

# Lead On, University

— The Next Phase —

2025 - 2030



## WHERE WE STARTED

In **2019-2020**, OU launched a new strategic planning process to define OU's strategic priorities for the next decade.

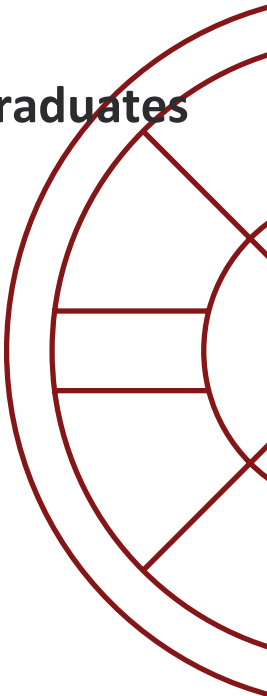
The **Board of Regents** approved this plan in **July 2020**.

# Lead On, OU: We Change Lives

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## A Few Achievement Highlights:

- Multiple years of **record enrollment growth**
- Multiple years of **record research growth**
- **Improved student outcomes** (Graduation & Retention Rates)
- Created Fully Integrated Academic Health System – **OU Health**
- **Launched OU Online** and expanded its offerings to 50+ degrees
- Joined the **Southeastern Conference (SEC)**
- Launched the **OU Polytechnic Institute** to respond to emerging tech workforce needs
- **Improved Graduate Student Stipends & Cost of Attendance**
- **Enhanced Career Services and Applied Learning Opportunities** for our Students
- **Doubled the number of College of Nursing graduates** in response to statewide shortage
- **Reimagined Marketing & Communications**
- Developed and began executing the **Freshman Housing Master Plan**
- Raised \$1B in the **Capital Campaign**
- Expanded **Stephenson Cancer Center**





## WHERE WE ARE TODAY

Agile and responsive strategic planning is more important than ever as Universities respond to a new generation of learners, emerging technologies and workforce needs, new discoveries, strategic opportunities, and a broad range of environmental changes



# Agile & Responsive Planning....

A dynamic and ongoing planning effort is crucial as higher education continues to face a changing landscape

Public Perception of Higher Ed Value

Enrollment and Demographics Trends

Access & Affordability Challenges

New Workforce Degree/Skill Demands

Sustainable Business Models

Student Readiness and Well-Being

New Ways of Teaching & Learning

New Community Needs

New Emerging Technologies:  
Artificial Intelligence

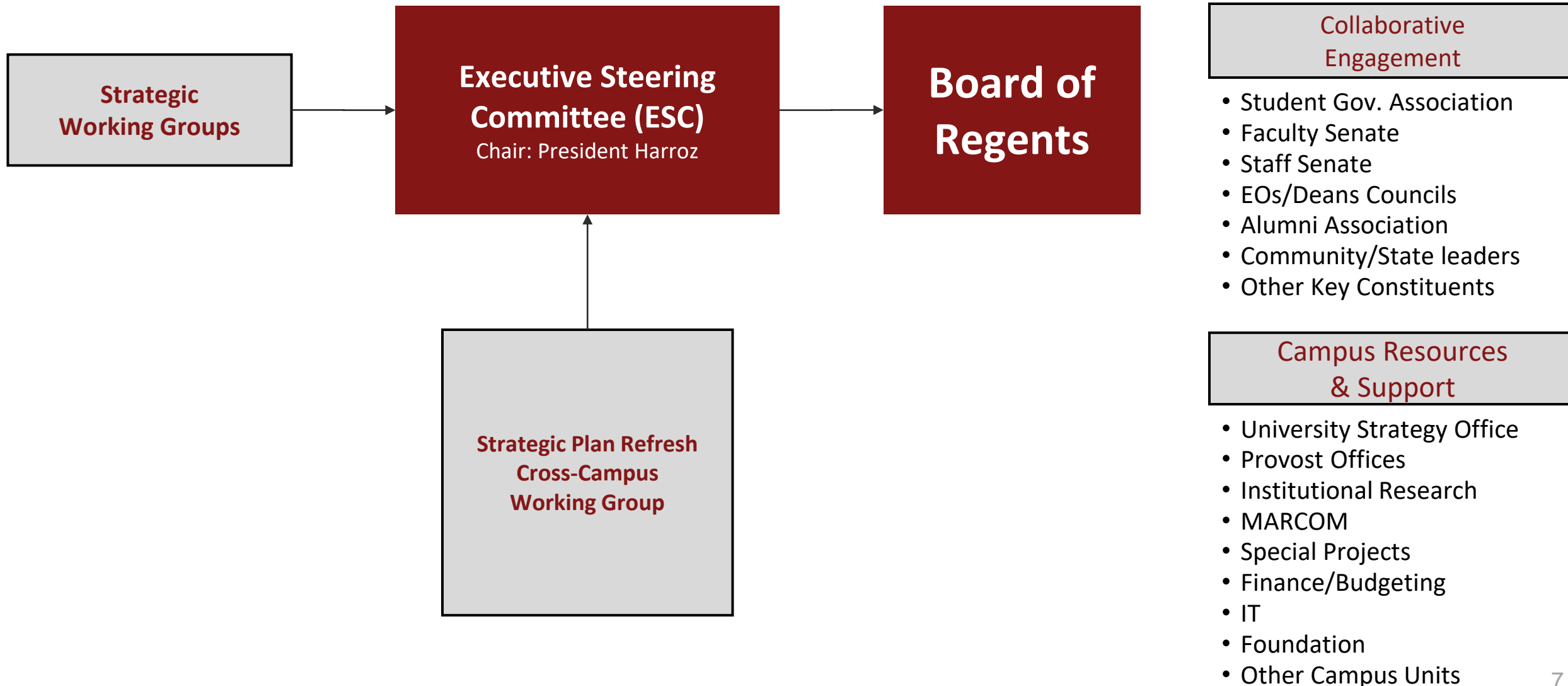
University Specific Opportunities & Challenges



