

Northern Oklahoma College All Campus Meetings

Spring 2022

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



Slide from the Fall 2021 Campus meeting

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

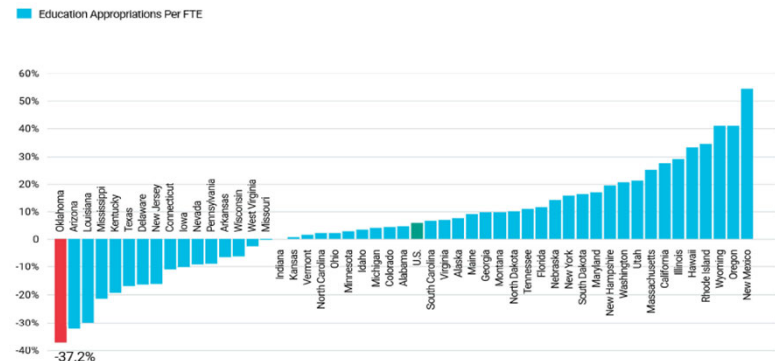
We are all in this together.

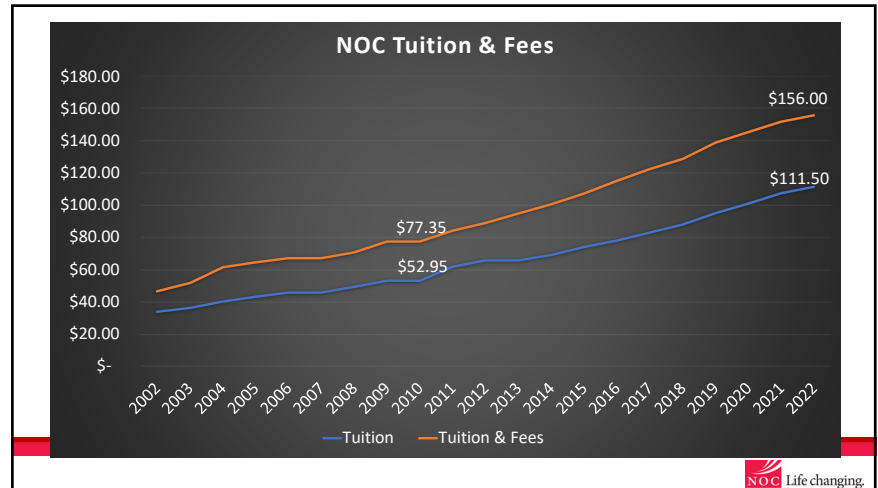
