



**ARDMORE HIGHER
EDUCATION CENTER**

"The University Center of Southern Oklahoma"

**STRATEGIC PLAN
2005-2010**

*Adopted by the Board of Trustees
June 9, 2005*

MISSION

Provide higher education in southern Oklahoma.

VISION

(A vivid description of AHEC in 2010)

Many individuals in Ardmore and in areas outside of Ardmore—extending from Marietta to Pauls Valley and from Madill to Ringling—have found it is convenient to attend college at the University Center of Southern Oklahoma because the modern and **functional campus** is located near I-35 in Ardmore. They do not have to quit their jobs, leave their homes and families, or make long commutes to acquire college degrees. The University Center in Ardmore *provides higher education opportunities* for over 2,000 undergraduate students and 500 graduate students in *southern Oklahoma*.

The facilities at the campus provide a full-service, **student-friendly** university center that offer academic advisement, financial aid counseling, and tutoring. Student services are integrated among the university partners to make student transitions from one college to another relatively transparent. Ample office space is available for the university partners' office staffs and the University Center staff to accommodate enrollment and provide student services easily and efficiently.

The University Center bookstore sells books and supplies for all university partners. A café in the University Center is open for business from early in the morning until late in the evening and the childcare center provides extended hours for evening and Saturday classes. All classrooms at the University Center are fully equipped with multimedia technology. Many classrooms have telecommunications equipment that delivers instruction by professors from university and college campuses around the state.

Degree programs are offered at the University Center in fields where students can obtain employment or advance their careers. All undergraduate students at the University Center have a degree plan. Other students seek professional credentialing or career advancement through continuing education programs that support the training needs of industries in the region.

Faculty, who are resident professors at the University Center, offer some of the most popular courses. The public lectures periodically presented by the resident teaching faculty in the large lecture hall at the University Center or at the nearby Ardmore Convention Center are a source of **community pride** and are well attended by the citizens of southern Oklahoma. Researchers located at the University Center collaborate with university partners to conduct research and training and provide technical assistance.

The library and media center located in the University Center use information and communication technologies to support teaching and research faculty. Abundant computer and technology resources in the library and media center allow students to conduct research related to their degree programs or to work on their online courses.

The enrollment at the University Center is continually growing because it is a **good educational value** for both traditional and non-traditional students who attend college there.

GOALS

- 1. We will establish our own university center campus.**
- 2. We provide a student friendly university environment.**
- 3. We are a good value for a college education.**
- 4. We provide a university presence that impacts southern Oklahoma.**

PERFORMANCE MEASURES and ACTION PLANS

Goal 1: We will establish our own university center campus.

Performance Measure 1:

We will acquire 40-50 acres by 12/31/05.

ACTIONS	RESPONSIBLE PERSONS	DATES
1.1.1. Partner with Ardmore Development Authority to identify possible locations for a new campus.	CEO/Director, Capital Projects Committee	Summer 2005
1.1.2. Acquire architectural services to consult on property locations: 1) Solicit proposals for architectural firms; 2) Select architectural firm for new campus project.	CEO/Director, Board of Trustees	Summer and Fall 2005
1.1.3. Review all possible property locations and formulate short list of appropriate properties and funding sources for Board of Trustees.	CEO/Director, Capital Projects Committee	09/2005
1.1.4. Select and acquire (or make arrangements for acquisition) of property for new campus.	Board of Trustees	12/31/05

Performance Measure 2:

We will move into a new facility that will provide classroom and office space to accommodate 200% of our FY 05 enrollment by 06/30/08.

ACTIONS	RESPONSIBLE PERSONS	DATES
1.2.1. Establish a Building Campaign Committee to coordinate fund raising activities for the Board of Trustees.	Board of Trustees	June 2005
1.2.2. Establish a Higher Ed Center foundation to receive gifts and contributions into the building campaign and provide other financial support services to the Higher Ed Center (including student scholarships).	CEO/Director, President of Community Activities Inc. Board of Trustees	Fall 2005
1.2.3. Visit and evaluate other comparable facilities including (but not limited to) Oklahoma City Community College, Western Oklahoma State College, the Higher Education Centers in McAlester and Enid.	CEO/Director Capital Projects Committee	Spring 2006
1.2.4. Create list of features and space needs for new facility for architectural rendering of new campus facilities including adequate classroom, office, and library space.	AHEC Staff, University Partners Staff, Architect	Fall 2005

1.2.5. Create specifications and develop architectural rendering of new campus and facility	Architect	Spring 2006
1.2.6. Begin fund raising activities for new campus: 1) Solicit support from local foundations and private citizens; 2) Solicit support from other foundations and granting agencies.	CEO/Director, Building Campaign Committee	Summer 2006
1.2.7. Solicit bids and select a contractor for construction of the new facility.	Architect, Board of Trustees	Fall 2006
1.2.8. Begin construction of new facility once sufficient funding is accumulated.	General Contractor, Board of Trustees	Spring 2007

Goal 2: We provide a student friendly university environment.

