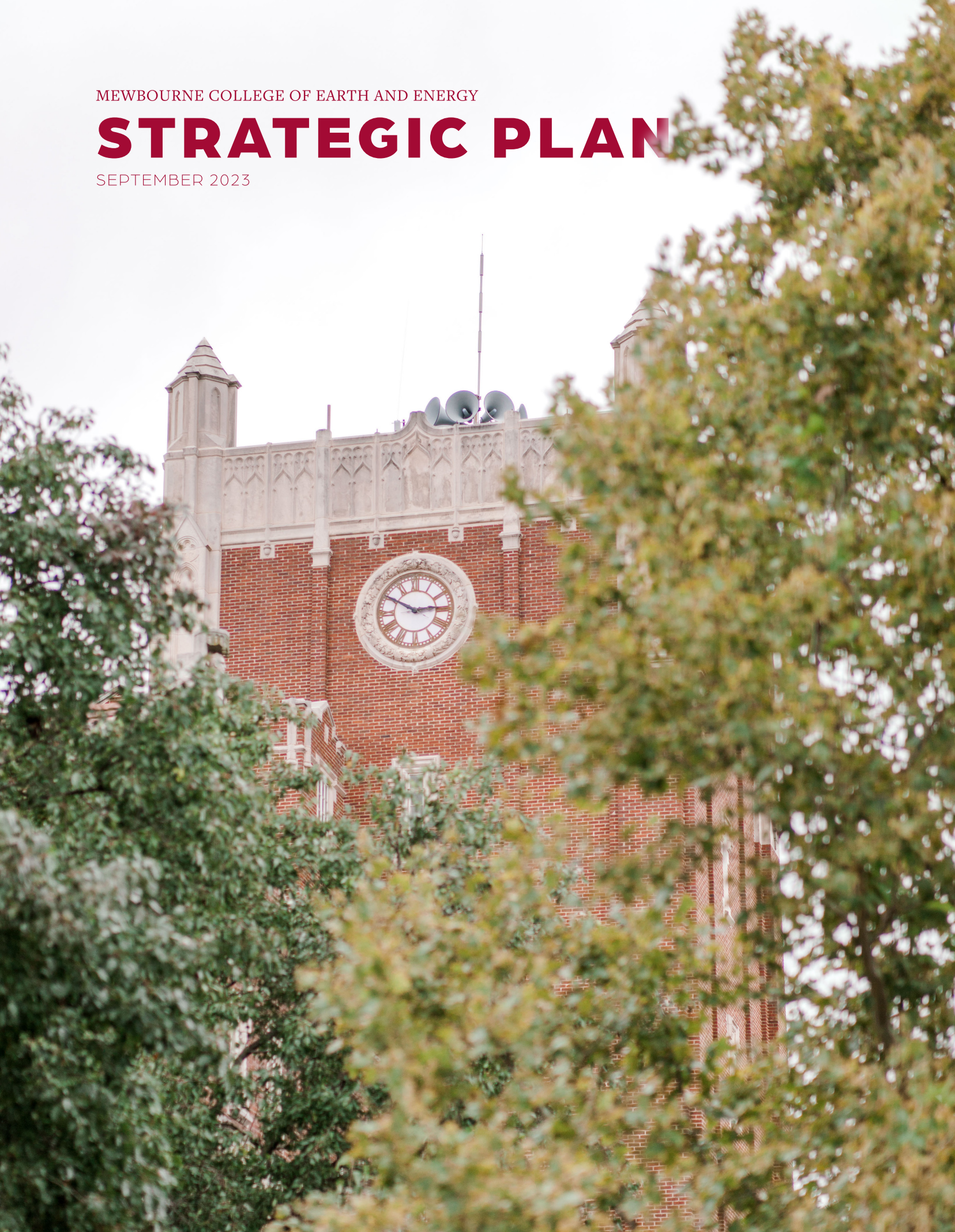
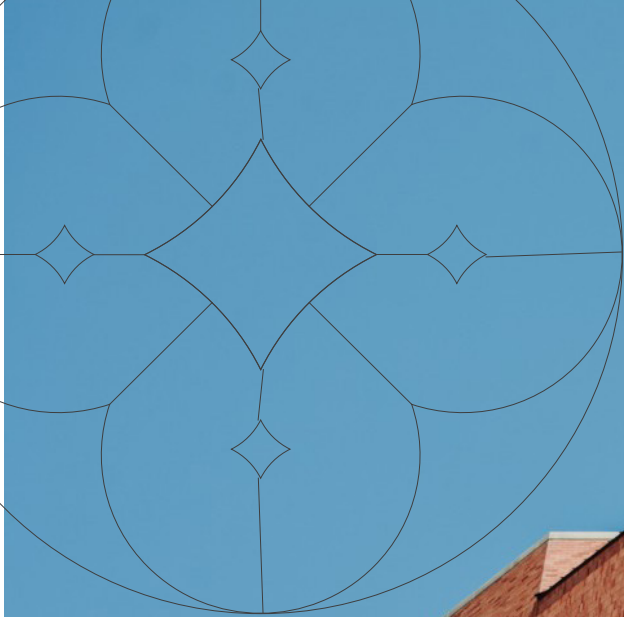


