

INSTITUTIONAL AUDIT
ORAL ROBERTS UNIVERSITY

OVERVIEW OF ORU

What We Do

- Build Spirit-empowered leaders to impact their world

Who We Are

- A world-renowned Christian university built on the Holy Spirit
- Committed to Excellence
Spiritually Alive
Culturally Rich
Vision-Driven
Charismatic
Focusing on the Whole Person
- A fully accredited academic institution that is financially audited on an annual basis

Who We Seek

- Well-rounded, qualified, passionate Christian students with great potential

What We Seek

- To engage students to *hear* God's voice, *excel* in academics, and *go impact their world*
- For our students to believe they 1) are highly capable, well-rounded leaders who actively listen to God's voice; 2) are instilled with excellence to accomplish what God has called them to do; and 3) are boldly pursuing their purposes and expect to see God do mighty things

How We Look

- Degree programs: 62 undergraduate majors, 12 masters degrees and 2 doctoral degrees
- Institutional reality: 3,259 students from 49 states and 55 countries. There are 269 faculty members, 350 staff members, 24,500 alumni and 14,600 associates

INSTITUTIONAL AUDIT

THE MISSION OF ORAL ROBERTS UNIVERSITY

The Founding Vision, Mission, and Core Values define Oral Roberts University.

Founding Vision

Oral Roberts University is a charismatic university, founded in the fires of evangelism and upon the unchanging precepts of the Bible. The University was founded as a result of the evangelist Oral Roberts' obeying God's mandate to build a university on God's authority and the Holy Spirit. God's commission to Oral Roberts was to:

"Build Me a university. Build it on my Authority and on the Holy Spirit. Raise up your students to hear My voice, to go where My light is seen dim, My voice is heard small, and My healing power is not known, even to the uttermost bounds of the earth. Their work will exceed yours, and in this I am well pleased."

Mission

The mission of Oral Roberts University—in its commitment to the Christian faith—is to educate the whole person in spirit, mind, and body, thereby preparing its graduates to be professionally competent servant-leaders who are spiritually alive, intellectually alert, physically disciplined, and socially adept. The university seeks to synthesize the best practices of liberal arts, professional, and graduate education with a charismatic emphasis to enable students to go into every person's world with God's message of salvation and healing for the totality of human need.

Core Values

Christian Distinctiveness

We are a God-centered university that upholds a Christian worldview with a charismatic emphasis. We endeavor to live in the power of the Holy Spirit, and to become service-oriented leaders who go into every person's world with healing for the totality of human need.

Whole-Person Education

We seek to develop the whole person in spirit, mind, and body, thereby preparing ourselves and our students to be professionally competent leaders who are spiritually alive, intellectually alert, physically disciplined, and socially adept.

Excellence with Integrity

We strive to operate with, and instill in our students, excellence with integrity in all personal, academic, professional, and corporate endeavors.

Caring Community

We are dedicated to providing a safe, caring, and godly environment, which encourages unity in diversity. We believe that all people have been created in the image of God and deserve to be respected.

Other ORU Distinctives

Additional concepts are essential to understanding life at Oral Roberts University.

PRAYER is an essential component of life at ORU. The Prayer Tower stands at the center of the campus and serves as a constant reminder of the value and need of prayer. The eternal flame atop the Prayer Tower brings to mind the Holy Spirit, who enables a believer to pray “in the Spirit”—with the “prayer language,” or in tongues—and then to interpret back, as the Spirit leads, for God’s response to his or her prayer.

EVANGELISM is an enduring part of the ORU experience. Many students, faculty and staff have participated in outreaches and mission trips during the school year, on fall and spring breaks and in the summer. Teams have served and spread the gospel in the Tulsa community, the state of Oklahoma, the United States and around the world.

HEALING represents the distinctive call as the Lord spoke to Oral Roberts saying, “Son, I am going to heal you and you are to take My healing power to your generation...be like Jesus, and heal the people as He did.” Oral Roberts followed that directive and later established a university based on God’s healing power for the whole person - body, mind and spirit. He taught that the merging of medicine and prayer was an important aspect of an individual’s spiritual and physical healing.

FAITH is a tenet of the way life is lived in the ORU community. Seed-faith is synonymous with Oral Roberts’ teaching. The three cardinal points are: 1) God is your source; 2) Give and it will be given unto you; and 3) Expect A Miracle. The Biblical pattern of sowing and reaping applies in all areas of life (e.g., time, friendships, relationships and finances).