Performance Measure 1:

We will achieve 90% student satisfaction for student services by Spring 2008. (Measured by survey each semester)

ACTIONS	RESPONSIBLE PERSONS	DATES
2.1.1. Establish enrollment management process.	AHEC and Partners	Fall 2007
2.1.2. Place an information desk in lobby and update signage.	CEO/Director	Fall 2005
2.1.3. Investigate the possibilities of establishing a childcare facility onsite.	CIO/Library Director CEO/Director	Summer 2006
2.1.4. Plan a bookstore facility that can accommodate all University Partners	CEO/Director	Summer 2006
2.1.5. Investigate the possibilities of establishing a café/snack area facility onsite.	CEO/Director	Summer 2006
2.1.6. Assess technology needs and guidelines for student use.	CIO/Library Director CEO/Director	Fall 2006
2.1.7. Provide a safe and secure facility including the use of student and staff IDs.	CEO/Director	Fall 2005
2.1.8. Investigate the feasibility of a wellness center, i.e., contract with local provider for students and faculty/staff.	CEO/Director	Summer 2006
2.1.9. Expand tutoring program to include a writing lab, math lab, etc., for all disciplines.	CEO/Director	Fall 2005
2.1.10. Improve financial aid services across university enrollments by hiring an AHEC financial aid specialist or improving consortium agreement processes and procedures.	CEO/Director	Fall 2006

Goal 3: We are a good value for a college education.

Performance Measure 1:

We will increase the availability of degree programs/courses based on the higher education needs of southern Oklahoma starting Fall 2006.

ACTIONS	RESPONSIBLE PERSONS	DATES
3.1.1. Conduct an environmental scan/needs assessment in the southern Oklahoma region.	University Coordinating Council	By Fall 2006
3.1.2. Identify degree programs offered at AHEC by the institutions and create degree plans for all corresponding degree programs.	Program Coordinators	By Fall 2005
3.1.3. Examine all degree programs annually to determine: 1) programs have active enrollment; 2) degree plans are aligned with program requirements; 3) applicable programs have 2+2 arrangements; 4) new college students have an AHEC degree plan on record; and 5) degree plans are updated as students progress through programs.	Program Coordinators and Academic Liaisons	Start Fall 2005
3.1.4. Identify program needs according to needs assessment inventory.	University Coordinating Council	By Spring 2007
3.1.5. Propose programming needs to partners and if not available, solicit other institutions for needed programs.	University Coordinating Council and VPs of Academic Affairs	By Summer 2008

Performance Measure 2:

We will increase higher education presence and awareness in southern Oklahoma starting Summer 2005.

ACTIONS	RESPONSIBLE PERSONS	DATES
3.2.1. Increase awareness of faculty and student success in southern Oklahoma.	Program Coordinators	Start Fall 2005
3.2.2. Develop a series of colloquiums at the Center.	Program Coordinators	Start by Summer 2005
3.2.3. All University Partners and University Center advertise together.	CIO/Library Director CEO/Director	Starting Fall 2005
3.2.4. Expand the information and resources published on the AHEC Web site.	CIO/Library Director CEO/Director	Starting Fall 2005

Performance Measure 3:

We will increase the number of continuing education offerings by 10% each year starting fall 2005.

ACTIONS	RESPONSIBLE PERSONS	DATES
3.3.1. Partner with business and industry and their needs.	Program Coordinators	Start by Fall 2006
3.3.2. Work with Educational Partners to deliver continuing education offerings.	Program Coordinators	Start Fall 2006

Goal 4: We provide a university presence that impacts southern Oklahoma.

Performance Measure 1:

We will modify our name and examine our organizational structure to better represent our purpose and service area by June 2006.

ACTIONS	RESPONSIBLE PERSONS	DATES
4.1.1. Determine a new name for the Center that better describes its function and geographical outreach: 1) Adopt a new name; 2) Confer with local legislators and Oklahoma State Regents to formulate appropriate legislation for a name change; 3) Market and promote new name and/or organizational structure.	Director/CEO Board of Trustees	June, 2005 through June, 2006
4.1.2. Examine the viability of the organizational structure of the Center 1) Form a Board organizational review committee to compare the advantages/ disadvantages of a university center with a branch college; 2) Organizational review committee conduct hearings/discussions; 3) Organizational review committee reports findings and recommendations to the Board of Trustees; 4) Board of Trustees adopts new or endorses existing organizational model; 5) If organizational changes are proposed, confer with local legislators and Oklahoma State Regents to formulate appropriate legislation.	Board of Trustees Director/CEO	June, 2005 – December, 2005

Performance Measure 2:

We will apply for one new grant or contract each year beginning Fall 2006.

ACTIONS	RESPONSIBLE PERSONS	DATES
4.2.1. Identify appropriate topics or areas of need.	AHEC Staff	Start Spring 2006
4.2.2. Identify potential funding agencies and grant programs for identified topics.	AHEC Staff	Start Spring 2006
4.2.3. Establish appropriate collaborations with institutions and local entities.	AHEC Staff Institutional Academic	Start Spring 2006

	VPs	
4.2.4. Submit grant/contract applications.	AHEC or Institutions	Starting Fall 2006

Performance Measure 3:

We will participate in at least one economic development project per year beginning Fall 2005.

ACTIONS	RESPONSIBLE PERSONS	DATES
4.3.1. Make staff available to promote economic development activities.	AHEC Staff	Ongoing

Performance Measure 4:

We will increase the proportion of persons with a college degree in southern Oklahoma by 1% by 2010.

ACTIONS	RESPONSIBLE PERSONS	DATES
4.4.1. Promote college degree programs at AHEC and through AHEC Partners.	AHEC Staff Student Service Staff	Ongoing
4.4.2. Establish programs and services to support degree completions.	AHEC Staff Student Service Staff	Ongoing
4.4.3. Establish programs and services to increase education quality in degree programs.	Partner Academic Units and Instructors	Ongoing
4.4.4. Work with business and industry to increase educational opportunities for employers.	AHEC Staff	Ongoing