Northern Oklahoma College Strategic Plan 2016-2017 Year-End Updates (June 2017)

Goal 1A Enhance the quality of life for students

Goal 1A Year 4 Priorities with Updates:

• Identify additional resources for ESL services—e.g. reviewing peer institutions, investigating possible grants for ESL Writing lab and undergraduate International Studies & Foreign Language Program (U.S. Dept of Ed) with Coordinator for International Students as potential P.I.

The Diversity Coordinator continues to update the website with resources needed for international students. No grant has as yet been identified that would match ESL needs.

Additional Highlights Related to Goal 1A:

- A student survey was given to Residence Hall residents in Spring 2017 to identify satisfaction with facilities and what activities students would like to see offered. The Office of Institutional Research is tabulating results from the survey currently.
- Eight NOC representatives (5 Oklahoma Promise Students and 3 Administrators) attended Oklahoma's Promise Day at the State Capitol on April 18. 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.
- NOC continues to track communication sources for students to identify the most commonly used tools. As of May 2017, the following numbers were reported:
 - NOC Website viewed 4,936,182 times
 - Top 5 pages in last 30 days: Stillwater, Mavericks, Course Schedules, Apply, and Enid
 - Top referrer: Google
 - Top items searched on the website in the last 30 days: Nursing, Directory, Finals Schedule, Graduation, and Blackboard
 - NOC Facebook page had 4,628 Friends
 - Top countries viewing the NOC Facebook page: USA, Australia, United Kingdom, Ghana and Canada
 - Top cities viewing the NOC Facebook page: Enid, Ponca City, Stillwater, Oklahoma City and Tonkawa
 - Facebook Live reached 13,711 people and was viewed over 3,468 times and the NOC Twitter account had 1.061 followers.

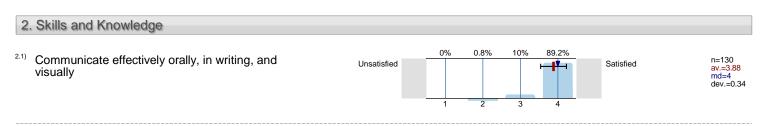
Goal 1B Enhance recruitment, retention, and graduation

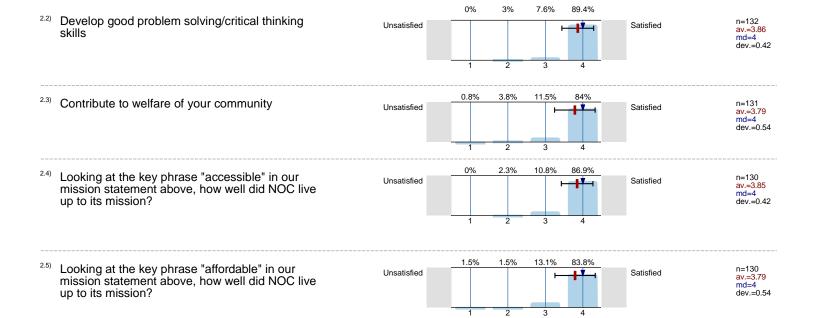
Goal 1B Year 4 Priorities with Updates:

• Utilize exit interview to collect feedback on why students chose NOC to aid in recruitment.

An exit survey was created in Spring 2017 and given to graduates at commencement practice in Tonkawa and Enid. 132 students completed the survey and offered feedback on how well Northern had met its goals as well as why they chose Northern. The following highlights survey results:

Asked how well did Northern address the following general education competencies, students responded:





Asked "What are your plans following graduation?" students responded

Employment-23.6%

Transfer-71.7%

Taking time off from college or employment-4.7%

Asked "Why did you choose NOC?" students responded

- Because it's a great school not far away from home.
- I liked the course options compared to other in state options.
- Because NOC was closer to home. Online classes were great and flexible. I worked according to my schedule.
- I got accepted & the nursing program has good ratings.
- Good NCLEX pass rate
- Location, easily transferred, NCLEX scores
- Convenience & affordable (2 counts)
- It was five miles from and had an Earth Science class. I'm interested in Geology.
- I wanted a good education at a price I could afford. I was a working parent when I attended and it fit me well.
- NOC was going to be a great place to start. Also to get a basketball scholarship.
- My husband is in the Air Force and it was available to me.
- I live in town and I received a scholarship.
- Online classes, scholarships
- Because it was a good option for me to grow as a person and pursue my education and basketball.
- Because I was awarded a PLC scholarship
- I had a really good academic scholarship
- To get a basketball scholarship
- Because I live close by (2 counts)
 - I liked that the school was affordable and it was close to my home, so it was easily accessible.
- Close to home and was able to take online classes
- Affordability, distance, able to work classes around fulltime work schedule
- Affordable, small college. Offered the degree opportunity that I was looking to pursue. The credits earned can be transferred to another university when I'm ready to pursue my Bachelor's degree.
- As a non traditional student, it offered more of what I needed.
- Because I decided to stay home and it is cheaper than most colleges
- Because I like it a lot

