

## College of Engineering, Architecture and Technology Credit Outreach

### Mission

CEAT Credit Outreach provides exceptional support and service to non-traditional students continuing their education through distance delivery and to faculty teaching Distance Education courses.

### Vision

CEAT Credit Outreach will strive to be recognized nationally for excellence in the Distance Education programs it offers.

### Core Values

- **Excellence** – We seek excellence in all our endeavors, and we are committed to continuous improvement.
- **Intellectual Freedom** – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.
- **Integrity** – We are committed to the principles of truth and honesty; we will be fair, equitable, ethical, and professional.
- **Service** – We believe that serving others is a noble and worthy endeavor. We welcome the challenge of innovative problem solving and are proud to provide our students with exceptional, friendly service.
- **Diversity** – We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.
- **Stewardship of Resources** – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.
- **Teamwork** – We appreciate the contribution of colleagues and the synergy that results from working with other units, colleges, and institutions.
- **Technology** – We believe in staying abreast of the latest technical advances and utilizing current information delivery techniques.

## Goals, Critical Success Factors, Objectives, and Strategies

**Goal 1. Program Excellence – Develop and uphold standards of excellence in delivery of all CEAT Distance Education (DE) credit programs.**

### **Critical Success Factors:**

- All lectures will be delivered to DE students within the week taught on campus.
- Insure that communication methods for DE students to access instructors and teaching assistants are on par with that of on-campus students.
- All courses required to complete degree programs offered by distance delivery will be offered every 5 years.
- Reduce shipping errors to .05% and coordinate with delivery agencies to reduce in-transit damage to 1.0 %.
- A least 90% of responses about Credit Outreach operations and personnel on Student Evaluations for DE courses will be in the very good or good range.
- Increase faculty overload salary by 25% (5% per year for 5 years)

### **Objectives:**

**Objective 1.1:** Strengthen relationships with departments offering DE programs or courses.

#### Strategies:

- Visit with department heads each semester.
- Increase communications with faculty about new technologies.
- Seek input from faculty on ways to improve how we support them.

**Objective 1.2:** Strengthen relationships with non-traditional students to insure they feel part of the OSU family.

#### Strategies:

- Increase non-traditional student's access to advisement.
- Seek participation for DE students in social or athletic program.
- Provide new DE students with a OSU novelty item (i.e. Pistol Pete)

**Objective 1.3:** Establish processes to reduce logistical problems related to course delivery.

#### Strategies:

- Develop a system to track in-house shipping errors.
- Develop a system to track in-transit damage.
- Expand training for students employed in Outreach office.

**Goal 2. Student Recruitment and Development – attract new DE students by enhancing CEAT’s reputation for delivering high quality distance learning programs and providing exceptional service to professional, non-traditional students.**

**Critical Success Factors:**

- Increase enrollment in all Distance Education programs and courses by 20% with special emphasis on MSECEN and the EET degree completion program.

**Objectives:**

**Objective 2.1:** Develop life-long learners who are able to maintain a career and family and also become highly educated, technically proficient, and prosperous.

Strategies:

- Capitalize on the latest technology and be responsive to the changing needs of students in the work force, providing advanced methods of course delivery.
- Update and enhance informational web site that is helpful to current students and attracts prospective students.
- Enhance current reputation for offering outstanding service to students and faculty.

**Objective 2.2:** Maintain excellent contact with all DE students and facilitate communication between students and faculty.

Strategies:

- Establish continuous contact with DE students starting with enrollment confirmation and continuing throughout the semester.
- Assist and encourage direct communication with faculty whenever possible.

**Objective 2.3:** Enhance and expand the availability of instruction through outreach programs.

Strategies:

- Increase awareness of the public for DE programs through publicity.
- Work with academic departments to inform BS graduates leaving the university about graduate level programs available by Distance Education.

**Objective 2.4:** Improve web site to help promote DE programs and recruit new students.

Strategies:

- Communicate an image that reflects achievement and pride.
- Assign responsibility for continuous updating, checking links, etc.

- Provide web site training for staff.

**Objective 2.5:** Develop and implement a marketing plan

Strategies:

- Develop promotional materials for use in marketing contacts and mailings.
- Produce informational pieces about Outreach programs for educational and promotional purposes
- Continually improve web site and promote its use to market programs and services

**Goal 3. Provide high-quality instructional facilities, support personnel, and equipment for teaching Distance Education courses.**

**Critical Success Factors:**

- Increase investment in instructional facilities and equipment by 5% per year
- Fund and fill vacant technical position for studio classroom support within 2 years

**Objectives:**

**Objective 3.1:** Continue updating existing studio classrooms utilizing new technologies.

Strategies:

- Update instructor, document, and student cameras.
- Refurbish audio systems.

