

President's Report to the Board of Trustees

February 10, 2020

Ora Hirsch Pescovitz, M.D.



OAKLAND UNIVERSITY™

Agenda

I. Fall Commencement

a) Golden Grizzlies Graduate

b) Honorary Degree Recipients

II. Transfer Students

III. Employer Recruitment & Student Engagement

IV. AUFD Summary

V. Keeper of the Dream

VI. SBA Dean, Michael Mazzeo, Ph.D.

Fall Commencement



- December 14, 2019
- **2,017** degree candidates
- **5,300** guests

- First time livestreaming commencements on YouTube
- **295** guest viewers
 - **60%** from the U.S.
 - **28%** from Middle Eastern countries
 - **3%** from India
- Connecting international students
- Goal: Increase number of international students from (current number 911) **4.8%** to **10%** of total students

Golden Grizzlies Graduate

OAKLAND
UNIVERSITY™



- **9** Graduates – Fall 2019
- **20** Degree candidates – Spring 2020
- **126** Total participants

Honorary Degrees



Sheilah Clay

**Former CEO of Detroit's
Neighborhood Service
Organization**



Joanne Danto

**Retired Joffrey
ballet dancer**



Robert J. Gibbs

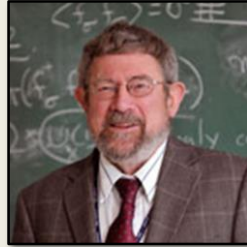
**Founder and president of
Michigan-based Gibbs
Planning Group**

