

2019-2025 NOC Strategic Plan Dec. 2019 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)*
 - The Enid wellness center project and Tonkawa field house renovation project are listed on the campus master plan and are awaiting funding.
 - The Tonkawa Wellness Center had new flooring installed in November to address the old flooring and safety concerns.
 - *Review evening access for printing, and communicate options to students*

Currently, the libraries on the Tonkawa and Enid campus are open until 9 p.m., Monday-Thursday. The Director of Information Technology, Mike Machia, created an updated summary of where students have computer lab access; it has been posted online under “Current Students->Academic Services.”
 - *Establish committee to review Jet and Mav pride days and ORNT 1101*

The orientation committee met in November and made the following decisions:

 - August 13, 2020 will be Get Going With Gateway in Stillwater.
 - August 14, 2020 will be Jet and Maverick Pride day in Tonkawa and Enid.
 - Teams from each campus will be identifying available spaces to hold sessions.
 - The days will be tied to 10% of the grade in Freshman Orientation.
 - A letter will be drafted to send to students to make sure all information is consistent.
 - Students will be able to use their own devices when logging into the different sessions.
 - *Create FAQ on website for parents*

The Student Affairs office has created a draft of a FAQ sheet for parents. The draft is under review and will be finalized in the Spring semester.
 - *Conduct feasibility study into adding new sport or JV program*

NOC’s executive council met in November and reviewed costs associated with adding ESports, Cross Country, Soccer in Enid and Wrestling in Tonkawa. The next step will be to evaluate funding sources that can be leveraged to implement these programs.

Additional areas of work:

- Diversity--The following were events hosted to promote diversity awareness in the fall semester:
 - September – Hispanic Heritage Month Speaker – Dr. Don Stinson gave an update on the speaker Emmanuel Valayos. He spoke on Sept. 17 on Performing Handwriting in the Digital Age? Manuscript Aesthetics in Latin America.
 - October – National Free Speech Month Speaker –M. Scott Carter, an NOC Alumni Hall of Fame, spoke on Oct. 23 on free speech.
 - November – Native American Heritage Month Speaker – Mr. Walter Echohawk spoke on Nov. 15, 2019.
- Safety and Security

- Student Affairs staff presented ALERRT training to faculty and students on all 3 campuses.
- Student Affairs staff attended Clery Act training at OSU. This training covered the annual safety and fire reporting standards.
- Student Affairs staff attended training on the appropriate way to administer NARCAN to reverse the effects of an opioid overdose.
- To insure the safety of students and employees during an emergency, NOC continues to utilize the RAVE Alert System solely for emergency communications and campus closures. Through Rave Alert, NOC can reach around 5,000 users in 2 seconds by text, 11 seconds by call, and 3 minutes by email.
- Student Activities
 - The Office of Student Affairs hosted 71 student activities on the Tonkawa and Enid campuses during the Fall 2019 semester.
- Technology
 - The IT Department has completed the installation of a PA system in the NOC-Tonkawa snack bar area to assist in servicing students.
 - The IT Department is rolling out the new Microsoft Office 2019 suite. They will begin with computer labs and faculty currently utilizing it for instruction. It be will complete in November and December.
 - In compliance with new state laws effective November 1, several updates have been made on the website including financial aid, consumer information and social media. NOC's revised social media policy and standards guidelines was presented to NOC Regents in November and was approved pending review from legal counsel.

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.*
 - A faculty/staff advisor meeting was held on Oct. 11 to discuss issues associated with spring and summer 2020 enrollment, including state updates such as new standardized course outcomes through the Course Equivalency Project, Momentum Year recommendations from Complete College America, and NOC's acceptance as one of three Oklahoma schools in the PACE Project, supported by NACADA and the Gardner Institute and aimed at improving advising models and equity. Updates were also provided to faculty and staff advisors on goal 2 efforts for all advisors in early alerts, as well as updates on the new ERP system. Kathleen Otto also provided assessment updates on developmental studies, showing the overall positive effect of the supplemental models with an emphasis on directing students to the Math Pathways courses most leading to success and avoiding a default to Algebra.
 - In an effort to improve communication with students, a sample communication was shared with all advisors that could be adapted to communicate with their individual advisees about spring and summer 2020 enrollment.
 - Northern Teaching Academy sessions were held focusing on advising this semester. On Sept. 20 the session focused on first-time, full-time students. On Oct. 25 the session focused on advising transfer and probationary students. In both sessions case