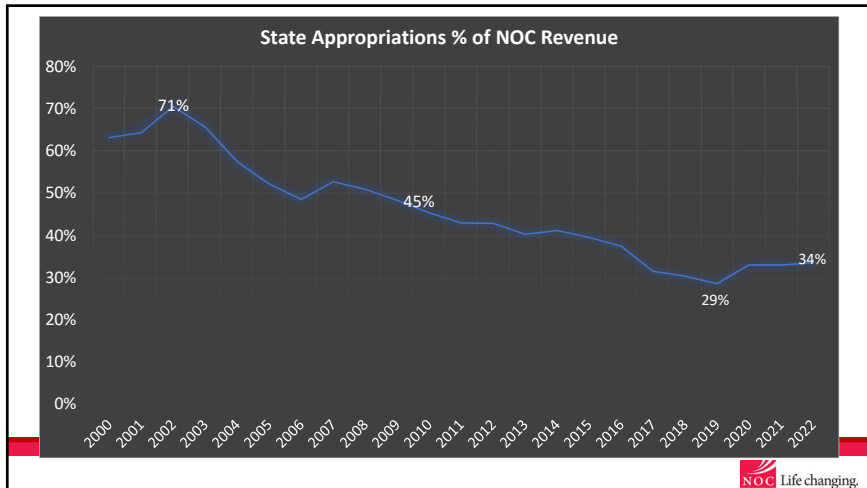
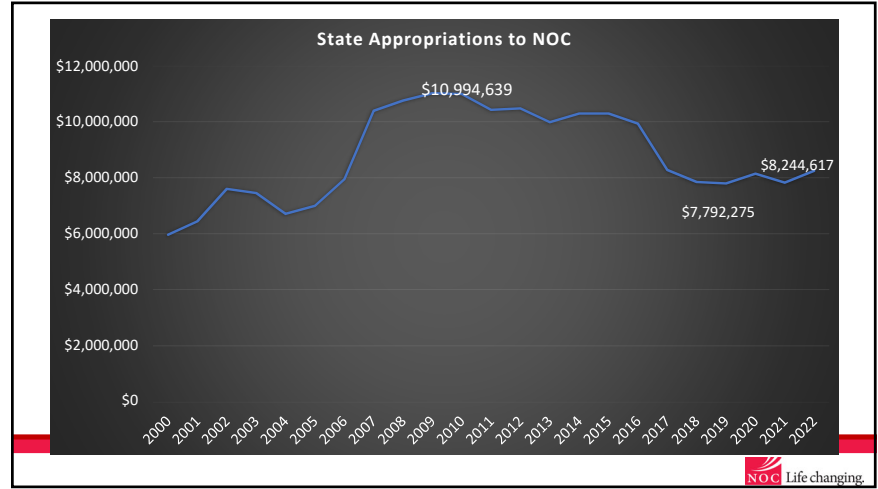
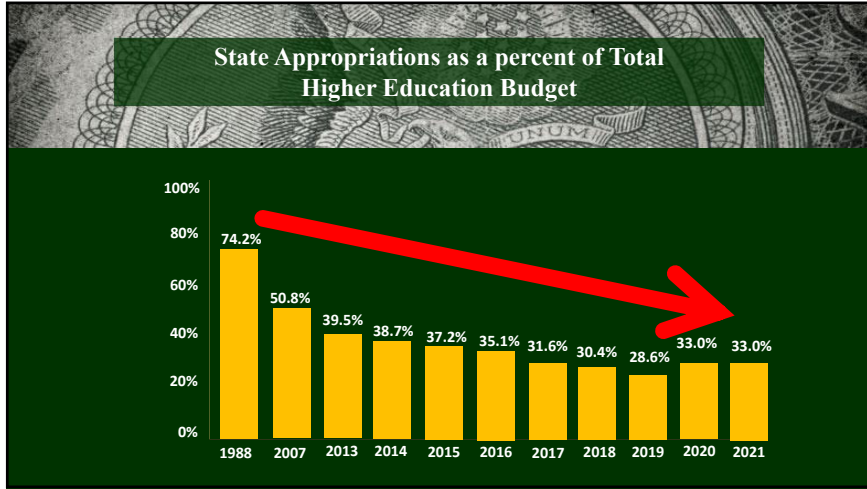
- Build community
- Be positive public relations force
- Continue to put students first
- Make communication more transparent
- Increase enrollment
- Retain students
- Increase external funding