- Because I live in Enid and it's affordable
 - Because I live in Enid and to get my basics out of the way
- Because NOC had what I needed for my education at a affordable price and the class sizes I wanted.
 - Because it was a better option for me.
- Because it was in my hometown
- Because of DMI
- Because of PLC
- Cheap and accessible
- Cheap, and close to home.
- Close to home (17 Counts)
- Close to home and affordable
 - Close to home and got the education I paid for.
- Close to home and it was a two year college
 - Close to home and still gives the same education large colleges give
- Close to home, affordable
 - Close to home, highly beneficial for my future in a 4-year college, highly affordable.
 - Close to home, reasonable price, great degree.
 - Close to home, thought it was a good starter college.
- Close to home. Affordable. Great community!
 - Convenience.
- Finish my gen eds
 - For the amazing scholarship that cheerleading gives
- Good and affordable school
- Good school
- Good tuition rates, hometown
- Great school. Not too big of a school.
- Heard they had a good Nursing program

- Hometown school, cheapest option and a good stepping stone for a university
- I already knew of the school.
- I chose NOC because it is close to home for my first two years and it is cheaper than other schools. It's a great school.
- I chose NOC because it was the best option financially and I had family that attended.
- I chose NOC because of the PLC and Roustabout groups. It was close to home, affordable, and I loved it when I toured
- I chose NOC because the campus was much cheaper than a university. This was also have an Enid campus which made it easier
- I had a full ride and the nursing program is amazing!
- I had a scholarship
- I live in Enid (4 Counts)
 - I originally came here to play baseball, along with that it's affordable and in my hometown of Enid
- I received a scholarship from NOC and it was cheaper than most schools.
- I wanted to look for an affordable college.
 - I was able to get my associates degree with the co-operative agreement through Autry Technology Center.
- Idl
 - It is a wonderful college with very helpful and very dedicated instructors as well
 - It is an affordable college and I was able to work without having to commute.
- It is close to my house and it was a good starting point to get my basics out of the way so that they can transfer to the next college I attend.
- It is in my hometown.
 - It was adorable affordable and I got to do what I loved.
- It was affordable
 - It was affordable and I didn't have to commute.
- It was cheap, and easy
 - It was close and offered the classes that needed to fulfill my goal and was affordable for me.
- It was close to home and I was able to keep my job while being a full-student
 - It was closer to my family and my job.
- It was the closest to my family.
 - It's close to home and affordable.
 - Location, and hearing other people's experiences.
 - Most affordable option at the time.
- NOC is close to my hometown, and was a great opportunity to jump start my college education. I chose NOC,
 - because of the location, affordability, relatively small class sizes, and helpful teaching staff.
- Price
- Price and location
- Price and location collaborated with Autry for my assoc in surgical technology
- To gain my skills to become a nurse
- To get my associates and so the classes would be smaller
 - To play baseball and to get into the Engineering Degree.
- Wanted a good two year college for my basics
- Wanted an affordable way to get my basics finished before going to a 4 years institution
- Wanting to continue playing baseball at a good 2 year
 - Develop and begin implementing a more comprehensive strategic enrollment plan.

