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President's Strategic Planning Booklet, 2012-2017

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President's Report
STRATEGIC PLANNING
THE TIME IS NOW
2012 - 2017

*“Education is not preparation for life;
Education is life itself.”
- John Dewey*



Table of Contents

President's Message	3
SWOSU History	4
The Mission	5
The Values	6
The Vision	7
Strategic Goals	
• One	8
• Two	9
• Three	10
• Four	11
• Five	12
• Six	13
Collage	14
Acknowledgements	15

President's Message



Randy Beutler
SWOSU President

Southwestern Oklahoma State University is an institution that truly transforms our students' lives into a positive force for their future and the betterment of our state. Through our Strategic Plan, we will continue to have a positive impact on our students by always remaining current and visionary in our goals for the future of our institution.

As you review this document, bear in mind this is not a plan that exists on paper only. It guides our university's budgeting, hiring and work production processes. By establishing these priorities, we look forward to meeting the challenges ahead and continue to build a great institution. The success of the student experience at SWOSU is the ultimate measure of what this plan achieves.

*"The noblest search is the search for excellence."
- Lyndon B. Johnson*

SWOSU *History*

Southwestern Oklahoma State University at Weatherford is located in Weatherford, 70 miles west of Oklahoma City. The University is authorized to offer curricula in arts and sciences, business, teacher education, and health sciences. A branch campus at Sayre is authorized to provide Associate of Science and Associate of Applied Science degrees in both general and specialized areas of study, as well as career and technical education.

The University was established by an act of the Oklahoma Territorial Legislature in 1901 as the Southwestern Normal School, authorized to offer two years of training for public school teachers. The first classes met in 1903. Initially, four years of preparatory work for precollege students were offered.

In 1920, the preparatory (academy) courses were eliminated and two additional years of college work in teacher training were added. The State Legislature approved a change of name to Southwestern State Teachers College.

The first baccalaureate degrees were awarded in May 1921. Other changes in name and purposes

occurred in 1939 when the institution was designated as Southwestern State College of Diversified Occupations, and in 1941, when it became Southwestern Institute of Technology. During this two-year period, the college added a school of pharmacy, degree work in the arts and sciences, and trade schools.

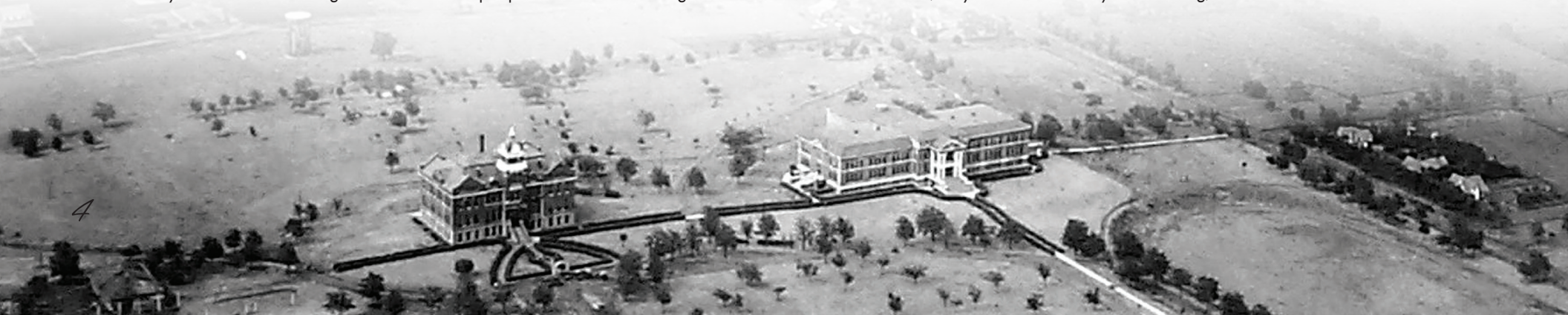
In 1949, the Oklahoma State Legislature changed the name of the institution to Southwestern State College, and in 1974, to Southwestern Oklahoma State University, without altering its purposes and objectives. On July 1, 1987, Sayre Junior College was merged with Southwestern Oklahoma State University as a branch campus designated Southwestern Oklahoma State University at Sayre. Southwestern Oklahoma State University at Sayre was founded Sayre Junior College in 1938 under legislative authorization which permitted public high schools to add a 13th and 14th year of study to their curricula. Nineteen public schools took this step.