MEWBOURNE COLLEGE OF EARTH AND ENERGY

STRATEGIC PLAN

SEPTEMBER 2023



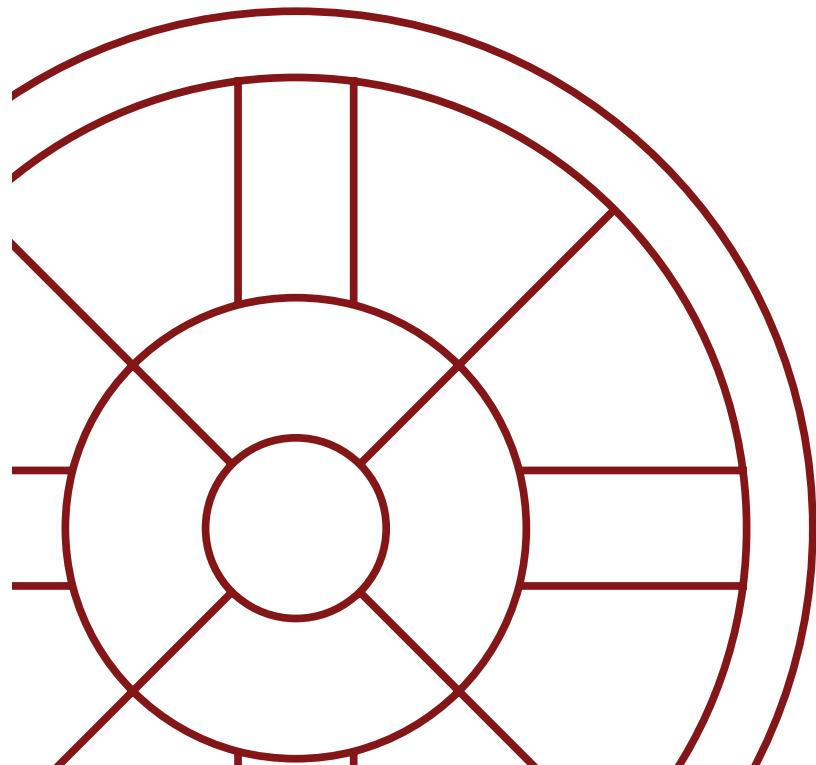


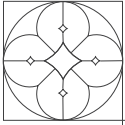
Vision

The Mewbourne College of Earth and Energy educates scientists and engineers and creates knowledge of Earth's past and present to navigate a future that meets societal needs for both energy and a livable environment.

Major Goals

- Prioritize Student Success
- Ensure Legacy of Excellence
- Expand Mewbourne College
- Provide Campus Leadership
- Grow Community Engagement





GOAL 1

Prioritize Student Success

Student recruitment, retention, and success is ensured by providing affordable access to world-class educational programs that are integrated with life-changing enrichment opportunities.

