

OSU Strategic Plan

Faculty and Staff Feedback Survey

Results Summary

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SURVEY OVERVIEW

Responses	294 faculty and staff
Field period	April 30 to May 11, 2026
Stillwater	255 (Gen Univ + DASNR + VM + OSU-Tulsa)
Other Campuses	39 (CHS + OSU-OKC + OSU-IT)
Faculty	103 (T/TT plus NTT)
Staff	178 (Exempt plus Non-exempt)
Open-ended comments	129 respondents, about 14,000 words

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Executive summary

Faculty and staff broadly endorse the substance and direction of the draft plan. The dominant signal across all 294 respondents is that the goals are clear, the level of ambition feels correct, and the plan as a whole will drive positive change for Oklahoma State University. Two findings sit alongside that endorsement and are worth flagging: respondents are less certain about execution than about the plan itself, and they're divided on whether the goals differentiate OSU from peers.

A NOTE ON READING THESE RESULTS. This is a self-selected sample of 294 from a much larger workforce. People who set aside 15 minutes to fill out a strategic plan survey almost certainly hold stronger views than the typical employee, in both directions. The 74% who endorse the plan and the 35% who are not confident in execution are both probably over-represented relative to the broader OSU System population. Read the numbers below as the views of an engaged subset, not as a referendum.

Headline findings:

- **The plan reads as clear and ambitious.** 86.4% agree the goals are clear, 74.1% believe the plan will drive positive change, and 70.1% see the level of ambition as appropriate. These are strong majorities and the most important top-line findings.
- **A clear priority hierarchy emerged.** Academic Excellence (G1) and Student Experience (G4) are the unambiguous mandates. Elevating the Brand (G7) draws the most pushback: 10.6% rank it critical, 56.5% rank it lower priority.
- **Confidence in execution lags endorsement of the plan.** Only about a quarter of respondents are confident OSU will pursue (27.9%) or can execute (26.2%) the plan, while 35 to 38% are not confident. Open-ended comments attribute this primarily to concerns about resources, vague metrics, and prior plans not delivering.
- **Differentiation is the weakest plan-level rating.** Just 42.5% agree the goals clearly differentiate OSU from peer institutions; 21.8% disagree. Several comments suggest the language is broad enough that it could describe most universities.
- **Faculty and staff prioritize somewhat differently.** Faculty heavily prioritize Discovery and Research (G2: 72% critical versus 38% staff). Staff prioritize Cowboy Family Culture (G5: 41% critical versus 21% faculty). These reflect different roles within the institution, not disagreement about whether the plan is good.
- **Goal 6 (Digital Transformation / AI) is the most contested goal.** It has the lowest alignment (51.7%) and the lowest ease of integration (18.8%) of any goal, and roughly a quarter of open-ended comments push back specifically on the AI emphasis.
- **Open-ended themes reflect concerns among the 44% who wrote comments.** The top three themes are resource and feasibility (33% of coded comments), measurable outcomes and accountability (30%), and concerns about the AI emphasis (26%).

Compensation (22%) and governance (18%) follow. Because 56% of respondents didn't write a comment, these themes reflect concerns held strongly enough to write about, not the modal view.