

## Ozark Campus Strategic Planning Goals

### Goal 2: Develop and implement and enrollment management plan (recruitment, retention, graduation, placement and alumni relations).

A. Priority	Status	Needs
1. Allow Ozark Campus staff to advise and register BPS students	<p>BPS students are advised and registered through the Russellville staff.</p> <p>Not initiated</p>	<ol style="list-style-type: none"> <li>1. Refer students to BPS advisor in Russellville.</li> <li>2. Increase scheduling for advising on the Ozark Campus.</li> <li>3. Continue to assist BPS advisor by providing meeting space with students, assist with scheduling and make available to students any literature about the BPS program.</li> <li>4. Train with Russellville staff to establish/reinforce consistency in advising.</li> <li>5. Advise from Ozark, and an increase in the advising staff is recommended.</li> </ol>
2. Bring BPS classes to Ozark Campus	<p>In Progress.</p> <p>It is possible to get the required 37 hours of general education either on the Ozark Campus or online. Forty hours of upper division are also required and Most BPS classes are offered online. Since students can choose their own field of study it is not feasible to duplicate all of the coursework on the Ozark Campus.</p> <p>Not initiated</p>	<ol style="list-style-type: none"> <li>1. Establish an upper division degree core.</li> <li>2. Create a plan for selecting the coursework to offer in Ozark. Since students can choose their own field of study it is not feasible to duplicate all of the coursework on the Ozark Campus.</li> </ol>

3. Continue to work to make sure all Ozark technical hours are used in substitution.	<p>In Progress</p> <p>BPS is a 2 + 2 degree and all Ozark courses will transfer, while keeping the hours for the degree to 124 total. The student must complete the required 37 hours of general education and 40 hours of upper division, and the rest of the technical hours will transfer (post 2003 coursework only).</p> <p>In progress</p>	<ol style="list-style-type: none"> <li>1. Keep current with any curriculum changes or degree requirements.</li> <li>2. Identify numbers of students who transfer from Ozark to Russellville into the BPS.</li> <li>3. Find ways to market BPS to Ozark students.</li> </ol>
<b>B. Priority</b>	<b>Status</b>	<b>Needs</b>
1. Continue development of and implement Virtual Career Center	<b>Accomplished</b>	<ol style="list-style-type: none"> <li>1. Computer Services must upload "T" Numbers to be used in place of SSNs which were previously required by the program.</li> <li>2. Implement a marketing initiative to educate the Ozark Campus community about the Virtual Career Center (see Appendix A for additional suggestions).</li> <li>3. Until the Virtual Career Center is functional, post a link on our website for local job opportunities for students.</li> <li>4. Better use of the job placement board.</li> <li>5. Post a template for student resumes and allow students to submit resumes that must be reviewed and approved before they are posted.</li> </ol>
2. Enhance job seeking skills of students by sponsoring more job placement programs.	<p>In Progress</p> <p>The Office of Student Services currently holds one job fair each year.</p>	<ol style="list-style-type: none"> <li>1. Hold two job fairs and split the departments between the two – more concentrated for those areas—done.</li> <li>2. Solicit from faculty/staff, advisory councils, etc. the employers to invite to the job fairs—done.</li> <li>3. Offer "The Job Hunt" workshop at least once a semester and advertise it in the community and make available to the community as well as current students—done.</li> <li>4. Market Key Train and Work Keys opportunities for students and employers—in progress.</li> </ol>

		<ol style="list-style-type: none"> <li>Require all students to compile a resume—done.</li> <li>Perfect Interview software is available at <a href="http://www.perfectinterview.com/atu--done">www.perfectinterview.com/atu--done</a>.</li> </ol>
3. Begin Relationship with Russellville Campus Job Placement Department	<p>Not initiated.</p> <p>While Ozark Campus students are invited to use Norman Career Services resources, to our knowledge it is not being utilized.</p>	<ol style="list-style-type: none"> <li>The NCS needs to be researched by this committee before we can judge how it will truly benefit our students – especially in light of the Virtual Career Center being implemented.</li> <li>View the Norman Career Services site in classes or in a workshop (or series)</li> <li>Encourage instructors to visit the site and see what is available to students</li> <li>Add link to Norman Career Services to our website.</li> </ol>
<b>C. Priority</b>	<b>Status</b>	<b>Needs</b>
1. Continuing Education for Faculty and Staff in Field of Study and Work Area	<p>In Progress</p> <p>Continuing education is conducted during in service at the beginning of each semester, and various times throughout each semester. Courses are offered to all faculty as well as individually for program specific material. Funding for the continuing education is paid out of the budget for Academic Affairs, departmental budgets, and through various grants.</p>	<ol style="list-style-type: none"> <li>Ask for input as to what types of continuing education is needed, so as to better target faculty/staff needs— not sure?</li> <li>Explore additional avenues for continuing education for those programs that do not have industry-ready training--?</li> <li>Set aside professional development time and mone--done.</li> <li>Seek professional memberships to supporting organizations—done.</li> <li>Attend periodic continuing education events- regionally and nationally— done.</li> </ol>

