

COMMENTS SUBMITTED AFTER PRESIDENT'S REPORT
November 11, 2014

PLANNING PROCESS QUESTIONS

“Will there be more information on how to join the three committees mentioned today? If so, I would recommend carefully choosing all levels of staff from each Division, i.e., Director, support staff, CT’s, AP’s, etc. The first committee listed is a fabulous idea!”

“What will be the timetable for the three committees mentioned during the presentation? Sharing this ASAP will be valuable. How will they be populated?”

“How does one get on the task forces?”

“How will task forces articulate with the Senate?”

“Do we need to question our population growth goals in favor of more emphasis on quality?”

“Will any wording be included to address creating a safe space for students (thinking specifically about sexual assault, hate speech, tolerance, and harassment)?”

“A statement was made last year that OU cannot be all things to all people. How do we avoid dilution of efforts when we continue to add activities and initiatives?”

PROPOSED MISSION STATEMENT

“Does the focus on ‘metropolitan’ encourage us to focus narrowly? Will this focus further the ‘commuter school’ notion that exists among our students?”

“The mission statement is a wonderful paragraph.”

“In the mission statement, why ‘knowledge and art’ versus ‘learning and the arts?’”

“All beautifully articulated! Thank you for the prominent placement of creativity and the arts. It is appropriate for OU and greatly appreciated by those of us engaged in that work. Thank you.”

“An on-campus conference center and hotel are needed. How will these be achieved? This is vital to the global and regional roles and recognition that the mission outlines.”

“Will there be opportunities to discuss the proposed core values as an OU community? Are they too broad and should they be centered on our mission, or should they be complementary?”

“It is important to stress diversity and multiculturalism within mission and core values.”

“I am thrilled to see ‘global perspective’ in the new mission statement. To foster student success in developing/honing/acquiring this global perspective, I would like to request that the Department of Modern Languages and Literatures be an integral part of the development of this goal. Moreover, to serve the needs of our community, let’s not forget that we are also part of a global/international community. Thank you and congratulations on this great work!”

PROPOSED GOAL #1

“Regarding Goal #1, student success indicators might include placement, value-added education, and student professional development. I hope these are included in the core values.”

“Goal #1 should include ‘diverse’ and partnership with student services.”

“I was happy to see that student services and student success are noted in the goals. I urge the committee to include strategies partnering with student affairs to help develop the whole student (health/wellness and learning outside the classroom).”

PROPOSED GOALS #2 and #3

“Goals #2 and #3 would be better and strengthened if more edited.”

“What about the state of research at OU? We need to increase grants for researchers in CAS Sciences.”

“For Goals #2 and #3, we need to align the university reward system. How do we reward/treat those doing community engaged research projects and service? These efforts take time and should be rewarded but are not valued.”

“Regarding strategic planning goal #3, it is paramount to have community (both business and nonprofit organizations) and alumni representatives to provide input and help identify how OU can beneficially interact with area businesses, cities, and non-profits. Our insular view may not hit the mark.”

“Faculty members from OU, OUWB, and Beaumont Hospital are interested in creating a program or education for parents which matches the strategic planning goal #3. What or how can we create an OU-OUWB-Beaumont program that is part of OU? Can you please provide us help to get this program across?”

INSTITUTIONAL PROCESSES TASK FORCE

“Love it all! I am especially happy about the Process Task Force and I wish them well. One thing that didn’t seem evident to me is the need to address the infrastructure and get the right foundation in place for the university we have grown to be. An opportunity exists to demonstrate that all employees are important and have UHR report directly to the president as organizations around the world do. The same is true of UTS. “We’ve done this with Government Affairs. Why not people and systems? Please be sure to have metrics as much as possible so we can actually see how we do. Goals and current strategies progress to date as we go along.”

“I am interested in affecting change in our processes that hinder our growth and development.”

“Institutional processes that can be streamlined to foster and support faculty and student research would be the IRB (Institutional Resources Board).”

ACADEMIC CONCERNS/OBSERVATIONS)

“We need to re-think graduate study by increasing processes and procedures.”

“We need to break down road blocks to interdisciplinary work.”

“As a former department chair and professor of Reading and Language Arts, one of the ‘problems’ I have encountered with OU’s culture is inter-departmental collaboration. There are roadblocks to students in other schools or the college to enroll in classes outside their own school or department.”

“As we consider student engagement and creativity, in combination with teaching a “We need an easy, streamlined platform for students/non-students to learn from OU’s talented faculty. The majority of people interested in a

topic look to You Tube for information. We can do better. This is a way to engage students, bring more awareness to OU, partner with area businesses to develop content specific courses/modules. PACE has been highly influential in raising the bar. It would be great to continue the trend and increase revenue stream by incorporating more non-traditional students, nationally and internationally. Thank you!"

