

2019-2025 NOC Strategic Plan June 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 8:30 a.m.-4:30 m. Monday through Thursday.
 - *Review evening access for printing, and communicate options to students*
 - 2021 update, no change: The Office of Student Affairs and IT Department began reviewing the feasibility of placing printers in the residence halls in 2019. Numerous technology changes were required in 2019-2021 so the plan is currently on hold.
 - *Establish committee to review Jet and Mav pride days and ORNT 1101*
 - Goal Met in 2019 with establishment of committee and a revamping of Orientation sessions in Fall of 2019.
 - Get Going with Gateway has been scheduled for Thursday, August 12, 2021. Jet and Mav Pride days have been scheduled for Friday, August 13, 2021. This year's events will be held in person and multiple sessions will be held to cover financial aid, registration, advising, finance and student affairs. This format was created as a result of the Orientation Committee that met in 2019. 2020 sessions were switched to virtual due to the pandemic.
 - *Create FAQ on website for parents*

Goal Met as noted in 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.
June 2021 Update: The Executive Council reviewed a proposal format for new programs, both academic and non-academic, that could be used to guide individuals or groups through the process for identifying resources and securing approvals for new program ideas.

Additional areas of work:

- June 2021 Update: Through the new JRM, student services continue to be updated. In Spring 2021, J1 offered training on the early alert system and it was piloted with division chairs. In addition, training and testing have begun on waitlisting.

Additional areas of work:

- Student Activities
 - The Office of Student Affairs has hosted 35 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.
- Diversity

- Tonkawa Tribal Language Books were donated by the Tonkawa Tribe to include in the CEC Language Resource Library.
- Tonkawa Tribal Traditional Food Demonstration Event presented by Christine Baker and Citabria Baker (Citabria Baker, NOC student, carried the Social Science Flag during NOC Graduation Ceremonies on May 1st)
- The following were provided on the NOC NASNTI Website as Virtual Resources:
 - Chickasaw Cultural Center – Highlights everything about the Chickasaw Cultural Center located at Durant
 - Chickasaw Nation – Explores culture video series, history, culture people, and language
 - Osage Nation Cultural Center Traveling Trunk Exhibit – shares info. about traditional dishes, cooking, traditional wedding coats worn by Osage women, men and women traditional regalia, drum
 - Otoe-Missouria Tribe – Cradle Board Demonstration (video shows how to make a cradle board speaking in English and Otoe Languages)
 - Otoe-Missouria Tribe Language Group/Department Facebook Group (videos share different aspects of the Otoe Culture in traditional Otoe Language...for ex. an Otoe Traditional Song)
 - Smithsonian National Museum of the American Indian – A Tour of the Museum
- Safety
 - *New Fall 2021*, the RAVE Emergency Alert System interfaces with other third-party software such as Alertus Console Software and Carousel Digital Signage providing instant emergency messaging with a scrolling banner message on desktops and digital signage boards throughout the entire campus community. (Purchased and currently being installed across the campuses.)
 - Utilizing the College's IP network, the Alertus Console Software provides instant emergency communications with a scrolling banner message on all desktops throughout the entire campus community. NOC also has the ability to provide emergency notifications via the Carousel Digital Signage message boards in many of the campus buildings and residential housing.
- Technology
 - Technology for Nursing - The IT Department is working with the Nursing Division in the planning process for additional computer and network technology. We will also be discussing furniture options for technology equipment and student technology access utilizing the furniture.
 - Telecom/Phone System Upgrade - The IT Department is in the beginning stages of researching newer versions of NOC's current Avaya system and other telecom systems available. The IT Department is also looking at support options with these systems, delivery method for the college, onsite or cloud based and any additional features such as voicemail and faxing.
 - Print Management - IT is also reviewing its current monitoring services with Standley Systems. Papercut is a product Standley Systems is offering to replace our current management and reporting tool. NOC's current tool has become more inefficient to manage NOC's print devices. The new application brings with it a more robust reporting tool, efficient management of copier devices and new student print tracking.

- Mobile Devices - IT has received and submitted a Purchase Order to Finance for laptops and Surface tablets to be purchased for NOC's staff to enable them to work remotely when health or safety requires it. We will also be upgrading NOC's current loan laptop program at Tonkawa, Enid and Stillwater for students and employees.
- Network Upgrades - The IT Department has resumed upgrading data closets on the Tonkawa and Enid campuses. These upgrades will not only upgrade discontinued 27 equipment but also make it more efficient to install additional access points for wireless service.