**Objective 3.2:** Add two additional large capacity studio classrooms.

Strategies:

- Coordinate with the Division of Information Technology and central administration.
- Research studio classroom needs for courses televised to OSU/Tulsa.
- Explore innovative ways to equip additional rooms.

**Objective 3.3:** Provide regular assistance and continuous training for instructors teaching DE classes.

Strategies:

- Seek sufficient funds to fill vacant Telecommunications Production Specialist position for the studio classrooms.
- Add two portable office studio equipment sets for faculty use.
- Take the lead in implementing open source course management systems.

**Objective 3.4:** Coordinate with the Division of Information Technology to improve electronic delivery quality and explore emerging technologies.

Strategies:

- Identify and sequentially eliminate roadblocks to successful operation of DE systems.
- Consider adding conferencing codecs at the studio level.
- Keep abreast of emerging technologies to insure security as it relates to streaming video and expiring CDs and DVDs.

**Goal 4. Self-Sufficiency – Work toward becoming more self-sufficient in financial operations.**

**Critical Success Factors:**

- Increase income to a level sufficient to cover staff salaries and office expenses.
- Build sufficient carry forward funds to cover salary encumbrance at the start of the fiscal year without the necessity for deficits.

**Objectives:**

**Objective 4.1:** Reduce dependence on allocated funds to pay staff salaries.

Strategies:

- Increase income by utilizing requested increase in supplemental fee (pending) to increase rate charged for DE courses to a level that is comparable with peer universities.
- Establish system to charge when appropriate for services provided.
- Increase enrollment in DL programs.

**Objective 4.2:** Seek sufficient funding to upgrade and maintain Cordell 127 and 128 studio classrooms.

Strategies:

- Seek possible support from central administration.
- Explore opportunities to obtain grant monies.

**Objective 4.3:** Find sufficient funding to cover cost of supporting courses televised to OSU-Tulsa as well as main campus classes televised from OSU-Tulsa.

Strategies:

- Seek assistance from central administration.

**Goal 5. Human Resources – Promote diversity; provide professional growth opportunities, recognition and rewards for staff and student employees.**

**Critical Success Factors:**

- All staff required to attend a minimum of two work-related training programs yearly.
- 25 % of staff enrolled in OSU HR Training professional development programs (Leadership Development, HR Star, Ambassadors, etc.)
- All staff required to attend diversity training, multicultural communications, etc.

**Objectives:**

**Objective 5.1:** Compensate whenever possible, based on merit, for lack of pay increases in recent years.

Strategies:

- Update all position questionnaires to integrate into new OSU Staff Pay Plan.
- Work with HR partner on Career Development plans for staff.
- Utilize HR incentive plans where possible.

**Objective 5.2:** Encourage and facilitate professional development for all staff members.

Strategies:

- Encourage participation in Leadership Development, HR Star, Ambassadors, etc.
- Maintain schedule flexibility for staff attending classes working toward a degree.
- Seek suitable training for technical staff.

**Objective 5.3:** Provide regular pay increases for students based on merit.

Strategies:

- Establish a department pay plan for students.

**Objective 5.4:** Provide a pleasant, stable work environment that encourages freedom of expression, diversity of opinion, and respect for other ethnic and cultural backgrounds.

Strategies:

- Hold regularly scheduled staff meetings.
- Empower teams for specific functions.
- Encourage international student presentations about cultural backgrounds.

**Goal 6. Economic Development–Contribute to the economy of Oklahoma by helping companies improve their workforce through continuing education.**

**Critical Success Factors:**

- Increase the number of Oklahoma companies whose engineering employees continue their education through DL degree programs by 20%.

*Objectives*

**Objective 6.1:** Encourage hiring officials from Oklahoma companies to utilize the availability of continuing education as a recruiting tool for their companies.

Strategies:

- Work with the Dean and Department heads to identify companies with potential interest.
- Contact companies to provide information and arrange visits.

**Objective 6.2:** Promote the economic development of the state by increasing the number of residents of Oklahoma with advanced engineering degrees.

Strategies:

- Promote the availability of Distance Education programs for non-traditional students.