

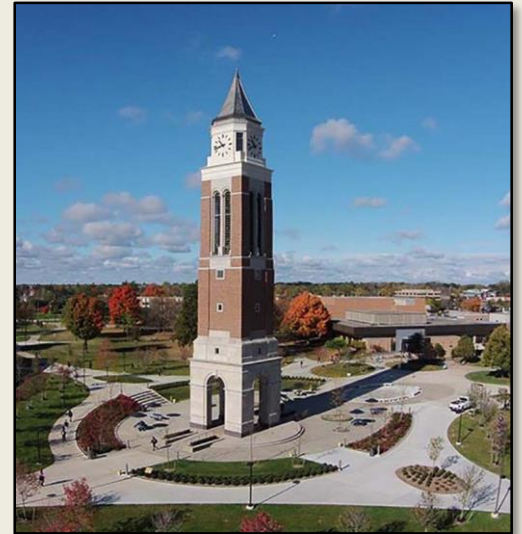
UNITING URBAN ACHIEVEMENT AND ACADEMIC EXCELLENCE

OAKLAND UNIVERSITY AND THE PONTIAC COMMUNITY COMING TOGETHER

*C. Robert Maxfield, Special Assistant to the President and Provost
Presentation to the Board of Trustees, October 24, 2016*



Why Pontiac?
Why Oakland?
Why now?

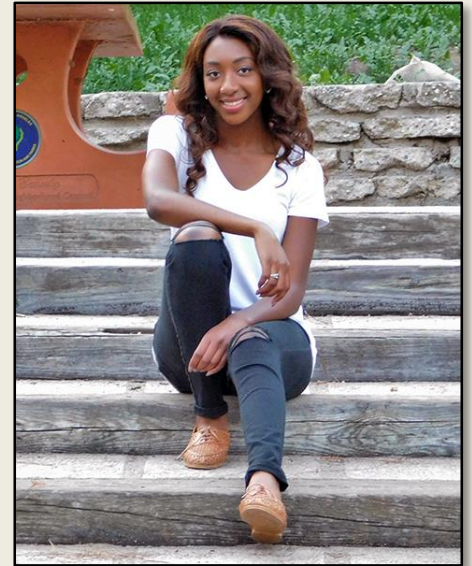


Presentation of Board of Trustees – December 4, 1971

- Oakland University's primary purpose is to achieve a constructive and reinforcing balance between two subsidiary, and often conflicting purposes.
- On the one hand, the University seeks to reflect largely traditional academic values in its teaching and research functions.
- On the other hand, it seeks to apply its intellectual and cultural resources to the needs of the surrounding community and must commonly operate in an unconventional manner.
- Achieving balance between these two purposes is difficult for any institution. Oakland, with an established emphasis on academic values and with a recognized and accepted commitment to an urban society must be especially alert to blend these purposes in a mutually constructive way.

Keeping the dream alive over the years

- Horizons Upward Bound
- Center for Student Activities
- Pre-college programs
- Center for Multi-cultural Initiatives
- Healthy Pontiac: We Can
- And more recently ... many activities at Baldwin Center, SEHS dedicated room at Whitmer Human Resource Center, SECS programs, etc.



**Upward Bound alumna
Stephanie Bell**

A Formal Partnership Begins

While the University and City of Pontiac have ties dating back more than 40 years, both recommitted to a formal “town and gown” partnership in the fall of 2014.

The collaboration has since evolved to provide service learning for OU students, college readiness for Pontiac residents, communications for the city, and economic development for the region.



Oakland/Pontiac Initiative

November 1, 2014, in Pontiac



What Pontiac Needs ...

- Comprehensive focus on college readiness
- Physical presence of OU downtown
- Expanded collaboration with schools, businesses, community centers and churches
- Human resources including students and faculty
- Economic and workforce development



What Oakland Needs ...