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.*
 - An advising meeting was held for all three campuses on March 18 to cover advising information and address questions about J1 before enrollment began for the Fall 2021 term.
 - Rick Edgington, Pam Stinson, and Diana Watkins worked with Jenzabar consultants to develop an Early Alert Module for the new ERP. In addition to the ability for instructors to notify advisors and retention specialists when a student is struggling, this will allow communication with those in non-academic roles (coaches, program sponsors, finance and financial aid personnel, etc.) as well. Users can assign follow ups and document interventions.
 - Department chairs assisted in testing out the Early Alert Module in our new enrollment management system and a follow up meeting to address challenges is scheduled with Jenzabar on June 15.
 - *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
 - Continued meetings are being held concerning the Equity Transfer Initiative Grant NOC was awarded in partnership with Oklahoma State University. 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 new and revisions of existing the transfer agreements. Through discussions concerning the ETI Grant, 1+3 agreements are being explored currently in Nutrition and other pre-health majors and new 2 + 2 agreements have been created for engineering. Rachel Kirk and Sheri Snyder joined the ETI team to discuss marketing strategies on May 21.
 - Diana Watkins met with OSU Ferguson College of Agriculture Associate Dean Cynda Clary and Assistant Dean Deb VanOverbeke to discuss the 1+3 agreement outlined in the March update.
 - Pam Stinson met with the OSU Transfer Director to review current articulations and the status of new ones for the ETI grant on May 13.
 - Rick Edgington, Kathleen Otto, Pam Stinson, and Diana Watkins met with OSU representatives to discuss transfer success data for the Gateway Program on May 18.
 - *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.
- One idea that developed from the Recruitment Committee was also awarded funding through a Presidential Partners grant—the creation of new radio spots. NOC will partner with Team Radio to air 25 90-second pre-recorded spots that will run twice a day each Monday at 10 a.m. and 6 p.m. A plan is also being developed with Chisholm Trail Broadcasting. Some of the radio spots will be community service topics, such as preparing an animal for livestock judging or tips on bird-watching, per the committee's recommendations to create positive community messages that will draw more attention to NOC programming.
- Pam Stinson met with administrators from Chisholm High School and Perry High School to discuss concurrent class offerings. Rick Edgington and Jeremy Hise followed up with Chisholm High School by attending parent day meetings on June 8.
- *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
 - In May 2021, the recruiters worked with marketing to develop a recruitment communications schedule. This schedule develops monthly targeted emails for both concurrent and future matriculating students.
 - A May social media campaign featured a Mother's Day gift card drawing.
 - Covid-19 Vaccine opportunities for students were advertised on our social media pages.
 - Faculty, Staff and Administrators shared how the women in their lives have inspired them during Women's History Month.
 - Virtual spirit week included NOC Spirit Wear Monday, Talent Tuesday, Words of Wisdom Wednesday, Thankful Thursday, and Feel Good Friday.
- *Increase exposure through involvement in community events.*
 - OBI Blood drives were hosted on all three campuses.
 - Diana Watkins attended the Readers and Leaders Book Club hosted by Meridian Technology Center
 - Rick Edgington, Jeremy Hise, Sheri Snyder, and Pam Stinson attended the Autry Technology Center Dare to Lead Presentation.
 - Jeremy Hise attended the Enid Veteran's Memorial Bridge Dedication
- *Increase chamber/civic involvement.*
 - President Evans, Diana Watkins, PLC Sponsors, PLC students and representatives from the NOC Board of Regents and NOC Foundation Trustees attended Virtual Higher Education Day.
 - Jeremy Hise attended the Enid Chamber of Commerce Board of Directors Meetings.
 - Diana Watkins attended monthly Legislative Affairs Forums hosted by the Stillwater Chamber via Zoom.
 - Kim Ochoa attended the Tonkawa Pride and Beautification Committee Meeting
 - Diana Watkins attended monthly Board of Directors Meetings for the Stillwater Chamber of Commerce
 - Rick Edgington, Regent Michael Martin and his wife, Abigail, Sheri Snyder, Anita Simpson, Don Stinson, Pam Stinson, and Diana Watkins attended the Stillwater Chamber of Commerce Gala at OSU's McKnight Center.

- Jill Green, Rick Edgington, Cheryl and Tom Evans, Sheri Snyder, Anita Simpson, and Pam and Don Stinson attended the Tonkawa Chamber of Commerce Annual Banquet at the Tonkawa Hotel and Casino.
- Rick Edgington, Anita Simpson, Sheri Snyder and Brad Matson attended the Tonkawa Film Festival BBQ with the filmmakers.
- Cheryl and Tom Evans and Clark and Paula Harris attended the Tonkawa Film Festival.
- Diana Watkins attended monthly Stillwater Public Education Foundation Board meetings.
- Jeremy Hise, Anita Simpson, and Sheri Snyder attended the Enid Higher Education Council Meeting.
- Pam Stinson and Jill Green attended monthly meetings for the Tonkawa Chamber of Commerce Board of Directors. Pam also attended planning meetings for the next Tonkawa Leadership class.
- Diana Watkins attended the Payne County Workforce Partnership Leadership Council Meeting at Meridian Technology Center in May.

