To accomplish great things we must not only act, but also dream, not only plan, but also believe.

— Anatole France

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ENGAGEMENT: Strengthen opportunities to engage students, faculty, and staff to further develop OU-Tulsa as both a community and a family.

DIVERSITY: Develop a full complement of diversity programs and services to foster community that models inclusive excellence.

COMMUNITY WELLNESS: Develop a comprehensive approach to community wellness for students, staff, and faculty that includes a healthy and sustainable campus environment.

RELEVANCE: Celebrate OU-Tulsa as a unique and important contributor to the University, its mission, and culture, in partnership with OU Norman and the OU Health Sciences Center campuses.

INFRASTRUCTURE: Establish an infrastructure that supports and advances community engagement that spans colleges, departments, and programs.

CURRICULUM: Establish a formalized transdisciplinary community engagement curriculum.

RESEARCH COLLABORATIONS: Foster community-based research collaborations across colleges, departments, and programs.

CLASSIFICATION: Pursue Carnegie Community Engaged Institution Classification in collaboration with the Norman and Health Sciences Center campuses to enrich scholarship, research, and creative activity, enhance teaching, and to prepare educated engaged citizens.

CONTINUED CULTIVATION: Continue to cultivate existing community collaborations and establish new ones that serve to address real-world issues and create entrepreneurial engagement opportunities.
RESEARCH

Research Capacity & Productivity / Research Structure

RESEARCH CAPACITY & PRODUCTIVITY: Enhance research capacity and productivity, with a focus on interdisciplinary research.

RESEARCH STRUCTURE: Establish a formal institutionalized structure to promote and support interdisciplinary research.

COMMUNICATION

Engagement / OU-Tulsa Story / Support

ENGAGEMENT: Engage faculty, staff, and students to increase pride in OU-Tulsa and increase knowledge of other program areas, so that each member of the campus community can tell our story.

OU-TULSA STORY: Effectively communicate the OU-Tulsa story with cohesive branding and consistent messaging across all aspects of OU-Tulsa.

SUPPORT: The OU-Tulsa Public Affairs team will work collaboratively to achieve communication objectives established within the OU-Tulsa Strategic Plan.

GROWTH

2021 Goal / Growth & Retention / Talent / Offerings / Patient Growth

2021 GOAL: Increase overall student enrollment in OU-Tulsa programs by 10 percent.

GROWTH & RETENTION: Improve OU-Tulsa employee growth and retention by offering more professional development opportunities and strengthening the sense of community among faculty, staff, and administration.

TALENT: Attract and retain excellent faculty and staff through academic program growth, faculty, and staff development, as well as leadership and collaboration opportunities both within the University and through community partnerships.

PROGRAM OFFERINGS: Implement and/or improve undergraduate and graduate offerings in areas of identified need within northeast Oklahoma, as well as regionally and nationally, with an emphasis on interdisciplinary graduate programs and certificates.

PATIENT GROWTH: Increase number of patients seen at OU practice locations through increased market focus, strategic recruitment, and increased partnerships in the community.
The University of Oklahoma-Tulsa has blended programs from two campuses, eight colleges, and offers more than 28 degrees funded by dozens of sources. With a student body that defies traditional classification, we do not fit any one particular mold. The concepts of culture and togetherness are essential to who we are. These goals and action items reflect the values and philosophy shared among the students, faculty, and staff of OU-Tulsa. Taking these important steps will foster a dynamic campus culture of engagement and collaboration.
GOAL ONE

Strengthen opportunities to engage students, faculty & staff to further develop OU-Tulsa as both a community and a family.

RATIONALE

Building a sense of community and family among the people of OU-Tulsa improves morale, creates bonds between faculty, staff, and students, and improves outcomes for the campus as a whole.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Increase access to extracurricular and community activities for the campus population by offering a wider array of dates, times, and family-oriented events.
  - Increase time offerings and participation for campus activities held during evenings/weekends by 25 percent by Spring 2019 semester (compared to Fall 2016).

- Increase Student Affairs staffing to expand hours of operation and availability of services.
  - Increase open office hours by minimum of 10 hours per week by December 2018.

- Establish a faculty advisory body with representation from all OU-Tulsa academic departments.
GOAL TWO

Celebrate OU-Tulsa as a unique and important contributor to the University, its mission and culture, in partnership with OU Norman and the OU Health Sciences Center.