## WHERE ARE WE GOING

Building on our momentum and adapting to a changing landscape, a “mid-point “refresh” will enable the University to reflect on our progress and update and refine our priorities to achieve a new level of excellence.

# Strategic Plan Refresh – Coordination/Engagement



# Strategic Plan Refresh – Enhancements

## ➤ **OU's Refreshed Strategic Plan will be.....**

- Integrated across all OU's campuses
- More Actionable and measurable with key performance indicators (KPIs) and new 5-Year Targets
- More scalable and aligned with colleges & division level planning (spring semester)
- Enhanced with new formalized core values
- Enhanced with new areas of emphasis: employee engagement, OneOU, emerging technologies (AI), signature experiences, applied learning, operational excellence



# Lead On, University | Integrated Strategic Plan Framework

(OU Norman, Health Sciences, & Tulsa)

## Enduring Commitments

Mission Statement

Purpose Statement

Core Values

## Pillars of Excellence

1

Lead as a Top-Tier  
Public Research  
University

2

Empower Students  
for a Life of Success,  
Meaning, & Impact

3

Ascend as OneOU -  
Unified by Purpose,  
Values, & Strategic  
Plan

4

Lift the Health of All  
Oklahomans

5

Shape the Future  
through Discovery,  
Creativity, &  
Innovation

## University Strategies

## University Tactics

College/Division Level Planning & Alignment – Unit-level Tactics

Ongoing Assessment, Refinement, and KPI Monitoring

Strategic Plan Funding, Enabling Infrastructure, Resource Planning

# **Strategic Plan Draft Updates**

**Last Updated: January 13, 2025**

# Enduring Commitments

## Our Purpose:

We Change Lives

## Our Core Values:

- Excellence
- Opportunity & Success
- Boldness
- Impact
- Freedom of Expression & Civility

# Pillars

**Our Strategic Plan is made up of five pillars that define how the University will fulfill its mission, purpose, and core values. They are equal in importance.**

- 1** Lead as a Top-Tier Public Research University
- 2** Empower Students for a Life of Success, Meaning, & Impact
- 3** Ascend as OneOU - Unified by Our Purpose, Values & Strategic Plan
- 4** Lift the Health of All Oklahomans
- 5** Shape the Future through Discovery, Creativity, & Innovation

# Pillar 1

## Lead as a Top-Tier Public Research University

### Strategies:

- ❖ Reach the highest standards of academic and research excellence, measured by Association of American Universities (AAU) peer benchmarks
- ❖ Be a leading value public research university, combining outstanding quality with truly distinctive affordability
- ❖ Unlock the full promise of the American dream
- ❖ Transform Oklahoma's future with dynamic partnerships
- ❖ Build on OU's championship culture across the enterprise

# Pillar 2

## Empower Students for a Life of Success, Meaning, & Impact

### Strategies:

- ❖ Inspire learners with a world-class academic experience (inside and outside the classroom) that catalyzes personal and professional growth
- ❖ Foster the social and emotional growth of students via signature experiences and a best-in-class residential campus community
- ❖ Foster a student-centered culture and a distinctive devotion to student success
- ❖ Equip OU students for career success at the highest levels
- ❖ Expand the reach of OU through online platforms, innovative educational pathways, and lifelong learning programs

