

## 2019-2025 NOC Strategic Plan June 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 Director created workout plans that could be done from home. This information was posted on social media on a regular basis.
  - *Review evening access for printing, and communicate options to students*
    - The Office of Student Affairs and IT Department has been reviewing the feasibility of placing printers in the residence halls.
  - *Establish committee to review Jet and Mav pride days and ORNT 1101*
    - Due to the pandemic, NOC is anticipating ongoing social distancing and/or social distancing restrictions for early fall and has been working on a contingency plan for pre-semester orientations. Academic divisions and departments are developing short videos that can be posted for students to access prior to the semester as well as through the first few weeks in the Orientation class.
  - *Create FAQ on website for parents*
    - The Student Affairs office has a meeting scheduled for June 29 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.
  - *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—Monthly speakers were featured through March 2020. Speakers for the remainder of the semester were cancelled due to COVID-19 with sessions anticipated to resume in Fall 2020.
- Safety and Security
  - Student Affairs staff all completed suicide prevention and mental health awareness training provided by ODMHSA. Student athletes were all in the process of completing the training when pandemic restrictions were implemented.
  - Fliers were made and pamphlets purchased to help inform students and employees about opioid prevention.
  - Student Affairs staff attended multiple meetings and webinars about COVID-19 and steps moving forward in a safe way.
- Student Activities
  - The Office of Student Affairs hosted 21 student activities on the Tonkawa and Enid campuses during the last 4 months.
- Technology
  - With the shift to virtual learning in March due to the pandemic, IT staff worked quickly to provide Zoom licenses to adjunct faculty and staff advisors who did not have a license

prior so that both classes and advising sessions could be conducted via distance. In addition, cameras, mics, and Zoom-friendly document cameras were purchased for all classrooms that were not already Zoom-accessible and will be installed prior to the beginning of the fall semester to increase options for flex scheduling and as a contingency plan in case all classes have to be converted to online in the future.

- Through federal CARES Act funding, students also had access to technology grants to fund items such as laptops and hotspots to be able to access courses via distance.

## **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.*
    - Some faculty and staff advisors attended webinars hosted by Complete College America covering topics including Co-requisites, 15 to Finish, and Proactive Advising. Math Department Chair Cassie Firth was a presenter for two of those webinars.
  - *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
    - Preliminary work has begun for a series of 1+3 transfer guides for the Gateway program with the OSU College of Education and Human Sciences.
    - A 1+3 transfer guide was approved for the Gateway program with the OSU Spears School of Business.
  - *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 as noted above.
  - *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
    - The NOC Foundation and Alumni strengthened its social media presence with several campaigns, including “Life Changing Love Stories” (26 alumni participants).
    - NOCF and Alumni also honored “Healthcare Heroes” featuring 95 NOC Nursing Alumni: 66 Tonkawa, 15 Enid and 14 Stillwater.
    - “NOC Cares” video was posted on Facebook and YouTube in addition to the college’s website. 66 faculty and staff were featured with words of encouragement for our students during the time of distance learning that arose due to COVID-19.
    - A Virtual Spirit Week was hosted on the NOC Facebook page with daily themes including Spirit Monday, Talent Tuesday, Words of Wisdom Wednesday, Thankful Thursday, and Feelgood Friday.
    - Social media was also used to promote the Renfro Lectureship “An Evening with Jimmy Webb,” rescheduled for Oct. 8 due to COVID-19.
  - *Increase exposure through involvement in community events.*
    - Participated in “Read Across America” at Tonkawa Elementary School by providing readers for Kindergarten, First, and Second Grade classrooms.
    - Served as ticket sponsor for the Stillwater Public Education Foundation Taste of Stillwater Event. Attending the event wearing NOC gear were Elizabeth Gonzalez, Financial Aid Specialist; Janet Jarvis, Assistant to the Vice President for Stillwater; Chris Storm, Physical Science; Courtney Miller, Math; Mary Gard, Biology; Darrel