RATIONALE

Connecting OU-Tulsa to Norman and Oklahoma City through increased participation in programs and events on all three campuses helps establish OU-Tulsa as an integral part of the University of Oklahoma system. As a result, students, faculty, and staff will feel more connected to and invested in the University, and will develop a greater sense of Sooner Pride.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Identify opportunities to connect the OU-Tulsa campus to events and programs taking place on the other campuses.
  - Partner with appropriate Norman and OUHSC campus offices to share featured speakers for programs that would translate well on the OU-Tulsa campus.
  - When in-person opportunities are not available, capitalize on distance education technology to stream programming to OU-Tulsa.
  - Promote existing arts and cultural events occurring on the Norman campus.

- Increase opportunities for OU-Tulsa students, faculty, and staff to participate in OU Athletics events.
  - Identify one sporting event of interest per year to the OU-Tulsa community and provide means for direct participation including transportation.
  - Host an OU-Tulsa tailgate party on the Norman campus for one home football game each year.
  - Host an OU-Tulsa tailgate party and watch party on the Tulsa campus for one football game each year.

- Collaborate with OU Alumni Affairs to produce Tulsa-oriented events that benefit the University overall.
  - Host one event per year (in addition to Sooner Caravan) that aims to bring OU alumni in Tulsa to our campus.
  - Utilize an OU-Tulsa alumni list to recruit donor support for campus initiatives.
GOAL THREE

Develop a full complement of diversity programs and services to foster community that models inclusive excellence.

RATIONALE

OU-Tulsa should be a leader in modeling and demonstrating our commitment to equality and inclusion by recruiting students and employees who share these values.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Hire a Director of Diversity and Inclusion in the OU-Tulsa President’s Office.
- Assess the programming needs of campus population through surveys and focus groups by Spring 2018.
- Develop diversity programming directed toward three previously un reached groups through assessment of program needs.
- Offer at least one diversity program or training per semester at either the Tisdale Specialty Health Center or the Family Medicine Center by Fall 2018.
- Develop a Diversity Ally training program for students and employees.
GOAL FOUR

Develop a comprehensive approach to community wellness for students, faculty & staff that includes a healthy and sustainable campus environment.

RATIONALE
Improving the physical, mental, emotional, and spiritual wellness of students, faculty, and staff, as well as developing a sustainable environment to work and study will enhance overall morale and student and employee satisfaction.

ACTION ITEMS & KEY PERFORMANCE MEASURES
- Utilize Stuart Square and continue enhancements through 2021.
  • Support the efforts of OU-Tulsa Development to raise matching funds needed to initiate construction for a campus walking path and further beautification of Stuart Square.
  • Ensure accessibility of Stuart Square for all phases.
- Continue to enhance the OU-Tulsa Fitness Center space through renovations, equipment upgrades, and improved access.
  • Continue implementation of the 5-year plan to replace all Fitness Center equipment by 2019.
  • Initiate new Sooner OneCard system for faculty, staff, and student access to the Fitness Center.
  • Consider renovating locker rooms facilities adjacent to the OU-Tulsa Fitness Center space by the end of 2020.
- Renovate existing student spaces to better meet the comprehensive health needs of our students, faculty, and staff.
  • Convert vacant coffee shop space into two private spaces — a Reflection Room and a Lactation Room, open and available 24/7 to all students, faculty, and staff by December 2018.
  • Assess use and condition of all bathrooms on campus, conduct renovations and updates as needed and as funding allows.
  • Replace all campus water fountains with water bottle-filling fountains by 2020.
- Expand library and information outreach to the campus community.
  - Promote the Morningcrest Health Library as a resource for employees and students, in addition to clinic patients.
  - Establish a “Read & Lead” program at the Schusterman Library, focusing on topics related to leadership and professional development, open to all students, faculty, and staff.
  - Install “Little Library” kiosks strategically around campus, focusing on Stuart Square and the walking path in coordination with their completion.

- Increase participation in wellness initiatives by collaborating with existing partners in and around the OU-Tulsa campus, including our health-focused academic programs.
  - Promote low-cost fitness memberships available through the YMCA of Greater Tulsa and Tulsa Community College campuses via new employee and new student orientation sessions.
  - Increase access to and visibility of wellness programs available on the OU-Tulsa campus through an enhanced partnership with the OU Wellness and Healthy Sooners program.

- Increase Student Counseling Services by Spring 2018.

