

**2019-2025 NOC Strategic Plan
March 2021 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 2019 report, these renovation projects are listed on the campus master plan and are awaiting funding.
 - The Wellness Center is currently operating from 8am-12pm Monday through Thursday because of COVID-19 restrictions.
 - *Review evening access for printing, and communicate options to students*
 - 2019 update, no change: The Office of Student Affairs and IT Department began reviewing the feasibility of placing printers in the residence halls. Numerous technology changes were required in 2019-2020 so the plan is currently on hold.
 - *Establish committee to review Jet and Mav pride days and ORNT 1101*
 - As noted in Sept. 2019 report, Jet and Mav Pride Days and Get Going with Gateway were revamped for Fall 2020 as virtual experiences due to the pandemic. Numerous departments and academic divisions created videos that were posted online on the NOC website and in ORNT 1101 Blackboard pages so that students in ORNT 1101 could view them prior to their classes starting. Students' participation in the pre-semester orientations, or subsequent viewing of the posted videos (covering student service areas and introductions to multiple degree areas), counted as part of their Fall 2020 Orientation grade.
 - *Create FAQ on website for parents*

Dec. 2020 update: The Student Affairs Office has created an FAQ page on the new NOC website. It is located on the Student Affairs page.
 - 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:

- March 2021 Update: Academic Advising, Admissions, Student Financials, and Student Records continue to be a focus in providing students better access to information through the new JRM. In February, the mobile app was tested and additional screen shots for student access to admission, registration, and advising functions were posted on the website.

Additional areas of work:

- Diversity—note, sessions represent combined effort from the Diversity Committee, the Professional Development Committee, and the programming for the NASNTI grant:
- October 27th- Shari Myers, Disability Integration Coordinator for Red Cross spoke on Disabilities
- CEC sponsored Native American Heritage Month
- Safety and Security
 - Student Affairs staff attended a 4-day class on the new Title IX regulations in December.

- The Security Departments worked to ensure COVID protocols were being followed on campus and in the residence halls.
- Student Activities
 - The Office of Student Affairs has hosted 15 student activities on the Tonkawa and Enid campuses during the last 4 months. Some activities are being hosted virtually and in-person activities are following the COVID policies for NOC.
- Technology
 - The IT Department is working with the Science/Process Technology Division in the approval process of a NASNTI grant. The grant, if approved, will develop two classrooms located at the Ag. Buildings.
 - Network Upgrades- The IT Department has resumed upgrading data closets on the Tonkawa and Enid campuses. These upgrades will upgrade discontinued equipment but also make it more efficient to install access points for wireless.
 - The NOC- Enid campus has been offering a loaner laptop program for many years now due in part from a grant the campus received. Although the grant is no longer available we have found this program to be in high demand not only in Enid but throughout the state. Beginning the Spring, NOC-Tonkawa will now start its own loaner laptop program. The IT staff has refurbished a number of laptops for use with this program.

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.*
 - Faculty and staff received an updated document with instructions for students registering in classes using the new enrollment management system. In addition to registration instructions, this document included additional screen shots added for other information students are finding it challenging to locate—e.g. how to find their advisor, how to drop a class, how to search for a late-start class, etc.
 - An advising meeting is scheduled for March 18 to cover advising information and address questions about J1 before enrollment begins for the Fall 2021 term.
 - Post Go-Live meetings with Jenzabar were conducted the week of Feb. 1-5 to follow up on issues with the new system launch, including processes that will still need to be finalized related to advising—e.g. the implementation of the Early Alert System, Wait Listing, and Live Course Availability.
 - A second group of NOC staff completed stage 1 of Infomaker Training, Feb. 8-12, to learn how to pull reports from Jenzabar, including enrollment reports needed for advising.
 - Registration staff from all campuses, President Evans, Pam Stinson, and Diana Watkins met via Zoom on March 3rd with discussions on the agenda of the new Jenzabar system and registration information needed for the advising worksheets and academic plan to work for advisors and students.
 - *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
 - In Dec. 2020, representatives from the OSU Transfer Office asked NOC to partner in a grant application that focuses on equity in transfer.

