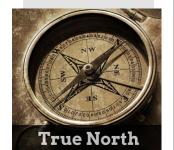


# **GPS SYSTEM** GUIDE FOR PROPOSED STRATEGIES





**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.