In 1940, the college name was changed to Oklahoma Western Junior College; however, the original name was soon adopted again, and in May 1940, the first degrees were conferred. In 1956, Sayre

Junior College moved from facilities occupied jointly with Sayre High School to its present location on old Highway 66. The merger with Southwestern Oklahoma State University marked the end of the Oklahoma community college system, since Sayre Junior College was only such institution remaining of the original nineteen.

The Sayre campus is located 60 miles west of the Weatherford campus on Interstate 40. It serves western Oklahoma and the Texas panhandle within a 60-mile radius of Sayre. It offers open admission to high school graduates as well as to students who do not hold a high school diploma.

Southwestern Oklahoma State University offers seven advanced degrees. The Master of Education degree was inaugurated in 1969. (The Master of Teaching Degree was offered during the period 1953-1969.) Graduate programs leading to the following degrees have been added since 1969: Master of Business Administration, 1977; Master of Music, 1981; a professional doctorate, the Doctor of Pharmacy (Pharm.D.), 1998; Master of Science in School Psychology, 2005; Master of Science in Management, 2008; and a Master of Science in Community Counseling; 2009.



The Mission

The mission of Southwestern Oklahoma State University, a member of the Regional University System of Oklahoma, is to provide educational opportunities, research, scholarly and creative activities, and service in a safe, accessible, nurturing learning environment that meets the needs of the state and region and contributes to the educational, economic, and cultural environment. SWOSU provides traditionally strong programs of study leading to a variety of degrees, from associate to doctoral degrees. The University's areas of study, nationally accredited programs, general education curriculum, service and experiential learning activities, and participation in student activities and organizations provide students with opportunities to obtain skills, knowledge, and cultural appreciation that promote achievement by students and alumni.





The Values

- We value our standing as a premier Oklahoma institution of higher education that meets the needs of the state and the region by providing accessible, affordable, high-quality associate's, bachelor's, master's, and professional degree programs.
- We are committed to high standards for instruction, administrative services, research, scholarly and creative activities, and service to the university and community.
- Our faculty, staff, and administration are committed to fostering a safe, healthy, and diverse intellectual, cultural, and social environment for student success.
- We are dedicated to the economic stability and growth of our region, and we cherish our role as a center for arts, culture, science, and technology.
- We guide our actions by fairness, honesty and integrity as we meet our obligations through wise use of the financial and natural resources entrusted to us.

The Vision

- Innovative and accessible academic programs;
- Student activities and opportunities;
- Cultural inclusion and diversity;
- Expanded international programs, opportunities for international students, and promotion of global awareness;
- Community and private sector partnerships that benefit students, faculty and staff and the community;
- Student and faculty research, scholarly, and creative activities that expand bodies of knowledge and enhance quality of life;
- Activities and investments that promote ethical, intellectual, professional, and personal growth;
- Promotion of university and community health and wellness;
- Commitment to advancing and maintaining technologies that optimizes university operations and classroom and student distance learning;
- Management of our financial resources and establishment of new avenues to support and preserve quality programs; and
- Expansion of alumni relations, recognition, partnerships and support.



Strategic Goal One:

Focus on Student Success to help students discover and achieve their educational and life goals.

- Provide greater course schedule flexibility and course options for students.
- Develop freshman and sophomore Advisement and Student Engagement Program.
- Redesign First Year Experience Program that includes academic learning goals and frameworks for collegiate learning.
- Establish a Multicultural Student Services Center that advances academic achievement for underserved student populations and promotes civic engagement activities that increase college access and opportunities for traditional and non-traditional students.
- Increase retention and graduation management activities that address student success and academic needs for high risk students.
- Increase student scholarship funding.

"The future depends on what we do in the present."