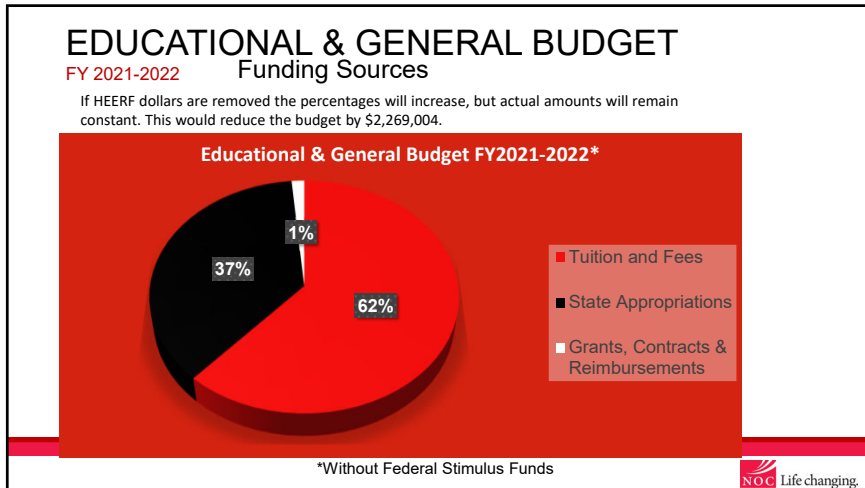
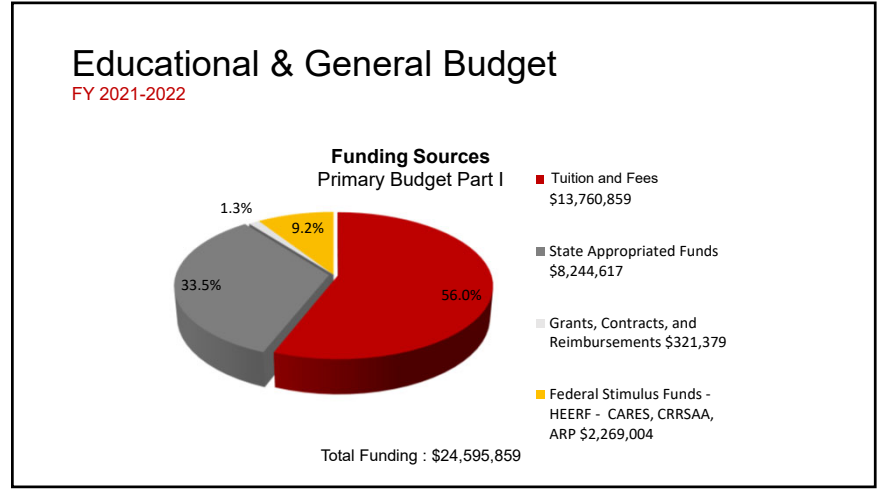
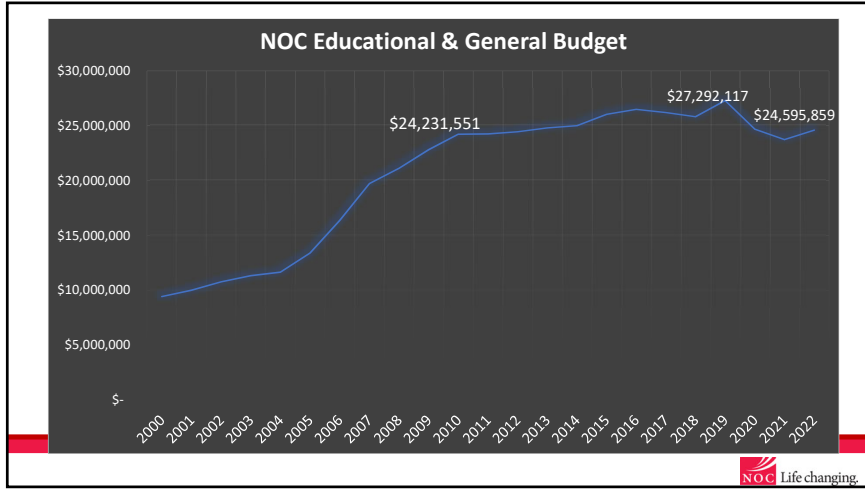
Select factors influencing NOC



Public Higher Education Appropriations per FTE by State, Percent Change 2010-2020 (Adjusted)



