UG COLLEGE SUCCESS STUDENTS

Positive Things You Would Say to HS Students about coming to SWOSU?

University is small
Know other students
Faculty is helpful
Take the time to help
Pharmacy program/Nursing program
Cost of living

What do you wish you could say but cannot?

Wish Athletics were more exciting
Wish Athletics were more competitive
Wish Athletics had more support
Not enough to do in Weatherford-Wal-Mart or the Mall
Need campus hangout
Town is too small

If you could make any changes you wanted, what would they be?

Recruitment of students networking
More high-profile social events
Some professors need to be more understanding about student workers
Town needs to be more interesting
DVS System

STUDENT GOVERNMENT ASSOCIATION SENATE

Positive Things You Would Say to HS Students about coming to SWOSU?

Like a family
Quality/value of education
Campus size (not too large)
Smaller class size
Stellar pharmacy program
Professors interest in students and know them
Advisors take an interest in you
Professors like their subjects they teach
Grad schools like this school

What would you like to be able to say but can’t?
Technology outdated
More choices in fraternities and sororities
Fewer courses
Parking
More foreign languages
Professors need to be more technology literate
The wind
Campus Wi-Fi is slow
More campus life and food variety
Meal plan not fully used
Better dorms-layout and maintenance

General Advice
Keep students involved in strategic planning and informed of progress.

GRADUATE STUDENTS-DAY CLASS
Positive Things you would say to HS students about coming to SWOSU?
Small classes (several students mentioned this)
Affordable (several students mentioned this)
Professors are accessible
Professors teach
Quality
Quiet
Close knit
Real estate prices are low
Separate testing schedules or spaced regular semester finals
Friendly campus and community
Small campus

What you wish you could say but cannot?
More focus on academics and less on athletics
Better technology- online applications, iPhone aps, WIFI access, more expertise in career counseling, more accessible computer lounge, more opportunities……
Better student health center
More polite support staff
Better funded library-hours
More forgiving snow day policy
Summer classes
Alcohol for campus sporting events
More to do in weatherford
More campus activities
If you could make any changes you wanted, what would they be?

<table>
<thead>
<tr>
<th>Hot water in rest rooms</th>
<th>Finish the Wellness Center-racquet/squash courts</th>
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<tbody>
<tr>
<td>Warmer study areas</td>
<td>More international programs-study abroad</td>
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<tr>
<td>More printers in computer rooms</td>
<td>More scholarships</td>
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<tr>
<td>More food options/meal plan</td>
<td>Better collegiate wear-SWOSU t-shirts, etc.</td>
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<td>Greater visibility for high profile programs (Pharmacy, Nursing, etc)</td>
<td>More teacher accountability</td>
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<td>More supplies in labs</td>
<td>Larger reference section in Library, cushioned chairs</td>
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<td>24 hour library</td>
<td>Day Care on campus</td>
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<tr>
<td>Better dorms</td>
<td>More comfortable desks and chairs</td>
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<td>More parking</td>
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</table>

GRADUATE STUDENTS EVENING CLASS

Positive Things You Would Say to HS Students about coming to SWOSU

- Low cost
- Low tuition increases
- Small class size <50 students
- The Sayre campus and the outreach and access (minimizes travel time, near Elk City & Oil companies
- Positive distance education program
- Better student : faculty ratio
- Flexible class schedules
- Small town feel but near OKC
- Financial aid opportunities
- HS students can take classes with concurrent enrollment
- Lots to do outside the classroom-Wellness Center

What do you wish you can say but cannot?

- Market graduate level course more
- Bring companies with high level jobs to campus
- More degrees offered online
- What make good online course? Professor is flexible, provides feedback, provides objective in advance & sticks with them, timely interaction & feedback, posts classes & notes online
- Less emphasis on writing
- Post jobs by alums online
- Identify the right balance of online courses

If you could make changes what would they be?