Honorary Degrees



Jane Houdyshell

**Tony
Award-winning
actress**



J. Michael Kosterlitz

**Nobel Prize
winner
in physics**

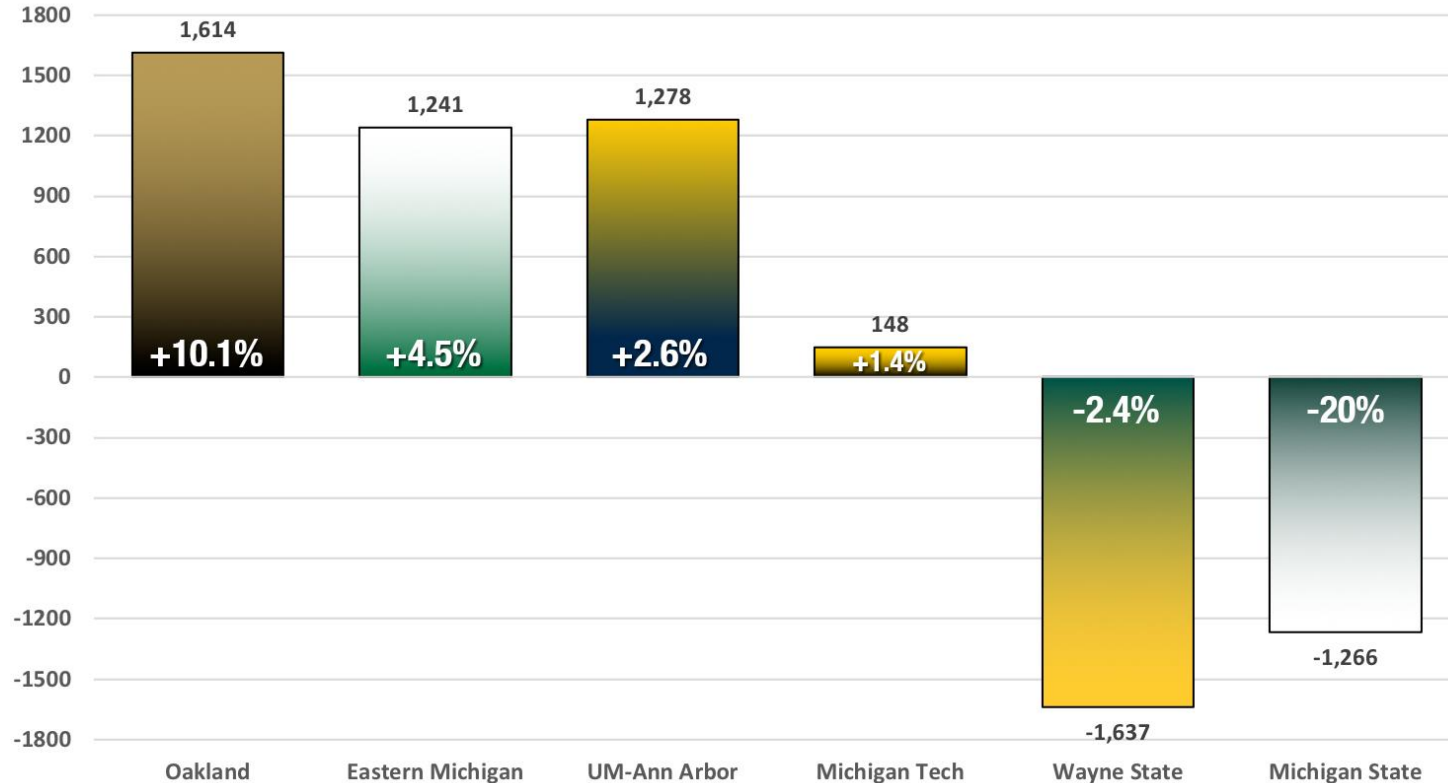


Sheldon Yellen

**CEO of
BELFOR Property
Restoration**

Transfer Growth

New Transfer Student Population Changes – Fall 2019



Employer Recruitment



- **246** Fall Career Fair employers
- **1,371** student attendees
- **16,926** jobs posted in Handshake

- **18,883** applications from enrolled students
- **355** on-campus interviews
- **76%** of OU graduates have completed an internship
- **90%** of OU graduates currently employed
- **96%** of employed graduates are in Michigan