"As we consider student engagement and creativity, in combination with teaching and learning, I'd like to see us focus on General Education classes—making these courses dynamic, creative, and perhaps more project or service based. These courses form the core of a student's early experience on campus. As they exist today, they are viewed—as a collective—as dull and irrelevant. They could be so much more and serve as a dynamic and intensive experience for students."

BRANDING/MARKETING

"In my 20-year association with OU, branding has been problematic. The new team of Eric Barritt, John Young, and Brian Bierley is making great strides. What are the next steps? Where is this in the plan? I'd like to know more about the branding campaign."

"What part will communications and marketing play in achieving the mission? It has historically blocked dissemination of events and faculty research rather than placing information in the public sphere (radio, television, and newspapers). We need to do better."

"What process will be in place to assure that OU does not lose momentum in the market, especially since competition is more intense than ever?"

"Will external market research be updated in order to remain in touch with market and segments served?"

"Why do we continue to dilute the OU brand by having Meadowbrook separate?"

DIVERSITY

"To add to the diversity of our student body and staff, it is important to show both students and staff that inclusion is a priority. Diversity training for faculty and staff is imperative. Growth in our diversity support offices is imperative and actual diversity in the staffing in support offices is important, especially student support offices geared at retaining at risk students."

“I would encourage the planning committee to consider adding a task force to address diversity and inclusion. Understand that embedding diversity and inclusion throughout the document is excellent. However, a stronger commitment would be clear with the addition of a task force.”

FACULTY

“Exposure and recognition: OU faculty should be heard on NPR and other local, regional and national news as experts or be recognized for research. It always seems to be other local universities.”

“To further boost research at OU, Ph.D. student supervision should be counted as research activity. Currently, it’s a teaching activity in some schools.”

“We need a centralized approach to the faculty recruitment process, including programs or strategies to train search committee members on the relevance and importance of diversity and inclusion.”

“Increase faculty wages to the average of comparable institutions.”

“Focus on student retention and success adds work to faculty. Additional research funding and research professors would be appreciated!”

“Need to be state-of-the-art in technology, computer-based teaching and learning, and information management.”

STAFFING INFRASTRUCTURE

“Staff support seems underrepresented in the strategic plan.”

“With the vision for growth, we need to increase our support staff. In many areas, the staff number of staff members are working to support increases in administration and students. We need more support staff.”

“Are DSS and Advising, as well as other student-service offices, adequately staffed? Being student-centered in classrooms isn’t sufficient if these offices don’t support students. In the past, these offices have been understaffed and many students express frustration at this. With more disabled and mentally ill students attending OU, what are we doing to insure these offices are adequately staffed?”

STUDENTS

“How does study abroad fit into the plan? Our students are leaving to interact with a more global world. I would like to see some mention of this in the main part of the plan.”

“Getting OU known to the outside relies on international students, scholars, etc. Making their study and life here better is important. Get a better international office.”

“Need one international office to attract international students, international faculty, and faculty exchange.”

“Stop charging international students in-state prices.”

“I recommend sending a strategic planning committee member to Carleton University (Ottawa, Canada) to see a campus with excellent support for disabled students, especially wheel chair access. Attract disabled students, even from other states and countries. It’s an opportunity. It’s also an important social statement.”

WELLNESS, RECREATION, AND SAFETY

“Wellness and Recreation: Providing a student experience that enhances their educational experience. Learning outside of the classroom through on-campus involvement can be just as impactful as a class. Campus recreation is relevant, but can be enhanced much more so.”

“Please do not shy away from athletics as a resource for understanding the student or student-athlete mind when it comes to health and wellness.”

“We need wellness and health for the entire OU community, utilizing all resources on campus (i.e., campus recreation, Graham health) to make this happen.”

“For student safety: Many students cross Walton Blvd from the apartment complexes over to campus, crossing six lanes of traffic. Please consider building a walking bridge over Walton Blvd so students can easily and safely cross Walton. This may ease parking congestion. Student life is a priority and so is their safety.”

GENERAL OBSERVATIONS

“Our strategic plan should include our commitment to ethical integrity and fairness in everything that we do.”

“We may need an athletics representative as part of the strategic planning formal process given the importance of athletics on campus, in the community, with donors, etc., as athletics needs to be successful.”

“Combine the SPC meetings into another reoccurring event on campus, e.g., Meet and Mingle.”

“A campus is only as ‘good’ as its community. Now does OU plan to take care of its employees and treat them fairly and with the respect they deserve?”