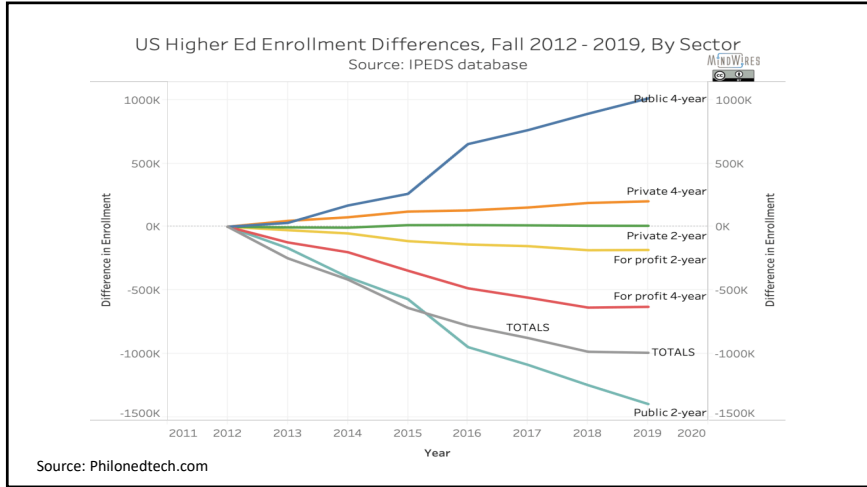




Projections from the State

- Governor Stitt has recommended a flat budget for FY2023
- There is some hope that the Legislature may provide an increase in the budget.

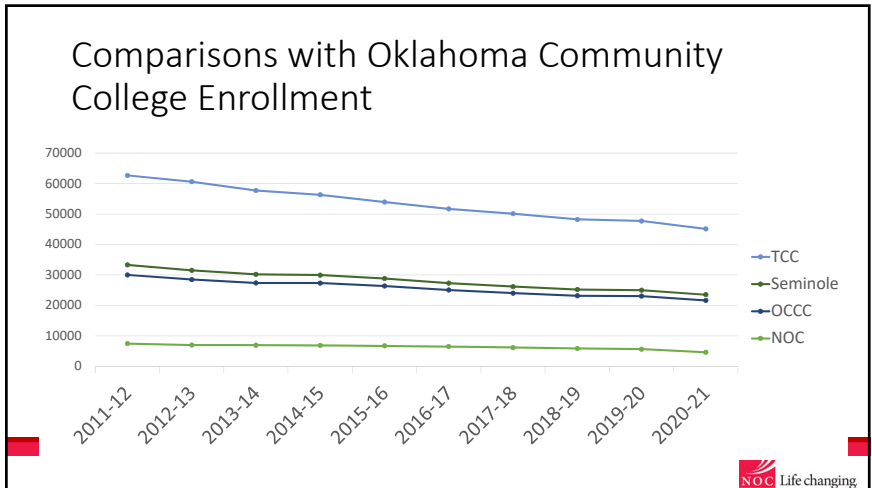
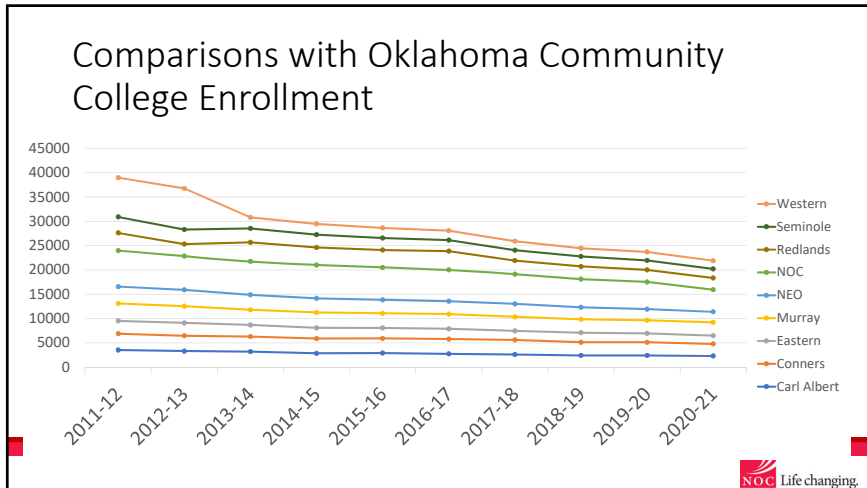
NOC Life changing.