- studies were presented to enhance the training. All faculty were invited to participate in these sessions. New faculty were also required to log two sessions observing an experienced advisor.
- On Nov. 8, a group of five NOC employees attended a Coach Connect training event sponsored by the State Regents and the Reach Higher Program. Sandy Jensen, Renee Lee, Paula Lewis, and Kathleen Swain and Pam Stinson represented NOC at the session, which focused on enhancing academic advisement to go beyond creating class schedules and assisting students in engaging in their classes and their academic programs more fully.
 - *Create new and review existing 2 + 2 and 1 + 3 plans with 4-year partners.*
 - A meeting with the OSU transfer coordinator was held to begin the review of the existing 2+2 agreements. Each of the existing agreements is being reviewed and possibilities for new agreements are being explored.
 - A 1+3 transfer guide was developed for the Gateway program with the OSU College of Arts & Sciences.
 - NOC-UCO articulation agreements are being updated for Fall 2019 with drafts sent to department chairs through email for review.
 - *Create recruitment committee with participation from staff, faculty, and students.*
 - The Recruitment Committee, comprised of faculty, staff and administrators from all three campuses, met on Nov. 12 to go over current practices and discuss new strategies with a specific focus on non-traditional student populations. Recruiters gave an overview of changes being made as we implement the new ERP system. Follow up meetings will be held on each campus to look at campus-specific recruiting needs, and we are gathering names of businesses in our service areas that provide tuition assistance so we can target information to their employees.
 - Cammie Bradley provided contacts for health care providers that assist with tuition reimbursement, and Dr. Edgington has reached out to them to provide recruiting information.
 - *Coordinate efforts with marketing and website manager to increase exposure through community social media pages.*
 - Over 400 guests attended the Renfro Fall 2019 Lectureship with speaker Michael Korenblit. To view photos from the event --
https://www.facebook.com/pg/northernoklahomacollege/photos/?tab=album&album_id=10157595047409318&ref=page_internal
 - NOC received notice in December that our web hosting service through LightCMS announced its end of life on May 31, 2020, and we will not be able to continue to use their service. We will begin the requests for proposals for a new CMS system in the spring. Our main website has been viewed over 5 ½ million times and on average 33,000 time a month. Facebook remains our top social media site with over 6,000 followers.
 - Northern Oklahoma College is continuing to utilize the AlertMedia mobile app with ReGroup, a mass notification software to share campus events and news. Many administrative offices can use the texting app to share important information and deadlines to our students.
 - *Increase exposure through involvement in community events.*

- The first NOC Alumni Advisory Board met on Oct. 28 in a combination meeting with all academic advisory boards. The board consists of 10 members: two (2) Enid alumni, one (1) Stillwater alumni and seven (7) Tonkawa alumni. Ideas were shared for alumni events and it was decided that the group would meet quarterly. One of the focuses of this board will be to increase community involvement in our service areas.
- United Way Day of Kindness in Enid – over 50 students and employees participated
- Tonkawa Pride Committee Make a Difference Day – over 90 students and employees participated
- Diana Watkins was keynote speaker for the Oklahoma State University Honors College Awards Ceremony in October.
- Formed a Walktober Team as part of the Stillwater TSET Healthy Living Program Initiative. The Gateway Gallop team was composed of faculty, staff and administration
- Participated in OSU McKnight Center for the Performing Arts Ribbon Cutting
- Participated in Stillwater Veterans Day Week Activities including placing flags on Edmon Low Library Lawn and attending Veterans Day Ceremony
- Began participating in Holiday Parades in communities in our service areas
- Tonkawa Christmas tree lighting
- *Increase chamber/civic involvement.*
 - Voter registration drives took place on all three campuses resulting in Oklahoma Campus Compact 2019 Voter Registration Contest Runner Up Award
 - Hosted the NAACP State Conference on the Enid campus
 - Hosted a Rotary Luncheon on the Enid Campus to thank the Rotarians for their purchase of the nursing mannequin. Nursing Department Chair Cammie Bradley presented and gave the group a tour of the nursing facility.
 - Hosted a Blood Drive on the Enid campus and received 32 donations
 - Host Sponsor for Stillwater Mayoral State of the City Lunch
 - House District 34 Representative Trish Ranson met with the Stillwater President's Leadership Council.
 - Employees attended Stillwater Chamber Business after Hours events.
 - Sheri Snyder attended Ponca City Chamber of Commerce ribbon cutting for Edward Jones on October 29.
 - Pam Stinson is co-leading the Tonkawa Chamber of Commerce Steichen Leadership Class for 2019-2020. The class meets once a month from Sept. through April.
 - Will host Leadership Stillwater Class XXVIII for discussion about education on Dec. 12
 - Will be monthly luncheon sponsor for Stillwater Chamber's December Business at Lunch Dec. 13

