

BIGGER



BROADER

BETTER



MESSAGE FROM THE DEAN

In 2021, the Michael F. Price College of Business launched an ambitious five-year strategic plan that will lead us through the year 2026. As we embark on year three, we continue to make incredible strides implementing our Bigger, Broader, Better plan, creating a business school that is ready to take the lead in an ever-changing business landscape.



Our plan consists of five strategic priorities that reflect our purpose and define how we will achieve our vision:

- Deliver relevant, flexible, and accessible business education to support lifelong learning and the future of business
- Establish and promote Price College as a top-tier producer of impactful research, thought leadership, and academic talent
- Support OU's strategic verticals (aerospace, defense, & global security; environment, energy, & sustainability; the future of health; and society & community transformation) while driving entrepreneurship and innovation across Oklahoma and beyond
- Foster a vibrant culture and an inclusive environment for all Price community members
- Attract, develop, and retain resources to enable the other priorities

Price College's leadership team continues to make impressive progress with implementing the plan's 71 strategic objectives. These efforts are critical to bringing our strategic plan to life, all of which would not be possible without the generous support of our donors.

We hope you'll unite and give to help us continue laying the foundation for Price College's future.

View our full strategic plan online at ou.edu/price/stratplan.

Corey Phelps
Dean and Fred E. Brown Chair in Business

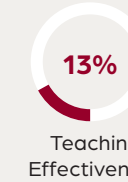
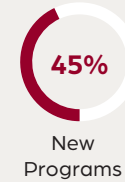


STRATEGIC PLAN OVERALL PROGRESS

28%

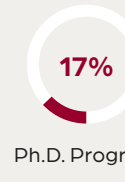
PRIORITY A

Deliver relevant, flexible, and accessible business education to support lifelong learning and the future of business.



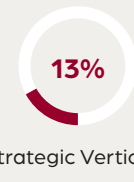
PRIORITY B

Establish and promote Price College as a top-tier producer of impactful research, thought leadership and academic talent.



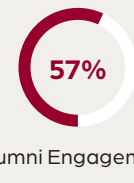
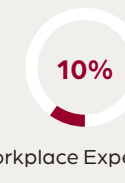
PRIORITY C

Support OU strategic verticals while driving entrepreneurship and innovation across Oklahoma and beyond.



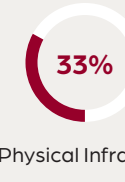
PRIORITY D

Foster a vibrant culture and an inclusive environment for all Price community members.

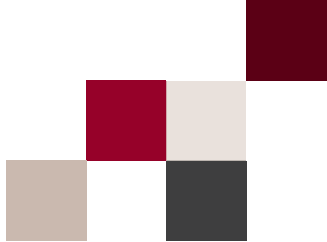


PRIORITY E

Attract, develop and retain resources to enable visionary priorities.



PRIORITY A



Deliver relevant, flexible, and accessible business education to support lifelong learning and the future of business.

Expanding Accessible & Flexible Programs

As the landscape of technology and business constantly evolves, so does our strategy for equipping students to thrive in a dynamic workplace. Price College offers over 1,100 business degree pathways and continues to add more in line with market demand, broadening our impact and diversifying our student population.

- Developed six high-production value asynchronous courses for our online master's programs and Price College's first fully asynchronous online graduate certificate program
- Launching five undergraduate certificates and one graduate certificate in high-growth industries, including:
 - Business Intelligence & Analytics
 - Human Resource Management
 - Leadership
 - Legal Studies
 - Renewable Energy
 - Supply Chain Management
- Launched a new partnership with Coursera to increase international student enrollments in our online master's degree programs, including the Master of Business Administration (MBA), Master of Science in Finance, Master of Accountancy and Master of Science in Supply Chain Management
- Developed a joint DDS-MBA program in partnership with the College of Dentistry



Creating High-Impact Experiential Learning Opportunities

To ensure we produce graduates who will thrive in the new business landscape, we must provide them with unique experiential learning opportunities that allow them to put their business education into practice.

- Creating a student case competition and experiential learning fund
- Relunched the Dean's Speaker Series
- Piloting Coursera for Business program to provide online micro-credentialing courses for our students



Executive Education Nearing Public Launch



After just one year of operation, Price College's Executive Education program is nearing its official launch of open enrollment programs.

- Completed delivery of several custom executive education programs
- Increasing executive education team staffing to include two additional team members and a dedicated marketing manager
- Implemented a dedicated CRM and learning management system
- Finalizing executive education branding and go-to-market campaign plan



Innovating Teaching Resources



We must support innovative pedagogical approaches. This includes investing in exceptional instructional design and providing comprehensive faculty training.

- Launched Feedback, Fruits Digital Teaching Suite, which includes state of the art teaching tools for giving student feedback team-based learning, peer feedback, and much more
- Completed construction of a new online delivery and media production studio to support online teaching

Improving Student Outcomes

By helping expand and amplify student support services, Price College is better able to attract and retain promising students while preparing them for better outcomes post-graduation.

- Created and will soon hire the new Executive Director for the Price College of Business Career Development Center

PRIORITY B

Establish and promote Price College as a top-tier producer of impactful research, thought leadership, and academic talent.