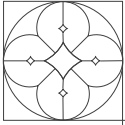
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| STRATEGY ONE | Embrace global engagement with international field trips with a target of at least 50% of our students will study aboard during their tenure at OU. |
| STRATEGY TWO | Ensure learning experiences outside the classroom, such as faculty mentored research, service learning, and leadership opportunities are available and attainable for every student, undergraduate and graduate. |
| STRATEGY THREE | Maintain a Student Services office that both believes and behaves as a student-centric organization. |
| STRATEGY FOUR | Ensure that every academic program has an expectation that exposure to liberal arts, innovation and engagement provides all students with the essential skills to succeed. |
| STRATEGY FIVE | Grow revenue to improve affordability and accessibility. |
| STRATEGY SIX | Increase accessibility to students who cannot be on campus by expanding our portfolio of online programs and certificates. |
| STRATEGY SEVEN | Provide meaningful dialogue and educational opportunities to Oklahomans of all ages. |
| STRATEGY EIGHT | Establish Mewbourne College as a role model for undergraduate education in energy and planetary sustainability. |

GOAL 1 TACTICS

1. In partnership with the College of International Studies, create unique study abroad programs tailored to Mewbourne College students targeting 50% of all students who graduate, do so with a study abroad experience.
2. Support and further develop field trips and student experiences to both domestic and international destinations, expanding real life knowledge.
3. Improve college six-year student retention rate from 70% to 85%, and doctoral completion rate from 62% to 70% by 2025.
4. Recruit aggressively for graduate student talent. Increasing graduate students from 169 (2020) to 285 (2025) with a special emphasis on PhD students.
5. Develop relationships with corporate sponsors to provide student projects, practical learning programs and research opportunities in emerging areas of energy and geosciences.
6. Increase student support from **\$4.5MM** FY16 to **\$7.5MM** FY25.
7. Dean/Department to provide 50% cost share for graduate student support.
8. Add 25 four-year PhD Fellowships at \$25K each per year.
9. Collaborate with the Office of Admissions and Recruitment to focus on recruiting the highest potential Mewbourne College students, growing enrollment by 3% per year.
10. Increase K-12 STEM education and outreach in the areas of seismicity, paleoclimate, and geothermal energy.
11. Develop relationships with new corporate sponsors to provide student projects and research opportunities in emerging areas of energy and geosciences.

GOAL 1 KEY PERFORMANCE INDICATORS

1. Enrollment: Undergraduate from 210 (2020) to 550 (2025) | Graduate from 169 (2020) to 285 (2025) | Total from 377 (2020) to 835 (2025)
2. Retention: Undergraduate six-year retention rate from 70% (2020) to 85% (2025) Doctoral completion rate from 62% (2020) to 70% (2025)
3. Student Support



GOAL 2

Ensure Legacy of Excellence

We will continue our legacy of excellence in all that we do; from advancing and expanding our top-ranked petroleum program to developing and promoting new programs and specializations across the spectrum of geosciences and energy. We will pursue quality benchmarks comparable with public universities in the Association of American Universities.

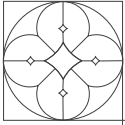
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| STRATEGY ONE | Maintain and promote our legacy in petroleum engineering and petroleum geosciences. |
| STRATEGY TWO | Become a Top 3 petroleum and geological engineering school by 2025 according to USNWR. 2021: #3 Undergraduate. #6 Graduate 2025: Top 3 Undergraduate and Graduate |
| STRATEGY THREE | Become a Top 25 school of geosciences by 2025 according to USNWR. 2021: #53 2025: Top 25 |
| STRATEGY FOUR | Achieve research and creative activity outcomes at public Association of American Universities (AAU)-quality benchmarks. |

GOAL 2 TACTICS

1. Capture national recognition for cross disciplinary research in water, seismicity, paleoclimate, geoscience, carbon, hydrogen energy, critical-zone geothermal, and natural hazards.
2. Review US News and World Report (USNWR) criteria and develop plan to improve rankings.
3. Actively pursue a US Department of Energy Research Center to enhance our engagement in basic science.
4. Increase annual research expenditures from **\$9.7** (2015) to **\$15 MILLION** (2025).
5. Increase Peer Reviewed Publications from 108 (2015) to 225 per year (2025).
6. Create dashboard for research productivity and display on proper communication channels.

