

GPS SYSTEM

GUIDE FOR PROPOSED STRATEGIES

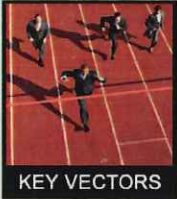


True North (The "first filter," Go/No Go for all decisions)

C.o.I.T.'s True North is a:

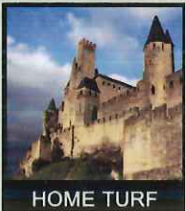
Capability Compass

Specifically, unified and strategic I.T. expertise to drive success for students, faculty and staff within Oklahoma Higher Education.



Key Vectors (The few critical strengths that propel our success)

- **Common focus and voice**
 - Advocacy (at many levels)
 - Leverage for expedient collective bargaining
- **Forum for interaction and outreach**
- **Expertise and professional development**
- **Collaboration**
 - Sharing resources
 - Contract sharing
 - Technical Solutions



Home Turf

C.o.I.T. is better than anyone else at:

Advocacy: The unified voice for technology within Higher Education.

We do this through:

- **Collective bargaining**
- **United front**
- **Leveraging relationships**
- **Sharing resources and entities**
- **Leveraging our collective talents and skills**
- **Single voice letters and verbiage**
- **Political advocacy**
- **Creating a single voice back to internal executives**

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Product Scope (Our current and future offerings)

The strategic activities, values and outputs of C.o.I.T. include:

- **Advocacy and influence**
- **Professional development**
- **Sharing services for cost savings and efficiency**
- **Collective bargaining**
- **Sharing best practices**
- **Showcasing technological innovation**



Market Scope (The students and/or markets we will intentionally pursue)

We will intentionally utilize C.o.I.T. to serve, collaborate and communicate with the following markets and stakeholders:

- **Geographically**
 - Oklahoma
- **Demographically**
 - Higher Education (public and private)
 - I.T. professionals within Oklahoma Higher Education
 - State Regents
 - State legislators and policy makers