# GOAL D – ENHANCE INSTITUTIONAL IDENTITY

**Initiative 1** – Clarify and leverage OSU-OKC's identity and unique strengths to distinguish it from other educational providers.

    **Strategy a** – Align OSU-OKC's resources with fulfillment of the institution's mission and strategic goals.

    **Strategy b** – Ensure OSU-OKC's mission, vision and values statements are clear and promoted to OSU-OKC's diverse constituencies.

    **Strategy c** – Develop a position statement, messaging points, and communication strategies regarding OSU-OKC, its brand, its core roles in workforce education and career development, and its strengths and value propositions within the OSU and Oklahoma public higher education systems.

    **Strategy d** – Pursue external resources in support of OSU-OKC's strategic priorities.

    **Strategy e** – Leverage data and technology to improve campus programs, services, facilities and traditions.

**Initiative 2** – Develop and implement a comprehensive, integrated marketing and communications plan directed to OSU-OKC's diverse stakeholder populations.

    **Strategy a** – Overhaul the OSU-OKC website to ensure it is reflective of higher education best practices and the institution's diverse constituents.

    **Strategy b** – Leverage leading digital media channels and platforms in the ongoing, strategic engagement of prospective and current students, employees, employers, and other key stakeholders.

    **Strategy c** – Ensure data-driven decision making in all major marketing and communications efforts.

    **Strategy d** – Ensure OSU-OKC communications, messaging, and print and digital publications reflect the diverse communities we serve.

    **Strategy e** – Identify and prioritize prospective student and employer partner populations and geographical locations for targeted marketing efforts.

    **Strategy f** – Advance the capacities of OSU-OKC's diverse stakeholders, including students, all employees, alumni and community partners, to serve as ambassadors for the institution, its programs and services.

**Initiative 3** – Improve the safety, connectedness, and appearance of OSU-OKC's campus and facilities.

    **Strategy a** – Expand OSU-OKC's security camera coverage.

    **Strategy b** – Improve OSU-OKC's outdoor lighting.

    **Strategy c** – Develop and implement a comprehensive landscaping master plan for OSU-OKC which includes expanded use of OSU brand identifiers throughout the campus and its facilities.

    **Strategy d** – Leverage the institution's central, highly visible location in the promotion and advancement of institutional awareness.

    **Strategy e** – Increase and improve OSU-OKC's outdoor spaces and pedestrian opportunities.

    **Strategy f** – Develop and implement a facilities maintenance plan which prioritizes the safety and success of OSU-OKC's diverse stakeholders.

**Initiative 4** – Improve the experiences of campus visitors through improved mapping, signage and wayfinding.

**Strategy a** – Review major information services regarding OSU-OKC's location and directions to campus to ensure they are up-to-date and accurate.

**Strategy b** – Ensure the names of OSU-OKC's facilities are up-to-date, visible and communicated through multiple channels.

**Strategy c** – Implement internal and external signage that is ADA-compliant and facilitates efficient and effective navigation to and from OSU-OKC's major facilities, offices and services.

**Strategy d** – Ensure OSU-OKC-produced maps are easily accessible, mobile-friendly and clearly delineate parking and major institutional facilities, services and amenities.

**Initiative 5** – Broaden and deepen partnerships which promote fulfillment of OSU-OKC's mission.

**Strategy a** – Develop robust, ongoing relationships with the Oklahoma City metro area's and state's leading employers.

**Strategy b** – Expand OSU-OKC's partnerships with upstream and downstream educational providers, including career technology center and higher education partners, critical to the establishment of robust learning pathways with multiple entries and exits.

**Strategy c** – Ensure OSU-OKC is engaged with community and professional organizations essential to the fulfillment of strategic institutional priorities.