



## **SOUTHEASTERN OKLAHOMA STATE UNIVERSITY**

### **2010-2011 Progress Status Report**

- What is our vision-mission-strategy?
- Where are we?
- Where do we want to go?
- How can we get there?
- Why should we do it?

# WHAT IS OUR VISION-MISSION-STRATEGY?

## 1. Vision 2015

Southeastern will be a leader and innovator in higher education. Strong academic and student life programs with a solid liberal arts and sciences foundation will characterize the University. Areas such as diversity, globalization, uniqueness, and cultural richness will be distinctive features of the institution.

### Major Initiatives

- Promote student enrichment experiences
- Expand our regional image
- Optimize the learning environment
- Enhance collaboration and partnerships

## 2. Mission Statement

Southeastern Oklahoma State University provides an environment that enables students to reach their highest potential. By having personal access to excellent teaching, challenging academic programs, and extracurricular experiences, students will develop skills and habits that promote values for career preparation, responsible citizenship, and lifelong learning.

## 3. Strategic Commitments

Academic Excellence

Diversity

Facilities

Funding

Recruitment and Retention

# WHERE ARE WE?

- Fundraising in light of declining state appropriations
- Dealing with debt coverage associated with the completion of construction projects
- Gradually increasing reserve requirements to meet OSRHE standards
- Reestablishing the university's identity and focus
- Continuing development of a new and changing executive team
- Refocusing responsibility and accountability at the School and Department levels
- Maintaining emphasis on realignment and integration of key functional areas
- Continuing implementation of cost controls and operational efficiencies
- Pursuing combinations of student recruitment and retention strategies in consideration of changing demographics and course delivery methods

# WHERE DO WE WANT TO GO?

- Focus on vision – mission – strategic commitments in constantly reinforcing trust, honesty, and integrity
- Balance academic excellence (teaching and learning) with accreditation initiatives, professional degree programs, and revitalizing liberal arts and sciences foundation
- Link budget recovery contingency planning (FY 2011 & 2012), academic/nonacademic unit planning, and development of annual university plan – enhance informed decision making and ongoing cycles of review and evaluation
- Implement comprehensive review of academic programs and curricula in accordance with State Regents Academic Planning and Resource Allocation (APRA) principles
- Renew development and team building of executive and administrative groups (i.e., statement of primary responsibilities, key performance indicators, values/expectations/guiding principles, restructuring meetings, development of short-term strategic priorities and plans)

# HOW CAN WE GET THERE?

## **1. Establishing clear priorities:**

- Setting challenging goals and high standards; being candid and forthright; stimulating participation and follow up; and focusing on facts and real issues.

## **2. Underlying characteristics to include following behaviors:**

- Rational decision-making using valid information and data
- Listening for different opinions, attitudes, and ideas
- Reevaluating facts, beliefs, and positions for soundness
- Seeking out underlying causes of conflict
- Placing high value on arriving at sound decisions and taking action

## **3. Communicating clear direction essential at this critical point:**

- Commitment to rededication and continual improvement—vision, mission, commitments, values, and expectations shape identity
- Administrative perspective of serving the university and key constituencies – serving among equals and traveling the same journey

# HOW CAN WE GET THERE? (CONTINUED)

## **4. Reconnecting and embracing office of Presidency and administrative staff with major constituencies:**

- Regional University System of Oklahoma
- Oklahoma State Regents for Higher Education
- Chancellor of OSHRE and Regents staff members
- Area State Legislators
- Chickasaw and Choctaw Nations
- Durant Industrial Authority and Director of Economic Development
- Durant Mayor, City Manager, and City Council
- Durant Chamber of Commerce
- Area Superintendents and Principals
- Business/Medical/Service Organizations

## **5. Focusing and reinforcing of key themes:**

- Investment in people and place  
(growth and learning, campus beautification, human resource development)
- Reestablish presence and identity  
(profound appreciation of SE history = vision-mission-distinctiveness-courage-integrity)
- Leadership development  
(faculty, staff, students)
- Campus engagement  
(community bridge building)
- Emphasis on University flexibility and adaptation  
(budget recovery, revenue generation, and accountability)

# **WHY SHOULD WE DO IT?**

## **We owe it to our constituencies:**

- Board of Regents
- Oklahoma State Regents for Higher Education
- Students and alumni
- Faculty, families and extended community
- Region and communities served
- Donors and community leaders

## **We owe it to the historical significance and heritage of the University:**

- Academic
- Fiscal
- Campus life and student development
- Athletics
- Legislative, state, and community relations
- Alumni and advancement
- Physical plant and infrastructure development

# **WHY SHOULD WE DO IT? (CONTINUED)**

**We owe it to ourselves as the beginning of something very special. . . the next 100 years:**

- The opportunity to renew, revitalize, and reinvigorate Southeastern as we move forward together
- A future developed on relationships based on trust, respect, caring, and clear communication as the basic foundation for decision-making

## **Key inquiries:**

- Are the institution and its employees better off because of what has been decided?
- Are students better served by the decisions made?
- Is the environment for teaching, learning, service, and research enhanced by the decisions made?

# **WHY SHOULD WE DO IT? (CONTINUED)**

**We owe it to our students . . . we must begin anew the conversations of where we lead this institution.**

This will require exploration beyond traditional planning, creating a participative culture encouraging common sense, rewarding experimentation, developing an even stronger sense of community, and creating contexts in which others are willing and able to lead.

## **Key questions we should be asking:**

- Who will our students be in 5 years? In 10 years?
- How will Southeastern balance its foundation in the liberal arts with professional programs?
- In what manner should Southeastern grow? Faster? Sustained? Or quality and controlled growth?
- In what ways will technology influence Southeastern 5 years from now? 10 years from now?
- How will Southeastern contribute to the arts? To economic and community development? To the public good?

# SOSU Strategic Planning Chart and Model