GOAL 2 KEY PERFORMANCE INDICATORS

1. U.S. News & World Report ranking of undergraduate and graduate petroleum engineering programs.
2. U.S. News & World Report ranking of graduate geoscience programs.
3. Research expenditures per year.
4. Peer-reviewed publications.



GOAL 3

Expand Mewbourne College

We will expand our educational and research programs in new and exciting directions including low-carbon energy and global sustainability.

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| STRATEGY ONE | Expand the scope of Mewbourne College to include an environmental focus on water, seismicity, paleoclimate, critical zone geoscience, carbon, geothermal and hydrogen energy. |
| STRATEGY TWO | Develop research, coursework, and student experiences that target improving energy and environmental sustainability. |
| STRATEGY THREE | Expand facilities, such as a Digital Visualization Center, interdisciplinary labs, classrooms, collaborative spaces, and faculty/staff offices. |

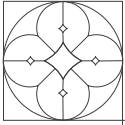
GOAL 3 TACTICS

1. Launch GeoEnergy Engineering degree by 2023.
2. Create expanded Environmental, Social, and Governance (ESG) professional development courses in the Irani Center for Energy Solutions (ICES).
3. Enhance Bartell Field Camp to include collaborations with other institutions and other colleges across campus.
4. Develop research, coursework and student experiences around improving energy and environmental sustainability including critical zone geoscience and paleoclimate/paleoecology.
5. Expand SEC Plaza Outdoor Teaching Classrooms to provide students with impactful, hands-on learning experiences.
6. ICES Mineral Management Program provides an additional platform for fundraising and provides non-academic revenue.
7. Implement consistent and transparent policies and procedures across the college that streamline processes and eliminate bureaucracy.
8. Develop three new online programs with stackable certificates that could contribute towards a future master's degree.
9. Create expanded Environmental, Social and Governance professional development courses in the Irani Center for Energy Solutions.

10. Target 40% research, 40% teaching, and 20% service, ON AVERAGE but add flexibility to offer individuals with different loads unique to their best contributions.
11. Research ways to lower carbon intensity and methane emissions of oil and gas operations, extending the life of fossil fuels without harm to the environment.
12. Expand facilities to accommodate growth; digital visualization center followed by a new state-of-the-art building for interdisciplinary labs, large classrooms, collaborative space, faculty office and program support staff.

GOAL 3 KEY PERFORMANCE INDICATORS

1. Add 25 four-year Ph.D. fellowships.



GOAL 4

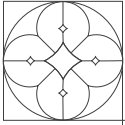
Provide Campus Leadership

Lead in developing a campus-wide multidisciplinary sustainable energy systems program.

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| STRATEGY ONE | Actively lead OU's Energy University Initiative to enhance the OU Brand in Energy Excellence by integrating geoscience and environmental sustainability. |
| STRATEGY TWO | Implement operational efficiencies across the institution to provide the highest quality education at the lowest possible price for students. |
| STRATEGY THREE | Create a fundraising operation that underwrites the University's Strategic Plan. |
| STRATEGY FOUR | Create a multidisciplinary Research Center of Excellence focused on significant and real-world challenges that provide solutions for energy and environmental sustainability. |
| STRATEGY FIVE | Cultivate community-engaged research collaborations to solve critical challenges facing the state of Oklahoma, tribal nations, the United States and the world. |

GOAL 4 TACTICS

1. Explore fully the concepts of servant leadership as we serve the university needs as a whole.
2. Deepen relationships with regional professional organizations to perform outreach education on energy and environmental sustainability topics.
3. Add Associate Dean of Research to support the VPRP IREES Institute and mentor junior faculty research efforts.
4. Better-integrate collaboration, coursework, and group projects between OU colleges that work with the energy industry (Gallogly College of Engineering, College of Law, Price College of Business, and College of Atmospheric and Geographic Sciences).