- Improve campus sustainability by reducing reliance on non-renewable energy sources, increasing recycling efforts across campus, and improving the energy efficiencies of new and existing structures.
  - Continue membership in “Sustainable Tulsa” to utilize this existing community resource to set benchmarks and track progress by Spring 2018.
  - Continue efforts to reduce energy usage during non-peak hours at a cost savings to the campus.
  - Conduct needs assessment into recycling options for paper, plastic, and glass by May 2018.
  - Identify a centralized space for recycling on campus by December 2018.
  - Utilize the campus master plan to identify opportunities to improve energy efficiencies in new buildings and renovations.
COMMUNITY ENGAGEMENT

OU-Tulsa will support and advance community engagement to address real-world problems and seek out opportunities for collaborations locally, regionally, and globally by establishing an infrastructure that includes formalized educational, research, and entrepreneurial activities that span colleges, departments, and programs.
GOAL ONE

Establish an infrastructure that supports and advances community engagement that spans colleges, departments, and programs.

RATIONALE

One of OU-Tulsa’s greatest strengths is its people and the culture of service that has emerged from putting their collective talents, knowledge, and skills into meaningful action. It builds upon OU-Tulsa’s existing strong foundation of service by developing a thoughtful and deliberate process of educational, research, and entrepreneurial collaborations through which to realize even greater and more meaningful community engagement outcomes.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Establish an office at OU-Tulsa that oversees community engagement goals of this strategic plan.
- Communicate community engagement activities, opportunities, and accomplishments to internal and external stakeholders using a variety of channels by Spring 2018.
- Develop and maintain a database of community engagement activities for every college, department, and/or program at OU-Tulsa that is maintained by the Office of Community Engagement by Spring 2018.
- Institute professional development supports for faculty, staff, and/or students who engage with the community via creation of a SEED grant program by Fall 2018.
- Celebrate interdisciplinary collaborations and successes by establishing a system of awards for community engagement by Summer 2019.
  - Faculty and student community engagement awards
  - Establish a mechanism for documenting community engagement on student transcripts
GOAL TWO

Establish a formalized transdisciplinary community engagement curriculum.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Create an OU-Tulsa certificate program in community engagement.
  - Program submission to Academic Program Council by Spring 2018.
  - Program courses completed and ready for enrollment in Fall 2018.

- Certificate program courses cross-listed with those in various degree programs to optimize enrollment.
  - The syllabi of existing courses in four or more academic programs receive approval by Academic Program Council for transfer credit/cross-listing by Spring 2018.

GOAL THREE

Foster community based research collaborations across colleges, departments & programs.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Establish a mechanism for assessment of the community’s perception of OU-Tulsa’s engagement with the community that is maintained by the OU-Tulsa Office of Community Engagement.
  - Create a uniform online survey of community partners by Spring 2018.
  - Establish a database that automatically imports information from surveys by Spring 2018.
  - By Summer 2018, begin synthesizing collected information of community engagement at the campus, college, department, and program levels which will be used for self-assessment, program improvement, and public relations.

- Develop campus-wide assessment mechanisms to measure the impact of OU-Tulsa’s community engagement.

- Establish an annual SEED grant competition for interdisciplinary community engagement research projects.
GOAL FOUR

Achieve Carnegie Community Engaged Institution Classification in collaboration with the Norman and Health Sciences Center campuses to enrich scholarship, research & creative activity, enhance teaching, and to prepare educated engaged citizens.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Collaborate with Norman and OUHSC campuses to develop classification dossier.
- Complete asset mapping of community engagement activities in all colleges at OU-Tulsa.
- Create a working draft of the self-study dossier that addresses key foundational questions for application by Spring 2018.
  - Document addresses institutional identity and culture of community engagement
  - Document addresses institutional commitment to community engagement
- Submit Carnegie Community Engagement Classification dossier in Summer of 2019.

GOAL FIVE

Continue to cultivate existing community collaborations and establish new ones that serve to address real-world issues & create entrepreneurial engagement opportunities.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Work with local community agencies and funders to investigate the feasibility and programming opportunities to create a Children’s Village facility in Tulsa similar to the Children’s Village at Hebrew University in Jerusalem.
- OU-Tulsa will partner with community agencies to create a continuum of services that enhances the lives of underserved children and their families by promoting health and education within the context of safe and nurturing environments.
  - This program will overlay high-quality, evidence-based services provided by a number of OU-Tulsa programs, as well as community partners that address early learning and include healthcare for mothers, improved parenting practices, criminal justice interventions, and education.
  - The program will incorporate a community-wide data system to track, refer, monitor, and evaluate outcomes.
- The OU-Tulsa Office of Community Engagement will identify individuals involved with existing engagement collaborations and work with them to assure ongoing positive relationships with the community partners.
- Use asset mapping data from the Carnegie application to identify areas of growth for collaborations in Tulsa, across Oklahoma, as well as regionally, nationally, and internationally.
The intersection of research and education represents the foundation of knowledge creation upon which the university exists. Interdisciplinary research transcends the scope of a single discipline or program, promoting innovative approaches to solving community problems that matter. Results from research conducted at OU-Tulsa translate into high quality interventions and programs that directly impact the health and well-being of our community. We will maximize the impact of OU-Tulsa research by concentrating resources in areas of strategic strength and creating a culture of interdisciplinary collaboration to enrich our research activities while informing teaching and service.
GOAL ONE