The final draft of the Strategic Enrollment Management plan was completed in Spring 2017 and is now available at the following link: http://www.noc.edu/strategic-plan

Within the SEM, 3 goals were identified. Progress in those areas since the March 2017 update is reported below:

- 1. Improve Recruitment & Admission Processes
 - Rick Edgington and Pam Stinson met with area high school counselors on the Tonkawa and Enid campuses, as well as at Enid High School, to discuss NOC resources for enrollment and financial aid assistance, including the new enrollment checklists posted online, 15-to-Finish and concurrent student videos, and FAFSA access. In addition, information was shared on state and national initiatives that NOC is participating in, including the Math Pathways Project and corequisite models for

- remediation. Recruiter Blair Terri Sunderland and Assistant Registrar Jackie Melson were also available at the Enid campus meeting to answer additional questions.
- Shannon Cunningham and Rick Edgington established a communication process with OSU so that NOC Stillwater is now receiving the list of students denied admission to OSU during the Spring 2017 semester. We have been communicating and recruiting these students through mailed and electronic communications. To date, we have enrolled about 30 of these students and will have a final report to present after the add/drop period in August.
- The tuition payment schedule was updated, adjusting the due date for Fall 2017 tuition to July 27 so that students who do not plan to attend can be removed from classes, freeing space for students who still need the course. Students with a payment plan in place (scholarship, concurrent fee waiver, online payment plan, etc.) will not be dropped.
- A waitlist option was created through Campus Connect so that students who need a class that is already at capacity may receive an alert when the class is available. Final edits are being done in June 2017 to make this option available as soon as possible.

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

-In 2016-2017, the following 2 + 2 articulation agreements were created or updated and are posted under the "Academic" link of the NOC website. Additional 2 + 2 agreements are currently being reviewed for NOC and OSU. All existing 2 + 2 articulations between NOC and NWOSU were also reviewed in spring 2017 and are in final editing stages so that updates can be posted. In addition, a 3-year bachelor's degree option is currently being reviewed between NOC and NWOSU, allowing students to complete a degree in Elementary Education with concurrent enrollment at the two institutions.

NOC-Oklahoma State University

NOC-OSU Elementary Education 1.20.17

NOC-OSU Health Education and Promotion--Exercise and Health

NOC-OSU Health Education and Promotion--Public Health

NOC-OSU Secondary Education--Social Studies

NOC-University of Central Oklahoma

NOC-UCO Art Education

NOC-UCO Business Administration and Accounting

NOC-UCO Biology

NOC-UCO Criminal Justice--Corrections

NOC-UCO Criminal Justice--General

NOC-UCO Criminal Justice--Police

NOC-UCO English

NOC-UCO English Education

NOC-UCO English--Creative Writing

NOC-UCO Geography

NOC-UCO History

NOC-UCO History--Museum Studies

NOC-UCO Industrial Safety

NOC-UCO Management Information Systems

NOC-UCO Sociology

NOC-UCO Sociology--Human Services

NOC-UCO Sociology--Substance Abuse Studies

NOC-UCO Studio Art

NOC-UCO Theatre Arts--Performance

3. Refine Retention/Completion Strategies

-Spring advisor training prior to summer and fall enrollment opening focused on benefits of the new corequisite model, including NOC IR data demonstrating higher success rates and retention rates compared to prior remediation models. Based on these success rates and Oklahoma's participation in Complete College America initiatives, fall scheduling brought the corequisite models to scale with the majority of remediation sections offered in a corequisite format.

Additional Highlights Related to Goal 1B:

- Shannon Cunningham, Rick Edgington, and Pam Stinson worked with academic and advising representatives from OSU throughout the Spring 2017 semester to identify needs for corequisite coursework beyond that which OSU wished to offer and to create an advising process. Beginning in Fall 2017, OSU students needing remediation and not participating in a coreq model through OSU will be eligible to enroll in coreq courses at NOC, allowing them to earn college credit concurrently as they meet remediation needs. NOC representatives were invited to be present during OSU's Student Orientation Days to facilitate enrollment in these courses.
- NOC hosted the Youth Leadership of Oklahoma NW Summit at NOC Tonkawa on April 19, 2017 with over 140 area high school students attending.

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

Goal 2 Year 4 Priorities with Updates:

- Continue to develop degree options and certificates to meet regional needs.

 The Business Division is currently interviewing for a replacement faculty position and hopes to find someone with a background in cyber security so that this new degree option can be developed.
- Continue to expand internship opportunities—identifying local and regional businesses for internships, summer jobs, and job shadowing.

The following is a summary of student placements in internship and job shadowing opportunities. Dr. Rae Ann Kruse, Dean of Academic Services, continues to work with area businesses and all academic divisions to identify matches.