Comparisons with Oklahoma Community College Enrollment

Institution	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	10 Diff (N)	10 Diff (%)
Carl Albert	3522	3311	3187	2856	2902	2727	2613	2401	2398	2300	-1222	-34.7
Conners	3359	3151	3113	3023	3012	3054	2981	2721	2727	2488	-871	-25.9
Eastern	2632	2639	2378	2209	2150	2104	1865	1950	1829	1699	-933	-35.4
Murray	3602	3452	3126	3151	3015	3025	2898	2780	2692	2745	-857	-23.8
NEO	3461	3343	3087	2911	2764	2649	2663	2456	2285	2148	-1313	-37.9
NOC	7404	6937	6865	6843	6657	6444	6109	5809	5599	4560	-2844	-38.4
OCCC	22578	21524	20456	20454	19668	18552	17875	17308	17420	17029	-5549	-24.6
OSU-IT	5648	5549	5024	4636	3683	3268	3301	3167	3024	3017	-2631	-46.6
OSU-OKC	11397	10805	10213	9840	9142	9191	8710	8092	7521	6891	-4506	-39.5
Redlands	3628	2466	3918	3621	3598	3850	2784	2605	2495	2396	-1232	-34
Rose	11900	11322	10303	9826	9649	9667	10243	9836	9426	8903	-2997	-25.2
Seminole	3289	3004	2860	2631	2463	2275	2155	2053	1928	1886	-1403	-42.7
TCC	29396	29130	27530	26355	25153	24401	23956	23044	22745	21612	-7784	-26.5
Western	8089	8472	2261	2202	2076	1957	1832	1676	1737	1684	-6405	-79.2

NOC Life changing.



Projected demographic cliff

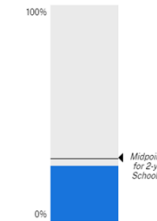
- One of the most common annual refrains I have heard in my decades on the faculty and in administration in higher education has been "Let's increase the freshman class by 10 percent next fall!"
- Motivated by the need to generate more tuition and housing money, universities have looked to increasing 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%

Midpoint for 2-yr Schools: 29%



Average Annual Cost •

\$7,474

Midpoint for 2-yr Schools: \$8,430



Median Earnings •

\$37,124

Midpoint for 2-yr Schools: \$36,066



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.**” (S.B.

Carter (2012). Psychology Today)

Positivity at work

Let's be that person.

The one that energizes, motivates and inspires our coworkers.

Positivity at home and in the community

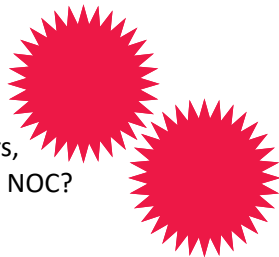
- We need to talk positively about NOC when out in community.
 - That will give people a positive feeling about the college. And that it is a positive place to attend or send their children or grandchildren.

“Building a Better NOC”

Provide some details about BBNOC

Activity

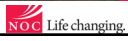
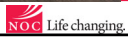
- Write three WOWs! of NOC.
 - Things people would share with others,
Wow! Did you know this about NOC?
- Write three unWOWs of NOC.
 - Things that would underwhelm visitors to campus.