Enhance research capacity and productivity, with a focus on interdisciplinary research.

RATIONALE

- Collective efforts among diverse scholars provide a broader perspective on the issues faced in our community while enhancing the potential for generating new knowledge, methodologies, and solutions.

- Enhancing a team-based approach offers a learning environment that allows for innovation and creativity placing OU-Tulsa at the forefront of advancing community well-being.

ACTION ITEMS

1. Create faculty research collaboration events to connect faculty across disciplines and shared lines of inquiry.

2. Establish an interdisciplinary SEED grant program to support diverse research teams focused on campus-wide university research priorities.

3. Develop interdisciplinary post-doctoral fellowship programs jointly sponsored by various colleges on campus across disciplines.

PERFORMANCE MEASURES

1. Create faculty research collaboration events to connect faculty across disciplines and shared lines of inquiry.

2. Establish an interdisciplinary SEED grant program to support diverse research teams focused on campus-wide university research priorities.

3. Develop interdisciplinary post-doctoral fellowship programs jointly sponsored by various colleges on campus across disciplines.
GOAL TWO

Establish a formal institutional structure to promote and support interdisciplinary research.

RATIONALE

- Research infrastructures that bridge the diverse academic programs at OU-Tulsa play a critical role in the advancement of discovery and knowledge sharing.
- A team with a broad range of expertise focused on enhancing interdisciplinary activities should be used to help weave together the community of scholars.

ACTION ITEMS

1. Establish a formal Associate Vice President for Research Office.
   - Create an Interdisciplinary Research Advisory Board
   - Establish strategic research priorities
   - Establish baseline and ongoing tracking system of faculty and student productivity

2. Establish a Research Mentorship Program.
   - Formal mentorship program between senior scholars and emerging scholars
   - Research teams led by established scholars to model and promote excellence in scholarly inquiry

3. Establish recurring special events sponsored by the Office of the Vice President for Research.
   - Enhance the interdisciplinary focus of the OU-Tulsa Research Forum
   - Establish a formal seminar series featuring interdisciplinary speakers
   - Provide grant, writing, and compliance workshops
   - Sponsor social events for researchers across campus

4. Track and strategically market research successes.
   - Publish annual report of faculty and student successes and research priorities
   - Establish Associate VPR newsletter with quarterly highlights and opportunities to shine a spotlight on successful researchers and research teams
   - Establish recurring feedback mechanism for faculty, staff, and students regarding overall morale and barriers to success

PERFORMANCE MEASURES

- Increased number of training opportunities for development of research and scholarship among faculty, staff, and students
- Increased percentage of faculty and students publishing each year
- Increased percentage of faculty, staff, and students reporting high morale and fewer barriers to success
Communication is a crucial function of any organization. It is the way we tell our story. Communication allows OU-Tulsa’s brand to reach current and prospective students, patients, employees, and community members.
GOAL ONE

Engage faculty, staff, and students to increase pride in OU-Tulsa and increase knowledge of other program areas, so that each member of the campus community can tell our story.

RATIONALE

Word-of-mouth is the strongest form of communication. We want to prepare our internal stakeholders to be “Brand Ambassadors” for OU-Tulsa.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Identify and educate a brand champion/ambassador for each distinct part of the University (colleges, departments, and/or programs).

- Plan and coordinate networking opportunities for people to learn more about who other departments are and what they do.

- Create a web-based OU-Tulsa information sheet.

- Create an “elevator speech”.

- Establish OU-Tulsa as a unique entity with its own name, logo, and other aspects of branding.

- Create an OU-Tulsa video that provides a comprehensive overview of our campus and its students, faculty, and staff.

- Establish at least one quarterly event/opportunity to network

- Create a pre- and post- survey to assess success of communication efforts

- Track the number of Brand Ambassadors
GOAL TWO

Effectively communicate the OU-Tulsa story with cohesive branding & consistent messaging across all aspects of OU-Tulsa.