Internship List 16-17

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Name	Division	Business
Bocanegra, Nick	Mass Comm	Newkirk Herald, Newkirk, OK
Craig, Travis	Business	JP Energy, San Angelo, TX
Davis, Katie	Ag	Dr. Kurt Campbell, Tonkawa, OK
Dickson, Jacob	SOCI	Camp NOCLIP, Tonkawa, OK
Doyle, Dakota	CRMJ	Hominy Policy Department, Hominy, OK
Fields, Ethan	Math	Sherwood Forest Camp, St. Louis, MO
George, Cheyenne	Business	Quality Water, Ponca City, OK
Haley, Joshua	Pre-Engineering	The House FM, Ponca City, OK
Hooley, Christie	Mass Comm	Chisholm Trail Broadcasting, Enid, OK
Jouris, Avery	Mass Comm	NOC HS and College Relations, Tonkawa, OK
Lane, Corry	Biology	Wildlife, Enid, OK
Lewis, Trevon	SOCI	Camp NOCLIP, Tonkawa, OK
McCormick, Jaclyn	SOCI	Camp NOCLIP, Tonkawa, OK
Momsen, Dariel	CRMJ	Garfield Co. Sheriff's Office, Enid, OK
Pekrul, Jacob	Pre-Engineering	Envirotech, Enid, OK
Purdy, Katie	Pre-Engineering	Gose and Associates, Stillwater, OK
Rutherford, Cody	CRMJ	Ponca City Police Dept., Ponca City, OK
Sawyer, Shelby	CRMJ	Holmes and Yates Law, Ponca City, OK
Shafer, Jerry	Business	International Energy Inc., Tulsa, OK
Tah-DeLodge, Kayley	SOCI	Otoe-Missouria Tribe, Red Rock, OK
Whitmire, Justiss	Pre-Engineering	Gose and Associates, Stillwater, OK

Job Shadowing 16-17

7			
Name	Division	Business	
Powell, Marcus	Mass Comm	VYPE Magazine, Enid, OK	
Drake, Lee	Mass Comm	VYPE Magazine, Enid, OK	
Shultz, Colton	Mass Comm	VYPE Magazine, Enid, OK	
Drake, Lee	Mass Comm	OSU Women's Athletics, Stillwater, OK	

Additional Highlights Related to Goal 2:

- To stay connected with NOC graduates, the Northern Oklahoma College Foundation and the NOC Alumni & Friends Association attended commencement practice on May 2 and 3 and gave all graduates a 5 X 7 picture frame to display their graduation photo as well as a complimentary one-year membership to the NOC Alumni and Friends Association. 190 Tonkawa/Stillwater graduates and 121 Enid graduates received these free gifts.
- The NOC Foundation and Alumni hosted a ballpark day on April 22 at David Allen Memorial Ballpark. NOC served 140 alumni, donors and friends dinner from Chick-Fil-A.

- 330 guests attended the spring 2017 Renfro Lectureship held on April 27 with guest speaker Andrew Natsios, Executive Professor and Director of the Scowcroft Institute of International Affairs at the George H. W. Bush School of Government at Texas A&M University.
- Approximately 375 guests/performers attended the Gala XXII Concert on Sunday, April 30, in the Kinzer Performing Arts Center. Maestro Gerald Steichen conducted the Gala, featuring Tenor Daniel Neer along with NOC music faculty and the Gala Orchestra.
- The Development office continues acknowledgment of gift receipts and correspondence for the Enid Higher Education Council (EHEC) as well as the Enid Entrepreneur Leadership Series (EELS). The EELS committee met March 29 and June 8. Sheri Snyder serves as secretary and Anita Simpson serves as treasurer to the board.
- Dr. Evans, Anita Simpson, Sheri Snyder and Kirby Tickel-Hill attended the Northwest Oklahoma Alliance annual Legislative Reception at the Oklahoma History Center on March 27. Governor Mary Fallin and Lt. Governor Todd Lamb were the guest speakers for the evening.

Goal 3 Upgrade facilities for quality and efficiency.

Goal 3 Year 4 Priorities with Updates:

• Continue progress on design and construction of new Stillwater building.

Northern Oklahoma College held groundbreaking ceremonies in Stillwater for the Northern Oklahoma College Stillwater Classroom Building to open Fall 2018. In addition to NOC President Evans and OSU President Hargis, remarks were delivered by NOC Stillwater Vice President Dr. Shannon Cunningham; Regent Lou Watkins, OSU/A&M Board of Regents Chair; and Regent Jeff Cowan, NOC Board of Regents Chair. Sheri Snyder, NOC Vice President for Development and Community Relations served as mistress of ceremonies. The speakers all expressed their gratitude for the efforts of so many who participated in getting this project to the groundbreaking point in the process and their excitement about the benefits this project will offer students.