2019 All University Fund Drive



- Funds Raised

\$535,252

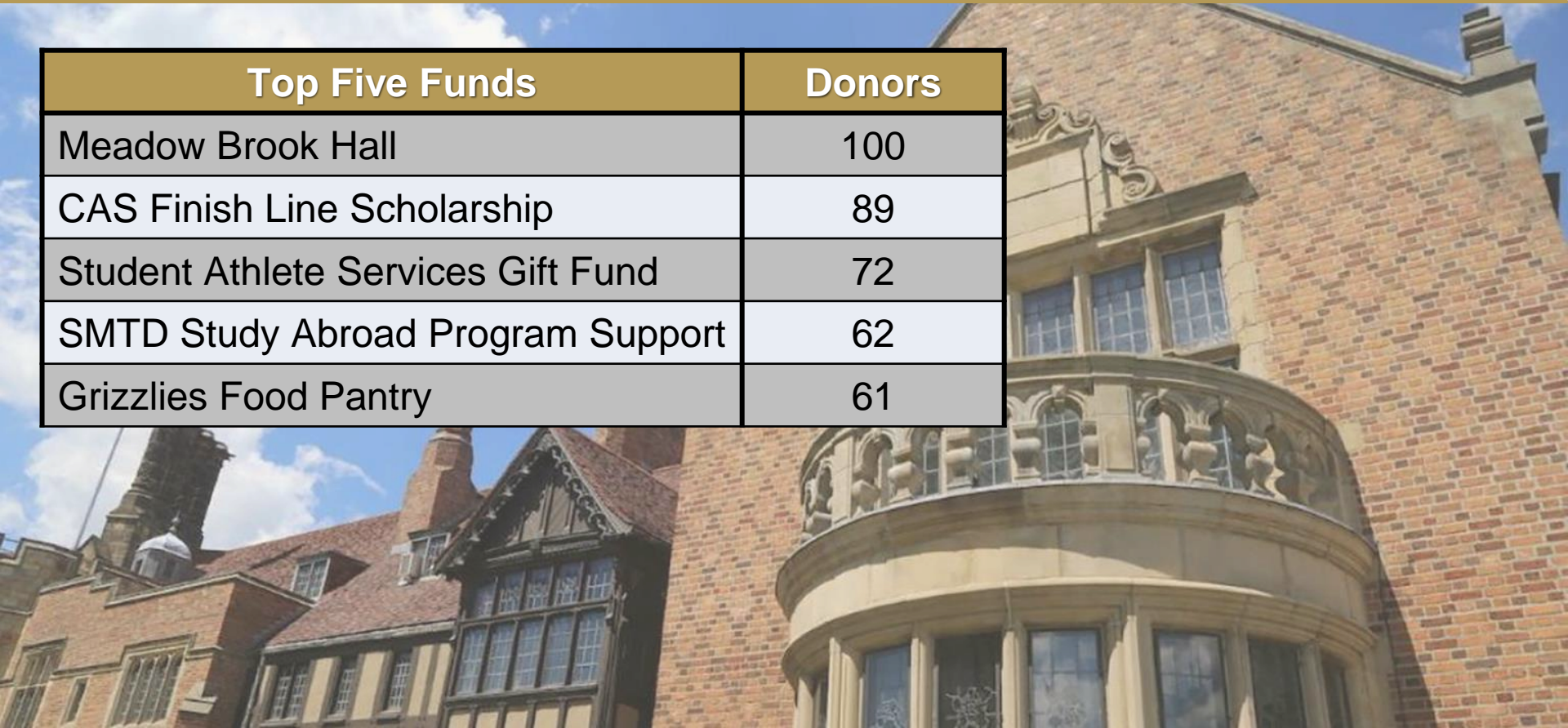
- Contributors

1,165



2019 All University Fund Drive

Top Five Funds	Donors
Meadow Brook Hall	100
CAS Finish Line Scholarship	89
Student Athlete Services Gift Fund	72
SMTD Study Abroad Program Support	62
Grizzlies Food Pantry	61

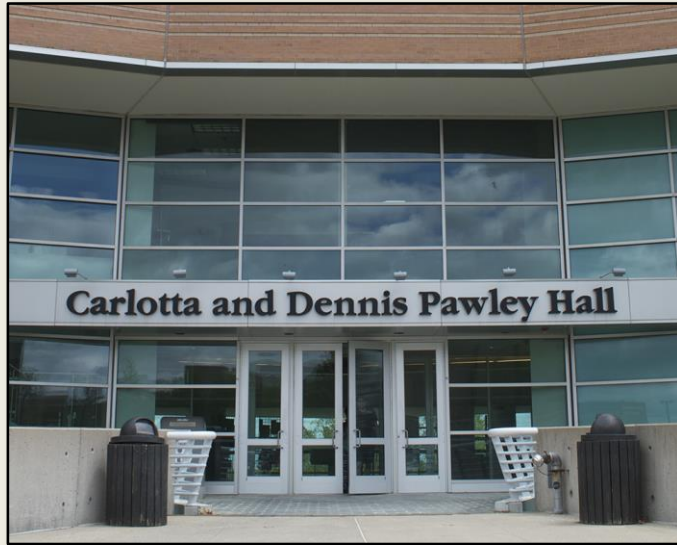


Seven New Endowments (Minimum \$25,000 donation)



- Dreamweaver Chinese Language Scholarship
- Donald Morse Philosophy Endowment
- Carl R. Vann Health Scholarship
- Dr. Daniel Walsh and Dr. Ora Pescovitz Opportunity Endowment for Music, Theatre and Dance
- Japan Study Abroad Scholarship
- Tom Ford Athletic Training Endowment
- Teresa Stayer Memorial Scholarship

Division Participation Awards



Large Division
**School of Education and
Human Services**



Small Division
**Department of
Athletics**

OU, UD-Mercy Giving Challenge



- Total raised this year before matches: **\$173,475**
- \$50,000 challenge matches issued by OUCU and an anonymous donor: **\$100,000**
- Total raised: **\$273,475**

