

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

**Goal 1 Student Quality of Life**

- Lead Contact: Jason Johnson ([Jason.Johnson@noc.edu](mailto: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.
    - 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*
    - 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*
    - 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.
  - *Create FAQ on website for parents*
    - The Student Affairs office has a meeting scheduled for September 22 to continue to finish the draft of a FAQ sheet for parents. It will then be posted on NOC's website under the Parents tab this summer. This meeting was rescheduled from June as the new website was being launched and the creation of website tabs was still under review.
  - *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—Spring monthly speakers had to be cancelled from March 2020 through the end of summer due to COVID-19. Fall sessions are being scheduled now with speakers to present via Zoom.
- Safety and Security
  - A link to a video training on COVID-19 was sent to all employees in August 2019. This video highlighted safety standards such as the importance of facial coverings and social distancing.
  - Student Affairs staff continue to attend meetings and webinars about COVID-19 and steps moving forward in a safe way.
  - New processes have been implemented in the Residence Halls and in Food Services to help provide a safe atmosphere for living on campus because of COVID.
- Student Activities
  - The Office of Student Affairs has hosted 20 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, including completing the event request form that clarifies how institutional guidelines for masks and distancing will be followed.

- Technology
  - Zoom-friendly document cameras were purchased for all classrooms that were not already Zoom-accessible and, although delivery was delayed, I.T. staff worked many hours the week prior to classes starting to get them installed when they arrived.

## **Goal 2 Recruitment/Retention/Marketing**

- Lead Contact: Diana Watkins ([diana.watkins@noc.edu](mailto: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.*
    - Train-the-trainer advisor sessions have been scheduled for the new ERP system for October 15-16. This system places more responsibility for enrollment on the student, allowing advisors to focus on important conversations concerning major and career choice rather than spending time on scheduling courses, which is in line with the advising mission statement adopted in Spring 2020. Currently default advising trees are being built into the new system so that students can track progress toward their degree and determine additional coursework that would be needed if they change majors.
  - *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
    - Dr. Pam Stinson and Diana Watkins met with Cheryl Kleeman, Director of Transfer and Veteran Student Success at Oklahoma State University, in September to discuss updates to and expansion of 2+2 agreements, as well as opportunities to connect NOC students with transfer advisors.
  - *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.
    - A focus moving forward will be on developing recruiting plan for nontraditional students, an initiative also being reviewed in partnership with OSU. Input will be sought from Registrar, recruiters, retention specialists, key advisors and current nontraditional students in order to meet year 2 initiative.
  - *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
    - Honored "Classroom Champions," featuring teachers who are NOC Alumni on the NOC Foundation and Alumni Association Facebook Page. That page now has 1,261 followers
    - Using the LinkedIn site to promote NOC, sharing "Faces of" stories, job openings, ACT Prep information and congratulating alumni on new career positions. Our LinkedIn page has gained 158 new followers since June 1.
    - NOC's Virtual Graduation Ceremony was shared on NOC's Facebook Page.
  - *Increase exposure through involvement in community events.*
    - Raydon Leaton participated in the Enid Rural Development Authority Education Vision and a United Way fundraiser.

- Freshmen orientation students are helping at Tonkawa High School football games, Tonkawa youth sports events and doing field work at Blinn Park.
- Kim Ochoa attended the North Central Arts Council Full Moon Concert at Centennial Park.
- Sherryl Nelson attended the United Way organizational meeting
- President Evans and Diana Watkins attended the Women for OSU Event.
- *Increase chamber/civic involvement.*
  - Kim Ochoa attended pride and beautification meetings in Tonkawa.
  - Raydon Leaton attended Enid Rural Development Authority Board of Directors Meetings, Enid Chamber Board of Directors Meetings, YMCA Board of Directors meetings, the United Way Education Vision meeting, and Rotary Club meetings.
  - Pam Stinson attended Tonkawa Chamber Board of Director Meetings.
  - Diana Watkins attended Stillwater Chamber of Commerce Board Meetings and Stillwater Public Education Foundation Board Meetings.
  - President Evans and Diana Watkins attended the Stillwater Chamber of Commerce Business at Lunch and the Mayoral State of the City hosted by the Stillwater Chamber of Commerce.
  - Raydon Leaton participated in the Workforce Center of Excellence Webinar.
  - Diana Watkins attended the Payne County Workforce Partnership Leadership Council Meeting.