NOC representatives (Dr. Cheryl Evans, Dr. Shannon Cunningham, Anita Simpson, and Dr. Pam Stinson) have met bimonthly with representatives of OSU's long-range planning, Flintco Construction, and Studio Architect to review ongoing construction updates.

- Continue upgrades of electrical systems, fiber, and backup recovery in Enid and Tonkawa.
- Continue reviewing scope of renovation for Harold Hall (Tonkawa).
- Replace HUB equipment in Enid.
- Enhance Wifi.
- Begin planning process for Wellness Center in Enid.
- Renovate alumni/booster/donor rooms in Tonkawa and Enid.

Additional Highlights Related to Goal 3:

• With funding provided by the NASNTI Grant, a new Cultural Enrichment Center has been created on the north side of the Tonkawa Vineyard Library. The renovation on the Center is on schedule to be completed in July 2017 with a grand opening scheduled for Fall 2017.

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

Goal 4 Year 4 Priorities with Updates:

• Develop job manuals for staff positions to ease transitions and continue to update job descriptions.

Updated job manuals are an ongoing project with staff reporting progress to their supervisors during their annual evaluation meetings.

- Continue to review the process for employee performance evaluations with further examination of the 360 degree evaluation process.
- Provide employees with salary comparisons from NOC, peer institutions, national leaders, etc.

Faculty salary comparisons were provided in fall in-service meetings and reported in the September 2016 quarterly SP update.

• Provide support for faculty to meet new HLC coursework requirements of 18+ graduate hours in area of instruction.

Each full-time faculty member had access to \$855 in professional development funds that could be applied toward tuition costs for graduate courses needed. In addition, all employees were eligible to apply for R and R reimbursement, as funds were available, to cover the expenses for graduate coursework. R and R applications were due June 1 and were scheduled to be reviewed in June. 25 faculty submitted applications for R and R.

• Provide ongoing technology training and fitness options for employees in all locations. Leadership, faculty, and staff participated in the annual Wellness Survey performed by Blue Cross. The college received a status report that showed an increase in our Wellness numbers as well as recommendations for future actions.

Additional Highlights Related to Goal 4:

- On May 12, Northern celebrated the retirements of the following employees with a luncheon in their honor:
 - Ms. Nancy Brown, Print Shop Specialist, retiring after 27 years of full-time service and 7 years of part-time service
 - Mr. Gene Laughrey, Business Instructor, retiring after 38 years of service
 - Mr. Randy Long, Director of Printing Services, retiring after 36 years of service
 - Mr. Ray Shreck, Social Science Instructor, retiring after 37 years of service
 - Mr. Mark Silkey, Social Science Instructor, retiring after 18 years of service

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

- The Human Resources web page has been updated with new forms and links.
- The Institutional Research office administered the off-year *Employee Satisfaction Survey* in April. This is a reduced version of the Noel-Levitz survey that we do every other year.
- Faculty and staff continued to participate in numerous internal and external (e.g. classes taken, workshops and conferences attended) professional development opportunities. A new incentive program was also added in 2016-2017 with a drawing for four gift cards each semester for both faculty and staff who participated in professional development. Employees submitted documentation and participation was tracked through a Blackboard page.

Faculty Professional Development Summary 2016-2017 Academic Year

FALL

TALL	
In Service 8-9-16	84
Advisement	
Quality Matters	5
Diversity	3
Sam Noble Daytrip	3
Blackboard Basics	2
External Opportunities	36
SPRING	
Adding Active Learning to the Balancing Act of Teaching Workshop	13
Diversity for Coaches	12
The "Ways to Engage" Workshop	5
First Generation	5
Closed Captioning Workshop	2
Diversity Workshop for Spring 2017	2
External Opportunities	30

Staff Professional Development Summary 2016-2017 Academic Year

FALL

11
8
6
2
1
0
9

SPRING

Strength Finders	94
Women's History	16
Coaches Diversity	6
First Generation	6
Diversity	3
Ways to Engage Workshop	1

Closed Captioning Workshop	1
Adding Active Learning to the Balancing Act of Teaching Workshop	1
External Opportunities	4

Goal 5 Diversify and increase revenue streams.

