

**Agendum  
Oakland University  
Board of Trustees Formal Session  
December 11, 2017**

**REVISED OAKLAND UNIVERSITY MISSION STATEMENT**

**A Recommendation**

1. **Division and Department:** Academic Affairs
2. **Introduction:** The University has a long-standing commitment to strategic and mission-driven decision-making practices. Oakland University adopted a new Strategic Plan and identified three major goals: (1) Foster student success through a robust teaching and learning environment supported by comprehensive student services. (2) Be recognized as a strong research and scholarly environment focused on creative endeavors and on the discovery, dissemination and utilization of knowledge. (3) Become a leader in serving the needs and aspirations of our communities and region through expanded community relationships, institutional reputation and visibility, and engagement.

The University's mission statement is integral to our efforts to strategically manage the institution and an important tool in communicating our purpose to the external community. In addition Oakland University's regional accrediting body, the Higher Learning Commission of the North Central Association, requires the adoption of a university mission that: (1) is clear and articulated publicly; (2) guides the institution's operations; (3) reflects attention to human diversity; and (4) demonstrates commitment to the public good.

Consistent with the need to strategically manage the institution and meet the requirements of our regional accrediting body, it is recommended that the University's mission statement be revised. Attachments A and B are copies of the previously adopted mission statement and the proposed mission statement.

3. **Previous Board Action:** The Oakland University mission statement was adopted by the Board of Trustees on July 21, 1982, and amended on March 28, 2012 and March 6, 2015.
4. **Budget Implications:** None
5. **Educational Implications:** The revised mission statement clearly states the University's commitment to the external and campus communities and encourage the consideration of all elements in the University's educational setting.

Revised Oakland University Mission Statement  
Oakland University  
Board of Trustees Formal Session  
December 11, 2017  
Page 2

6. Personnel Implications: None

7. University Reviews/Approvals: The proposed mission has been adopted by the University Senate in accordance with the principles of shared governance and approved by the Senior Vice President for Academic Affairs and Provost and President.

8. Recommendation:


RESOLVED, that the Board of Trustees approves the following mission statement, identified in Attachment B, to become effective immediately:

Oakland University cultivates the full potential of a diverse and inclusive community. As a public doctoral institution, we impact Michigan and the world through education, research, scholarship, and creative activity.

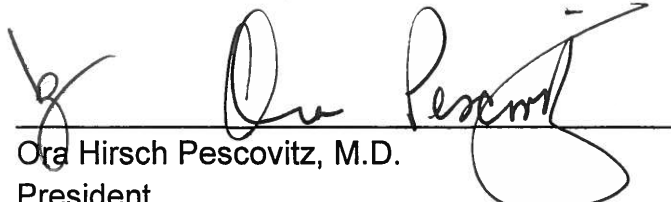
9. Attachments:

- A. Current Oakland University Mission Statement
- B. New Oakland University Mission Statement

Submitted to the President  
on 12/6/17, 2017 by

  
\_\_\_\_\_  
James P. Lentini, D.M.A.  
Senior Vice President for  
Academic Affairs and Provost

Recommended on 12/6, 2017  
to the Board for approval by

  
\_\_\_\_\_  
Ora Hirsch Pescovitz, M.D.  
President

## **ATTACHMENT A**

### **OAKLAND UNIVERSITY MISSION STATEMENT**

**Approved by the Board of Trustees July 21, 1982**

**Amended by the Board of Trustees March 28, 2012**

**Adopted by Board of Trustees New strategic Plan on March 6, 2015**

### **CURRENT MISSION STATEMENT**

Oakland University is a preeminent metropolitan university that is recognized as a student-centered, doctoral research institution with a global perspective. We engage students in distinctive educational experiences that connect to the unique and diverse opportunities within and beyond our region.

Through faculty-driven and student-engaged research, scholarship, and creative activity, Oakland University advances knowledge and art in a diverse and inclusive environment.

Oakland University is an active community partner providing thriving civic, cultural, and recreational opportunities and valuable public service.

## **ATTACHMENT B**

### **OAKLAND UNIVERSITY MISSION STATEMENT**

**Adopted by the Board of Trustees December 11, 2017**

#### **NEW MISSION STATEMENT**

Oakland University cultivates the full potential of a diverse and inclusive community. As a public doctoral institution, we impact Michigan and the world through education, research, scholarship, and creative activity.