- March 2021 Update: NOC was awarded the Equity Transfer Initiative Grant in partnership with OSU. The goal of the partnership is to increase transfer rates for minority, first-generation and adult students through pathways designed to prepare them for high demand occupations: Registered Nurses, General and Operations Managers (Engineering based), Accountants and Auditors, Managers (all others) and Software Developers/Applications. This will require further development of the transfer agreements. Through discussions concerning the ETI Grant, 1+3 agreements are being explored currently in Nutrition and other pre-health majors. NOC and OSU representatives met on Jan. 21, Feb. 22, and March 2 to begin discussing additional support services that could be strengthened through the grant.
- A 1+3 agreement with The Ferguson College of Agriculture is being developed for Ag Business majors. NOC Accounting Professor Stephanie Weckler has taken the lead on this initiative.
 - NOC and OSU representatives met on Jan. 6 to update articulation agreements for degrees in the Health, Education, and Recreation Division.
 - The annual spring articulation meeting between NOC and OSU faculty was hosted viz Zoom on Feb. 26 to discuss course-level articulation.
 - *Create recruitment committee with participation from staff, faculty, and students.*
 - Goal met as reported in Dec. 2019--advising model is being addressed through this committee.
 - In an effort to reach non-traditional students, Weekend College sessions began on Jan. 19 and Feb.15. The third session is scheduled to begin March 15. (<https://www.noc.edu/new/students/noc-online/weekend-college/>).
 - *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
 - Life Changing Love Stories were posted on social media, highlighting couples who met during their time at NOC.
 - A series of short stories was posted in correlation with Black History Month.
 - Inspiring Stories will be shared in March for Women's History Month.
 - Weekend College and Late 8 Spring courses are being promoted through social media.
 - As noted in Goal Area 4, the NOC Foundation offered Presidential Partner grants to encourage employee ideas on growing enrollment through marketing, recruitment, and retention. A number of the approved proposals that were funded will increase visibility through social media and other campaigns.
 - *Increase exposure through involvement in community events and chamber/civic involvement.*
 - Kim Ochoa gave Leadership Enid a tour of NOC Enid
 - Kim Ochoa attended the Tonkawa Pride and Beautification Committee Meeting and the Pioneer Tech Advisory Board Meeting
 - Diana Watkins attended monthly meetings for the Stillwater Chamber of Commerce Board of Directors
 - Pam Stinson and Jill Green attended monthly meetings for the Tonkawa Chamber of Commerce Board of Directors.

- Diana Watkins attended the City Council Candidate Forums, the Legislative Affairs Forum hosted by the Stillwater Chamber of Commerce, and the Payne County Workforce Partnership Leadership Council Meeting.

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. In response to COVID-19, a teleworking policy was created to allow employees to complete work from home until CDC guidelines shifted to suggest returning to work was safe with social distancing.
March 2021 Update: The teleworking policy has remained in effect for Spring 2021 and employees have been reminded in the regular pandemic plan updates to notify Human Resources and their supervisors if they need to telework due to health concerns. A number of employees have used the policy as they were in quarantine as well as in February when the campus shifted to virtual learning due to winter storm conditions.
 - *Add in-service session on communication protocol and address in new employee onboarding.*
The new employee checklist has an item for email protocol that is to be reviewed by each supervisor/mentor.
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. Spring 2021 travel continued to be restricted due to the pandemic response.
 - *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 Dec. 2020 update:
 - Feb. 11—“Adobe 101 Training,” creating professional documents, Cara Jane Evans
 - Feb. 23—“Creating Transparent Assignments for Diverse Learners,” Dr. Tammy Barbe
 - Feb. 25, “Emotional Intelligence and Hardiness in Challenging Times,” Steven Stein
 - In March, professional development surveys were sent out to the faculty and staff professional development committees to approve the slate of fall offerings.
 - *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.

- Other employee updates:
 - The Diversity Committee sponsored a professional development session with Enid City Commissioner Jonathan Waddell presented for Black History Month on February 25, sharing a message entitled “Black Family: Representation, Identity and Diversity.” He emphasized the importance of inclusivity and caring for others as family. Throughout March, the Diversity Committee is highlighting Women’s History Month by featuring pieces written by NOC employees on influential women in their lives.
- NOC’s faculty were recognized for their impact through the annual survey of “Best NOC Faculty.” Over 200 students responded with votes for faculty and comments on what the teacher did to make a difference. The top three faculty based on the votes were the following:
 - Cathy Ballard, Tonkawa Math Instructor
 - Brian Baird, Stillwater Nursing Instructor
 - Scott Harmon, Tonkawa Biological Sciences InstructorMany other faculty were also highlighted for their impact, so NOC has a lot to be proud of.
- Oklahoma Association of Community Colleges (OACC) hosted their annual conference virtually this year on January 29. NOC employees recognized included Tammy Davis, Outstanding Faculty Award; Jamie Haney, Director of Printing Services, Outstanding Professional Employee Award; and Sandy Jensen, Professional Staff.