- Pontiac- based internship and capstone project opportunities for students from all disciplines
- Opportunities for faculty research in an urban setting
- Authentic community based volunteer opportunities
- Presence in downtown Pontiac
- Real world experiences in diversity education
- More students from Pontiac



Guiding Focus

Vision Statement

A sustainable, mutually beneficial relationship between Oakland University and the community of Pontiac



Mission Statement

To advance the vitality of Pontiac, thereby enhancing the educational experience of Oakland students, supporting faculty research and promoting civic engagement through development of a broad network of individuals and organizations with appropriate infrastructure and human and financial resources.

Collaborative Goals



Goal 1: To be a catalyst for relationship building and collaboration between OU and Pontiac-based groups

Goal 2: To connect OU faculty with new research opportunities that exist in Pontiac

Goal 3: To connect Pontiac-based entities with faculty, students and programs

Goal 4: To connect OU students to opportunities that exist in Pontiac for volunteering, internships, recreation, arts, service and work

Goal 5: To provide consistent, accurate and timely communication between Pontiac and OU communities

Year 1: “Low Hanging Fruit”

- **College readiness** – Pre-algebra workshops and explore Parent University
- **Economic Development** – Support for business startups
- **Experiential Learning** –
Internships at City Hall
- **Communication** –
Spirit of Pontiac Newsletter



Early Wins

INSIDE:
Economic recovery plan is focused on citizens and education – see page 2

Automaker commits to Pontiac
See page 2

Wisner Stadium gets a redo
See page 4

SPIRIT of PONTIAC

SUMMER 2015 • COMMUNITY NEWSLETTER

Budget surplus allows leaders to implement strategic plan

By PHIL BROOKMAN

Pontiac residents can expect to see positive changes kicking in with the 2015-2016 budget, according to Mayor Deirdre Waterman. The new budget's funds will be allocated to key areas including:

- Public safety.
- Road and bridge maintenance.
- Establishment of a blight court to strengthen neighborhoods.

The new budget "takes us away from crisis management, where we were, and puts us in a place where we can actually go to strategic planning," the mayor said. Pontiac has successfully stayed out of

INSPIRING CIVIC INVOLVEMENT



Early Wins



Entrepreneurs Serving Pontiac!

i2B's future vision will also emphasize assisting entrepreneurs who will serve the Pontiac Community. If you are a non-OU entrepreneur who wants to support Pontiac, contact **Stacey Frankovich** at frankovi@oakland.edu.



OAKLAND UNIVERSITY/ PONTIAC PARTNERSHIP



VISION STATEMENT:

To create a sustainable, mutually beneficial relationship between Oakland University and the community of Pontiac

MISSION STATEMENT:

To advance the vitality of Pontiac, thereby enhancing the educational experience of Oakland students, supporting faculty research and promoting civic engagement through development of a broad network of individuals and organizations with appropriate infrastructure and human and financial resources.

EDUCATION-PK16 CONNECTIONS

- Early Childhood Collaborative
- Partnership between Pontiac Schools and the School of Education and Human Services
- Parent University
- Middle School Algebra Workshops
- Phoenix Male Scholars
- Spanish Translations
- A graduate course offered in Pontiac
- Posttraumatic Growth Research
- Reading Methods Service Learning Course
- Medical Students as Educators
- Pathways: Pontiac to OU
- The International Club
- College Savings Accounts

WORKFORCE DEVELOPMENT AND JOB SKILLS TRAINING

- Patient Care Technician Training for Pontiac High School Students
- Workforce Development Collaborative

BUSINESS AND ENTREPRENEURIAL SUPPORT

- Business Support by School of Business

COMMUNITY ENGAGEMENT & NEIGHBORHOOD DEVELOPMENT

- Faith-Based Town Hall Meeting
- Community Gardens
- Perfect the Parks Day
- Grizz Night
- 'Pontiac Night' at OU Basketball Game
- Annual Pontiac Bus Tour
- Asset Map

ARTS, CULTURE & DIVERSITY

- OU at the Strand Theater
- OU/Pontiac Partnership Fine Arts Camp
- Freedom to Read

MARKETING & ADVANCEMENT

- OU Video Feed in Pontiac
- Experiential Learning Coordinator
- Spirit of Pontiac
- E-blast