Additional areas of work:

- Recruiters met to discuss improvements that can be made to Northern Exposure events including focusing on high school juniors for the spring events.
- As part of our efforts to reach the non-traditional population, a recruiting visit was made to OSU's College of Engineering, Architecture and Technology where we met with staff interested in furthering their education.
- Academic Success Coach Kathleen Swain began meeting with students in Tonkawa and Enid for success coaching. She also met with tutors in Stillwater for training and met one-on-one

with all (24) students in World of Work to discuss their self-assessment and advise them as they declared a major.

- The Retention Committee met Sept. 16 to discuss a number of ways we can improve our advising model, including earlier contacts with advisees, perhaps meeting with advisees on orientation days before school begins. A number of action items were suggested at the close of the meeting, including developing communication templates, exploring grade report options to make it easier for advisors to follow up with students after final grades are reported, and the sharing of Remind App information as a tool to make communication easier with students as they would receive texts in addition to emails.

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--Dr. DeLisa Ging, Tammy Davis, and Candy Oller led this strategic plan initiative to identify area businesses in Enid, Stillwater, and Tonkawa that were willing to give discounts to employees. Lists were completed and posted on the “About NOC->Community” page of the NOC website to thank the businesses who offered discounts. Employees also received a list of participating businesses in an email on Oct. 29.
 - *Present request to executive council for flex scheduling.*
Goal met—As noted in the Sept. report, policies for flex scheduling were approved through a review of the Employee Handbook in spring and summer 2019. Employees may now submit requests to their supervisor with additional approval confirmed by the President and documentation filed in HR.
 - *Add in-service session on communication protocol and address in new employee onboarding.*
Communication protocol is included in the new employee mentoring checklist; additional training opportunities related to communication strategies will be addressed in the professional development sessions noted below.
 - *Dedicate time in each new employee’s onboarding to meet employees on alternate campuses.*
Faculty from all locations participated in in-service sessions on the Stillwater campus. The suggestion to allow time for new employees to visit all campuses was shared with supervisors in Executive Council.
 - *Identify options for equitable professional development options.*
Under Dr. DeLisa Ging’s leadership, the following professional development offerings were made available for faculty and staff in the Fall 2019 semester:
 - Sept. 10-Jim McBride, Infrastructure Protection, Oklahoma’s Department of Homeland Security, presented on active shooter situations.
 - Sept. 19-Christy Lucas Sheppard, expert on wrongful convictions in Oklahoma, presented on how news stories can be used to create thoughtful classroom dialogue.
 - Sept. 24 and Oct. 3-Dr. Lina Mason, Coordinator of Grants for the Oklahoma State Regents for Higher Education, offered tips on how to write grants.