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.*
Goal for onboarding met: 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 have been addressed in several professional development sessions and will continue.
 - *Dedicate time in each new employee’s onboarding to meet employees on alternate campuses.*
Ongoing goal: 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 although 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 early March 2021 update:
 - March 2, Driving the Data: Using Excel to Compile Report Information--Autry Technology instructor
 - March 9, Learning Your Communication Style: How to Get Along with (Almost) Anyone (webinar)--Peggy Greenberg, organizational development speaker
 - March 11, Teaching Equity with Empathy--Dr. Jessica Calarco, Professor at Indiana University Bloomington
 - April 1, Critical Thinking Skills: A Process for Better Problem Solving and Decision Making--Rick Lepsinger, President of OnPoint Consulting
 - April 6, Using Virtual Games to Enhance the Classroom Experience--Dr. Stephanie Bundy, NOC Language Arts Faculty
- *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:
 - Retiring employees were honored in a May 7 celebration. Because the pandemic limited events in 2020, retirees for both 2020 and 2021 were honored this year, including Dianna Ditmore, Thomas Ellis, Amy Foss, Jeff Foss, Deborah Garoutte, Raydon Leaton, Renee Lee, Rick Lowe, Laura Marshall, Cathy Moore, Fritz Osell, Mary Skidmore, and Cindy Warburton. A commemorative picture of Central Hall was presented to each retiree.
 - Sheri Snyder and Cheryl Evans presented a campus case study regarding the possible bomb threat/active shooter incident on March 1 during the May Oklahoma State Regents for Higher Education (OSRHE) Campus Safety and Security Task Force Meeting.
 - Scott Cloud presented NOC's experiences surrounding the potential bomb threat incident on March 1 during the May OSRHE Communicator's Council Meeting.

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.*
 - June. 2021 Update: Regular meetings have continued between RMA Consulting and NOC representatives for a grant application that was formally announced in May 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. Priority populations would include students who need

accommodations. The planning committee for the 2021 proposal opening of the new NASNTI Grant met June 3 to finalize details for NOC's application.

- In Spring 2021, Presidential Partners grants were reviewed and \$25,000 total was approved in response to a request for ideas to improve recruitment and retention. A number of the projects were started since the January proposals were reviewed, including a June 2021 Livestock Judging Camp instructed ed by Livestock Judging Coach Jennifer Bedwell and students from the Livestock Judging Team. Two sessions were held in June, one for 8-13 year olds and one for 14-18 year olds. Dr. Frankie Wood-Black also worked with Marketing Director Rachel Kirk and others to develop an agreement with Team Radio for 25 90-second pre-recorded spots and had discussions toward developing a similar agreement with Chisholm Trail Broadcasting.
- *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. Doctor Pickens also generously supported a commissioned work by Yatika Starr Fields, a mural housed in the Cultural Engagement Center. In May and June 2021, the artist was in residence, completing the mural and a reception has been scheduled for Wednesday, June 16, to reveal the finished work.
- *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.

Other Updates:

- The NOCF Board of Trustees and Investment Committee met in-person and via zoom on May 19. Action items that were approved included:
 - 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, 2021. Total net assets were \$15,349,461, showing an increase of \$2,570,805 from the June 30, 2020 Audit.
 - The Board approved the NOCF Budget for FY2022 with total revenues and support of \$1,730,000, total projected expenses of \$1,032,915, and projected change in net assets of \$697,085.

- As a result of the September 2020 mailing, we have received \$57,075.25 in contributions, matching pledges and through payroll deductions this fiscal year for the Presidential Partners Campaign
- The annual greater gifts drive (direct mailing campaign) was mailed out to over 12,000 constituents in our alumni/donor database the week of November 18. Additionally, the annual employee campaign was sent out to solicit program, departmental and scholarship support. As result, to date as of June 9, 2021, the Foundation has received \$152,505.49 in contributions and pledges, which includes \$10,775 in matching contributions. Northern employees have pledged \$28,791, which includes 29 employees via employee payroll deduction.
- So far this 2020-2021 academic year, 27 fundraisers between the three locations have been filed through the Development office. The chart below reflects the breakdown of the projected fundraising goals totaling \$123,648, which is significantly down from previous years due to the pandemic.

LOCATION	DEPT/ORG/CLUB	# OF FUNDRAISERS	PROJECTED GOAL
Tonkawa	10	14	\$65,900.00
Enid	7	10	\$54,124.00
Stillwater	3	3	\$3,624.00