

Data Institute
for Societal Challenges

FY 2027 STRATEGIC PLAN



DATA INSTITUTE FOR SOCIETAL CHALLENGES
The UNIVERSITY of OKLAHOMA

[OU.EDU/DISC](https://ou.edu/disc)

ONE INSTITUTE, THREE CAMPUSES, ONE YEAR AHEAD

The Data Institute for Societal Challenges (DISC) connects convergent teams across the University of Oklahoma's Norman, Health Campus, and Tulsa campuses to bring data science, AI, and data-enabled methods to society's most pressing challenges.

The FY 2027 Strategic Plan is a one-year expression of that mission, focused on where DISC can make the greatest impact. This year, we will concentrate our efforts on building competitive, interdisciplinary research teams; expanding partnerships that extend our reach beyond campus; preparing students, faculty, and professionals to lead in an AI-enabled research environment; and delivering integrated research support services that move projects from idea to award to impact.

Four goals organize our work for the year, supported by fourteen focused objectives. We have intentionally kept the priorities focused so that progress is visible, measurable, and accountable. Each objective has an owner, a measure of success, and a place on the calendar.

We invite faculty, students, staff, industry partners, and community collaborators to engage with us throughout the year. Together, we can strengthen collaboration across OU's three campuses, expand research opportunities and partnerships, advance AI readiness, and accelerate the impact of data-driven research.

The pages that follow outline what we aim to accomplish and how we will work together to make it happen.

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Research
competitiveness

02

Collaborative
partnerships

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AI readiness
and talent

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Integrated research
support services

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GOALS

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OBJECTIVES

3

CAMPUSES

NORMAN · HEALTH CAMPUS · TULSA

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Four goals and fourteen objectives
guiding DISC's work across the Norman,
Health Campus, and Tulsa campuses.

GOAL 1:

Increase the University's competitiveness for external research funding by supporting interdisciplinary, cross-campus research from concept through implementation.

OBJECTIVE 1. Increase interdisciplinary collaboration across all OU campuses (Norman, Health Campus, and Tulsa).

OBJECTIVE 2. Increase DISC's leadership role in proposal development and submission.

OBJECTIVE 3. Strengthen DISC's funding opportunity intelligence.

OBJECTIVE 4. Increase the number of DISC-supported proposals submitted.

OBJECTIVE 5. Host DISC's annual research symposium showcasing transdisciplinary, cross-campus work.

GOAL 2:

Expand collaborative partnerships that increase research capacity and societal impact.

OBJECTIVE 1. Design collaboratives aligned to VPRP impact areas, integrating existing Communities of Practice.

OBJECTIVE 2. Strengthen DISC's presence at community and state events and conferences.

OBJECTIVE 3. Strengthen collaborations across DISC's areas of expertise.

GOAL 3:

Prepare students, faculty, and professionals to lead in a data-driven, AI-enabled research environment.

OBJECTIVE 1. Promote AI-enabled research across OU.

OBJECTIVE 2. Identify and champion one piece of infrastructure or service DISC can bring online for the university.

OBJECTIVE 3. Support development of an AI-ready workforce.

OBJECTIVE 4. Continue the mentorship program.

GOAL 4:

Provide integrated research support services that accelerate innovation and improve research outcomes.

OBJECTIVE 1. Create a business model for DISC's technical consulting services.

OBJECTIVE 2. Continue and refine the seed funding program.

