

2019-2025 NOC Strategic Plan September 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.
 - **September 2021 Update:** Get Going with Gateway was scheduled for Thursday, August 12, 2021, and Jet and Mav Pride days were scheduled for Friday, August 13, 2021. NOC planned to shift this year's events to in person with multiple sessions to cover financial aid, registration, advising, finance and student affairs; however, as with 2020, the pandemic numbers indicated that a virtual hosting would be safer than the large gathering. Students were directed to updated videos for 2021 to access information and Orientation classes followed up with a brief assignment on the videos to ensure students accessed the information.
 - *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.
- Student Activities
 - **September 2021 Update:** The Office of Student Affairs has hosted 26 student activities on the Tonkawa and Enid campuses during the last 4 months. Activities are being hosted virtually and in- person activities are following the COVID policies for NOC.
- Diversity

- **September 2021 Update:** No activities occurred over the last 3 months.
- **Safety**
 - **September 2021 Updates:**
 - *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.) As of August 2021, the Alertus Console Software has been installed across the institution, and the Carousel Signage is updated and running on all three campuses.
 - Zollars Library—Damaged tile and grout have been repaired and replaced around the main level and in the sunken garden. Damaged stairs have new tile, and all outside tile (main walkway, sunken garden, and stairs) have received a new slip resistant finish to improve look and safety. In addition, damaged sidewalk leading from the parking lot to Zollars Library, Harmon Science and Marshall has been repaired.
 - A new light has been installed making the volleyball/student activities area outside of EB Dorm available during the evening hours.
- **Technology**
 - June 2021 Update, ongoing:
 - 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.
 - Message Board Upgrade - NOC is in the process of upgrading its message board system, which is hosted on all three campuses. The upgrade will move this service for managing and hosting to a Cloud based service. Additional services and features are also included. NOC IT and the Development & Community Relations hope to have this project completed August 1st.
 - Technology for Nursing - Additional testing laptops have been purchased with security charging carts for all three campuses. Tonkawa and Stillwater laptops and carts have been completed and delivered. Enid will be completed by end of July. Additional desktop computers have been added to the Tonkawa testing computer lab.
 - Network Upgrades - The IT Department has resumed upgrading data closets on the Tonkawa and Enid campuses. These upgrades will not only upgrade discontinued equipment but also make it more efficient to install additional access points for wireless service.
 - **September 2021 Updates:**
 - Loaner Laptop Program - NOC will be adding the Stillwater campus to the loaner laptop program. The IT Department will be getting quotes for additional laptops and if availability is good we should have them available for the Fall 2021 semester.

- Wireless Upgrade - The IT Department has again started on completing the wireless upgrades on all three campuses. These upgrades include all interior buildings and sports venues.
- Emergency Notification - Linn Laughrey, the IT Department's Network Administrator, did a great job in completing the configuration and testing of NOC's Alertus software. This application will notify all employees and students utilizing the computer labs of any emergencies sent through NOC Rave Alert system. The message will appear on the computer's monitor display.
- Other Updates
 - The new food services vendor for the Enid and Tonkawa campuses, Aladdin, has provided the following features for students and employees:
 - StarChef (nutrition information for meals, build your own nutrition information for customized meals, daily total nutrition information)
 - Allergen Filters
 - Menu Planner
 - They also are exploring options for submitting recipes and menu requests.