2. Seek Accreditations and Curriculum that will enhance learning experience and raise entry level wages for graduates.	In Progress The Ozark Campus currently holds accreditations and or state certification in: ACR, AST, CRT, CAN,COS,EMPT, PTA,LPN and VIN. Additional accreditations are being identified for consideration. Curriculum is reviewed and updated regularly by faculty and Academic Affairs to ensure that students are learning the most current information.	<ol style="list-style-type: none"> <li>1. Continue to identify available accreditations and evaluate if and how the Ozark Campus should seek to attain them.</li> <li>2. Keep current with job markets to identify the fields where employers are hiring.</li> <li>3. Programs not already accredited will go through the accreditation process. Program review for those programs will entail full review. The program review will be scheduled every 7 years.</li> <li>4. Incorporate advisory committee program evaluation for all programs. Advisory Boards review curriculum, equipment, facilities, textbooks and instruction.</li> </ol>
3. Host Career Expos for specific fields (Example: Health Career Expo)	Accomplished  The Ozark Campus currently holds one campus wide Career Expo each year.	<ol style="list-style-type: none"> <li>1. The Office of Student Services is planning to expand the Career Expos offered to Allied Health, Business, and General Technology. The plan is to begin the field specific expos as early as Spring 2010—done.</li> <li>2. Work with program faculty and advisory committees to identify the possibility of, (and vendors for) a field specific Career Expo—done.</li> <li>3. Utilize Department of Workforce Education to offer specialized presentations to groups, such as a presentation to Automotive faculty about a new piece of equipment—done.</li> </ol>
<b>D. Priority</b>	<b>Status</b>	<b>Needs</b>
1. Continue to develop an enhanced Early Warning System for at risk students.	In Progress Employ the steps of an Early Warning System for at risk students. The Office of Student	<ol style="list-style-type: none"> <li>1. Don't wait until midterm reporting. At 3<sup>rd</sup> or 4<sup>th</sup> week check grades of all students and turn in to student services, highlighting those at risk with recommendations for</li> </ol>

	<p>Services contacts students via phone and email to set up a one-on-one consultation. The student is advised how to proceed based on their situation.</p>	<p>workshops in time management, study skills, test taking strategies, tutoring, use of library skills or other counseling—Status?</p> <ol style="list-style-type: none"> <li>2. Continue to offer student workshops throughout the semester instead of only at the beginning in above mentioned areas. Advertise these workshops with instructors and students.</li> <li>3. Develop a survey so that students can help us improve. This might identify problems that students face, and help us develop ways to help them achieve their goals—Use CSSE or NSSE?</li> </ol>
<ol style="list-style-type: none"> <li>2. Prepare students by hosting more frequent and in depth Student Orientations.</li> </ol>	<p>Accomplished.</p> <p>Student Orientations are held in small groups on a regular basis prior to each semester to allow all new students to learn about how to be successful on the Ozark Campus.</p>	<ol style="list-style-type: none"> <li>1. The current student orientation process is successful and enhancements will be made as needed—done.</li> </ol>
<ol style="list-style-type: none"> <li>3. Construct a Fitness Center and Walking Trail in effort to promote healthier lifestyle.</li> </ol>	<p>In Progress</p>	<ol style="list-style-type: none"> <li>1. Construct a walking trail. A walking trail and fitness center are being researched—part of new development project.</li> <li>2. Fitness Center- This is a project that could be partially funded through a voluntary fee at registration—not initiated.</li> </ol>