# Pillar 3

## Ascend as OneOU - Unified by Our Purpose, Values & Strategic Plan

### Strategies:

- ❖ Across all units and departments, across all campuses, across the entire state, live out our core values while pursuing our Strategic Plan together
- ❖ Promote and defend the ideals of bold inquiry and freedom of thought and expression
- ❖ Be a place of belonging for all students, faculty, staff, and patients
- ❖ Foster the state's most engaged and satisfied workforce
- ❖ Be an exemplar for operational and financial excellence

# Pillar 4

## Lift the Health of All Oklahomans

### Strategies:

- ❖ Be a world-class academic health system through education, research, and patient-centered care
- ❖ Provide best-in-class healthcare statewide, including providing care available nowhere else in Oklahoma
- ❖ Meet Oklahoma's healthcare workforce needs with the urgency it demands
- ❖ Focus investments in strategic research areas to improve Oklahoma's health and that of the world
- ❖ Translate research into practice to improve the quality of care and health outcomes



# Pillar 5

## Shape the Future through Discovery, Creativity, & Innovation

### Strategies:

- ❖ Achieve AAU peer benchmarks in research and creative activity
- ❖ Confront grand challenges with convergent research
- ❖ Think big
- ❖ Develop the world-class infrastructure necessary to compete at the level of top public universities
- ❖ Empower researchers

# Strategic Plan Refresh – Next Steps

## November/December

- ❖ Continue to collect feedback and input from the Cross Campus Refresh Working Group, ESC, and Key Campus Constituencies and refine drafts (email us: leadon@ou.edu)
- ❖ Share updated drafts with President Harroz and Board of Regents

## January

- ❖ Review, refine, finalize draft with ESC, BoR Committees, and Key Constituencies
- ❖ Submit to BoR for final review/approval – January 31
- ❖ Engage College/Division Leadership on Strategic Planning Updates – Spring Semester

# Questions/Discussion



# Appendix

# Lead On, University – Strategic Plan

Cross-campus Refresh Working Group

**Sarah Ellis** *Co-Chair; Vice Provost for Faculty*

**Jill Raines** *Co-Chair; Vice Provost for Health Sciences Administration*

**Carol Silva** Interim Vice President for Research & Partnerships; EKG Presidential Professor of Political Science

**Jessica Ruyle** Associate Professor; School of Electrical and Computer Engineering

**Sarah Robbins** Sr. Director of Research & Learning Services; OU Libraries

**Rusty Jones** Associate Professor; Ancient Greek Philosophy

**Fernando Esteban Flores** Division Head of Dental Biomaterials; Dir. of Faculty Development; Assoc. Professor; Faculty Senator

**Karl Hansen** Senior Associate Dean and Professor, College of Medicine; Chair, Dept. of Obstetrics and Gynecology

**Francis Wen** Director of Research & Behavioral Health, SOCM Departments & Residency Programs; Professor; HSC Faculty Senator

**Courtney Henderson** Executive Director for Financial Aid

**Emalee Lemke** DFCAS Director of Online Programs

**Jessica Rossman** Payroll Specialist, Housing and Food; Staff Senator

# Lead On, University – Strategic Plan

## Cross-campus Refresh Working Group

**Martha Ogilvie** Director of Institutional Research Data Projects and Initiatives

**Wade Hensley** Executive Director of Student Affairs

**Susan Bynum** Sr. Assoc. Vice President for Research & Partnerships

**Shawna Watkins** Executive Director for Outreach & Engagement

**Kent Teague** Asst. V.P. for Research, OU-TU; Assoc. Dean for Research, Dir., OU-TU Integrative Immunology Center

**David Surratt** Vice President of Student Affairs and Dean of Students

**Belinda Higgs-Hyppolite** Vice President for Access and Opportunity

**Gregg Garn** Vice President of Online Learning; OU-Online; Deputy Athletics Director of Performance Excellence

**Marcy Fleming** Director of HR

**Aaron Gilson-Bond** Engineering/Energy Representative, UGrad Student Congress (B.S., Mechanical Engineering, 2026)

**Ty Davenport** Pharmacy Student Council President (Pharm.D/MBA, 2026)

**Akramin Yusof** Student Government Association President (M.A., Organizational Dynamics, 2025)