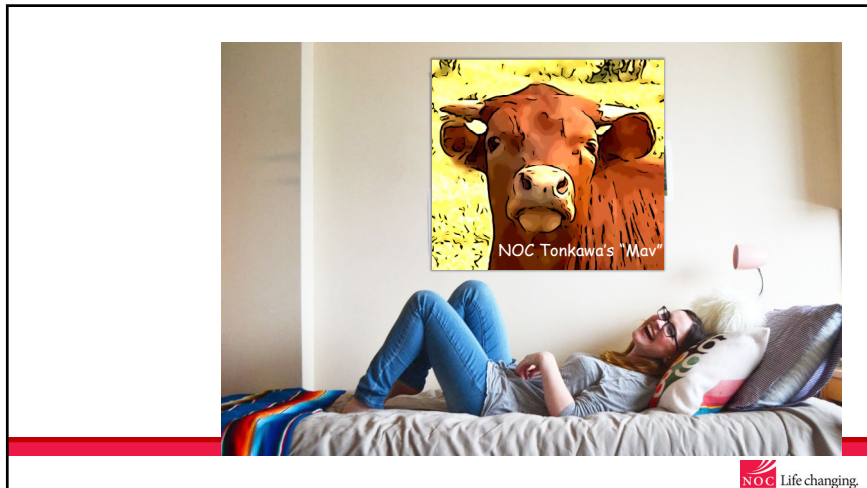
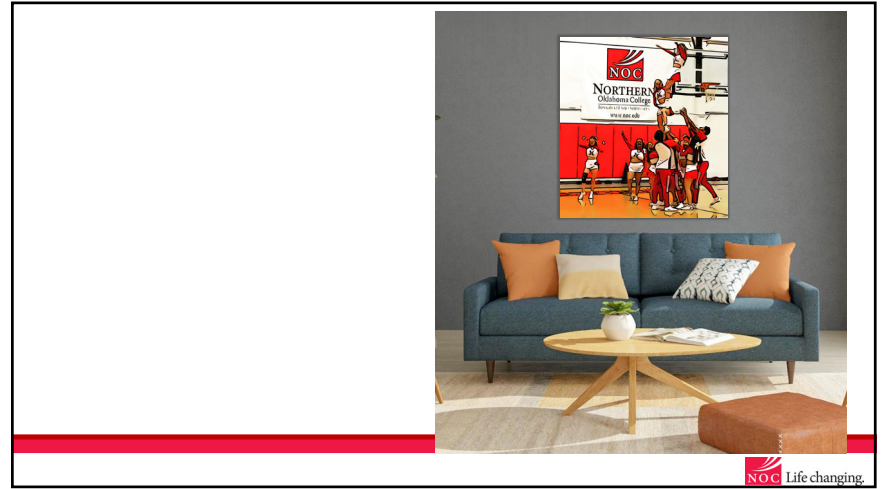


Public Relations, Recruitment & Retention


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
Greeting Card Sets Sold in Bookstore







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



NOC Life changing.

Thinking of You



Inside:
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

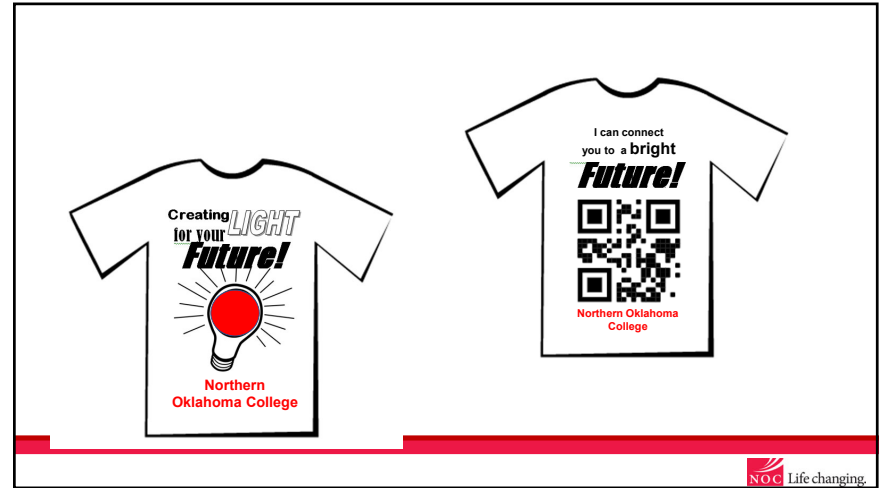
Bumper Stickers sold in Bookstore
or given at public relations events

