Strategic Goal One:
Focus on Student Success to help students discover and achieve their educational and life goals.
1. Improve and upgrade residence life facilities on an annual basis.
2. Implement early alert system for students in academic trouble.
   • Require a mandatory graduation check by department after 60 hours of academic credit to keep students on track and give them a clear view of requirements needed to complete a bachelor’s degree. (NCAA requirements for student-athletes can serve as a model.)
   • Create and support parental involvement through parent groups, newsletters, hotlines, etc.
3. Support interaction between faculty and students.
   • Increase communication to advisors by campus-wide e-mail messages pertaining to advisement.
   • Provide information, opportunities, and funding to faculty for the purpose of making faculty-student interaction more productive.
   • Require all students to have face-to-face meetings with their advisor once per semester.

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.
1. Establish an interdisciplinary honors program that serves 200-250 students or 5% of SWOSU enrollment.
2. Have a revised general education program to equip students for a rapidly evolving world.
3. Have an academic environment that fosters innovation through experimentation with and adoption of “high impact” and the “best” educational practices.
4. Offer classes and have schedules that match the needs of both traditional and non-traditional students.

Strategic Goal Three:
Focus on Resources to expand and diversify the revenue base of SWOSU.
1. Increase grant submissions and awards using the following measurable objectives:
   • increase proposal submissions and grant writers by 50%;
   • increase funded proposals by 50% (annual revenue of $3,000,000);
   • install a system for successful grant writer recognition by 2015.
2. Increase Foundation Average Giving by 10% each year for next 5 years, increasing annual giving from $1,129,447 to $1,818,987 by 2017.

3. Increase tuition and fee revenue by:
   - Recruiting and retaining international student enrollment by 5% FTE;
   - Implement and enforce a revised non-resident fee structure;
   - Implement Sports Junior Varsity teams;
   - Implement educational partnerships.

**Strategic Goal Four:**
Focus on enhancement of the quality of life of Faculty, Staff, & Administration to attract and retain the best and brightest for serving our students.

1. SWOSU will develop and maintain a comprehensive staff compensation program that consists of utilizing a combination of market comparisons and job evaluation methodologies.
2. SWOSU will institute yearly faculty and staff salary increases in order to obtain and maintain 90% of the CUPA average.
3. SWOSU will phase-in a comprehensive Health and Wellness program.
4. The Southwestern Support Personnel Organization, SSPO, will evolve into a “Staff Senate” or “Staff Support Council”.

**Strategic Goal Five:**
Focus on the Sayre Campus so that it is fully integrated into the overall University.

1. Increase enrollment on the Sayre Campus by 75 students over the next five years. (15 students per year, or about a 2% annual increase)
2. Create integration of the SWOSU Weatherford and Sayre campuses.
   - Increase communication and collaboration between academic units and offices on the Sayre and Weatherford Campuses in terms of textbooks, teaching methods, and syllabi for General Education courses.
   - Each academic department on the Weatherford campus will send a representative to Sayre once per year to speak to classes in their discipline or make a presentation on majors available on the Weatherford campus and careers in their field.
   - Develop a transfer day event for SWOSU-Sayre students, transporting them to the Weatherford campus, attending workshops to acclimate them to the Weatherford campus and culminating with either a cultural or athletic event.
   - Offer transportation to students interested in attending Panorama events, homecoming parade and games, etc.
   - Designate scholarships for Sayre students who transfer to Weatherford so that there is a guaranteed pool of money for students who choose to continue their education in Weatherford.
3. Evaluation & Improvement of the physical plant on the Sayre Campus
   - Schedule maintenance visits from the Weatherford Physical Plant, 1-2 days per month for electrical, plumbing or general repairs
   - Provide a unified look with the Weatherford campus by updating signage to match the Weatherford campus and landscaping details, such as cannas.
   - Reevaluate building usage and needs and re-purpose as needed.
   - Increase dialogue between the leaders of the City of Sayre, public schools, and community to form more cooperative alliances.

**Strategic Goal Six:**
Focus on optimizing technology to meet the educational and administrative needs of SWOSU.

1. A 100%, four year upgrade cycle of identified computers on the Weatherford and Sayre campuses.
2. Increased technology staffing and support on the Weatherford and Sayre campuses.
   - A consistent 90% of all SWOSU administrators and staff satisfied with the ease of data mining and learning analytics at the university.
   - 90% of all students satisfied with the online student services they receive at SWOSU.
   - 90% of all faculty, staff, and administrative members satisfied that their training needs for office technology, classroom technology, and distance learning technology are being effectively met at SWOSU.
3. Reduced software licensing costs for the university without sacrificing operability or functionality, and cost savings reallocated to provide financial support for other technology initiatives.