Strengthening Support for Ph.D. Students

To strengthen the Ph.D. program to attract the best students and boost research productivity, Price College must continue to improve its support of candidates across the entire program.

- Expanded financial support for Ph.D. candidates' fifth year, including additional stipends and tuition and health insurance waivers

Advancing the Price College Brand

For Price College to stand out in a competitive business school landscape, it must expand its marketing and communications efforts and develop and promote a distinctive brand identity that tells the compelling story of Price College.

- Doubled the size of the marketing and communications team in one year with six team members, each focused on specialized areas
- Created a brand strategy, creative concept, media plan and go-to-market campaign with a leading higher education agency (Ologie), all set to launch in the next few months
- Launched the first phase of Price College's new website



17% GROWTH

2023 Price College freshmen enrollment grew by 17% since fall 2022.

TOP 30 IN THE U.S.

2024 U.S. News & World Report ranks Price College's undergraduate Entrepreneurship, International Business and Management Information Systems programs among the nation's top 30 in their fields.

TOP MBA IN OKLAHOMA

Price College advanced eight spots in Bloomberg Businessweek's 2023 ranking of full-time MBA programs to No. 70 among full-time MBA programs across the U.S.

PRIORITY C

Support OU strategic verticals while driving entrepreneurship and innovation across Oklahoma and beyond.



Supporting OU and Oklahoma Startups

Price College is critical to catalyzing OU and Oklahoma startups, building an entrepreneurial culture across campus and the state while equipping our students with the knowledge and skills to succeed as entrepreneurs.

- Seeking university approval to launch a new hybrid Master of Science in Entrepreneurship and Innovation
- Launched Oklahoma's first Entrepreneurial Law Center to provide entrepreneurs free counseling through teams of business, law, and engineering students guided by pro bono attorneys and business advisors



Focusing on the University of Oklahoma Lead On Strategic Verticals

Price College is strengthening research and offering programs in several key focus areas in the University of Oklahoma strategic plan, including aerospace and defense; energy and environmental sustainability; life sciences and healthcare; and society and community welfare.

- Launching an undergraduate certificate in Renewable Energy open to all OU students in Spring 2024
- Launching new certificates in Commercial Space and Analytics in the Executive MBA Aerospace & Defense program
- Partnering with a higher education consultant (EAB) to conduct an in-depth review of our Executive MBA in Energy and Executive MBA in Aerospace & Defense
- Completed market insights for a new online Master of Science in Cybersecurity Management



PRIORITY D

Foster vibrant culture and inclusive environment for all Price Community members.



Building Lifelong Alumni Connections

Price College has dedicated resources to connecting our over 40,000 Price College alumni to both our students for mentorship and advice, and to one another for increased networking opportunities and community.

- Hired a dedicated Alumni Relations Manager to manage marketing and communications with our alumni
- Surveyed alumni to inform Price College's alumni engagement strategy
- Launching an alumni relations platform this academic year to increase connections within our alumni community



Developing a Culture of Inclusion

Working closely with the university, Price College is developing a culture of inclusion across its faculty, staff and student populations.

- Launching an engagement survey and committee as part of a larger University Initiative

PRIORITY E

Attract, develop, and retain resources to enable visionary priorities.



Increasing Financial Resources



Advancing these strategic priorities requires substantial investment. We cannot rely solely on state support, and we will not fund tomorrow's innovation by raising today's tuition and fees.

- Created Price College's *Lead On Case for Support*
- Launched the *Next 100 Years Are Calling* capital campaign with a new anthem video voiced by Sooner Legend and Price College alum Brian Bosworth, campaign website, and increased marketing
- Secured \$3 million gift for creation of McDonald Family Chair in Conscious Capitalism
- Raised \$72 million thus far for the *Lead On* capital campaign, including \$13.6 million over the past fiscal year

Enhancing Faculty and Infrastructure Resources

As OU's fastest growing college, Price College has looked for opportunities to enhance physical and human resources to support its continued growth.

- Received commitment of at least eight tenure track lines from the Provost
- Created three endowed chairs
- Launched a Master Facilities Planning project to determine physical infrastructure needs for Price College

Improving Transparency Across Operations and Strategic Decisions

Price College is revitalizing its processes to improve resource stewardship and enhance decision making.

- Created a shared website where Price College departments can see their budgets in real time
- Built a real-time scorecard to track progress on all of the college's strategic initiatives
- Published an annual report each year since the launch of the Strategic Plan to report ongoing progress





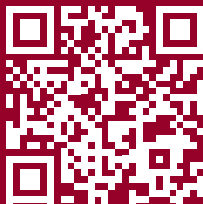
THE UNIVERSITY OF OKLAHOMA'S CAMPAIGN FOR THE FUTURE

BUSINESS AS USUAL IS OVER. A NEW ERA BEGINS.

For nearly a century, the University of Oklahoma's Michael F. Price College of Business has prepared future-ready leaders and professionals. Staying one step ahead is in our DNA, but we cannot navigate an ever-changing business landscape alone. Together, we can develop the leaders our state and nation need.

Your gifts help us provide scholarships, drive entrepreneurship and innovation, improve our physical and digital infrastructure, and prepare us for the next century of business education excellence.

The next 100 years are calling. Will you answer?



The University of Oklahoma Michael F. Price College of Business

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