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 Early Alert Module, designed to increase retention through early communication between instructors, advisors, retention specialists and students, was tested throughout the summer and introduced to all faculty at our August in-service meeting. Instructions were provided to assist with using the new system.
 - At the New Teacher Academy session in August, additional training was provided on the Early Alert Module.
 - Through the "Explore Majors" link on our website, advisors can assist students in seeing how their coursework would change if they were to declare a different major. With the new ERP system, a student can choose a major from a dropdown menu and be shown how their current coursework applies toward it and what additional coursework would be required to complete a degree. All Orientation instructors were trained on how to use this function in August and then shared a common presentation on the tools with all students in their classes in late August and early September.
 - *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
 - The transfer agreements between NOC and our 4-year partners are being introduced to all incoming students in their freshman orientation courses. These agreements are located on our website.
 - 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 continued development of the transfer agreements.
- A 1+3 Agreement is in progress for the OSU Construction Engineering Technology Program.
 - *Create recruitment committee with participation from staff, faculty, and students.*
 - Goal met as reported in Dec. 2019.
 - Through a Presidential Partners Mini-Grant, campus and division recruiting totes are being assembled for use at campus events that bring in prospective students and on external recruiting visits.
 - A recruiting information update was held in July to showcase the new recruitment video and introduce the marketing communication schedule for the upcoming academic year. This schedule was also communicated at faculty in-service in August.
 - Recruiting events for high school students, renamed Northern Encounter, are being marketed now for all three campuses. Those events will take place on October 6 in Stillwater, October 20 in Tonkawa and October 27 in Enid.
 - *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
 - Faculty and staff from NOC Stillwater were featured on the Stillwater Chamber of Commerce Facebook and Instagram pages as the 2020 Trophy winners in an advertisement for the upcoming Walktober event.
 - The Vaccine Incentive Program was advertised on our social media pages.
 - COVID-19 Vaccine opportunities for students were advertised on our social media pages.
 - A Welcome Back Students post featured students, faculty, and staff on the NOC campuses with “First Day of College” signs.
 - Life Changing Love Stories are featured on NOC Social Media as alumni who met at NOC celebrate anniversaries.
 - *Increase exposure through involvement in community events.*
 - Jill Green, Regent Jami Groendyke, Jackie Melson, Anita Simpson, Sheri Snyder, and Pam Stinson, attended the “Purses with a Purpose” luncheon in Enid that highlights the true nature of interpersonal violence and the impact YWCA Enid is making on the community. NOC President Emeritus Cheryl Evans was named the YWCA 2021 Woman of the Year at this event, and a past NOC Enid student was a featured speaker.
 - Scott Cloud has been named as Chairman of the Crisis Communication Committee of the OSRHE Communicator’s Council and also Vice-Chair for the Executive Committee for 2021-2022.
 - Jill Green, Jeremy Hise, Sheri Snyder, Diana Watkins and Kayla Wooderson attended the Enid Young Professionals Top 10 Under 40 Awards Luncheon. NOC Alumnus and Alumni Foundation Board Member Claye Hammock was among the nominees.
 - President Clark Harris, Jeremy Hise, Anita Simpson, and Sheri Snyder attended the retirement celebration for Autry Superintendent Brady McCullough and the McCullough Lab Ribbon Cutting Ceremony on June 29.
 - President Clark Harris, Anita Simpson, and Sheri Snyder attended Executive Director Adam Leaming/University Center at Ponca City going away event on June 29.