Event History		
Year	OU	UDM
2020	1758	430
2019	1186	934
2018	683	697
2017	626	470
2016	436	513

Keeper of the Dream Celebration

OAKLAND
UNIVERSITY™

Lisa Leslie

**3-time
WNBA MVP**

**4-time Olympic
Gold Medalist**

**4-time Olympic
Hall of Famer**



Keeper of the Dream Honorees

OAKLAND
UNIVERSITY™

Zakia Ali-James

**Jennifer Medrano
Delacruz**

Maya Ford

Mikal O'Neal

Raneen Allos

Donovan Hernandez

Isaias Cruz



School of Business Administration Update

Michael Mazzeo, Ph.D. – Dean



OAKLAND UNIVERSITY™

student success

school recognition



Less than 1%
**OF THE WORLD'S 15,000+
BUSINESS PROGRAMS**

hold AACSB-International
accreditation in business
and accounting

The Princeton Review

**BEST
BUSINESS
SCHOOLS**

US NEWS & WORLD REPORT

Best Undergraduate
Business Programs, 2018

Best Graduate Schools,
Part-time MBA Programs, 2020, 2019



PayScale

Named a
**BEST VALUE COLLEGE
FOR BUSINESS MAJORS**

for annual return on investment and
20-year return on investment by
PayScale's College ROI Report



Goal 1: student success

Career outcomes

UNDERGRADUATE



placement rate
2018-19 graduates



formal internship or
co-op experience



employed in
michigan

TOP EMPLOYERS OF NEW BUSINESS GRADUATES

BorgWarner, Faurecia, Ford, Ally Financial, UHY International,
Quicken Loans, Comerica, FCA, PwC, Meritor, United Shore

Student success

ACHIEVE



- Recognized as best practice from AACSB International
- Career readiness, professional development integrated into the undergraduate curriculum
 - 86% of employers say OU b-school ACHIEVE students are better prepared professionally than students from other universities
 - 87% of students say they feel better prepared for professional interviews after taking part in ACHIEVE sessions
- Community engagement
 - More than 200 volunteers contributed more than 600 hours to the ACHIEVE program

Student success

Student-managed investment fund



Next Presentation:
April 8

- Powered by The Kresge Foundation, the \$2 million fund was created from Kresge's \$3.6 billion investment portfolio
 - Launched Fall 2015.
- Introduced a Wealth Management Specialization
- CFA University Affiliation Program
 - Our BS in Finance has been acknowledged as incorporating at least 70 percent of Level I CFA Program Candidate Body of Knowledge (CBOK).
- Results :

January 2, 2019 - December 31, 2019

SMIF 37.40% vs. S&P 500 30.93%

Student success

Business Honors



- Highly interactive, stimulating, rigorous academic offerings
 - Cohort structure
 - Required Participation in Experiential, Global, Career Development, and Community Engagement Programs
 - 16 Honors Courses
- Incoming freshmen – welcomed second cohort Fall 2019
 - Their average HS GPA is 4.05
 - Avg. ACT of 30, SAT of 1368
 - OU Avg. GPA 3.76
- OU retention rate: 98% (2 cohorts)
 - SBA retention rate: 95% (2 cohorts)

The Power of MENTORSHIPS



Programs with Mentorship

- Business Scholars (with professionals)
- Business Honors Program (with peers)
- Women in Business (with professionals)
- Ambassadors (with peers)
- The ACHIEVE program



Student success

Graduate certificates



Stackable programs include:

- Business Essentials (serves as mini/micro/intro to MBA; students can apply credits to OU MBA)
 - Online, on-campus or combination
- Business Analytics
- Finance
- Information Security Management

“I’m taking the favorite parts of my current job and kicking it up a notch at OU, can’t wait to see what happens next.”