- Better student housing
CHEAPER BOOKS - ability to resell books/buy-back guarantee
More coordinated student life - bigger student union with space for student organizations
More parking
More marketing and visibility - further reaching reputation
Better football stadium - it looks like a high school facility and not as nice as some HSs.
More web based offerings - variety and courses, asynchronous

SENIOR FACULTY

What would you like to be able to say about SWOSU that you are currently? unable to say?

 Desire for a greener campus
 Campus could reflect both the culture and the ecology of the region
 Upgrade landscape; use indigenous plantings
 SWOSU should be known for a great education
 Not just a very good education
 It should be “the place to go”
 Goal should be to recruit better prepared students
 Set higher admission standards
 Offer scholarships to top students
 Goal should be to recruit top faculty
 Develop an Honors Program
 Focus on undergraduate research
 Expand the definition of the campus
 Offer more on-line course and programs to reach new markets
 Need strategies for growing distance education
 Courses must be of high quality and there must be accountability for the quality
 Current model for on-line education is weak
 Campus needs to supply more support for distance education development.
 SWOSU should be a greater cultural resource for the region
 More public art on campus
 More promotion of the arts
 More cultural opportunities for students
 More faculty support for the arts (attend events)
 Campus could use a movie theatre
 Campus is weak on foreign languages
 Campus is weak on computer support
 Faculty development should include more travel money and release time
 Students need more instruction in grammatical writing
 SWOSU must become a place where students want to come
 To make good on promise of high quality education, faculty must be visible on campus

RESEARCH FACULTY

What are the challenges for doing research at SWOSU?

Teaching load [5/4] leaves little time for research
Departmental budgets do not have funds to support travel to conferences or to off-site
research libraries, archives, etc…
Sciences could use a research building…an interdisciplinary space for collaboration.
Reduction in load and buying out time creates problems for departments. Difficult to find appropriate adjuncts to cover courses.
Sabbatical policy exists on paper, but they are not given.
Culture of teaching and culture of research divergence has not been discussed or resolved.
There is a strong teaching culture on campus. A number of faculty are interested in research and are encouraged to do it, but for the most part, they are on their own. Pharmacy is a different case because of accreditation requirements.
Generally, there is praise for the sponsored programs office (along with recognition of its limited staff and resources.

FACULTY: RECENTLY TENURED, PROMOTED (RTP), OR HERE LESS THAN 10 YEARS

What is the culture of Teaching and Research at SWOSU?

- There is a challenge that colleagues don’t understand what it takes to do research: of time, effort, and funding
- Teaching load is high, so it’s hard to find time for research-4/4 load
- Support for research is relatively low—culture is based on teaching, in recently tenures & promoted: level of involvement in research is nebulous; support for research in A& S is relatively low; supervising in research is not recognize as teaching—should be regarded as both; reassigned time for research is uneven-Pharmacy gets it others do not.
- Support is needed—equipment (new and repaired), space/building, departmental budgets
- Many faculty are teach overloads-5 courses
- There’s a need to calibrate the research expectations for faculty who primarily teach via those who do research for purposes of recently Tenure or promotion.
- Research requirements for RTP is not clear across the board-criteria in general are vague, the view is that the responsibility for the standards should be at the departmental level; the biggest problem is the lack of consistency of dossiers for RTP.

What would you do with a very large gift to SWOSU?
There need to be more academic scholarships and requirement to maintain a certain standard—support for these to student to travel and be exposed to different experiences;
Funding for an Honors Program

Need to enhance technology—classroom and in general
SWOSU has an academic press—use it to publish scholarly work
Funding for professional development
Hire adjuncts to assist in carrying the load-increase pay for adjuncts to attract them
Funding for sabbatical leave
More formal orientation program available for those not from the area who need help-mentor, housing, school.