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.*
 - March. 2021 Update: Weekly meetings between RMA Consulting and NOC representatives have continued for a possible grant application in early spring of 2021. The grant application has a STEM focus with program development for engineering technology and precision agriculture and enhancement of student services in career counseling.
 - The Internal Monitoring Committee for the NASNTI Grant met Jan. 14 to review current grant progress and the process for the 2021 grant application.
 - Through the NOC Foundation, the NOC Presidential Partners Program allocated \$25,000 for mini-grants of up to \$2,500 each for proposals that could be feasibly implemented to attract and/or retain students to NOC. The deadline for submission was Jan. 20, 2021. Twenty-three proposals totaling just over \$44,000 were received by the deadline. After the deadline, each proposal was sent to the members of the institutional Recruitment and Retention Committees as well as the Executive Council. Those individuals were asked to score each proposal with a rubric grading system as well as rank in order of preference from 1-23. Using the feedback and scoresheets received back, the Foundation reviewed each proposal and recently announced that

the majority of proposals submitted received some funding with a total expenditure of \$25,000. Approved proposals are listed below:

- NOC Podcast Series – T/E/S
 - NOC Vehicle Magnet/Decals – T/E/S
 - Expanding NOC Recruiting Booth – Purchase 14 branded mobile recruiting carts (9 divisions, 3 campus & 2 athletics) – T/E/S
 - #NOC Social Media – T/E/S
 - Expand Humans of NOC Series – T/E/S
 - CEC Awareness and Engagement – Tonkawa
 - NOC Alumni/Student Referral Program – T/E/S
 - “Life Changing” Alumni Baby Onesies – T/E/S
 - Early Enrollment Incentive Program – T/E/S
 - Livestock Judging Camp – Tonkawa
 - Agricultural Leadership Council – Tonkawa
 - Additional Institution Marketing budget for promotional items – T/E/S
 - NOC Student Casting Call/Photo Contest – T/E/S
 - Expand Faces of NOC Series – T/E/S
 - Equipment for additional in-house produced recruitment and campus/department/division showcase videos – T/E/S
- *Reach out to area tribes and other groups for additional partnerships.*
- This past fall, Northern Oklahoma College entered into an initial two-year agreement for selected displays of art works with Doctor Pickens Museum, Inc. on the Tonkawa campus. This collection of art, primarily native art, will be on loan and will be installed over four phases. The Pickens Museum, located in Ponca City, includes Native American Art, turquoise jewelry, art, Indian jewelry, painting and more. Hugh Pickens, Executive Director of the Pickens Museum, stated, “This is an exciting opportunity for us to share our art and culture with the Northern Oklahoma College community.” Pickens is presently in the process of planning the construction of an Art Museum in Northern Oklahoma.
- March 2021 Update: The first installation has been completed in the lobby area outside the Edwin Vineyard Library.



Cutline: Doctor Pickens Museum, Inc. display of art works on NOC Tonkawa campus. Pictured (L-R): Dr. Cheryl Evans, NOC President, Hugh Pickens, Executive Director of Pickens Museum, and Sheri Snyder, NOC Vice President for Development and Community Relations. (photo by John Pickard/Northern Oklahoma College)

- *Create an updated donor wish list.*
Goal met as noted in Dec. 2019 report. The donor wish list is posted on the NOC website at the following link: <http://www.noc.edu/donor-wish-list> and was shared during employee In-Service in August 2020. The NOC Foundation Board of Trustees met in August 2020 and discussed revised quarterly meeting dates for 2021-2021 as well as discussed rescheduling Board Retreat to March 24, 2021. The NOCF Board of Trustees and Investment Committee met Dec. The FY2020 External Audit Report was approved as presented by Finley & Cook, PLLC. with a “clean audit.” As of June 30, 2020, (audited) total net assets for the Foundation total \$12,778,656.
- *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 further in 2021. We continue to stress the importance of this topic through News Updates to employees (Annual Letter to Employees in late June), targeted enrollment messages with summer online, fall enrollment options and late enrollment options, employee In-Service meetings in August.

Additional areas of work:

- For the fall semester of the 2020-2021 academic year, the Foundation awarded \$87,746.36 in scholarships to 158 recipients from the Tonkawa, Enid and Stillwater campuses.

2020-2021 SCHOLARSHIP BREAKDOWN

LOCATION*	RECIPIENTS*	AMOUNT AWARDED*
Tonkawa	113	\$66,303.00
Enid	28	\$14,313.36
Stillwater	6	\$2,750.00
University Center of Ponca City	11 (<i>Includes Concurrent Students</i>)	\$4,380.00
	158	\$87,746.36