Michelle Rhen

Business Analytics Certificate student

Settlement distribution consultant, The Jacques Admiralty Law Firm

Scholarships

The Power of Philanthropy



Richard Morrow, HRM '17

- SBA currently has 25 endowments to support students annually.
- SBA secures between 25-30 annual named scholarships
 - With annual named scholarships, donors are able to support students on a year-to-year
- Completion Scholarships have become a key focus for the SBA within its campaign priorities.
 - Completion scholarships have become a board championed goal with a goal of \$500,000.
- To date,
 - SBA has secured 4 new endowments and 2 annual named scholarships in support of completion scholarship.

Goal 2

Research & scholarship

Research centers



- Southeastern Michigan Economic Data Center
 - *Community partnerships with chambers and businesses*
 - *Director: Jonathan Silberman, PhD*
 - *Oakland University Economic Contribution Study*
 - *Approx. \$1 billion*
 - *Nivedita Mukherji, PhD*
- Center for Big Data Analytics
 - *cross-disciplinary research focus*
 - *Co-director: Vijayan Sugumaran, PhD*
- Cybersecurity
 - *cross-disciplinary research focus*
 - *Co-director: Xiaodong Deng, PhD*



Research & Scholarship

Faculty research



Jae Kang, entrepreneurship
Ideas to Business (I2B)

Productive Faculty

- Over 200 journal publications
 - 36% in top-tier journals
- **Over 15,000 citations**
- 465 conference presentations
 - 62 invited, 4 keynote
- Faculty hold 30 editorial board positions

Source: Accreditation report for 2013-2018

Research & Scholarship

Faculty research



- Xiaodong Deng, technology and healthcare
- Michelle Hammond, whole person leadership
- Rob Nehmer, emerging technologies in accounting

Community
engagement

Co-curricular



Career Services

- 80-100 Employer meet and greets annually
- 75% of business graduates report formal internship or co-op experience

Scholars

- New World Diamonds
- Marketing & Sales Executive of Detroit
- OU Credit Union

Student Orgs

- Speakers from industry
- Mentors – Women in Business



Community
engagement

in the region



OU-Pontiac Initiative:

Pontiac Regional Chamber

Pontiac Big Idea Grant Program (Funded by Flagstar Bank)

Workforce and Economic Development

FCA educational partnerships

Southeastern Michigan Economic Data Center

Data Summit

Auburn Hills Chamber of Commerce

Goal 4
advance diversity,
equity & inclusion

Summer camps

High school students from the area gain college and career readiness tips from business professionals and college professors

- Explore the World of Business
- Business Essentials
- A Glimpse into Being an Actuary



advance diversity,
equity & inclusion

student focus



Women in Business

- New student organization as of 2019
- Mentorship program

National Association of Black Accountants (NABA)

- Consistently one of the most active student organizations in the business school

MICPA High School Leaders Conference

- Since 2001 MICPA and OU partner to bring high school students from Michigan to OU to learn about accounting careers

Opportunity

Mba

online mba

emba

Market research suggests MBA in Metro Detroit is a strong and viable program

- But it's NOT a growing market
- All providers are competing for limited market share
- Need to make adjustments to first sustain/maintain market share
- Then, to position to compete to capture more market share in competitive market

New Online MBA coming Fall 2020

- Assist in student retention
- Influence new enrollment

Executive MBA smaller market, fills a specific market need

opportunity:

Executive mba



- Relunched with leadership focus
- Executive MBA Leadership lectures have included:
 - Ora Hirsch Pescovitz, on leadership team development and innovative approaches to problem-solving
 - George Corona, president & CEO, Kelly Services, The Future of Work
 - Ken Janke, retired SVP, investor relations, Aflac, Risk Awareness in the Pursuit of Executive Leadership
 - Brigadier General John D. Slocum, Commander, 127th Wing, Selfridge ANGB, Transformational Leadership



Opportunity:

Graduate certificates

- Greater focus on promoting all certificate programs to adult learner market
- Working to introduce FinTech Certificate
 - AI, Cryptocurrency, financial modeling

Business analytics

Reposition Business Analytics programs to better leverage growing opportunity

- Market share
- Competitive advantage

Thank You



May 29th 2020