PHARMACY CLINICAL FACULTY

The strengths of SWOSU and what the Pharmacy Program adds?
Strong vibrant campus
Draws better students
Quality student are being drawn into the university through the pharmacy program
Increased visibility of SWOSU beyond the region and OK-expanding research in Pharmacy will expand the visibility; for the Pharmacy and lay community.
Class size
Affordability
Professor know you/approachable
Emphasis on teaching
Small manageable campus
Safety

If you could make any changes you wanted, what would they be?
Dorms need to be upgraded
Don’t be overly cautious about making changes that might affect the community –e.g. Wellness Center : Local YMCA
Better facilities-building for Dr. School of Pharmacy
Better technology
Raise tuition to create revenues to enhance technology and other needs

Advantage the safety of the campuses
Improve the academic support services
Improve social activities in weatherford and on campus-change suitcase college image, Event Center will help
Improve the email service for the OKC Pharmacy faculty-restricted to webmail, small storage limit

What would you do with a very large gift to SWOSU?
Pharmacy building
Little enhancements-lockers for students, PC, technology
Funds to reimburse for clinical slots
Public relation/marketing campaign

FACULTY: OPEN FORUM

What is the culture of teaching and research at SWOSU?
The two are not separate, they build on each other
SWOSU needs to strike the right balance-like Goldilocks story-not too much (buying adjuncts can impact quality), not too little, just right-
Achieving the right balance needs to be a part of the strategic plan
SWOSU doesn’t really have evidence that it does quality teaching and needs to develop one
Teaching load causes the focus of on teaching—establish a Center Teaching & Learning;
Develop an assessment system for teaching-challenge: getting student to participate
Professors who diligently teach throughout the semester needs to be rewarded
To do research requires support: mentoring, gran-writing support, help with statistical analyses.

What would you do with a very large donation to SWOSU?
New library would increase the profile of the university
Something that would affect all students
Building for STEM research
A Student Advising Center-include assessment
Upgrade existing dorms and build new one
Upgrade technology-learning center, group of people to design course, equipment and integration of equipment; there is split in D2L one person adds students, and another person supports it
Endowment for ongoing support, not only onetime
Fund collaborative research
Honor College
More faculty in social sciences-no faculty in Asian or African History, classes are too large, faculty on overload to cover needs.

General suggestions
Make the web site easier to navigate
Search engine needs to go to the hotlink
More space-strategic plan needs to include space needs
Ratchet up the recycling/sustainability efforts

DEANS
If you were to receive a very large unrestricted gift, what issues would you address first?

Technology Infrastructure
Concern with computer replacement schedule (seems to be falling behind) and level of support (it takes too long to get problems fixed).
Sayre campus concerned about transition from video to on-line distance learning. They need a better understanding of what will happen.
The campus could use an operational plan for technology.
Concern about web-delivered programs. How to sort out the best from the rest.
Assessment
Assessment Office has a focus on faculty evaluations and faculty development.
The deans could use help with program level assessment.
The campus could use an explicit process for using assessment information. How do you build review of assessment data into a review process that work up through the administrative chain?
Research
There is pressure from accrediting bodies to increase/improve the research output of the faculty.
Campus needs to address tensions between focus on teaching and need to increase research activity.
How should undergraduate research fit into the mix?
Some departments would like to see the campus have a research building that would support collaborative research efforts.
Praise for the sponsored programs office.

DEPARTMENT CHAIRS: COLLEGE OF PROFESSIONAL & GRADUATE STUDIES
What activities hat and environments (Inputs) are needed to produce the desired characteristics of SWOSU graduates (Output)?

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Output</th>
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</thead>
<tbody>
<tr>
<td>Learning Experiences/ Activities &amp; Environments</td>
<td>Desired Characteristics of SWOSU Graduates</td>
</tr>
<tr>
<td>Service Learning</td>
<td>Work Ethic</td>
</tr>
<tr>
<td>Field Experience</td>
<td>Applied Knowledge</td>
</tr>
<tr>
<td>Scholarship with Obligations/Mentorship</td>
<td>Professional Aspirations</td>
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</tbody>
</table>
LEADERSHIP STUDIES

Engaged Learning

Freshmen engagement experience
Drive to Excel

Cross cultural experience
Job Ready

Relationship building
Respectful

Practical learning
Self Confidence

DEPARTMENT CHAIRS: ARTS AND SCIENCES

What activities and environments (Inputs) are needed to produce the desired characteristics of SWOSU graduates (Output)?