- Oct. 1-Dr. Stacy Southerland, Hispanic and Latino Cultural Studies Professor at UCO, discussed ways to reduce stress for learners.
- Oct. 10-Anna Scott, Title III NASNTI Grant Project Director, shared information on the RISE Meaningful Feedback Model.
- Nov. 5-Nicole Winfield, Marketing Expert, and NOC Alumna, and Dr. DeLisa Ging, Professional Development Coordinator, shared how marketing strategies could be used to make classroom content more meaningful to students.
- Nov. 19-Dr. Catherine Curtis, Hospitality Professor at OSU, shared customer service approaches for stronger first contacts with students.
- *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 will be reviewed again prior to the spring 2020 launch to ensure questions continue to address needs.
- In addition to advising sessions noted under goal area 2 (Sept. 20, Oct. 11, Oct. 25), the New-to-Northern Teaching Academy offered the following professional development sessions in Fall 2019:
 - Thursday, August 15 (in-service week)-Attend session on Blackboard (setting up gradebooks, attendance records, creating tests) with DeLisa Ging
 - Attend session on ITV Best Practices and Zoom training if applicable
 - Friday, August 23-History of NOC, Mission, Vision Statement, Core Values, and Strategic Plan. Review mentoring checklist with focus on Early Alerts, roles in retention, and processes for purchasing needed supplies (mentors should attend if possible)
 - Friday, August 30-Keeping records (attendance on site and online, syllabus as contract, documenting conversations with students) (Dr. Pam Stinson)
 - Friday, Sept. 6-Using Turnitin.com
 - Blackboard, Part 3--creating tests (Dr. DeLisa Ging) –follow up
 - Friday, Sept. 13-Assessment (general education competencies, program, institutional)
 - Friday, Sept. 27-Video--Building Student Resilience
 - Friday, Nov. 8-Active Learning (Dr. DeLisa Ging)
- In a new Fall 2019 initiative to create connections among coworkers, the Public Information Office has been spotlighting employees each week through the What's Happening newsletter and online via the college website and social media.

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.*
 - All grant positions for the NASNTI Grant are once again filled with the hiring of Ms. Gina Conneywerdy as the Native American Student Success Specialist. Gina began her new role on Nov. 1. Sara Hawkins began the role of Instructional Designer for the grant on Oct. 7, filling the position left vacant by Anna Scott when she was hired as Project Director.
 - NOC received notification in October from the U.S. Department of Justice that the submitted grant application to reduce sexual assault, domestic violence, dating violence and stalking on campus program was not approved/will not move forward.

- Update on NASNTI program – Oct. 14-15- NOC hosted a successful visit with grant external evaluator Carolyn Brown through Pinnacle Evaluations.
- Update on awarded grant for OPIOID education –
 - Student Affairs staff held meetings with representatives from the OSRHE and ODMHSAS to discuss how NOC could use the grant monies.
 - Student Affairs staff were trained by an ODMHSAS official on the use of NARCAN. NARCAN is a drug that reverses the effects of an opioid overdose.
 - 20 prescriptions of NARCAN (naloxone) were acquired and placed in all residence halls, security vehicles and the Student Affairs Office.
 - Student Affairs staff attended a 2-day conference on prevention and recovery of drug abuse.
 - 40 DETERRA bags were acquired and are located in the Student Affairs Offices. DETERRA is a product that will allow faculty, staff and students to dispose of opioids in a safe manner.
- *Reach out to area tribes and other groups for additional partnerships.*
In addition to partnering with Autry Technology Center for the shared faculty position in the Respiratory Care Program (Associate of Applied Science Degree), NOC has been working with Pioneer Technology Center to identify opportunities for partnering in allied health degree programs. Representatives from both institutions will be touring Gordon Cooper Technology Center to visit comparable programs.
- *Create an updated donor wish list.*
Goal met--During employee in-services, information was shared about the Donor Wish List - <http://www.noc.edu/donor-wish-list>. During the last institutional strategic planning process, a donor wish list was identified.
- *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 in 2019-2020.

Additional areas of work:

- The 2019-2020 Presidential Partners campaign was mailed September 21, 2019 to alumni and friends of the College. As of December 5, for the 2019-2020 academic year the foundation has received \$20,221.25 in contributions. Each month \$814.25 comes from employee contributions.
- The 2019-2020 Greater Gifts campaign letters were mailed the week of November 18 to over 12,000 alumni, donors and friends of Northern in three mailings. Additionally the annual employee campaign was emailed December 2 to solicit program, departmental and scholarship support. As of December 5, the foundation has received \$14,143.09 in contributions.
- NOC Foundation participated in Giving Tuesday, which was created in 2012 with a simple idea: a day that encourages people to do good. It occurs each year on the Tuesday following Thanksgiving. On December 3, 2019, the foundation used social media to encourage individuals to donate online. We received \$500 in donations through the campaign this year.
- So far this 2019-2020 academic year, 45 fundraisers between the three locations were filed through the Development office. The chart below reflects the breakdown of the projected fundraising goals totaling \$286,350.

LOCATION	DEPT/ORG/CLUB	# OF FUNDRAISERS	PROJECTED GOAL
Tonkawa	14	21	\$128,200.00
Enid	10	19	\$145,950.00
Stillwater	4	5	\$12,200.00