- President Clark Harris, Mike Duroy, Alan Foster, Jeremy Hise, and Sheri Snyder attended the Groundbreaking Ceremony at Advance Soccer Complex in Enid on August 3.
- President Harris, Jill Green, and Sheri Snyder attended the Ponca City Airport Runway Dedication and Ribbon Cutting on July 9.
- Diana Watkins and Wade Watkins attended the naming of the International Courtyard at Oklahoma State University.
- President Clark Harris, Blair Turney, Wade Watkins, and Stephanie Weckler, attended the Lights on Stillwater event on the Oklahoma State University Campus.
- President Clark Harris and his wife, Paula, Miss NOC Tonkawa Karli Pendelton, and other Northern employees participated in the Tonkawa 4th of July Parade.
- *Increase chamber/civic involvement.*
 - President Clark Harris, Jill Green, Anita Simpson, Sheri Snyder, and Diana Watkins attended Governor Stitt's Top Ten Cabinet Tour in Ponca City.
 - Diana Watkins attended the Experiential Learning Community Project Meeting at the Stillwater Chamber of Commerce. This program is designed to bring business leaders and educators together in an effort to increase local internship opportunities.
 - Jeremy Hise attended the Enid Chamber of Commerce Board of Directors meetings.
 - Pam Stinson attended the Tonkawa Chamber of Commerce Board of Directors meeting in September.
 - Diana Watkins attended Monthly Board of Directors Meetings for the Stillwater Chamber of Commerce
 - Diana Watkins and Janet Jarvis attended the United Way Kickoff Luncheon at Oklahoma State University.
 - Sheri Snyder attended the Ponca City Chamber Education and Workforce Development meeting in July.
 - Jeremy Hise is participating in the Leadership Greater Enid Class 31.
 - President Clark Harris, Anita Simpson, and Sheri Snyder, attended the Business After Hours event for the Ponca City Chamber of Commerce.
 - President Clark Harris, Jeremy Hise, Anita Simpson, and Sheri Snyder attended the Enid Higher Education Council Meeting in August.
 - Diana Watkins attended the August Stillwater Chamber Business at Lunch meeting.
 - Jeremy Hise attended the Enid Regional Development Alliance meeting.
 - Sheri Snyder attended the Enid Regional Development Alliance Quarterly Luncheon.
 - President Clark Harris, Rick Edgington, Jeremy Hise, Jason Johnson, Anita Simpson, Sheri Snyder, and Pam Stinson, met with Congressman Frank Lucas on the NOC Tonkawa Campus.
 - Diana Watkins attended the August Stillwater Public Education Foundation Board meeting.
 - Jeremy Hise, Anita Simpson and Sheri Snyder attended the Enid Higher Education Council Meeting.
 - President Clark Harris and Diana Watkins attended the Mayoral State of the City Address hosted by the Stillwater Chamber of Commerce.
 - President. Clark Harris, Candy Oller, Sheri Snyder, and Kayla Wooderson attended Ponca City Chamber Party at the Palace in August.

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.
September 2021 Update: The teleworking policy has remained in effect for Fall 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.
 - *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 approved by faculty and staff committees for Fall 2021 offerings:
 - Thursday, Sept. 9—“Customer Service That Keeps Them Coming Back for More: The Chick-fil-A Approach to Serving Others,” Connie Sturgeon-Hart, owner of Enid’s Chick-fil-A
 - Friday, Sept. 10—“Stop Grading! How Feedback and Self-Reflection Changed my Classroom,” Melissa Michael, Director of the Professional Development School and Associate Professor of Education at John Brown University
 - Thursday, Sept. 23—“Reimagining Office Hours: Maximizing Time for You and Your Students,” Heather Maness, Instructional Designer at the University of Florida
 - Tuesday, Sept. 28—“Coaches, Not Cops: Strategies Promoting Better Learning Decisions,” Lolita Paff, Associate Professor of Business and Economics at Penn State Berks

- Thursday, Oct. 7—“Doing it Right: Making Strategic and Informed Decisions,” Cara Jane Evans, Innovations Coordinator at Autry Technology
 - Thursday, Oct. 14—“Help Wanted: The Importance of Involvement in NOC’s Service Area,” Carmen Ball, Director of Hedges Regional Speech and Hearing
 - Tuesday, Oct. 19, “No Tone Exists in Emails: Workplace Communication for Maximum Effectiveness,” Krista Scammahorn, the Workforce Development Consultant at Francis Tuttle Technology Center
 - Tuesday, Oct. 26—“Paint Me a Picture: The Importance of Storytelling in the Classroom,” Bill Hane, Vice President of Hobby Lobby
 - Thursday, Nov. 4, “Deep Work: Rules for Focused Success in a Distracted World,” Anna Irwin, Business Facilitator at Meridian Technology
 - Thursday, Nov. 18—“Creating Killer Online Content with an iPhone,” Steve Julin, Cleverscope Media Group
- *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 Updates (noted as update for students and employees)
 - The new food services vendor for the Enid and Tonkawa campuses, Aladdin, has provided the following features for students and employees:
 - StarChef (nutrition information for meals, build your own nutrition information for customized meals, daily total nutrition information)
 - Allergen Filters
 - Menu Planner
 - They also are exploring options for submitting recipes and menu requests.