Goal 5 Year 4 Priorities with Updates:

- Continue exploring external foundations and grants.
- The funding climate of grants has changed due to economic impact; however, NOC continues its efforts with a slight shift in focus towards foundational and private funding sources. NOC is also looking at smaller discretionary grants that may have matching requirements that are suitable for the institution and continuing to utilize the donor wish list provided from the NOC Foundation Office.
- NOC has an indirect cost rate agreement in the amount of 31.9% good thru 6.30.21
- To date, NOC has applied for 7 grants and has 3 more pending. We are steadily increasing the interest in grants in various areas annually.
- OSU was recently awarded a \$25M grant in which NOC was one of several partners. NOC and OSU are also currently working towards a joint application for Seamless transfer pathways that will continue to strengthen the gateway program and 2+2 efforts we already have in place.
- NOC was recently awarded its third consecutive TRiO Upward Bound grant for Enid campus for \$1,287,500. The Upward Bound grant is for five years, subject to funding.
- Both Grant Coordinator and Grant Accountant offices offer mentoring pre award and post award support for PI's. They also provide assistance in planning, writing, editing and budget preparation.
- Future goals will be to revamp the grants webpage to be more informative and user-friendly
 including the NOC portal and to invite Dr. Linda Mason (OSRHE Grant Consultant) to come
 on campus to discuss pursuing grants. Grants Coordinator Charlene Flanery has also almost
 completed a Masters in Grant Management and Evaluation and may have interest in hosting
 such events on campus that would be open to faculty/staff and the public.
- All grant staff are relatively new, but are taking every possible learning opportunity to be successful. The Grants Accountant has taken advantage of several webinars, seminars, and conventions.
- Create focus groups to explore increased sales with food services and bookstore revenue, flexible spending option, book rental system, online, e-books, and scholarship book program.
- Review/Update NOC Foundation five year action plan and strategic goals.

During this past fiscal year 2016-2017, 62 fundraisers totaling \$292,950.00 between the three locations were filed through the Development office, of which 46 fundraisers were processed through the NOC Foundation Office. The chart below reflects the breakdown of funds raised.

LOCATION	DEPT/ORG/CLUB	# OF FUNDRAISERS	TOTAL RAISED
Tonkawa	24	37	\$191,950.00
Enid	9	21	\$ 77,900.00
Stillwater	3	4	\$ 23,100.00

The NOC Foundation Board of Trustees met May 25 on the Tonkawa campus. Action items that were approved included:

- O 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, 2017. Total net assets were \$9,238,545, showing an increase of \$860,435 from the June 30, 2016 Audit. The main gain is reflected in the investments, which increased \$866,278 from the June 30, 2016 audit.
- The Board approved a new three year term to trustees David Cummings, Jim Rodgers, Mike Loftis and Bert Mackie with terms ending June 30, 2020. The executive committee is seeking the following additional positions – one-year term and 2-year term for the Stillwater area.
- o The Board appointed Mark Detten as Chairman, John Martin as Vice Chairman and Tom Poole as Past Chairman.
- o The Board approved the Exchange for Services Agreement between the College and the Foundation pending approval from the NOC Board of Regents in June.
- The Board approved the following resource agreements to support development activities between the College and the Foundation pending approval from the NOC Board of Regents in June:
 - o Friend-Raising/Fund-Raising Support Fund \$7,500
 - o Community and Stakeholder Relations Support Fund \$7,500
- o The Board approved the NOCF Budget for FY2018 with total revenues and support of \$1,825,000, total projected expenses of \$1,164,882, and projected change in net assets of \$660,118.
- o For the 2016-2017 academic year, the NOC Foundation awarded over \$800 from the Masonic Fraternity of Oklahoma Endowment and over \$14,000 from the Presidential Partners Endowment. NOCF annually determines fund availability and awards grants based on annual earnings of the endowments. The Masonic Endowment is to be used exclusively for student support. Presidential Partners funds may be used for student or employee support.

Additional Highlights Related to Goal 5:

- On May 11, the Institutional Scholarship Program task force committee met to review policies and procedures and make recommendations to be implemented for the FY2018 academic year.
- For the 2016-2017 academic year, the Foundation awarded \$249,529 in scholarships to 312 recipients from the Tonkawa, Enid and Stillwater campuses plus \$26,579 in loans to 107 students on the Tonkawa campus. A 10-year award summary shows NOCF scholarship awards have increased \$160,000/64% and the number of student recipients has increased 62%.