

**2019-2025 NOC Strategic Plan
March 2020 Quarterly Update Report**

Goal 1 Student Quality of Life

- Lead Contact: Jason Johnson (Jason.Johnson@noc.edu, 628-6240)
- Committees linked: Student Affairs, Technology and Learning Resources, Diversity, Wellness
- Key initiatives for year 1:
 - *Needs assessment on renovations (e.g. Enid fitness, Tonkawa field house)*
 - As noted in the December report, these renovation projects are listed on the campus master plan and are awaiting funding.
 - Metal weight racks were painted and new decking was installed on weight equipment in the Tonkawa Wellness Center.
 - *Review evening access for printing, and communicate options to students*
 - The Office of Student Affairs and IT Department are currently looking at the feasibility of placing printers in the residence halls.
 - *Establish committee to review Jet and Mav pride days and ORNT 1101*
 - Campus specific committees are meeting to discuss orientation day logistics.
 - Co-curricular assessment options are being explored to help identify ways we can reinforce general education outcomes from the beginning of a students time on campus.
 - As reported in the Dec. 2019 update, August 13, 2020, will be Get Going With Gateway in Stillwater, and August 14, 2020 will be Jet and Maverick Pride day in Tonkawa and Enid.
 - *Create FAQ on website for parents*

The Student Affairs office has a meeting scheduled for March 24 to finish the draft of an FAQ sheet for parents. It will then be posted on NOC's website under the Parents tab.
 - *Conduct feasibility study into adding new sport or JV program*

As noted in the December 2019 report, this item is waiting on funding.

Additional areas of work:

- Diversity--The following were events hosted to promote diversity awareness in the fall semester:
 - January – Honored MLK – Faculty and staff attended city events in Ponca City, Enid and Stillwater.
 - February – Black History Month –Diane Anderson, an NOC Alumni Hall of Fame member, gave a lecture called “Looking for Freedom.”
 - March – Women’s History Month – Dierdre Gurry is giving a lecture titled “Facing Challenges, Experiences of a Female Military Pilot.”
- Safety and Security
 - NOC has partnered with Student Success to offer alcohol and drug training online for NOC students.
 - Received 20 doses of NARCAN to place in all residence halls and security vehicles.
 - Received 30 DETERRA packs that will be placed in the Student Affairs Office. DETERRA is a process that will deactivate prescription medications.
 - Attended a 2-day conference on drug prevention and recovery.

- NOC has partnered with the ODMHSAS and the State Regents office to provide training for suicide prevention and mental health awareness.
- An Emergency Response Communication Team web meeting with our RAVE Mobile Safety account has been scheduled for Tuesday, March 10 to review options and new features with our upcoming renewal in the summer.
 - Current Users with RAVE Alert: 3911
 - Text Success Rate: 93% in 1 second
 - Voice Success Rate: 92% in 18 seconds
 - Email Success Rate: 95% in 3 minutes
- Student Activities
 - The Office of Student Affairs hosted 26 student activities on the Tonkawa and Enid campuses during the last 3 months.
- Technology
 - The IT Department along with the Nursing Division are currently looking at adding audio and video technology to the Stillwater Skills Lab. This addition would allow nursing faculty to monitor the students from a control room and record their skills assessment. The IT Department along with the Nursing Division made revisions to the original plan, received a formal quote from the vendor, and is now awaiting approval from the Finance Department.
 - The IT Department recently found that our recycling center in Ponca City would no longer accept NOC's large battery backup batteries. They are pleased to announce that they have found a recycling center in Oklahoma City that will accept these same batteries from NOC and will pay per pound to accept these from NOC.
 - The IT Department has been addressing a latency issue in many of NOC's large computer labs which utilize a number of different software applications. They have done extensive troubleshooting and testing in these labs and through those efforts the IT Department has made a number of network adjustments to improve the online applications responsiveness. The IT Department will also be making additional adjustments to Windows and a change in computer protection software. The IT Department has also begun to upgrade student computer labs that are receiving a high volume of use or are needed for in-class coursework. Due to the volume of computers that NOC has we are conducting these upgrades in stages.
 - The IT Department has begun putting together server hardware for the storage of NOC's Financial Aid images for the new NetPartner service for NOC students. We will also be speaking with OneNET on the potential of having these document images routinely backed up to their facility in Oklahoma City.

