

UNIVERSITY STRATEGIC PLAN


“ *The world is changing rapidly. Longstanding ways of operating and educating students face an uncertain future while promising new alternatives await. For OU to remain relevant and prosper in this disruptive era, it needs a fundamental understanding of who it is and why it exists.*

*Accordingly, **OU Online** is a strategy and a tactic.* ”

ONLINE



OU COURSES. OU DEGREE.
ONE UNIVERSITY.

 ONLINE



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ONLINE

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**OU Courses. OU Degree.
One University.**

Earn your graduate degree in programs taught by world-class faculty and professors of practice. Programs have been developed in highly sought-after fields designed to advance your career.



REGIONAL LEADER - Online Graduate Programs

STRATEGIC PLAN BY 2025

1

REVENUE GENERATED

2

PROGRAM RANKINGS

10+ PROGRAMS RANKED IN THE TOP 50 OF ONLINE PROGRAMS

3

PROCESSING SPEED

ADMISSIONS TIMELINE
FINANCIAL AID PACKAGING
ADMIT DECISION

4

PROGRAM APPROVAL SPEED

SHORTENED TIMEFRAMES:
6 MONTHS - NEW PROGRAMS
3 MONTHS - EXISTING/MODIFIED PROGRAMS

5

UNCAPPED ENROLLMENT

CREATE UNCAPPED ENROLLMENT IN 5 STRATEGIC PROGRAMS FOR MAXIMUM SCALABILITY

6

CONSOLIDATE MARKETING

UNITE ONLINE MARKETING BRAND AND STRATEGY

7

QUALITY ASSESSMENT

AVERAGE 4-YEAR CYCLE OF REVIEW AND ASSESS ALL PROGRAMS IN TEACHING AND LEARNING

8

ONLINE ACADEMIC CALENDAR

