




NORTHEASTERN STATE UNIVERSITY
OFFICE of the PRESIDENT

DATE: January 8, 2025

TO: Regent Connie Reilly, Chair
Educational Excellence Committee
Regional University System of Oklahoma

FROM: Rodney S. Hanley, President 

SUBJECT: Educational Excellence Committee Agenda Item

SUMMARY

NSU requests formal approval from RUSO to offer lower-level courses leading to bachelor's degrees at the NSU-BA campus. This change will allow NSU to help meet not only the region's workforce but also over fifty of the critical occupations for the state of Oklahoma.

BACKGROUND

The city of Broken Arrow, as well as the greater Tulsa metropolitan area, needs a public, four-year institution of higher education. As you deliberate this request, please consider the following key points.

Financial Commitment: The City of BA has already invested \$43 million for the NSU-BA campus with the understanding that it would be a four-year university.

Population Growth: The population of BA has increased by 50,000 since the 1990's and is expected to double by 2060. It is on track to be the third largest city in OK.

Economic Development: In the last year alone, 1,000 new jobs were added to the workforce as well as \$100 million in new capital investments. This growing economy requires an educated workforce.

Young People: High school graduates lack a choice for a traditional four-year public university in the city of BA. In addition, 7,000 BA students are ineligible for Tulsa Achieves, a scholarship program that pays for up to 100% of tuition and fees for graduating high school seniors to attend Tulsa Community College.

10 YEAR PLAN

NSU has developed both short- and long-term plans for growth of the NSU-BA campus, consisting of both academic and student life goals.

1 Year Plan

ACADEMIC LIFE

- Offer key lower-level general education courses
- Initiate market analysis for future programs with emphasis on state critical occupations and local workforce needs
- Build partnerships with surrounding business partners

STUDENT LIFE

- Plan on-campus student activities and events
- Add Esports and Disc Golf as club sports
- Play one home football game at Broken Arrow High School

5 Year Plan

ACADEMIC LIFE

- Offer full general education curriculum
- Start new majors based on market analysis performed in year one
- Provide experiential learning opportunities for every student

STUDENT LIFE

- Increase services such as student engagement, counseling, disability services, and advising
- Build multi-purpose recreation center for sports and fitness
- Offer NCAA Women's DII Volleyball and Men's and Women's Wrestling

10 Year Plan

ACADEMIC LIFE

- Refine course and major options based on market needs
- Evaluate current offerings based on headcount and credit hour production to date
- Continue to forge new partnerships to meet local workforce needs

STUDENT LIFE

- Build dormitory or apartments for student housing
- Provide additional on-campus food options
- Explore new DII sports and campus events to meet student needs

PROPOSAL

We request formal approval from RUSO to offer lower-level courses leading to bachelor's degrees at the NSU-BA campus. As you see in the previous section, our first goal is to begin offering key lower-level general education courses, and Academic Affairs has developed a plan to do this. These classes will be taught by NSU faculty, either full-time or adjunct, and will be offered in-person on our campus in BA. Depending on demand, these courses may be phased in over time.

Thank you for your consideration of these program modifications. If you have any questions, please contact me or Dr. Carla Swearingen.

Enclosures

cc: Dr. Carla Swearingen, Provost and Vice President for Academic Affairs
Dr. Cari Keller, Associate Vice President for Academic Affairs