

NWOSU Organizational Profile

Northwestern Oklahoma State University is the smallest university in the Regional University System of Oklahoma (RUSO). The other institutions governed by the RUSO Board are East Central University, Northeastern State University, Southeastern Oklahoma State University, University of Central Oklahoma, and Southwestern Oklahoma State University (all accredited programs). The university is also governed by the Oklahoma State Regents for Higher Education (State Regents or Regents). Northwestern Oklahoma State University is accredited by The Higher Learning Commission.

Northwestern Oklahoma State University's main campus is located in Alva, a city of approximately 5,000 residents in northwest Oklahoma. Alva is located just 14 miles south of the Kansas border, approximately 115 miles northwest of Oklahoma City, and 100 miles southwest of Wichita, Kansas. Northwestern's main campus offers students a traditional on-campus college experience, including living in university housing, dining in the cafeteria or Student Center snack bar, participating in campus activities, attending home athletic events, going to university-sponsored concerts or plays, and more. At Northwestern's Alva campus, students can choose from more than 30 areas of study to earn their Bachelor of Arts, Bachelor of Science degrees, or Bachelor of Business Administration.

NWOSU offers two non-traditional bachelor programs, Bachelor of Applied Arts & Sciences (BAAS) in Technical Management and Bachelor of Science in Organizational Leadership. The BAAS program is a degree completion program for people who have an applied associate degree or who have attained certain national trade certifications. Organizational Leadership is part of a statewide consortium (Reach Higher) composed of nine universities. Reach Higher is Oklahoma's flexible, affordable degree completion program for working adults who want to finish college.

Students in Alva can complete a master's degree in either Counseling Psychology, General Psychology, Education, Arts in Heritage Tourism and Conservation, or Arts in American Studies. NWOSU offers one doctorate in nursing, which can be completed through a mixture of online, Zoom, and in-person courses. Through AY 2009- 2010, the Division of Business offered graduate courses, in support of the master's degree programs. Those classes were eliminated effective AY 2010-11 (original self-study year) and, now no graduate Business or Accounting courses are offered by NWOSU.

Northwestern Oklahoma State University-Enid serves a diverse population, predominantly adult learners, to achieve their career and educational goals by providing local, affordable access to higher education (upper-level courses) leading to the bachelor's degree and complete graduate degree programs in a positive, student-centered, technology-enriched learning environment that promotes service and excellence. Because Northern Oklahoma College, an ACBSP-accredited community college, also has a location in Enid, the state regents bar NWOSU from delivering most lower-level courses to students in Enid, either by ITV, Zoom, or in person.

Northwestern Oklahoma State University-Woodward provides convenient access to higher education opportunities to a diverse population, including non-traditional students, to assist them in meeting education and career goals in a supportive environment, and to improve the quality of life in Woodward and the surrounding area. Northwestern dedicated its new building in Woodward in September 2008. It offers students all classes for general education requirements and offers complete undergraduate degrees and master's degree programs in education, counseling psychology, and general psychology.

Students attending classes at Northwestern-Woodward are able to take the same types of undergraduate courses that are available at Northwestern's main campus in Alva. Since there are no restrictions as to the classes taught in Woodward, students can take lower-level and upper-level classes by ITV, Zoom, or in person.

NWOSU utilizes face-to-face, instructional television, Zoom, and online and blended (hybrid) formats for the delivery of coursework in the Business programs. All Business classes are offered using a distance format, either ITV, Zoom, online or blended. The Business faculty is split between Alva, Enid, and Woodward, so ITV classes originate on all three campuses, depending on the professor assigned to teach the course. Online classes use Blackboard as the platform. Faculty teaching online classes may be located in Alva, Enid, Woodward, or elsewhere.

