



GPS SYSTEM GUIDE FOR PROPOSED STRATEGIES



True North *The "first filter," Go/No Go for all decisions*

OSU's Colleges of Education, Health and Aviation
and Human Sciences True North is a

Capability Compass

**To enhance the science of diverse peoples' well-being and
development across the lifespan.**



Key Vectors *The critical strengths that propel our success*

- **TRANSFORMATIONAL:** Practice transformational, student-centered instruction that focuses on the development of experiential knowledge.
- **RELEVANT AND RESPONSIVE:** Engage in relevant and responsive discovery and application of knowledge to improve peoples' lives.
- **STEWARDSHIP:** Be an engine for development through responsible stewardship of resources



Home Turf *The one thing we do best*

OSU's Colleges of Education, Health and Aviation
and Human Sciences together are better

than any other peer institution in the plains at

**Preparing students for their future using a holistic,
interdisciplinary approach.**

- Individualized opportunities through a people-based culture and environment.
- Preparation and experience for students to enter professions through internships, research, best practice experiences and mentorship.
- Industry partnerships within education, healthcare, aviation, research, etc.
- A focus on health and prevention.
- Transformational instruction, discovery and engagement.



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Product Scope *Our current and future offerings*

IMPROVING PEOPLES' LIVES AND WELL-BEING

Through discovery, instruction and engagement that is:

- Innovative
- Evidence-based
- Transformational
- Relevant, responsive and respectful

Market Scope *Customers or markets we will intentionally pursue*

We will intentionally pursue the following markets and customers:

STUDENTS:

Geographic:

- Oklahoma and surrounding states, including a focus on the major metros and transfer colleges and feeder institutions.
- International – bringing international students to OSU and creating international outreach programs.

Demographic:

- Increasing underrepresented student populations - such as Native American, African American, Hispanic - and students with disabilities.
- Students who are motivated to make a positive difference in the world.

RESEARCH:

Geographic:

- State, national and international funding agencies and corporations that are seeking innovative ideas.

Demographic:

- Industries and organizations related to health, aviation, education, human development, retail and design, etc.

CONTINUING EDUCATION, COMMUNITY ENGAGEMENT, EXTENSION:

Geographic:

- Oklahoma
- International locations which can benefit from our expertise and capabilities, and vice versa.

Demographic:

- Public at large (we serve all people) but an emphasis in reaching non-traditional audiences.
- Workforce: Alumni and professionals seeking additional education.
- Industries, social service agencies, schools, aviation, etc.