RATIONALE
In the past, different departments within OU-Tulsa have had different looks and messaging. It is important to build our brand with consistency.

ACTION ITEMS & KEY PERFORMANCE MEASURES
- Develop new marketing and advertising plans to reach targeted demographic groups.
- Define external audiences using demographic snapshot information from past focus groups, surveys, and other data that we’ve collected.
- Improve communication with the colleges at OU Norman and the OU Health Sciences Center that have programs at OU-Tulsa to better promote our faculty’s great work.
- Develop style guides for all programs at OU-Tulsa.
- Analyze each college brand and social media channels, and provide recommendations.
- Track number of advertisements and number of estimated impressions by Summer 2019.
- External Audiences identified by Spring 2018.
- Style Guides published by Fall 2018.
GOAL THREE

The public affairs team will support all other communication objectives established within the OU-Tulsa Strategic Plan.

RATIONALE

Every objective in the OU-Tulsa Strategic Plan will have communication elements.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Establish communication recommendations for all other objectives in the OU-Tulsa Strategic Plan by Fall 2018.

- Develop strategy for communication campaigns by Summer 2018.

- Assist departments to achieve communication tactics by Winter 2018.

- Improve communication with other departments on project progress and timelines.

- Provide communication recap once projects are complete.
GROWTH

Tulsa and her surrounding cities are growing in population and OU-Tulsa has a unique opportunity to become a critical part of that growth. The campus needs to expand beyond its current borders, both through our student population, as well as our contact with the community. Increasing our outreach to the community through health programming and educational offerings will allow OU-Tulsa to position itself as the primary provider for healthcare and graduate education. Growth in our patient base and student population will provide the resources for attracting and retaining the best faculty and staff.
GOAL ONE

By 2021 increase overall student enrollment in OU-Tulsa programs by 10 percent.

RATIONALE

Enrollment growth is critical to the overall health of our campus. The key is to look at not only growth in headcount, but also in the generated credit hours. The associated growth in credit hour production will drive increases in net revenue. This revenue is critical to maintaining our level of service, improving facilities, and hiring new staff and faculty.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Improve retention of the current student population by emulating OU-Norman’s “OU Cares” program, tailored to the OU-Tulsa student body.
  - Develop new programs designed to create a student community with a focus on the non-traditional student.
  - Provide a comparative analysis of retention by college and program by term for prior five year period.
  - Conduct an analysis of admission to matriculation for prior admits.
  - Establish a survey of students who don’t return/don’t complete their educational programs which produces information and recommendations for improvement.
  - Perform year-to-year comparison of returning students through institutional research.

- Implement targeted recruitment for at-risk programs
  - Work on articulation options for undergraduate degree completion programs in Tulsa. Conduct an analysis of prior degrees and institutions to examine where our students are coming from and what markets we may be missing by Summer 2018.
  - Collaborate with the recruitment office to identify new external agencies for major-specific recruitment.
  - Develop a campus recruitment plan including career fairs, college fairs, and area employers by Spring 2018.

- Focus on those who attended OU but did not complete their undergraduate degree, as well as target undergraduate alumni for graduate and certificate programs.
  - Develop targeted mailing template and obtain alumni lists for OU graduates in the greater Tulsa area to educate about our graduate school offerings by Fall 2018.
  - Obtain a specific list of OU undergraduate attendees with 60 or more credit hours and no degree, working with them to achieve completion through online and multidisciplinary options by Spring 2018.
  - Targeted mail to OU-Tulsa graduates regarding certificate options in their fields by Spring 2018.
GOAL TWO

Improve OU-Tulsa employee growth and retention by offering more professional development opportunities and strengthening the sense of community among faculty, staff, & administration.

RATIONALE

With growth in student enrollment and program enrollment, it will be necessary to grow faculty and staff by way of retention and through increasing their numbers. To foster a culture of retention for faculty and staff, OU-Tulsa must provide opportunities for training, career mobility, and work/life balance.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Improve retention of current faculty and staff.
  - Provide comparative analysis of turnover every year.
  - Formalize exit interview process to gather data by Spring 2018.
  - Create and conduct an annual satisfaction survey of staff and faculty by Spring 2018.