In Fall 2021, Northwestern Oklahoma State University had 1791 students, of which 1557 were undergraduates. One thousand one hundred and fifty-nine (1159) of the students (74%) were from Oklahoma. Approximately 15% of students were from the neighboring states of Kansas or Texas. Female students comprised approximately 60.19% of the student body, with males comprising almost 39.81%. Almost sixty-four percent (64%) of the students were white. Black, Hispanic, and Native American students constituted approximately twenty-five percent (25%) of the student body. Asian Americans and international students accounted for less than four percent (3.47%). Eighty-three percent (83%) of NWOSU students are considered traditional.

Business programs in Fall 2021 accounted for more credit hour production than any other discipline or division/department at NWOSU. The Business Administration major had the second most students (158) than the first largest division/department (Education 305 among five majors). In all, there were 217 students in a Business program/major (Accounting, Business Administration, Organizational Leadership, and Technical Management). The Accounting major, with 58 students, was the 7th largest of the university's listed majors.

Non-traditional students are classified as being older than 24 years of age. Since the decline of the oil and gas industry in the area, the number of non-traditional students enrolled within the Division of Business has declined by 35%. During Fall 2016, 42% of all DOB students were non-traditional. In Fall 2021, 37% of DOB students were classified as non-traditional.

Traditional students are considered to be 18 to 24 years of age. Traditional student enrollment has decreased by 45% in the last nine years within the division. The COVID-19 pandemic also impacted enrollment in 2020 and 2021 for many colleges across the United States.

Last, declining rural populations are impacting the number of traditional students available to enroll from NWOSU's 10-county service area. The division will need to begin seeking new students from counties beyond the traditional service area. The division chair has discussed increasing marketing efforts in Tulsa and Oklahoma City with the administration at NWOSU. Non-traditional online students would be the target market of these efforts.

During the initial accreditation, the online Accounting and Business Administration majors were created. The target students for the program include online students throughout the states of Oklahoma, Texas, and Kansas. The expectation was that these majors will draw an increasing number of working adults from metropolitan areas, from which the university historically has not drawn substantial numbers of students. The online majors also provide more flexibility for course schedules of traditional and non-traditional students within the geographic area.

As of Fall 2021, there were 76 students classified as online in the Division of Business (35% of the total students). Only 6.5% of the online students were from out-of-state. Of the in-state online students, 43% are located outside of the 10-county service area. The division has not been successful in recruiting out-of-state online students; however, a large portion of DOB online students are from metropolitan areas such as Oklahoma City and Tulsa. Twenty-six of the students are Accounting majors, and 50 are Business Majors as of Fall 2021.

The NWOSU faculty consists of 81 full-time faculty members, 41 females and 40 males. Fifty percent (50%) of the full-time faculty has a doctorate. Twenty-two (22) people hold the rank of full professor, 21 with doctorates. All but one of the 14 associate professors have a doctorate. Eighteen (18) of the 21 assistant professors have a doctorate degree. The remaining 23 full-time faculty members hold the rank of instructor or lecturer, with only one holding a doctorate.

The Business faculty consisted of ten full-time faculty members during the self-study year, eight males and two females. Eight of the faculty members have doctorates, and one is out of field. The two other faculty members hold master's degrees and CPA licenses.

The Business programs have extensively used adjunct faculty. Forty-four percent of the Adjunct Faculty in the Division of Business have a doctoral degree. The remaining 60% have master's degrees, professional experience, and licensures, qualifying them to teach in the program.

The Division of Business has a full-time secretary based in Alva. The division also uses student workers in Alva and Enid to assist faculty.

The Division of Business is housed in Jesse Dunn Hall on the Alva campus. Seven of the full-time faculty members and the division secretary have offices in Jesse Dunn. The other three faculty members have offices on the Enid campus.

On each campus, two ITV classrooms are used extensively for the broadcast/delivery of the Business classes. These rooms use Polycom technology to broadcast to the other campuses. Classes can originate in almost any ITV room on any campus. These classrooms are equipped

with smart boards, document cameras, and computers (with Internet access) to aid the professor in teaching the class. There is two-way video and audio communications. A Zoom classroom was added to Alva, Enid, and Woodward in Fall 2021. The Zoom classroom operates similarly to the ITV classrooms. The Zoom room can only be broadcast to other Zoom rooms and computers with Zoom software.