Goal 2 Recruitment/Retention/Marketing

- Lead Contact: Diana Watkins (diana.watkins@noc.edu, 628-6905)
- Committees linked: Assessment, Curriculum, Retention, Recruitment
- Key initiatives for year 1:
 - *Develop new advising model and improve advisor training.*
 - The retention committee met on January 16 and February 27 and adopted the mission statement for academic advising: Academic Advising at Northern Oklahoma College is an on-going, intentional, educational partnership between each student and their academic advisor dedicated to empowering students to reach their academic and professional goals and become informed decision makers.
 - The retention committee is now working to identify goals and objectives for the new academic advising model.

- Faculty/staff advisor meetings began the week of March 2 to discuss issues associated with fall 2020 enrollment. Some features of the new ERP system were introduced, including screen shots of the degree mapping tools to be used. Kathleen Otto also provided Momentum Year updates on a 15-to-Finish study of NOC students. The study indicated that on average students in every demographic area who enrolled in 15 hours had higher retention rates than those who enrolled in 12 hours. training.
- *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
 - A meeting has been set to finalize the 1+3 transfer guide for the Gateway program with the OSU Spears School of Business.
 - A 1+3 transfer guide was approved for the Gateway program with the OSU College of Arts & Sciences.
 - Diana Watkins was asked to present on transfer best practices at the April 2 transfer day for OSU.
- *Create recruitment committee with participation from staff, faculty, and students.*
 - Goal met as reported in December 2019. Advising model is being addressed through this committee as noted above.
- *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
 - Advertising events on NOC's Facebook page: Renfro Lectureship Program for April 8 is being advertised on NOC's Facebook page; Gala XXV; NOC Alumni and Friends Night Out with the Thunder; Planetarium Show at NOC Enid; The Willie Spears Experience in Tonkawa and Enid; NOC's Fine Arts Productions
 - Featuring Faces of NOC Tonkawa, Faces of NOC Enid, and Faces of Gateway on NOC's Facebook page
 - Featured couples who met at NOC on Facebook page in celebration of Valentine's Day
- *Increase exposure through involvement in community events.*
 - Raydon Leaton attended an Enid 2020 Vision Session.
 - Diana Watkins participated in the MLK Vision 2020 Event at Stillwater Community Center. She also attended Preservation Hall Jazz Concert at OSU's McKnight Center for the Performing Arts and the Stillwater High School Soccer Team Pancake Breakfast, as well as participating in packing weekend food sacks for Stillwater Public School students.
 - NOC is a ticket sponsor for the Stillwater Public Education Foundation Taste of Stillwater Event on March 10.
 - A group of faculty and administrators attended Poetry Reading at Modella Art Gallery in Stillwater where NOC faculty member Don Stinson read his poetry.
 - NOC hosted a hospitality room and recognized Enid Rotary for their donation to the nursing program at the Jets homecoming on Feb. 20.
- *Increase chamber/civic involvement.*
 - NOC Enid participated in Loaves and Fishes Spotlight Day sponsored by the Enid Chamber of Commerce.
 - A group of 20 faculty, students and administrators, representing all three campuses, participated in Higher Ed Day at the State Capitol. Four area legislators joined the NOC group for lunch.
 - President's Leadership Council students from Enid attended a Rotary meeting.