ONGOING PROGRAMS IN PONTIAC

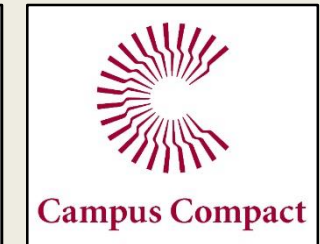
- Project Upward Bound
- Gear Up
- Center for Multicultural Initiatives
- Healthy Pontiac We Can!
- RWJ Foundation Invest Health Team

Fine Arts Camp – July 2016



Recognition and Connections

- Coalition of Urban and Metropolitan Universities
- Campus Compact
- Council of Michigan Foundations
- RWJ Invest Health team
- Michigan Works!
- Michigan Nonprofit Association (Vistas)
- President Hynd's meeting with Kresge Foundation



Oakland/Pontiac Initiative

And, if we do
this well ...



Lessons Learned

- Be true to the university's mission for teaching, scholarship and service
- Be clear about the definition and value of a real partnership
- Don't assume that our partners know about us or that we know about them
- Relationships are key
- Respect and, if possible, work through existing structures
- Don't over-promise. Be realistic about capacity
- Results matter! Constantly reflect on progress and embrace continuous improvement
- Allow for, and look for, serendipity

Focus Areas for 2016-17

- **PK-16 Education**

Leaders: Jon Margerum-Leys and Kelley Williams

- **Government**

Leaders: Dave Dulio and David Bowman

- **Workforce and Economic Development**

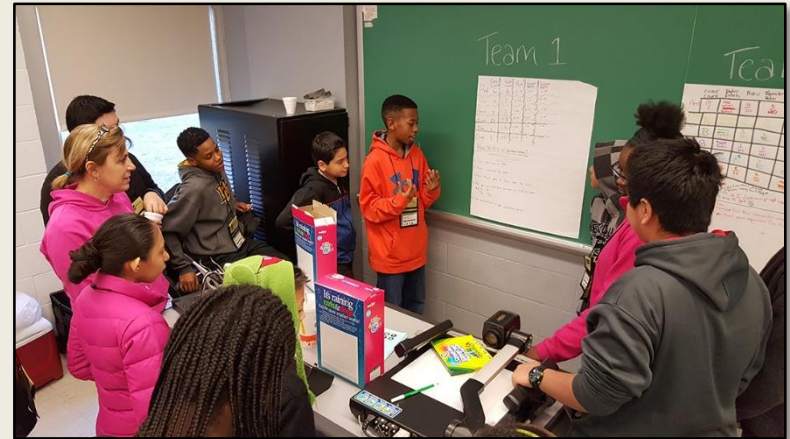
Leaders: Michael Mazzeo and Bret Rasegan

- **Health and Wellness**

Leaders: Jennifer Lucarelli and Teresa Rodges

- **Arts**

Leaders: Mark Stone and Quincy Stewart



- **Building capacity for non-profits and neighborhoods**

Suzanne Rossi and Rick David

Aligning our Organizational Structure

President George Hynd

Academic Affairs

Provost James Lentini

- Senior Associate Provost
- Associate Vice President for Research
- Dean of Graduate Studies
- Deans and Unit Outreach Specialists
- Manager of Student Success
- Coordinator of Experiential Learning
- Assessment Coordinator

Student Affairs

Vice President Glenn McIntosh

- Dean of Students
- Director of Pre-College Programs
- Upward Bound Director
- Center for Student Activities Director
- Center for Multi-cultural Initiatives Director
- Office of Career Services Director

Government and Community Relations

Vice President Rochelle Black

Coming Events

- **Community Workshop and Concert**
Saturday, November 5
Pontiac Creative Arts Center
(Prof. Mark Stone and Dr. Paschal Young, Ohio University)
- **Town Meeting**
9 a.m., Saturday, November 12
Woodside Bible Church
- **Pontiac Day at the Orena: Men's basketball**
3 PM, Saturday, December 3.
- **Pontiac Holiday Parade**
10 AM, Saturday, December 3



THANK YOU