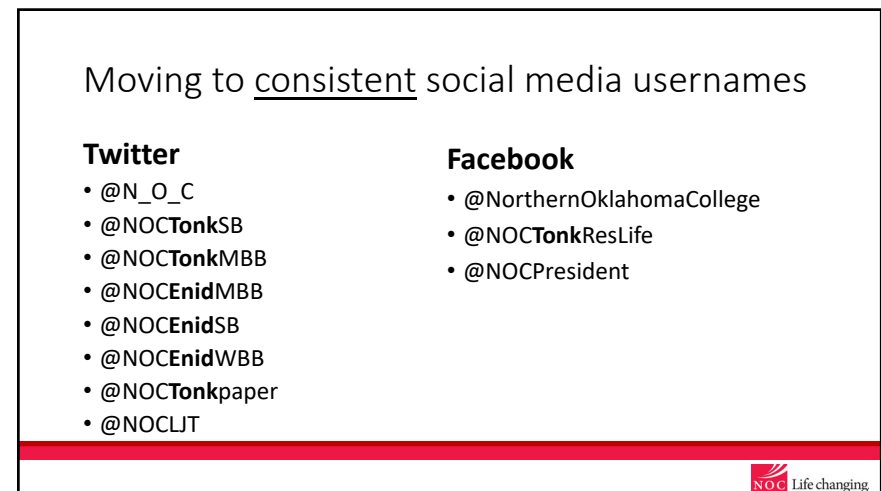
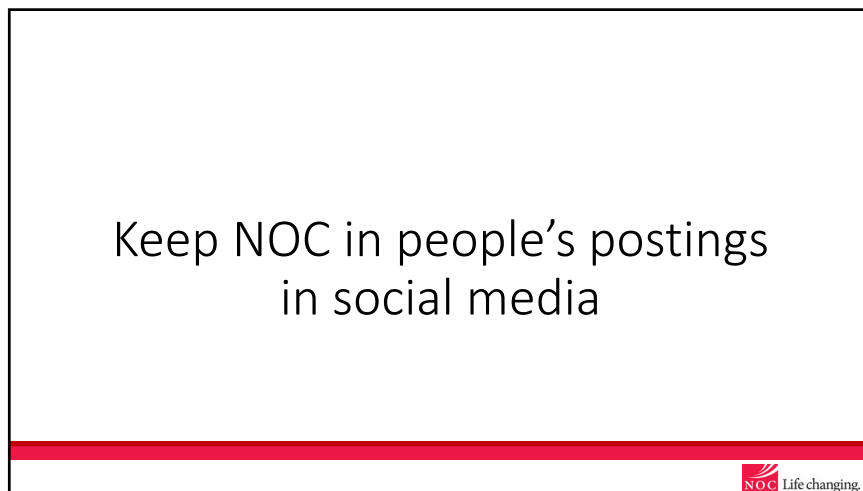


Get people to advertise for NOC

Give t-shirts that promote NOC
at all student events

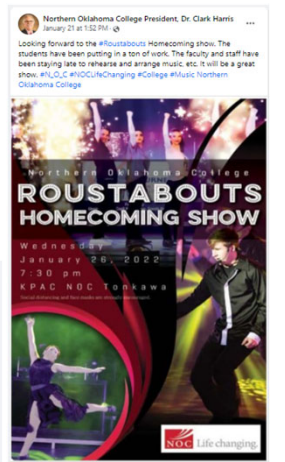
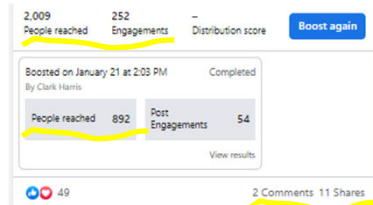
Arts Adventure, Ag Interscholastic, Sport Camps, Livestock Judging Camp,
Music Tri-State Music Festival, SkillsUSA Convention, etc.