- Diana Watkins graduated from Leadership Stillwater Class XXVIII.
- NOC representatives attended Chamber of Commerce banquets in Tonkawa on Jan. 16, Stillwater Jan. 17, Ponca City on Jan. 30, and Blackwell on Jan. 31.
- Administrators from all three campuses attended the North Central OK Regional Legislative tour at Langston University on January 28.
- Diana Watkins attended Legislative Forums at Stillwater Chamber of Commerce on January 17 and February 21.
- President Evans, Ryan Paul, and Pam Stinson attended the Legislative Forum for the Tonkawa Chamber on February 28.
- NOC hosted Enid Rotary Club Members at Jets Homecoming.
- Diana Watkins attended Stillwater Chamber of Commerce Governmental Affairs Forum on February 27.
- Pam Stinson is co-leading the Tonkawa Chamber of Commerce Steichen Leadership Class for 2019-2020. The class toured NOC in January and Tonkawa Public Schools in February.
- NOC has hosted Leadership Classes from Tonkawa on Jan. 15, Blackwell on Jan. 21, and Ponca City on Feb. 12. Leadership Enid is scheduled to visit campus on March 11.

Additional areas of work:

- Northern Exposure Events were held on all three campuses. Recruiters are compiling information to assess the successes of changes made this semester.

Goal 3 Employee Quality of Life/Professional Development

- Lead Contact: Pam Stinson (pamela.Stinson@noc.edu, 628-6431)
- Committees linked: Policies/Professional Development for faculty and staff, Technology and Learning Resources, Diversity, Wellness, Social/Cultural)
- Key initiatives for year 1:
 - *Identify local businesses who may give discounts to NOC employees.*
Goal met as noted in December 2019 report. Lists of discounts are posted on NOC website under “About NOC->Community” page.
 - *Present request to executive council for flex scheduling.*
Goal met as noted in the Sept. 2019 report. Flex scheduling policy is available in 2019 Employee Handbook.
 - *Add in-service session on communication protocol and address in new employee onboarding.*
Training opportunities related to communication strategies are addressed in the professional development sessions noted below.
 - *Dedicate time in each new employee’s onboarding to meet employees on alternate campuses.*
As noted in earlier report, the suggestion to allow time for new employees to visit all campuses was shared with supervisors in Executive Council. With new hires added throughout the year, this will be an ongoing initiative.
 - *Identify options for equitable professional development options.*
 - Under Dr. DeLisa Ging’s leadership, the following professional development offerings have been made available for faculty and staff since the December 2019 update:

- Feb. 18, Jim Perry, a CPA and board member of the Wesleyan Investment Foundation, presented on the importance of estate planning and the steps needed to begin that process.
- Feb. 20-Dr. Martha Banz, Dean and Associate Provost of OU's Extended Campus, shared about the challenges adult learners face as they enroll at institutions of higher learning and how to make that life-changing step easier.
- Feb. 24-Kamara Taylor, a mental health expert and faculty lecturer at Michigan Technology University, shared how employees can identify when students are experiencing difficult times and offer ways to make the college experience more successful for them.
- March 3-Penny Ralston-Berg, an Instructional Designer at Penn State and QM expert, discussed ways to create diverse assessments based on course objectives. Following the presentation, DeLisa created a rubric section in the professional development website link to share examples for assessment in multiple areas.
- A site license was purchased for the 2020 Transforming the Teaching and Learning Environment Conference, scheduled from February 3-14. This offered two weeks of professional development through six one-hour sessions per day. Faculty could view through Zoom.
- Free and low-cost webinars have also been featured each month in DeLisa's emails about upcoming professional development opportunities, including the following six available on the NOC professional development website for 2019-2020:
 - Working with Difficult and Aggressive Customers: How to Communicate Effectively via Phone and Email
 - Improving Overall Customer Service with Sixty Research-Based Service Strategies
 - Dealing with Difficult and Disruptive Students in an Online Course
 - Addressing Implicit Bias and Microaggressions to Create an Inclusive Classroom and Community
 - Student Anxiety and Its Negative Impact on Retention: Strategies to Support, Respond, and Refer
 - Mental Health Issues on Campus: Understanding Data, Recognizing Red Flags, and Assisting Students in Distress
- DeLisa has also shared links to accessibility resources through ABLE Tech, Quality Matters and other sources.
- Faculty have been invited to submit a teaching tip for a monthly contest. The winner is given a \$25 Amazon gift card, and DeLisa has emailed the teaching tip to all teachers after the selection. The February winner was Mary Gard, who recommended using a Socratic method at the end of each lesson, asking students what was unclear and what they still had questions on. The responses then become the basis for the next day's starting review.
 - *Revise employee satisfaction survey to add more questions on quality of life issues.* Goal met—the survey was revised in spring 2019 with results posted to the website; it was reviewed again in spring 2020 prior to the April 2020 launch to ensure questions continued to address needs and to add questions suggested by comments made in the 2019 survey.

