Northern Oklahoma College
All Campus Meetings
Spring 2022

Clark Harris, Ph.D. – President, Northern Oklahoma College

- We must ALL step up to help build opportunities for community.
- We must ALL become more entrepreneurial.

We are all in this together.

- Build community
- Be positive public relations force
- Continue to put students first
- Make communication more transparent
- Increase enrollment
- Retain students
- Increase external funding

Select factors influencing NOC

Public Higher Education Appropriations per FTE by State, Percent Change 2010-2020 (Adjusted)
EDUCATIONAL & GENERAL BUDGET  
FY 2021-2022  
Funding Sources

If HEERF dollars are removed, the percentages will increase, but actual amounts will remain constant. This would reduce the budget by $2,269,004.

PROJECTIONS FROM THE STATE

- Governor Stitt has recommended a flat budget for FY2023
- There is some hope that the Legislature may provide an increase in the budget.
### Comparisons with Oklahoma Community College Enrollment

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Source: Philonedtech.com
Projected demographic cliff

• One of the most common annual refrains I have heard in my decades on the faculty and in administration in higher education has been "Let's increase the freshman class by 10 percent next fall!"

• Motivated by the need to generate more tuition and housing money, universities have looked to increasing the on-campus undergraduate student base. The prospects of such increases are looking dimmer as the "demographic cliff" anticipated by up to a 15 percent drop in freshman prospects approaches, beginning in 2025 due to the decline in birth rate in the 2008 recession and lasting for years after. Those missing babies in 2008 would have begun entering college 17 years later, in 2025.

• Source: Ray Schroeder, May 19, 2021, Inside Higher Ed

U.S. Department of Ed Scorecard

- Graduation Rate: 26%
- Average Annual Cost: $7,474
- Median Earnings: $37,124

Positive work environment

Some benefits of positive thinking (Mayo Clinic)

• Increased life span
• Lower rates of depression
• Greater resistance to illnesses
• Better psychological and physical well-being
• Better cardiovascular health and reduced risk of death from cardiovascular disease and stroke
• Reduced risk of death from cancer, respiratory conditions & infections
• Better coping skills during hardships and times of stress
Positivity at work

- “Researchers have found that when subjects “catch” positive emotions from others, they’re more likely to be viewed by others and view themselves as more cooperative and competent. They also perceive themselves as more collegial. ...when you hang out with happy people, you tend to feel happier, have more energy, and feel less stressed.” (S.B. Carter (2012). Psychology Today)
- “When a team is upbeat, positive, and in an overall good mood, this spirit is transferred to individual players. Results also show that when teams are happier, the athletes on the team tend to play better.” (S.B. Carter (2012). Psychology Today)

Positivity at work

“Just being around positive people can be
- energizing,
- motivating,
- and inspiring

and is likely to help you
- work more effectively as partners or as a group.”

Positivity at work

Let’s be that person.
The one that energizes, motivates and inspires our coworkers.

Positivity at home and in the community

- We need to talk positively about NOC when out in community.
  - That will give people a positive feeling about the college. And that it is a positive place to attend or send their children or grandchildren.
“Building a Better NOC”

Provide some details about BBNOC

Activity

• Write three WOWs! of NOC.
  • Things people would share with others,
    Wow! Did you know this about NOC?

• Write three unWOWs of NOC.
  • Things that would underwhelm visitors to campus.

Public Relations, Recruitment & Retention

They closely align with each other.
Get people to put NOC in their homes
Wall Art for people’s homes and Christmas Presents
Get people to send NOC to their friends

Greetings Card Sets Sold in Bookstore
Thanks for all you do to make NOC a better place to learn and work.

That's fantastic!

Aim for the BEST!

Northern Oklahoma College
Happy Holidays!
Inside:
Northern Oklahoma College is the Best! That’s No Bull, as “Mav” is a steer.

Inside:
Be a high flyer like the JETS at Northern Oklahoma College

Inside:
Thinking of You!

My roommate at NOC asked if you can send me money. My laundry is beginning to smell.

Inside:
Please send money, as my therapist (roommate) says I should get out more.
Get people to advertise for NOC
Bumper Stickers sold in Bookstore
or given at public relations events

If you like rowdy, become an NOC Roustabout!

I support Livestock Judging at Northern Oklahoma College

Enid vs Tonkawa Athletics
Now that’s BEDLAM!

I’m earning my Nursing Degree at Northern Oklahoma College

Our family goes to Northern Oklahoma College!

I’m going to Northern Oklahoma College.
I mean right now.
Get out of my way. I’m late for class.

Our family are NOC

I’m the Maverick in my family.
a Northern Oklahoma College Maverick.
We have family chemistry.
We all took chemistry at Northern Oklahoma College.

Our family are NOC

I’m paying it forward thru Northern Oklahoma College Foundation

I earned my Associate’s degree from Northern Oklahoma College at the University Center.

Northern Oklahoma College
Oklahoma’s BEST Associate’s Degree College

Northern Oklahoma College Alumni
and strong supporter
Get people to advertise for NOC

Give t-shirts that promote NOC at all student events
Arts Adventure, Ag Interscholastic, Sport Camps, Livestock Judging Camp, Music Tri-State Music Festival, SkillsUSA Convention, etc.

I can connect you to a bright Future!

Northern Oklahoma College

ARTS ADVENTURE CAMP
Northern Oklahoma College, where it is always an adventure

Chikaskia Literary Festival
Teaching literary works since 1901 at Northern Oklahoma College

Tonkawa Film Festival
Hosted at Northern Oklahoma College
Keep NOC in people’s postings in social media

Moving to consistent social media usernames

**Twitter**
- @N_O_C
- @NOCTonkSB
- @NOCTonkMBB
- @NOCEnidMBB
- @NOCEnidSB
- @NOCEnidWBB
- @NOCTonkpaper
- @NOCLJT

**Facebook**
- @NorthernOklahomaCollege
- @NOCTonkResLife
- @NOCPresident
Like, share and comment on NOC social media posts

- It builds momentum with organic growth
- Your friends and family will see postings you share and comment

Use consistent NOC hashtags

#N_O_C #NOCLifeChanging

NOC need to continue to be present in the community

Bowling Fundraising Events
Veterans Day Celebration in Enid

Busted Knuckle Truck Event in Tonkawa

Tailgating in Stillwater

Roustabouts at Kay County Fair

Roustabouts at Billings Wheat Festival
Community events on campus

Happening today or possible in the future

Parades

Creekside Parade in Enid

Film Festival

Cherokee Strip Parade in Enid
Santa 5K Fun Race

Zombie Walk & Thriller Dance event

Juried Community Art Fair, include a Student Competition & Food Trucks

Outside Movies every Thursday night Or concert series
Low riders & taco truck for Cinco de Mayo

All College Picnic & Camping at NOC Cove in Spring

Get NOC in front of people
Billboard Ideas
Or
Just on your social media posts

Northern Oklahoma College
Gain Life Changing Experiences
- Competitive NJCAA athletics
- Roustabouts & Miss NOC competition
- Livestock judging, ensembles & musicals
- Wide variety of student clubs
- Many campus events

Visit NOC.edu
Get that **out-of-state experience**
close to home at **Northern Oklahoma College**
Oklahoma’s **best**
Associate Degree College

Visit NOC.edu

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Public Relations Totes

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**Activity on improving NOC in the public**

Marketing and Public Relations

Instructions by facilitator

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**Activity on improving recruitment**

Instructions by facilitator