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</thead>
<tbody>
<tr>
<td>Learning Experiences/Activities &amp; Environments</td>
<td>Educated-knowledge base, critical thinking, effective communication, lifelong-learning skills</td>
</tr>
<tr>
<td>Appropriate class size</td>
<td>Ethics</td>
</tr>
<tr>
<td>Adequate technology</td>
<td>International/global awareness</td>
</tr>
<tr>
<td>Individualized attention</td>
<td>Appreciation of range of disciplines</td>
</tr>
<tr>
<td>Environment of high expectations</td>
<td>Adaptability</td>
</tr>
<tr>
<td>Accepting of challenges</td>
<td>Work ethic</td>
</tr>
<tr>
<td>Student support structures</td>
<td>Appreciate arts</td>
</tr>
<tr>
<td>Writing in the disciplines</td>
<td>Responsible citizenship</td>
</tr>
<tr>
<td>Honors program</td>
<td>Collaborative</td>
</tr>
<tr>
<td>Undergraduate research</td>
<td>Technology savvy</td>
</tr>
<tr>
<td>International experience</td>
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</tbody>
</table>

SAYRE STUDENTS

Majors represented-pre-nursing, math, chemistry, early childhood education, psychology, mortuary science. Most Sayre students are married with children as this sample represented.

Question - What do we need to improve?
Course availability that delays transfer to Weatherford campus
Advisor availability specific to degree plan, especially general education, math education, etc.
Strengthen academic advisement

Question – Encourage choice of SWOSU?
Small class size, small campus
Approachable teachers
College in home region
Student activities

Question – What is missing here?
Don’t like the tobacco use policy ban
Improve study areas for students-designated quiet areas needed out of the way of traffic
Flexibility from teachers related to doctor’s notes and class absences
Well-identified emergency plan needs communicating to students
Question – Housing for students on Sayre campus needed?

Yes. Lack of housing availability for students is also a problem in the Sayre area.

Question – Physical campus needs?

Need change machines in Mackey Hall
Don't like walking from building to building in rain
Need more student group activities
Student ID? Gives access to university activities on both campuses
Travel requirements limit student participation in Weatherford campus activities
This campus feels somewhat like high school
Living in dorm would cost more than I could afford to attend college
Attending events at Weatherford campus is intimidating to me. The size of the campus, etc.,
Travel and housing issues on this campus- travel to campus may be 2-hour drive for some
students so residences on campus would be helpful. Travel to Weatherford campus would
require another hour or so one way.
Will not travel at night to events because of rural area.

Question – If transportation were provided – would that help? Yes

Question – What would you change about the Sayre campus?

Need nursing program here-losing students to WOSC.
Feel like Sayre campus is “evil stepchild” no resources perceived
Get this campus and Weatherford more involved with area schools
More activities needed on Sayre campus-concert, athletic events, etc.
Would like regular transportation between campuses
Improve communication between faculty and students regarding events

Additional positive comments – there is a good feel to this campus.

SAYRE FACULTY

Place of Sayre Campus over next 5 years?

Vital part of the local community
Housing
Demand could be as high as 100-could serve culinary arts program
Good student experiences outside of classroom
Event center
A place where High school grads want to go and commit to ad degree-2 or 4 year
Attractive campus/physical plant
Ability to offer more 4-year degrees with use of distance education
Add more terminal 2-year programs i.e. Paramedics, EMT, WW

Things you would like to see done in next 2-3 year?

Tutoring
Marketing Campaign to increase awareness to the public and the Weatherford campus
Less reliance on adjuncts
Event Center
Define the Mission
**What would happen in the Event Center?**

Career Day  
Graduation  
Guest Speakers  
Serve as Student Union  
Large Classrooms  
Multi-purpose Center

*Thoughts on Distance Education?*

Teaching Math via Distance Education is difficult  
Get very little instruction on its use  
Don’t really know the students  
“Quality Matter” is a useful tool  
With declining population it is something we have to look at  
Hybrid is an option—not just face to face or all online

