**Strategic Vision**

In support of the University Visionary Goal, be recognized as one of the nation’s top public Registrar Offices; a model for cutting edge solutions, influential collaboration, dynamic service, and professionalism.

| **Long Term Strategic Objective** | **Goal** | **Measure** | **Target** | **Owner** | **Status** |
| --- | --- | --- | --- | --- | --- |
| **Ensure Integrity of Student Academic Records** | a | All areas of the office will have documentation of relevant policies and procedures. | Percentage of documentation completed | 100% completed | Strategic Plan Committee – Rosemarie Alexander |  |
| b | OOTR will use published retention schedule on the OOTR website, based on university, state, and AACRAO recommendations for Records Retention. | Yes/No | Yes | Carrie Fink |  |
| c | All OOTR staff will be knowledgeable of FERPA by completing the online, annual FERPA Self-Assessment. | Percentage of completion | 100% | Susan Cooper |  |
| d | Conduct a review of staff access yearly and make necessary changes. | Areas completed per year | 3 areas per year | Shannon Castleberry |  |

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| **Provide Academic/Educational Opportunities that Contribute to Student Learning, Leadership, and Critical Thinking** | a | Identify ways to improve OOTR website. | List of improvement | 2 improvements | Nancy Berges |  |
| b | Devise a method to engage and show students ‘how-to’ perform tasks rather than simply answering questions. | Yes/No | Yes | CSS and Enrollment volunteer:Anne BridgewaterNicole Marple |  |
| c | OOTR conducts student surveys to identify areas where improvements for services/communication are needed.  | List of surveys conducted | 3 | Anne Bridgewater |  |

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| **Satisfy Stakeholders’ Needs by Developing a Deeper, Communication-Based Relationship** | a | Identify external and internal stakeholders to facilitate effective communication | List of stakeholders | Revised list of stakeholders | SAM volunteer – Vicky Grochowski |  |
| b | Disseminate information to key stakeholders. * Newsletter
* Website
* Face-to-Face meetings
* Annual report
* Email
* OOTR listserv
* Chat line
* Social media
 | Yes/No  | Yes – all media | Susan Cooper |  |
| c | Communicate with students using…* Mass emails
* Surveys
* YouTube videos/digital signage
* Website
* Social media
 | Yes/No | Yes – all media | Marketing Committee volunteer:Robert Auten |  |
| d | Establish regular internal communication with OOTR staff  | List of tools used for communication | Revised list of tools used for communication | Susan Cooper |  |
| e | Each (OOTR) functional area conduct and/or attend meetings to exchange information with colleges/departments. | Yes/No | All areas communicating with colleges/departments | OOTR volunteer:Carrie Fink |  |
| f | Train internal/external stakeholders on system functions/processes | Yes/No | Survey staff | Charlotte |  |

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| **Enable OOTR Employees to Excel** | a | Invest in staff. Provide appropriate office equipment to perform daily tasks | Annual equipment satisfaction survey | Equipment satisfaction survey 90% favorable | Kathy Fronce |  |
| b | Inform staff during the decision-making process regarding potential significant changes to their specific duties, position descriptions and/or organizational changes | Survey staff – were you informed of any significant changes? | All staff appropriately informed | Monty Nielsen |  |
| c | Stimulate constructive feedback/ideas from staff, e.g., through suggestion form, AOSM, directly to supervisor | Survey supervisors | All Staff is aware of the methods of submitting feedback | Susan Cooper |  |
| d | Invest in staff by providing support of personal and professional development opportunities. | Self-reported | Two training opportunities per year/per person | Roger Eaton |  |
| e | Require every new employee to go through the “New Employee Orientation” Process.  | Yes/No | All = Yes | Kathy Fronce |  |
| f | Promote an OOTR recognition program. | 3 times per year – spring, summer, fall | Remind staff of the recognition program | Susan Cooper |  |
| g | Develop staff knowledge of the purpose of the various technology systems in which members of OOTR work.* KSIS
* Parchment
* DARS
* Imaging
* Curriculog
* Acalog
 | The number of overviews completed per year | Two overviews per year at AOSM | Carrie Fink |  |
| h | Staff will have a comfortable, ergonomically correct work space. | The number of qualified requests were analyzed | When situations warrant, a workstation will be considered for ergonomic adjustments | Kathy Fronce |  |
| i | Promote a work culture that encourages collaboration. | Yes/No  | One teambuilding activity per year | Robert Bailey |  |

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| **Adjust the Management Direction in Response to a Changing Environment** | a | Identify alternative revenue sources or savings to assist the University Registrar in managing operations. | Yes/No | One proposal per year (revenue or savings proposal) | Barb Nagel |  |
| b | Align functional operations to financial/personnel resources and continue to maintain **essential baseline services**, as needed (alpha-order)* Athletic Eligibility
* Catalog/Course & Curriculum Management
* Customer Service
* Degree Audit
* Diplomas/Graduation
* Enrollment
* Student Records Maintenance
* Student Systems Support
* Transcripts
 | Yes/No | Essential baseline services are maintained within reasonable service levels | Monty Nielsen |  |