- Mahatma Gandhi

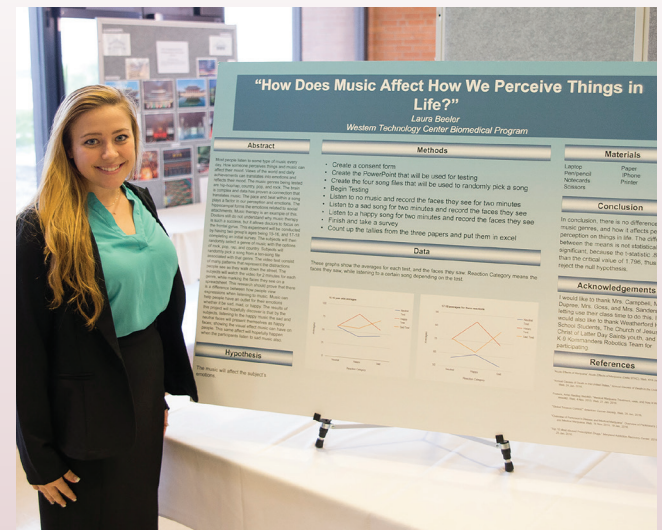


Strategic Goal Two:

Focus on Academic Quality through accessible, innovative, and high quality academic programs that are based on student needs and those of the region and the state.

- Implement a course transformation initiative to enhance student learning and success in the General Education Program.
- Increase opportunities for students to engage in High Impact Practices, specifically focused on writing intensive courses, collaborative assignments and projects, service learning, civic and diverse engagement opportunities, and undergraduate research.
- Develop an Interdisciplinary Honors Program that promotes academic excellence, social responsibility, and cultural enrichment.
- Implement online and blended course standards.
- Expand community-based learning activities.
- Pursue and receive federal grant money that advances the quality of academic programs, enhances pedagogy, and increases program resources and technology.

"Be sure you put your feet in the right place, then stand firm."
- Abraham Lincoln



Strategic Goal Three:

Focus on Resources to expand and diversify the revenue base of SWOSU.

- Increase freshman student enrollment.
- Increase transfer student enrollment.
- Provide Hispanic/Latino admissions, enrollment, and academic resources in language of origin for Hispanic/Latino students and families.
- Increase International Student Program and services.
- Develop Innovative Campus Resource Plan that addresses existing capacity, space, time, locations, technology, and financial resources.
- Implement a competitive and attractive out-of-state program for freshmen, transfer, and international students.

"The best way to predict the future is to create it."

- Abraham Lincoln



Strategic Goal Four:

Focus on the enhancement of the quality of life for students, faculty, staff, & administration to attract and retain the best and brightest students and university personnel.

- Implement strategies to increase the quality of student life.
- Implement strategies to increase the quality of life for faculty and staff.
- Increase strategies to improve energy efficiency and environmental sustainability.

"Happiness is not something that is readymade. . . . It comes from our own actions."

- Dalai Lama



Strategic Goal Five:

Focus on the Sayre Campus so that it is fully integrated into the overall university.

- Develop and implement a Sayre Campus Integration and Strategic Plan.

"Life's most persistent and urgent question is, what are you doing for others."

- Martin Luther King, Jr.

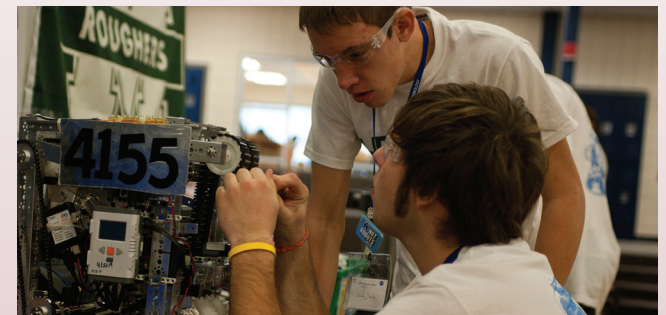


Strategic Goal Six:

Focus on optimizing technology to meet the educational and administrative needs of SWOSU.

- Upgrade computers as designated by Four Year Rotation Plan.
- Increase technology staffing and support and provide institutional training (data access).
- Reduce software licensing costs without sacrificing operability or functionality.
- Develop Academic Technology Advisor Committee and Administration Technology Committee.

"Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them."
- Steve Jobs





*"Education is the most powerful weapon
which you can use to change the world."
-Nelson Mandela*



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"The focus is you."

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