**SAYRE STAFF**

*If You could Make Changes, What Would they Be?*

Lack of housing limits enrollment.  
Rental properties in town are filled to capacity  
Competition with oil/gas workers drives up prices.  
Facilities are in need of maintenance and there is little help from the Weatherford campus maintenance department.  
Even small problems must be repaired by hired contractors.  
This arrangement is expensive and time consuming.  
Would like maintenance staff from Weatherford to come to Sayre on some kind of cycle.  
Salaries are low and benefits are not extensive.  
Communication between campuses is spotty.  
Staff acknowledges that former dean was not a good communicator. Kept a low profile. Campus needs more all-purpose space for gatherings, events, etc....There are no large gathering spaces on campus.  
Food service hours are not adequate for the schedules of the student body.  
The staff is loyal to its student body and believes its work is important.

**DIRECTORS AND MANAGERS**

*Positive things about working at SWOSU?*

A good place to live  
People work together well  
University events affordable or free  
Some recognition programs  
Free access to courses  
Mostly student-centered

*What thinks would make it an even better place to work?*

Childcare  
Staff salary structure  
Benefits (health insurance)
Positive things you would say to HS students about coming to SWOSU?

Individual attention
Safe
Great value
Friendly
What we-do we do well
Great programs-pharmacy, nursing, education, sciences, music, engineering
Good space for students

What would you like to say but cannot?
Child care
Housing style
Suitcase campus
Activities in town
Technology need upgrade-need for continuous improvement in all things
Too many remedial students because we admit/push students to go to college when the probably shouldn’t-fault of Oklahoma Promise.

Desired characteristics of SWOSU grads?

Soft skills-common sense
Western Oklahoma values-work ethic, honest, strong character, adaptable
Ability to make a living
Ability to apply what they have learned
Flexible
Tech savvy

Experiences needed to provide the desired characteristics?

Character development as part of the curriculum
Programs that reflect the market
Retention/tracking programs to measure progress
Requirements for certain activities because they don’t know what they don’t know
Service learning
Reaching out to K-12 students

SWOSU SUPPORT PERSONNEL ORGANIZATION/STAFF COUNCIL/ALL STAFF

Positive things about working at SWOSU?

Work with great people
Days off
Interaction with young people
Health benefits
Flexibility for family time
Hours
Part of organization that helps students

What things would make it an even better pace to work?
Staff development
Childcare
Career ladder
Involvement in planning and process improvement

**What would you do with a large gift to SWOSU?**

Computer system
Entertainment that would help make students stay—arcade
Support for UA research—travel money
Marketing campaign for the SWOSU-name the home town of students
Building improvements—strategic plan for every aspect of the plan
Day care center
More tutoring for students
Staff training and development
Salary and benefits
Study—how many people are at the poverty line; staff turnover; salary structure
Staff evaluations

**COMMUNITY LEADERS**

**Positive things you would say to HS students about coming to SWOSU?**

Core values
Student/faculty ratio
Safe environment
Quality programs
Faculty care about students
Individualized personalized attention
Well maintained campus

**What would you like to be able to say but cannot?**
More involvement with the community including service learning
More to do to make SWOSU less a suitcase college—more meal plan options, and ability to use
card downtown
Improve dorms
Meeting place at Sayre
More 4 year degrees at Sayre
Grow high profile programs where there is need—Pharmacy and others

**Forces that will impact SWOSU, Community, Western OK, and the State?**
Oil and gas industry volatility
Wind farms
Anti-intellectualism-good enough is ok
Students need to learn Professionalism
Expand regional relationships
Technology
Online learning
Hispanic in migration
More concurrent enrollment for recruitment
Financial aid-affordability
**Areas where there is even greater opportunity for cooperation between SWOSU Community?**

SWOSU – become more professions/career oriented  
High school visits – information days  
Explore future careers  
Student housing at Sayre  
Reach out to OIL/GAS industry  
Think regional  
Economic development-growth opportunities

**What would you do with a very large gift to SWOSU?**

Develop pharmacy, health program, nursing  
Develop student environment-college town  
Grow technology programs-produce gradates to support local growth  
Technology focus in teach education  
Internship programs  
Research departments