

# LEAD ON: A VISION FOR



With the University of Oklahoma’s university-wide strategic plan, the rapidly changing landscape in higher education, and the rising economic and social aspirations of Tulsa, we have a once-in-a-generation chance to redefine the vision for OU in Tulsa. By aligning the goals of OU with the unique needs and opportunities of northeast Oklahoma, the Tulsa campus can play a dynamic role in driving the city and the university forward. A basic principle defining OU’s approach in Tulsa is partnership. To achieve our goals, OU must ambitiously and flexibly work with partners across the public, private, and non-profit sectors.

## OU-Tulsa will be built around three areas of strength:

- **Community Medicine:** Leveraging the leadership, education, research and clinical service resources of OU-Tulsa to improve the health of the entire community.
- **Behavioral Science Community Programs:** Support and continue to develop educational and research opportunities in early childhood education, social work, mental health, and public health.
- **Innovation and Technology:** Sustain and expand on growing opportunity in innovation and technology research and education. Establish the OU Polytechnic institute, linking to strengths in cybersecurity, software, data science, AI, and medical informatics.

|                  | <b>Community Medicine</b>                                | <b>Behavioral Science Community Programs</b> | <b>Innovation and Technology</b>  |
|------------------|--|--|---|
| Degree Programs  | MD, PA, PT, OT, DNP, MPH                                 | Bachelor Completion, Professional Masters    | Bachelors, Bachelor Completion, Graduate  |
| Priority Actions | Identify Clinical Partner/<br>Expand SCC to Tulsa        | Expand Public Health Offerings               | Invest in OU Polytechnic Institute  |
| Focal Strengths  | Medical Informatics,<br>Community Health                 | Early Childhood, Social Work                 | Cybersecurity, Software,<br>Data Science, AI, Advanced<br>Manufacturing, Telehealth,<br>Advanced Mobility |
| Keys to Scale    | Become Premier State-wide<br>Clinical Provider of Choice | Community Embedded Research<br>and Teaching  | Align with GKFF and Other<br>Partners in Building Tulsa’s<br>Knowledge Economy                            |