INTEGRITY living represents the commitment by the ORU community to live lives as whole persons. The Honor Code is the central criterion of conduct for all who are a part of the ORU community, including students, faculty, staff, administration, and the Board of Trustees. Foundational to Honor Code living is a Christian worldview that instills an openness to God’s claim on one’s life along with a commitment to do one’s utmost to know and follow His will for one’s life. In addition, ORU employs an outside auditing firm that annually performs a full audit.

ORU'S STRATEGIC PRIORITIES & OPPORTUNITIES

Articulation of Mission and Fulfillment

- **Articulation of the Vision and Mission of ORU**

The various constituents, stakeholders and publics that are served must be clearly communicated the founding vision and mission of ORU. In addition, the struggle for truth is a concept that is at the forefront of the educational system. The president will serve both as a communicator and an educator to ensure the message is sent and received with clarity and accuracy.

- **Continued Building of Trust and the Formation of a Global Community with a Shared Vision**

The community includes the internal community of students, faculty, staff, administration and governing board. The external community includes current and prospective students' parents and families, ORU alumni, current and prospective employers, the ministerial network, institutions of higher education, the Tulsa community, the world, Christian community and the greater community at large. Special attention will be needed to heal relationships with alumni and restore them as fellow partners in the fulfillment of the founding vision and mission.

- **Pursue Opportunities in Light of Changing Demographics**

The following have been noted as changing demographics:

- The Hispanic population has grown rapidly and is a strong new consumer market in the United States.
- Millennial students access and process information differently from the Silent, Boomer and Buster generations that instruct them.
- A potential shift of world power exists as China and India grow their economies rapidly. Change in the Middle East offers new opportunities for outreach. The message of the gospel is currently "heard small" in these areas.
- The importance of graduate education continues to grow with each new generation.
- The technology revolution continues to fuel productivity and knowledge growth, which creates greater knowledge and economic separation among individuals as well as institutions.
- The continued growth of the majority world Church, particularly in Latin America, Africa and Asia, where ORU has a strong brand identity.

- **Constituency & Stakeholder Relationships**

The creation of constituency partnerships provides a mutually beneficial synergy. ORU cannot fulfill its destiny alone. Careful building of a network of partners will allow for a more timely accomplishment of university objectives and will help protect ORU from myopic thinking. Alumni represent one of the most significant partner networks that must be built. ORU's relationship with stakeholders who affect or control the flow of critical resources needs to be improved and enlarged.

Integrated Enrollment Plan

- **Global Access through Digital Technology**
ORU faces the command to go “into every person’s world” and desires to increase its impact in the global society served. ORU should embrace the concepts of technology delivery and multiple campuses worldwide. A digital, technological global campus should be created and implemented.
- **Whole Person Academic Excellence**
Continually improve the quality of instruction, research and service through an institutional culture that develops leaders who fulfill ORU’s vision and mission. Continue to develop a world-renowned university including advancement in student achievement and faculty scholarship.

The higher education model has shifted from a central emphasis on teaching to a central emphasis on student learning. Assessment of student learning is vital to future progress and is a key to differentiation and sustainability.

- **Fully Integrated Competitive Marketing**
Implement and communicate a fully integrated marketing plan targeted toward current and future critical stakeholders. Realize growth of student enrollment through an appropriate combination of market mix variables: price, product/market development, place and promotion—to implement distinctive ORU brand value.
- **Academics and Athletics**
Recognize the role and relationship of academics and athletics in the 21st Century.

Economic Model

- **Development of a University with Economic Vitality**
ORU must achieve simultaneous increases in student enrollment, business development, endowment, and academic reputation. This includes product and market development as well as streamlining programs for marketability. ORU’s long-term financial position must be improved by increasing revenues, controlling costs and investing in the future through the practice of conservative financial management.
- **Defining Quality to Attract Whole Persons**
Define quality to attract Whole Persons and to continue developing the existing physical plant as needed.
- **Digital Impact**
Develop and implement a financial plan to incorporate a digital global campus.
- **Mitigation of Student Debt**
Have an awareness of the national conversation and actively seek innovative, proactive solutions to mitigate ORU student debt.

- **Human Resources**

Continue to attract and retain highly qualified vision/mission-driven faculty and staff who effectively serve ORU's internal and external customers excellently. Maintain a competitive compensation package including salaries, benefits and development.

- **Development**

Develop and implement a strategic plan for fundraising and donor advancement by attracting new stakeholders.