



Strategic Planning Glossary

Action Plan — Action plan statements are listed under number 2 of each sub-goal and are broad overarching standards for the entire university. Each unit of the institution will develop specific action statements for their area of responsibility which defines their actions and timeframe to achieve these overarching institutional standards. Actions plans are the day-to-day manifestation of the institution's strategic plan.

Alumni — Those individuals who graduated from the institution or who formerly attended.

Baseline — The measurement taken to assess current status in order to determine the level of accomplishment at a later date.

Best Practices — Best practices are activities, processes, values, standards, or guidelines that contribute to the improvement of our programs. They represent practices which national, professional, learned society, and NSU recognize as providing the highest quality possible.

Co-curricular Activities — Complimenting, but not part of the regular curriculum (<http://www.thefreedictionary.com/cocurricular>). Co-curricular activities include, but are not limited to, participation in student organizations as well as university sponsored activities, events and programs designed to enhance a student's positive University and life experiences.

Communities — Related groups including internal university groups and external special interest groups, businesses, industries, towns, cities, or regions served by the University.

Community Standards — Behavior expectations established by the University and for enrolled students. Behavior expectations exist through University student rules and regulations, residential living guidelines, and other academic and co-curricular guidelines established in classroom syllabi, catalogs, and organization/activity governing documents.

Core Values — A concise set of shared guiding principles that impact how everyone in the organization thinks and acts. They guide actions and define the enduring character of an organization. (Collins & Porras. *Harvard Business Review*, Sept/Oct. 1996.)

Customer — Any person who asks for or receives goods or services from a department, employee or agent of Northeastern State University. Students within an instructional setting are not considered customers.

Friend — One who has a special interest in or affiliation with Northeastern State University and is not an alumnus of the University.

Heritage — The origin of Northeastern State University dates back to 1846 when the Cherokee National Council authorized establishment of a National Male Seminary and National Female Seminary to fulfill the stipulation in the Treaty of 1835 between the United States and the Cherokee Nation that public and higher education be provided for the Cherokees. On March 6, 1909, the State Legislature of Oklahoma passed an act providing for the creation and location of Northeastern State Normal School at Tahlequah, Oklahoma, and for the purchase from the Cherokee Tribal Government of the building, land, and equipment of the Cherokee Female Seminary.

Mission — The Mission Statement is a declaration of an organization's central defining purpose and the foundation upon which the vision, core values and strategic plan rests. (Sevier, R.A. www.universitybusiness.ccsct.com/page.ctm?p=292)

NSU Foundation — The NSU Foundation is a 501(c)(3) charitable organization created exclusively to benefit Northeastern State University. The purpose of the NSU Foundation is to acquire and manage charitable support for NSU.

Representative Bodies — Administrative or governing groups of the University, (e.g., Administrative Council, Academic Council, Faculty Council, Chairs Council, Deans' Council and NSU Student Government).

Stakeholders — Those with a vested interest in Northeastern State University.

Strategic Planning — An ongoing process by which an institution envisions its future and develops strategies, goals, and action plans to assess, plan, implement, and monitor progress to realize that future.
<http://www.asq.org/glossary/s.html>

Strategic Plan — A comprehensive document derived from an iterative process that defines and shapes operations, goals, and priorities within the University.

Student-Centered — A philosophy focused on student achievement with learning outcomes central to the educational process as defined by academic units.

University — When capitalized, "University" means Northeastern State University, including Tahlequah, Muskogee and Broken Arrow campuses.

University Advancement — The effort within each area of an educational institution designed to build rewarding, mutually beneficial, and long-term relationships with key constituencies of the University.