Strategic Enrollment Plan (SEP), reporting out student success outcomes for 16 groups.

11D. Promote effective use of learning management system tools.

RSU: Update free online tutorials for student use of the Blackboard LMS.

[12] Strengthen online education offerings and use digital tools to augment the traditional learning experience.

12C. Support high quality online educational experiences through increased professional development opportunities for faculty and staff and systemwide implementation of Quality Matters standards and best practices.

RSU: Certify (internally or externally) 15-20 additional online courses in Quality Matters during the 2024-2025 academic year.

D. Improve system efficiency and effectiveness

[13] Enhance long-term institutional sustainability through increased partnerships and collaborations.

13C. Maximize economies of scale through expanded opportunities for joint purchasing and contracting among institutions and other partners (e.g., consulting, fleet management, IT software and hardware).

RSU: Continue participation in the OSRHE partnership with National Student Clearinghouse Postsecondary Data Partnership (PDP) dashboarding.

[14] Increase student access and manage educational costs through investments in technology and diversification of revenue sources.

14A. Continue to develop and adopt open educational resources to reduce student costs for course materials.

RSU: Encourage flexibility among fulltime faculty/academic departments for innovative OER applications in gateway courses, including adjunct faculty.

14C. Invest and expand resources in collaboration with tribal, community, public and private partners to increase scholarship giving and support student success initiatives.

RSU: Use recent $4 million gift from the Cherokee Nation to leverage additional funding of RSU's new STEM building