

INTRODUCTION

Strategic Planning Process

Between February and August 2022, Oklahoma State University-Oklahoma (OSU-OKC) conducted a comprehensive, planning process that included the review and potential revision of the institution's guiding statements, as well as the creation of a new strategic plan. The process was led by the Strategic Planning Steering Committee, a diverse group of highly engaged and committed students, staff, faculty and institutional leaders appointed by the President of the Student Government Association, the President of the Faculty Senate, the Chair of the Staff Council, and the President of OSU-OKC. The Committee was co-chaired by OSU-OKC's President and Provost & Vice President of Academic Affairs.

Prior to the process' initiation, the Steering Committee developed the following list of guiding principles for the strategic planning process.

- Institutional stakeholders—particularly students, community partners and employees—must be at the center of decision making at OSU-OKC.
- Planning should focus on providing value to stakeholders, as well as identifying and removing barriers to positive educational experiences.
- All voices are welcome in OSU-OKC's strategic planning process.
- The advancement of OSU-OKC's commitment to diversity, equity and inclusion is essential.
- Requirements set by the Oklahoma State Regents for Higher Education, the US Department of Education, and institutional and program accrediting agencies must be addressed.
- The strategic planning process should result in a living document with ongoing review processes informed by data and linked to budgetary and other institutional decisions.
- Financial sustainability must be assured.

In addition, the Steering Committee determined that a five-year, rolling plan would allow OSU-OKC to balance planning continuity with responsiveness to changes in and around the institution's environment and among the diverse communities it serves.

The Committee hosted a Strategic Planning Launch on February 23, 2022, to outline its process and timeline, as well as to solicit feedback and address any questions the campus community may have. The ensuing strategic planning process involved a number of different activities, including multiple surveys, as well as in-person and virtual forums with OSU-OKC students, staff, faculty, alumni, employer partners and other members of the campus community.

From February through June 2022, the Steering Committee met regularly to review feedback from the surveys and forums, and synthesize the input from the campus community into a draft Strategic Plan and revised guiding statements. In July, the Steering Committee solicited feedback on the draft document from the OSU-OKC community via survey. The Strategic Planning Steering Committee met again in early August 2022 to determine additional edits needed based on the feedback from the survey. Following those revisions, the draft document was submitted to OSU System leadership and community representatives for review.

While the development of a new OSU System Strategy was still in progress, major themes had sufficiently emerged to allow for language in the OSU-OKC Strategic Plan to be more closely harmonized with the common goals in the System Strategy prior to its publication.

Through the process, it was determined that OSU-OKC’s Mission and Vision statements needed substantial revision to better reflect the institution’s purpose and aspirations. Because the institution’s Mission and Vision serve as foundations to the institution’s strategic plan by describing what we do and how we aspire to do it, they are included in this document.

Organization of Strategic Plan

The OSU-OKC 2022-27 Strategic Plan is organized into the following four goal areas.

- Goal A – Align Academic Programs with Stakeholder Needs
- Goal B – Increase Student Engagement and Success
- Goal C – Support Employee Excellence
- Goal D – Enhance Institutional Identity

Each Goal area is comprised of Initiatives that are more granular in nature. The Initiatives are broken down into Strategies that represent action steps needed to achieve the Initiatives and, in turn, Goals.

Strategic Planning Cycle

OSU-OKC’s five-year, rolling Strategic Plan will be reviewed and annually according to the following cycle.

- **December/January:** Mid-year progress update is provided
- **April/May:** Feedback is solicited on the strategic plan
- **May – August:** The plan is updated
- **August:** Strategic plan is published