- Develop current faculty and staff through recurring informational and leadership programs, and through personal development courses.
  - Conduct evaluation of current development opportunities and use this data to improve and add to existing offerings by Spring 2018.
  - Revise the orientation process to provide maximum benefit to new employees by Spring 2018.
  - Continue annual Leadership Council cohort for the Tulsa campus.
  - Create additional development opportunities for faculty and staff who have been identified as emerging leaders by Spring 2018.
  - Establish regular campus-wide communication meetings via Town Halls by December 2018.
  - Establish regular small group gatherings to meet with Administration (lunches, breakfasts, coffee hours).
GOAL THREE

Attract and retain excellent faculty through academic program growth, faculty development, as well as leadership and collaboration opportunities both within the university and through community partnerships.

RATIONALE

Our ability to continue to offer excellent educational opportunities to the public and continue to engage the community in an impactful way hinges on attracting and keeping quality faculty. Great faculty are not only our best teachers, expert innovators and community leaders, they are also our best recruiters.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Create a peer support network peer group for new faculty members by Spring 2018.
  - Group incoming new faculty into a cohort-style “class” each year that meets periodically to learn about various research initiatives/programs across all colleges.
- Provide professional development opportunities for current faculty by Spring 2018.
  - Use regular administrative meetings to focus on faculty professional development (research, teaching, collaboration, grants, etc.) at least 10 percent of the time.
  - Use data collected by the OU-Tulsa Office of Community Engagement to periodically analyze the percentage of faculty involved in interdisciplinary community projects.
- Emphasize diversity and inclusion among faculty.
  - Compare faculty demographic information annually to be sure we are moving toward a diverse faculty that is reflective of our state.
GOAL FOUR

Implement and improve undergraduate and graduate offerings in areas of identified need both within northeast Oklahoma, as well as regionally and nationally, with an emphasis on interdisciplinary graduate programs and certificates.

RATIONALE

Data reveals that by 2021, 67 percent of all jobs created in Oklahoma will require some college, a long-term certificate, or a college degree, with 37 percent of all jobs requiring an associate’s degree, bachelor’s degree or higher.* In alignment with the “Complete College America: The Oklahoma Plan,” OU-Tulsa will offer more courses and certificates, aligning with the needs of the business community.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Evaluate current community workforce needs.
  - Each year, a minimum of two new areas of need will be evaluated to determine whether it would be cost effective to offer additional programs (certificate programs, course offerings, degree offerings, & non-credit/continuing education).

- Identify untapped market areas in which to create new programs.
  - Identify and offer one course offering per year (starting in 2018) that does not have an advanced degree or could link to course/degree advancement (includes certificate programs, course offerings, degree offerings, and non-credit/continuing education).
    - Survey faculty in 2018 for possible ideas of untapped areas to build upon, or create new programs.
    - Generate an inventory of all programs in northeast Oklahoma to determine what is currently being offered and by whom, identifying any offerings that could be paths to OU-Tulsa programs.

- Determine interest in advanced transdisciplinary educational courses/certificates.
  - Develop a minimum of two educational offerings per year in which two or more professions are represented.
    - Develop a common calendar of offerings across the campus and type of credit given including credit hours, CEU’s and others.
    - Determine what college offerings currently are transdisciplinary in nature.

BY 2021 ALL JOBS CREATED IN OKLAHOMA WILL REQUIRE:

67% SOME COLLEGE, A LONG-TERM CERTIFICATE, OR A COLLEGE DEGREE

37% ASSOCIATE’S/BACHELOR’S DEGREE OR HIGHER

*US Bureau of Labor Statistics & the Georgetown Center for Education and Workforce Development
GOAL FIVE

Increase number of patients seen at OU practice locations through market focus, strategic recruitment, & partnerships in the community.

RATIONALE

One key element to the growth of the OU-Tulsa campus is the success of OU Physicians practice locations. Increasing the number of patient visits can be accomplished by deliberate targeting of unserved markets, recruitment of needed healthcare providers, appropriate community partnerships, and increased practice location efficiency. Becoming the premier healthcare provider in northeast Oklahoma will lead to a significant rise in patient visits over the upcoming years.

ACTION ITEMS & KEY PERFORMANCE MEASURES

- Recruit and retain needed healthcare providers.
  - Increase the number of healthcare providers (physicians, nurse practitioners, physician assistants, and nurse midwives) annually.

- Identify clinical markets and determine the feasibility of offering services directed toward those markets.

- Identify community partnerships that would be appropriate to jointly offer clinical services.

- Increase efficiency of OU Physicians practice locations by offering higher quality and higher volume of services for less cost per patient encounter.
  - Press-Gainey scores will increase for each OU Physicians practice site.
  - Cost per patient encounter will decrease for each OU Physicians practice site.