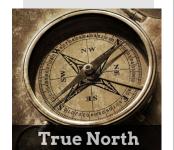


GPS SYSTEM GUIDE FOR PROPOSED STRATEGIES





Key Vectors

<u>True North</u> 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, studentcentered 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.





GPS SYSTEM GUIDE FOR PROPOSED STRATEGIES



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.

