

University Assembly

May 4, 2009

Notes

Adapted From Communications & Marketing

Don Betz

Opening

Dr. Betz thanked everyone involved in the Inauguration. It marked the first moments of the Second Century and will be a benchmark in how we want to proceed. He has received emails from across the country noting our level of cooperation and how excellent the ceremony was. He was impressed with the faculty turnout. This part of the year is always challenging as we graduate students and welcome guests to our campus.

We will be using the phrase “Charting of our Second Century” for the next several months. He noted that he covered five topics during his address. NSU will generate the leadership to make these things happen in our area.

Global society

Health & wellness

Sustainability

Social justice

We will form coalitions to address these issues.

Branding Update - Kinders

Representatives from Woychick Design were on NSU campuses recently to lay groundwork for a branding campaign. There were 29 activities with the four consultants. The group met with NSU administration and staff, assessed the website and transition to a new site, and conducted faculty round table sessions, focus groups with undergraduate and graduate students, web usability sessions, and town hall presentations. They have done twelve web usability sessions.

Their research confirmed Northeastern’s strengths include a warm, caring environment; good personal relationships; affordability; small class sizes; and highly qualified faculty. They noted our good work with feeder schools and the Smart Choice program. We provide an opportunity for those who wouldn’t go to college to get degrees. Some faculty focus groups noted that we do more “hand holding” with students. We are a “middle of the road choice” for area students.

They noted the differences between campuses. Tahlequah students are place bound, familiar with NSU and forgiving of short comings. BA students are savvy decision makers, but feel cut off from the rest of NSU. BA students have higher expectations of the University.

The consultants will return May 26-28 to conduct additional quantitative surveys, along with focus groups that include both undergraduate and graduate prospective students, their parents, and alumni.

There will be a May-July Bridging Campaign to recruit students for fall semester. The web site for students with competition for prizes is: nsuanswers.com. (note: URL not working 5/5/09)

Centennial Campaign - Gyllin

In five years, the number of donors to Northeastern State has doubled from 1,019 (2003) to 2,085 (2008), now exceeding 2,000 donors for the first time in NSU Foundation history. Other notable facts:

- Since 2005, direct public support has increased each year (\$1.139million in 2008)
- Since 2004, individual contributions have increased each year (5,727 gifts in 2008)
- The last two years, support for NSU has eclipsed \$1 million
- Privately awarded scholarships are at an all-time high (647 in 2008)
- Employee giving is currently at 42 percent
- Employee support has increased each year since 2004 (\$83,713 in 2008)

In 2005, the NSU Foundation initiated plans for a Centennial Campaign with a target goal of \$10-15 million (more than three times larger than any previous campaign). The quiet phase for the campaign began in 2006 and continues with a target goal of \$12 million in cash and pledges. Currently we have collected \$2,878,014, which does not include nearly \$600,000 committed by faculty and staff or contributions received so far in 2009. There is a new athletics fund development staff person, Bobby Jo Eagleton.

The University Planning Group – Kern (with Mission/Vision Task Force: Garber, Jenlick, Louderback, Boren)

Dr. Dave Kern recapped the process that led to the review of the 2006 Strategic Plan. Last fall, Dr. Don Betz convened the University Planning Group to review the strategic plan to insure its viability as a working document. Led by Kern, the UPG has developed the Proposed Focused Mission Statement, Vision Statement, and Values Statements, which were presented to the University Assembly and are online for review. Members of the NSU campus community are encouraged to visit www.nsuok.edu/strategicplan/ and submit feedback to upg@nsuok.edu by May 15. The task force worked for several months to condense the 2006 statement to a phrase that can be used and remembered by everyone. Seven core values from the 2006 strategic plan were condensed to five led by Integrity. There was discussion of the meanings of partnerships and the geographic area of Eastern Oklahoma from the audience. Also there was a question about how these statements will work for grant writers and fund raising.

Don Betz

Comments and Closing

The condensed vision and mission statements are not just for accreditation, they are important because they are what we say to ourselves and people we want to join us.

Legislative Session

They will adjourn May 23 and there will be no special session. The best scenario is that higher education budgets will stay the same. He is going to a Council of Presidents meeting this week. Due to enrollment projections we anticipate a \$600,000 shortfall from fall tuition.

Linda West
Faculty Council Secretary/Treasurer