- Negelein, Physical Science; Tammy Davis, Language Arts; Cassie Firth, Math; Leslie Johns, Business; Stephanie Weckler, Business; Wade Watkins, Social Science/Global Education.
- Diana Watkins was the commencement speaker for Perry High School's Virtual Graduation.
  - Social Sciences Chair Darrell Frost assisted the Tonkawa elementary fourth grade in the American film festival parade,
  - *Increase chamber/civic involvement.*
    - NOC hosted Leadership Enid on March 1. Raydon Leaton gave a presentation on Higher Education and Chris Gerber gave a tour of Jets Hall.
    - Raydon Leaton attended Enid Chamber Meeting, a YMCA Board Meeting, and Rotary meetings via Zoom.
    - Kim Ochoa was elected as the chair for the Tonkawa Pride and Beautification committee.
    - Diana Watkins attended the Stillwater Chamber Legislative Forum via Facebook Live, as well as Tuesdays with Trish via Facebook Live, a weekly legislative update hosted by House District 34 Representative Trish Ranson. Diana was also appointed to the Stillwater Chamber of Commerce Board of Directors as an Ex-Officio Member.
    - Pam Stinson co-lead the Tonkawa Chamber of Commerce Steichen Leadership Class for 2019-2020. The class ended the year with attendance at legislative breakfasts. The April graduation ceremony was rescheduled for fall due to COVID-19.
    - Maverick softball players donated food to a local food pantry, mowed the yard of a neighbor, donated clothing to charity and participated in other acts of community service.
    - Jets softball provided social media words of encouragement to various groups of people, donated blood, donated clothing and participated in other acts of community service.

### **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.
  - *Add in-service session on communication protocol and address in new employee onboarding.*

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.

- *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 March 2020 update:
    - As a result of COVID-19 and the need to shift all classes online in March, DeLisa sent teaching tips and training links almost daily for the weeks as instructors were adapting teaching material.
    - Kathleen Swain created a training video on how to use Zoom for advising (including how to share screens and use breakout rooms) and shared with staff and faculty advisors.
    - Anna Scott and Sara Hawkins, NASNTI Grant Project Director and Distance Learning Specialist, joined efforts with DeLisa and contacted all faculty who had not prior taught an online course to offer assistance.
    - Bobbie Carson, in Information Technology, worked hard to set up Respondus, a lockdown browser option, for online testing through Blackboard, and DeLisa prepared a detailed tip sheet for faculty on how to access the resource and the ways in which it provided a more secure testing environment.
    - On May 21, Veronica McGowan presented "Zoom Essentials in an Hour."
    - Megan Robbins, former NOC alumna, past coordinator of OSU Basketball Operations, and current head coach of the Comanche Lady Indians, spoke on helping students deal with their hectic schedules while still producing quality academic work.
- *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 Scott, also reviewed all current grant initiatives in light of the special needs for technology and professional development needed to adapt to the expanded online coursework for COVID-19.
  - *Reach out to area tribes and other groups for additional partnerships.*

- Northern's 2020 Business Partner, Autry Technology Center, was recognized during an Oklahoma State Regents for Higher Education Awards Program on March 12. For the past two years, Autry has sponsored the full-time program director position for their Respiratory Care Therapy Program. The director is employed by Northern Oklahoma College, the degree-granting partner for the AAS degree. Through this partnership, area students have an opportunity to earn a degree that serves a vital healthcare need in the region.
- *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>.
- *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.

Additional areas of work:

- NOCF Campaigns and Donations
  - The annual Greater Gifts Drive (direct mailing campaign) was mailed out to over 12, 500 constituents in our alumni/donor database on Nov. 18. Additionally, the annual employee campaign was sent out to solicit program, departmental and scholarship support. To date, the Foundation has now received \$102,431.53 in contributions and pledges, which includes \$12,625.00 in matching contributions. Northern employees have pledged \$38,803.08, which includes 33 employees via employee payroll deduction. Last year's drive for the 2018-2019 annual drive and employee campaign totaled \$70,875.73 in total contributions and employee payroll deductions of \$38,403.08 from 35 employees.
  - Presidential Partners Campaign – As a result of the Sept. 2019 mailing, NOC received \$46,503.75 in contributions, matching pledges and through payroll deductions.
  - NOC was given an in-kind donation in the spring of a Rodgers Organ–Specification 110, valued at \$33,000.
  - NOC was also notified in May of a Phillips 66 Grant for the Process Tech Program for \$15,000.
- Thus far, for the 2019-2020 academic year, the Foundation has awarded \$244,392.35 in scholarships to 394 recipients from the Tonkawa, Enid and Stillwater campuses plus \$25 in loans to 1 student on the Tonkawa campus.
- During this past fiscal year 2019-2020, 53 fundraisers totaling \$296, 200 between the three locations were filed through the Development office, of which 42 fundraisers were processed through the NOC Foundation Office.
- The Northern Oklahoma College Foundation is offering grants through the Masonic Fraternity of Oklahoma Endowment and the Presidential Partners Program. For the 2019 – 2020 year the Foundation awarded \$4,125 to 6 programs/activities through the Masonic Endowment and \$35,219.11 to 32 programs/activities through Presidential Partners fund. Dr. Evans allowed Presidential Partner Grants not utilized for the 2019-2020 academic year due to COVID-19 to be carried over and utilized next academic year. All Masonic Grants have been utilized.