Each campus has a computer lab for the students to use. Certain labs are dedicated to classes, while other labs are primarily for student use outside of class. The university library has locations on all three campuses and an extensive collection of online material for students.

The Business programs at Northwestern Oklahoma State University identify several stakeholders; among them are business students, regional businesses, and the regional population. These stakeholder groups certainly have similar, but not identical, expectations for the Business programs.

For the most part, our students do not plan to leave the northwestern region of Oklahoma. However, we do have students who are looking to move to larger cities in the state or to other parts of the country. We have a few international students majoring in Business Administration or Accounting who plan to return to their native country upon completion of their degree. To meet the needs of these students, NWOSU must provide a traditional business education with in-depth knowledge of one or more disciplines that will allow our graduates to successfully compete with graduates from other institutions.

Regional businesses tend to be small businesses, many family-owned. These stakeholders expect NWOSU to be teaching business students about small business. They expect a business graduate to be well-versed in the various business disciplines, as the graduates will have to be multi-faceted to be successful in small business.

The people who live in the region not only want graduates who are knowledgeable in business, but they also want graduates who will contribute to the economic and social well-being of the region. This means that NWOSU, in addition to assuring the students are competent in business matters, must instill in our graduates a sense of ethical behavior, entrepreneurship, and community involvement.

The Business faculty has engaged in many activities to maintain a connection with these constituencies. One strength of the Business programs at NWOSU is the relationship between faculty and students. This allows the faculty to understand the expectations that students have regarding their education. In order to gauge expectations from the community and regional businesses, the division has established an advisory board comprised of business leaders and professionals. The advisory board meets at least once a year with the DOB faculty or complete surveys to provide their observations and recommendations.

The university sees the RUSO schools as primary competitors for resources and students. Of the RUSO universities, NWOSU primarily competes with Southwestern Oklahoma State University for students. To a lesser extent, our university directly competes with East Central University and the University of Central Oklahoma for students.

In the Enid area, Northwestern has two primary competitors, Northern Oklahoma College (NOC), a community college, and Oklahoma State University (OSU). The state regents do not allow Northwestern to teach lower-level courses in Enid, unless Northern Oklahoma College does not offer the course. OSU actively recruits from Northern Oklahoma College. NWOSU created the Bridge Scholarship Program to attract Northern Oklahoma College students. This has helped with recruitment from Northern Oklahoma College. NWOSU has an articulation agreement in place with NOC.

The university draws students from Kansas. In regard to those students, we compete with several community colleges in southern Kansas. We also compete with 4-year state universities such as Ft. Hays State University, Emporia State University, and Wichita State University.

Historically, NWOSU has been able to attract students because of its smallness. We are a small university in a small community with small class sizes. Many of our students are attracted to a small university as they attended small high schools in this region. These students tend to want to live in a small, rural community for school. This explains our success in recruiting students from this region. It also explains the attraction to NWOSU by high school students wanting to participate in rodeo and other sports at the college level. NWOSU's sports teams attract students from as far away as California and Florida.

Another factor that has made NWOSU successful in attracting students is the low cost of attendance. In regard to tuition, NWOSU has one of the lowest tuition and room and board rates for public, regional universities in the southwest United States. More than 50% of graduates, who enroll as freshmen and graduate at Northwestern, accumulate no student debt. These factors combine to make NWOSU a great value for students.

The Business faculty at Northwestern Oklahoma State University is engaged with students. The faculty takes an active role in student retention. Class sizes are usually 20-35 students in business classes at NWOSU. These factors result in students getting to personally know their professors. Faculty set office hours each week to meet with students on campus and via Zoom.

The Division of Business Vision Statement is attached as Appendix 2. The Values Statement for the Division of Business is attached as Appendix 2. Please see the DOB Strategic Plan in Appendix 2 for more detail regarding the organization profile of the Division of Business.