Additional areas of work:

- NOC Tonkawa Social Committee hosted a hospitality room for the NOC Tonkawa vs. NOC Enid Bedlam Basketball Games on Feb. 6. All NOC Employees and their families were invited to attend and enjoy complimentary food.
- NOC Tonkawa Social Committee hosted the first ever Employee Tailgating Event during the NOC Tonkawa Homecoming game on Feb. 13. We provided hotdogs, chips, drinks and desserts to all NOC Employees in attendance.

Goal 4 increased revenue streams

- Lead Contact: Sheri Snyder (sheri.Snyder@noc.edu, 628-6208)
- Committees linked: Grants, Scholarships
- Key initiatives for year 1:
 - *Identify grants in support of student services.*
 - The NASNTI Internal Monitoring Committee met on March 2 to review possible applications for upcoming Title III grants. NOC will continue to work with RMA Consulting to develop initiatives for future NASNTI grants to serve Native American, low-income, and other underserved populations.
 - *Reach out to area tribes and other groups for additional partnerships.*
 - Representatives from Pioneer Career Technology Center and NOC met on Jan. 24 to tour Gordon Cooper Technology Center to visit allied health programs that might be models for regional needs.
 - Northern's 2020 Business Partner, Autry Technology Center, will be recognized during an awards program on March 12 at UCO. For the past two years, Autry has sponsored the full-time program director position for their Respiratory Care Therapy Program. The director is employed by Northern Oklahoma College, the degree-granting partner for the AAS degree. In this partnership, the director teaches program classes and supervises clinicals at medical sites, as well as holding office hours at NOC to help mentor students into the program. Autry's Respiratory Care program opened in Enid in 2006. The program has just over 100 graduates to date, with a 96% pass rate on the board examinations conducted by the National Board for Respiratory Care. Ninety-four percent of those graduates find positions working in the field.
 - *Create an updated donor wish list.*
Goal met as noted in December 2019 report. The donor wish list is posted on the NOC website at the following link: <http://www.noc.edu/donor-wish-list>.
 - *Use weekly PR and marketing updates to remind employees of importance of recruitment and retention and their role in it. Note roles in job descriptions.*
This initiative will be focused on in 2019-2020.

Additional areas of work:

- NOCF Campaigns
 - Greater Gifts Drive–The week of November 18, 2019, the annual greater gift drive was mailed out to over 12,000 constituents in our alumni/donor database. Additionally, the annual employee campaign was sent out to solicit program, departmental and scholarship support. As a result, the Foundation has received \$69,452.13 in contributions and pledges, which includes \$2,300 in matching contributions. Additionally, Northern employees have pledged \$38,803.08, which includes 33 employees via employee payroll deductions. Our Greater Gifts Drive Campaign totaled \$108,255.21, which is a slight year-to-date increase.

-Presidential Partners Campaign – As a result of the September 2019 mailing, we have received \$46,503.75 in contributions, matching pledges and through payroll deductions.

- In January, the Foundation received the following major donations

- \$10,000 donation supporting the Renfro Lectureship
- \$5,000 donations supporting various Erwin scholarships