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.*
 - **September 2021 Update:** Regular meetings continued between RMA Consulting and NOC representatives throughout the summer for a new NASNTI grant application that was submitted in July 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. Those funded by the grant are expected to be notified by the end of September.
 - *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 were hosted 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:

- In the FY 2021 budget, over \$2.8 million was provided in scholarship support (represents 11.6% of overall institutional budget) – \$1.4 Million in institutional waivers, \$1 million in institutional scholarship and in excess of \$468,000 in private scholarships. Included in the Oklahoma State Regents’ budget was funding to cover 95.1% of the cost of concurrent enrollment for seniors (tuition only), compared to 100 % reimbursed last year.
- Total net assets as of the unaudited June 30, 2020, audit were \$15,691,349 which reflects an increase of \$2,912,693 from June of last year, due partly to investments. The NOC Foundation continues to follow its strategic goals established, which includes evaluating the organization’s capacity and developing a structure that allows the Foundation to achieve these goals. Due to the pandemic, the Foundation 2020-2025 strategic planning retreat was postponed until October 20, 2021. The Development Office will continue to maintain the donor wish list and develop new scholarships endowments to align with the current NOC Strategic Plan.

Campaigns

- The 2021-2022 Presidential Partners campaign letters were mailed August 2021 to alumni and friends of the College. Presidential Partners funds are calculated to correlate with the fiscal year, the Foundation received \$57,869 in donations for FY21.
- The 2021-2022 Greater Gifts campaign letters will be mailed in mid-November to alumni, donors and friends of Northern. Greater gifts are calculated to correlate with the fiscal year; the Foundation received \$177,921.58 in donations for FY21.
- During the 2021 legislative session, the state legislators approved bond funding for the State Regents that will help support NOC’s four faculty chairs in STEM fields. NOC will receive a one-million-dollar match for our endowed funds currently held in the NOC Foundation. This program ended this year with this latest initiative with bond funding. Therefore, we can no longer submit proposed chairs for consideration.

- During the 2020-2021 academic year, 27 fundraisers between the three locations were filed through the Development office. The chart below reflects the breakdown of the projected fundraising goals totaling \$123,648.

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

- The Regents Business Partnership Excellence Award (RBPEA) is designed to highlight successful partnerships between higher education institutions and businesses and to further cultivate the higher education learning environment through State Regents' Economic Development Grants. Historically, this presentation has been held as an in-person ceremony each spring. Due to ongoing impacts of the pandemic, this year's spring ceremony will be held in a pre-recorded digital format in lieu of our traditional in-person ceremony. Event programs and awards will be mailed directly to the campus and business contacts provided in the submission template by August 2, 2021. A digital presentation will also be compiled and made available to our colleges and universities by this date. Northern's 2021 Business Partner is Enel Green Power North America, Inc. who will be recognized at a virtual event in August 2021.

Northern Oklahoma College has developed a partnership with Enel Green Power, Oklahoma's second-largest wind operator, to establish a new wind turbine technician program, helping to meet the workforce needs of a growing industry in the state.

Thirteen NOC students were enrolled in the inaugural Introduction to the Wind Energy course and other process technology courses as part of the program. The Associate of Applied Science degree in Electronics Technology-Wind Energy Option was approved by the Oklahoma State Regents for Higher Education in Spring 2021. Graduates will be qualified for work as a wind turbine service technician, by far the fastest-growing occupation in Oklahoma with 64.5% projected growth from 2018-2028.

Enel Green Power representatives coordinated with college officials for over two years to re-establish the wind energy program at NOC. The company assisted in curriculum development, recruited and helped fund a program instructor, connected students with mentors and has facilitated instructional activities such as a virtual wind turbine tour.

Enel Green Power also established a scholarship in memory of senior manager Tim Knutson who passed away in 2018. They have pledged \$59,000 in funding through the 2023 academic year; with these funds 13 students in the inaugural wind energy class at NOC were awarded scholarships through the NOC Foundation.

Knutson earned the respect of his peers and had a keen interest in mentoring colleagues who were new to the industry. This scholarship will help preserve his memory and instill his spirit of hard work and generosity in future generations of Oklahoma wind workers.

Through the partnership agreement, Enel also provided a supplementary stipend for the primary program instructor to ensure students receive high-quality, dedicated instruction from someone with industry expertise.