Customers:

BAIS: companies (software dev companies, records management, tech support, network management), grad programs

MLIS: libraries (public, school, academic, special), PhD programs, gov’t, museums, archives, entrepreneurs

MSKM: companies, consulting, libraries, gov’t,

Geographic region: most stay in Oklahoma (higher percentage),

Customers we don’t have:

BAIS: companies only want MIS, computer science grads (say they want critical thinking, communication, etc—really want both), healthcare. Marketing issue (they don’t know what BAIS is)

MLIS: corporations, systems librarian positions, IT/information industry within Oklahoma (library vendors), healthcare, tribal gov’t, museums, archives

MSKM: healthcare,

What our customers want:

Project management, digital info management, digital rights management, legal/policy, more technology, professional level experience, creativity, problem solving, interpersonal skills, knowledge of resources
Niche that would make us the school of choice:

(Used to be destination of choice because we were only accredited school in area. Now there are many online programs available)

1. Only: We are the only accredited program in Oklahoma (important for networking, getting a job)
2. Working with different ethnic populations (specifically Native American)
3. Best: OU is perceived as the best university in the state by the public (OU logo is well recognized for research quality)
4. Best: Coordinate all resources and disciplines on campus and across state about Native Americans and become the place to be to study about Native Americans. (see #8)
5. Best: Environmental science, geosciences, etc are a focus of university—digital curation (how do we develop policies, infrastructure, how information is organized—could increase awareness that we’re not just training librarians)
6. Best: Informatics (health, community)
7. Best: Opportunity with BAIS (First and Only)
8. Best: Archival program (would be one of few in country)
Brainstorming

1. Develop a Native American research center interdisciplinary and multi-institution (R)
2. Strengthen relationships between departments (collaborate)
3. Marketing campaign M
4. Market beyond OK and N. Texas M
5. Extend Native American to indigenous peoples to make international I
6. Develop courses to support digital curation C
7. Digital curation track/research center in university C, R
8. Take advantage of unique collections (Hist of Sci, etc) Collaboration, Resources
9. Online courses for BAIS C
10. Interdisciplinary online courses for BAIS C
11. Create institutes within school R
12. Joint project with health informatics group Collaborate, R
13. Establish better connections with practitioner communities Collaborate, M
14. Track grads better M, A
15. Health sciences (public health) child development/children’s literature Collaborate, R
16. Establish a PhD program in cultural resources management with emphasis on indigenous peoples C
17. Tribal connections Collaborate, M
18. Intercession courses, international travel for indigenous resources C
19. Identify indigenous connections for countries OU has targeted C, Resources
20. For digital curation—lab with special equipment Resources
21. Strength in IT, C
22. Educate grants office so can make other depts. aware of need for institutional repositories, Collaborate, M
23. Develop continuing educational component for digital curation, C
24. Personal info management C, M
25. Project based classes C
26. Identify digital curation market in OK and develop terminology to appeal to them M, C
27. Health informatics—partner better with relationships already have with health sciences library Collaborate
28. Incorporate health informatics into biomed courses or create new course C
29. Identify available opportunities M, C, Resources
30. Archives—development of track with emphasis on digital curation and native peoples C
31. Assessment of archival needs in Oklahoma among customer base M, C
32. Record management requirements and legal issues, C
33. More BAIS online classes and programs. Also more traditional classes C
34. More IT classes for BAIS C
35. Rebranding BAIS program as students don’t know what it means M
36. Develop more interdisciplinary connections with CS and MIS, Collaborate, C
37. Online BAIS extend into military populations in OK and overseas, M
38. Look at what draw is for large major programs in A&S at the undergrad level that are not science based. What makes them really fly, what is it about them that we are not doing with marketing or intonation. Particularly Human Relations M
39. Information policy across all C

Build on each others’ ideas silently

1. Info storage and retrieval are foundation, we should create a core course in database management
2. Consolidate into one degree with major emphasis on technology, offer students opportunity to concentrate on one area—restructure degree so have three current core courses, three prescribed IT courses, and six elective IT courses. Six courses of archives, KM, library specialties. More flexible curriculum.
3. Saw a market for BAIS—market it to tribal populations nationally and internationally. This is a way to bring Native Americans without a bachelor’s degree into the program.
4. Potential for developing certificate programs in all of these areas.
5. Create a research center/institute for school
6. Joint PhD with other departments that emphasize Native Americans
Who are our aspirational peers?

Consortium of “non-I” schools?

1-Core Course in database management – C

2-Consolidate info 1 degree with major emphasis on technology; 3 current core courses and 3 IT courses (curriculum)

6 archives