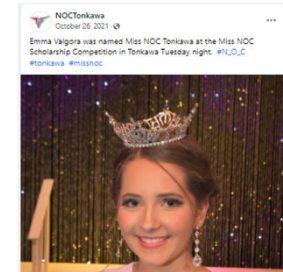


Like, share and comment on NOC social media posts

- 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



NOC Life changing.

Tailgating in Stillwater



NOC Life changing.

Roustabouts at Kay County Fair



NOC Life changing.

Roustabouts at Billings Wheat Festival



NOC Life changing.



NOC Life changing.



NOC Life changing.

Community events on campus

Happening today or possible in the future

NOC Life changing.



NOC Life changing.

Santa 5K Fun Race



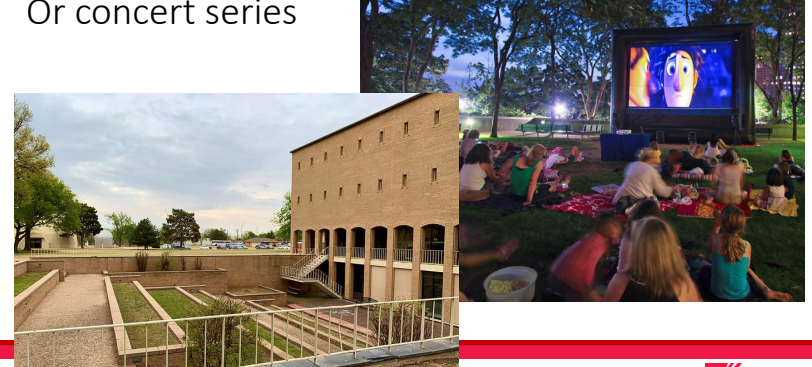
Zombie Walk & Thriller Dance event



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



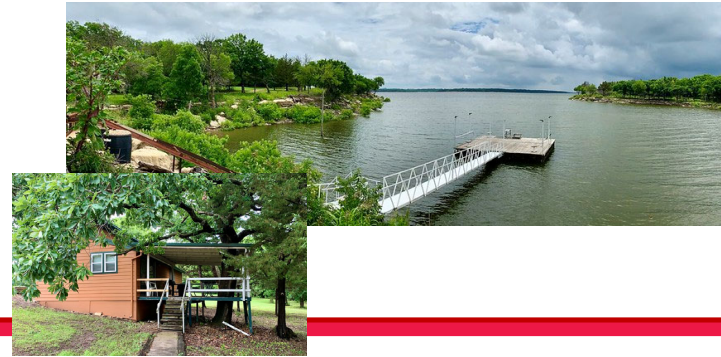
Outside Movies every Thursday night Or concert series



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



 An advertisement for Northern Oklahoma College. It features a group of five diverse students standing together. To their right is the college name and a list of activities. Below the list is the website address. The entire ad is set against a blue background that looks like a billboard.

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

Northern Oklahoma College
 Enjoy the history.
 Embrace your future!



NOC is **Life Changing.**

Visit NOC.edu

Northern Oklahoma College
 Get a head start with Gateway



Experience the NOC Difference.
 It's **Life Changing.**

Visit NOC.edu/Gateway

Northern Oklahoma College
 Rated the **#1** Associate's
 Degree College in Oklahoma
by UniversityHQ




It's **Life Changing.**

Visit NOC.edu

Choose the **best!**
 You deserve it!


at **Northern Oklahoma College**
 Rated **#1** Associate Degree
 College in Oklahoma
by UniversityHQ



Noc.edu/best

Tonkawa • Enid • Stillwater • Online

Get that **out-of-state experience**
close to home at
Northern Oklahoma College
Oklahoma's **best**
Associate Degree College
by UniversityHQ




Visit NOC.edu

Public Relations Totes

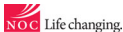




Activity on improving
NOC in the public



Marketing and Public Relations
Instructions by facilitator



Activity on improving recruitment



Instructions by facilitator