IMPLEMENT ACADEMIC CALENDAR FOR ALL ONLINE PROGRAMS

9

AMALGAMATION OF EEI SERVICES

EXPAND OU ONLINE TEAM TO BE ABLE TO PERFORM ACTIVITIES/SERVICES SUPPLIED BY THIRD-PARTY PARTNERS

10

ONLINE STUDENTS

11

DIVERSIFY STUDENT BODY

12

ONLINE GRADUATE PROGRAMS

24

13

STUDENT RETENTION RATE

85%
?%

14

STUDENT GRADUATION RATE

75%
68%

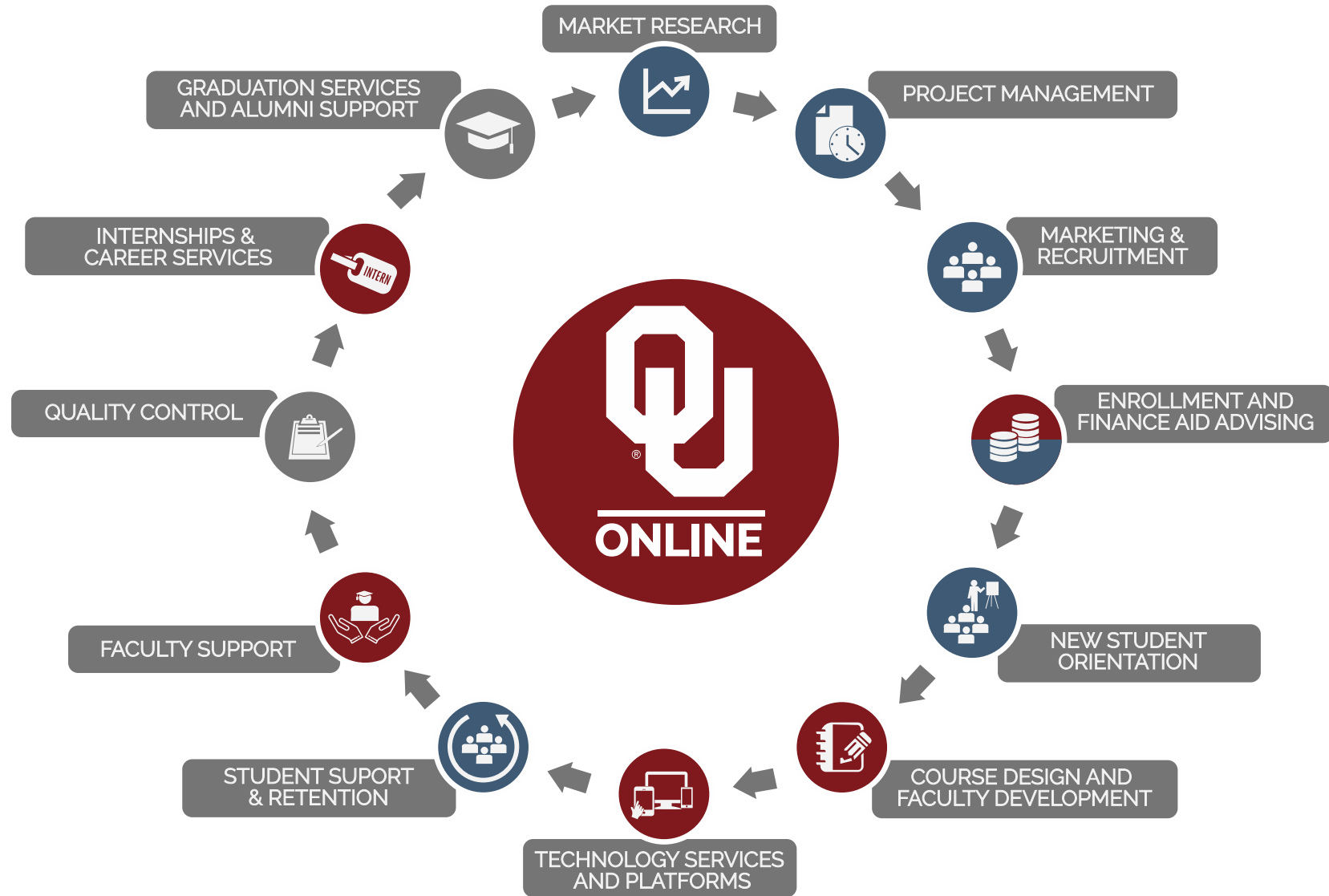
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GRADUATE JOB PLACEMENT



- FINANCIAL
- ORGANIZATIONAL
- PERFORMANCE

All data in reference to online graduate programs and online program students.

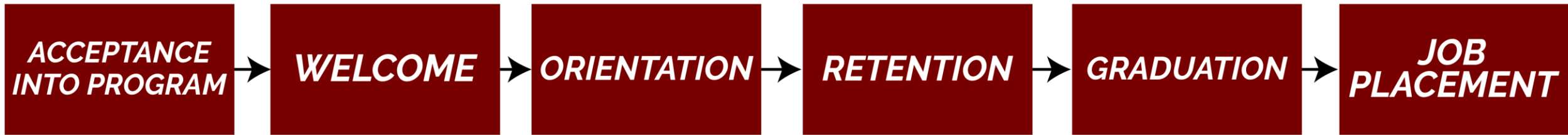
OU | ONLINE PROGRAM MODEL



CURRENT SERVICE BREAKDOWN

-  UNIV. OF OKLAHOMA
-  ELSMERE EDUCATION

| PROCESS AND TIMELINE



OU ONLINE STUDENT SERVICES:

To provide support and services to OU Online students during their academic journey to increase both retention and graduation rates.



BARRIERS FOR GROWTH

ONGOING AND FUTURE



PROGRAM EXPENSES



**HEALTH SCIENCES
CENTER RELATIONSHIP**

**BUY-IN,
TUITION & FEES PROCESSES**



**INGRAINED
UNIVERSITY PROCESSES**

**APPROVE PROCESSES &
PROFESSIONAL MASTERS vs.
RESEARCH-BASED MASTER DEGREE**



**PROGRAM APPROVAL
TIMELINE**



**ARTIFICIAL
CLASS SIZE LIMITS**



**DUPLICATE MARKETING
EFFORTS**



**ONLINE PROGRAM
PROCESSES**

**FINANCIAL AID, ADMISSIONS,
OU ONLINE, ACADEMIC CALENDAR**



DECENTRALIZED IT SYSTEMS

**IT DEDICATED TEAM
PROVIDING GUIDANCE OF
CRM SYSTEMS**



UNKNOWN HURDLES