### **Goal 3 Employee Quality of Life/Professional Development**

- Lead Contact: Pam Stinson ([pamela.Stinson@noc.edu](mailto: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 also created to allow employees to complete work from home until CDC guidelines shifted to suggest returning to work was safe with social distancing. This policy remains in effect for Fall 2020 and employees have been reminded in the pandemic plan updates to notify Human Resources and their supervisors if they need to telework due to health concerns.
  - *Add in-service session on communication protocol and address in new employee onboarding.*  
The new employee checklist has 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; however, Fall 2020 travel is more 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 June 2020 update, as well as emailed tips on Blackboard and Zoom usage. Professional Development sessions have been scheduled via Zoom for access from any campus:
    - Sept. 8—"The Power of Hope in the College Environment," Scott Geddis
    - Sept. 15—"Clearing the Desk: Ways to Accomplish Tasks in a Productive Manner," Krista Scammahorn
    - Sept. 22—"Personality in Living Color," Alicia Sharp
  - Additional fall sessions scheduled include the following:
    - Sept. 24—"Using Team Progression Models to Your Benefit: The Steps Needed for Successful Teamwork in the Workplace and the Classroom," Todd Ging
    - Sept. 29—"Dodging the Flames: Ways to Avoid Employee Burnout," Dr. David Gooblar
    - Oct. 6—"Helping Students Overcome Challenges," Alton Carter
    - Oct. 21-NISOD 4<sup>th</sup> Annual Virtual Conference
    - Oct. 27—"Preparing for the Storms: The Steps to Take During Severe Weather," Mike Bennett
    - Nov. 12—"Using Virtual Games to Enhance the Classroom Experience," Stephanie Bundy
- *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.

#### **Goal 4 increased revenue streams**

- Lead Contact: Sheri Snyder ([sheri.snyder@noc.edu](mailto: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 has continued to work with RMA Consulting to develop initiatives for future NASNTI grants to serve Native American, low-income, and other underserved populations. NASNTI Project Director, Anna Roland has organized weekly meetings with RMA and NOC representatives for drafting an application for an upcoming grant opportunity that could fund new programming in agriculture, engineering technology, and/or cyber technology.
  - *Reach out to area tribes and other groups for additional partnerships.*
    - Gina Conneyweredy and Anna Roland have continued to reach out to tribal partners to identify needs through the NASNTI grant although a number of tribal educational centers have been closed or had reduced hours during the pandemic.

- The College and Foundation have been working with a wind energy company to start a new degree program in Fall 2020 with the intent that the company would supplement adjunct instructors' salary as well as fund scholarships to students in the program (in progress).
- *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> and was shared during employee In-Service in August. The NOC Foundation Board of Trustees met in August and discussed revised quarterly meeting dates for 2021-2021 as well as discussed rescheduling Board Retreat to March 24, 2021. As of June 30, 2020 (unaudited), total net assets for Foundation totals 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 2020-2021. 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:

- NOCF Campaigns and Donations
  - The 2020-2021 Presidential Partners Campaign is set to be mailed September 14 to alumni and friends of the College.
  - The Greater Gifts Campaign Mailing is being prepared for mailing. Campaign letters will be mailed in mid-November to alumni, donors, and friends of Northern.
  - In July, the Foundation received a Gift in Kind donation valued at \$40,000 – Organ for NOC Enid Fine Arts/Bivens Chapel.
- NOC/NWOSU Joint Advisory Board (EHEC) – The Development Office continues acknowledgment of gift receipts and correspondence for the Enid Higher Education Council and the Enid Entrepreneurship Series. The Enid Higher Education Council Board of Directors met August 26; action items approved included another distribution of \$25,000 to both NOC Foundation and NWOSU foundation for student scholarships. The NOC Foundation office mailed fourth year pledge reminder letters on September 11 for their EHEC scholarship campaign.
- Northern Oklahoma College Foundation Grants – The Northern Oklahoma College Foundation continues to offer grants through the Masonic Fraternity of Oklahoma Endowment and the Presidential Partners Program. These funds are made available to Northern Oklahoma College programs, students, and employees whose proposed projects support the Foundation's mission of providing quality educational experiences. An email was sent in August to all faculty and staff requesting submissions for NOCF grants – Presidential Partners and Masonic Fraternity of Oklahoma. Submission deadline for 2019-2020 grants is September 15.
- In July, the Foundation began the transition from Blackbaud's Raiser's Edge Software to the new Raiser's Edge NXT. In August, we began the migration process and on Friday, August 14, the migration was completed. The new software includes the existing database, as well as several upgrades that will make connecting with our constituents easier. Training with Blackbaud instructors will begin this fall to ensure our entire office is able to utilize all

functions of the new software upgrades. Financial Edge NXT software was purchased as well and plans are underway for the financial side to begin the transition to the new software after the college side has completed the transition to the new Jenzabar One system in November 2020.