GOAL 5

Grow Community Engagement

Foster a thriving learning community that is constantly growing and evolving through new partnerships and engagements.

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| STRATEGY ONE | Make diversity, equity, and inclusion a cultural strength of OU with the goal of ensuring that everyone in the OU community is valued and understood, is dignified and respectful toward others, and feels connected. |
| STRATEGY TWO | Partner with the OU Office of Diversity, Equity, and Inclusion to provide resources that facilitate growth in cultural competence, establish best practices and provide training and resources for faculty and staff. |
| STRATEGY THREE | Recruit and retain a diverse population of students, faculty, and staff. |
| STRATEGY FOUR | Prepare students for global careers by (inward looking) fostering an inclusive college environment and (outward looking) creating practical and attainable study abroad opportunities. |

GOAL 5 TACTICS

1. Fully engage in GCoE Jerry Holmes Leadership Program and Diversity and Inclusion Program.
2. Execute Mewbourne College “Crossing Jenkins” initiative to include student participation in OU theater, musical performance, choir, dance and visual art.
3. Increase underrepresented, gender, and international diversity within Mewbourne College.
4. Partner with, support, and actively participate in the student-centered DEI programs in the Gallogly College of Engineering and the College of Atmospheric and Geographic Sciences.
5. Increase coordination with and participation in GCoE AT&T Summer Bridge, Women in Engineering and Diversity and Inclusion Program.
6. Create a partnership with historically black colleges and universities (HBCU) to increase enrollment of qualified black STEM students.
7. Cultivate relationships with young alumni leaders who provide diverse perspectives.
8. Identify space in support of multicultural programs and services.
9. Increase the pool of women and underrepresented communities as honorees of Mewbourne College Alumni Awards.
10. Collect and track relevant data on student, faculty, and staff; use data for annual evaluation of gaps and needed revision to action items. Know our numbers on diversity, equity, and inclusion and communicate broadly.
11. New in 2020, use the Faculty and Staff Bonus Awards Program to reward behavior consistent with the values that support our inclusive culture.

GOAL 5 KEY PERFORMANCE INDICATORS

1. Gender representation: Faculty (50%). Students (50% Geosciences, 28% MPGE). Staff (50%).
2. Underrepresentation percentage: x% (2015); y% (2025).

CORE VALUES

Our core values drive our behavior and priorities – both strategically and operationally. They remind us of who we are and what motivates us.

WE ARE ALL ABOUT PEOPLE. The University's most treasured assets are its students, faculty and staff — their dreams, ambitions and talents.

EVERY DISCIPLINE MATTERS. All disciplines of scholarly endeavor are valued contributors to research and creative activity.

INTEGRITY AND MUTUAL RESPECT DEFINE US. Integrity, ethical conduct and mutual respect are uncompromising principles by which research and creative activity must be pursued.

OPEN DEBATE LEADS TO EXCELLENCE. Unfettered exchange and debate of competing ideas and perspectives expands understanding, promotes inclusion and ultimately leads to excellence.

WE ARE A COMMUNITY OF COLLABORATORS. Collaboration – whether among individuals in the same discipline or involving scholars across multiple disciplines, programs, institutions, and types of organizations – is recognized as a valuable means for strengthening research and creative activity and creates innovative scholarship and solutions.

BROAD PARTICIPATION IS FOUNDATIONAL. Broad participation in research and creative activity that encompasses but is not limited to gender, race, ethnicity, geography, organization, discipline, and perspective, is foundational to excellence in scholarly endeavors. Increasing the participation of traditionally underrepresented groups, particularly in STEM fields, is an institutional priority in research and creative activity.

RESEARCH AND EDUCATION ARE INTERTWINED. Research, creative endeavor, and education, at both the graduate and undergraduate levels, are inextricably intertwined and in combination represent the foundation of knowledge creation upon which the University's scholarly enterprise rests. Research includes both basic and applied, enhancing our capabilities, and contributing to science.



MEWBOURNE
COLLEGE OF EARTH AND ENERGY
The UNIVERSITY of OKLAHOMA