

President's Report

Oakland University Board of Trustees

Monday, February 7, 2022

**Ora Hirsch Pescovitz, M.D.
President**

A G E N D A

- **Scholarship Email Error Update**
- **OU Pride**
- **Advancement Update**
Mike Westfall, Vice President
University Advancement
- **Impact of Redistricting**
David Dulio, Professor, Political Science
& Director, Center for Civic Engagement

Scholarship Email Error Update

- **What happened**
- **Why it happened**
- **How it was resolved**
- **What we're doing going forward**



Scholarship Email Error Update

What happened

- On January 4, an email was incorrectly sent to 5,502 scholarship recipients, congratulating them on receiving the Platinum Presidential Scholar Award, which they had not earned.
 - The email should have been sent to only 95 Platinum Presidential Scholar Award recipients.
- The Platinum Presidential Scholar Award is valued at \$48,000 (\$12,000 per year, for four years).
 - The award requires a minimum high school GPA of 3.90, and a test score of 1450 or higher on the SAT or 33 or higher on the ACT.
 - The criteria are stated clearly on the OU website and scholarship materials.

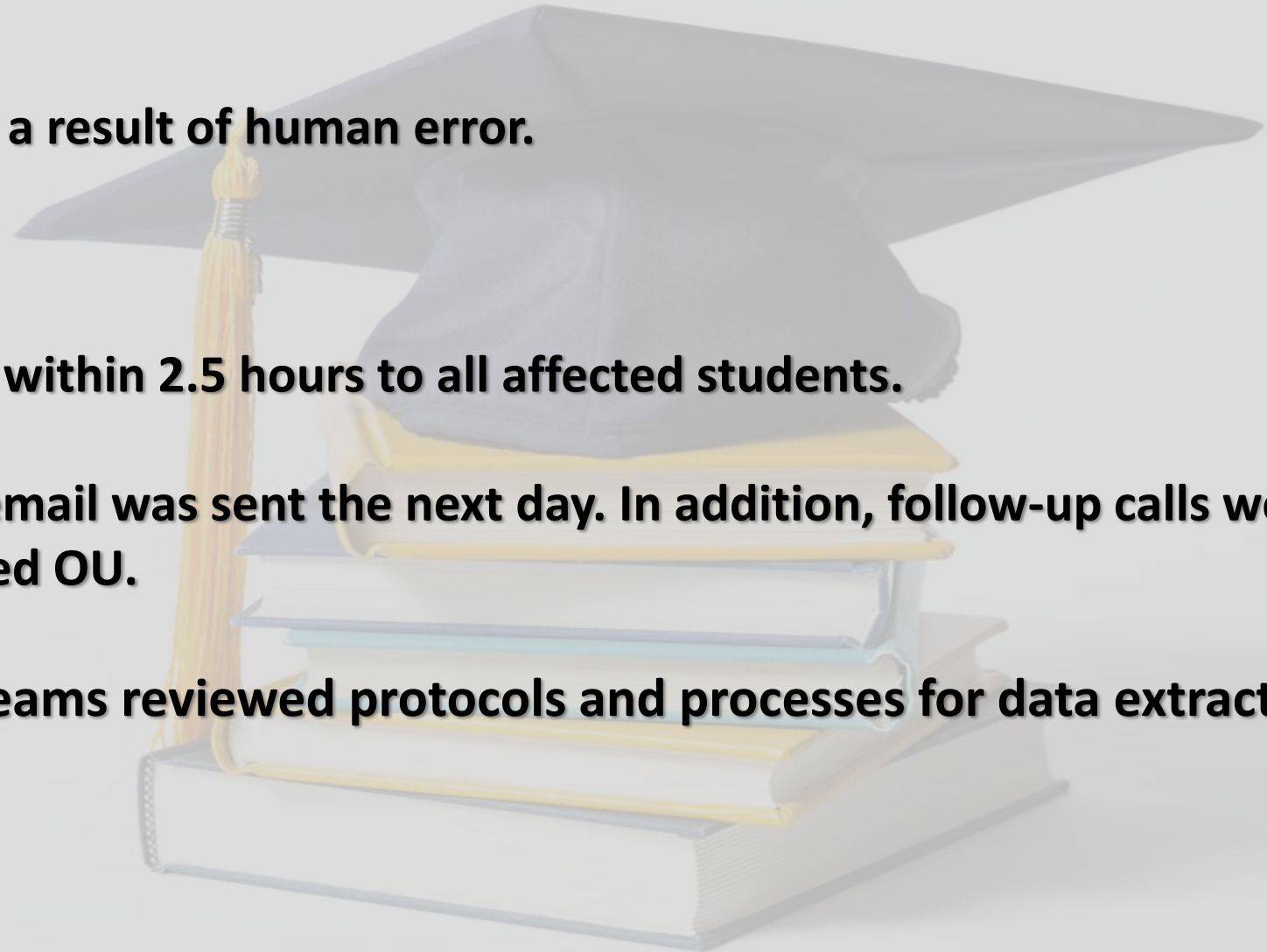
Scholarship Email Error Update

Why it happened

- The miscommunication was a result of human error.

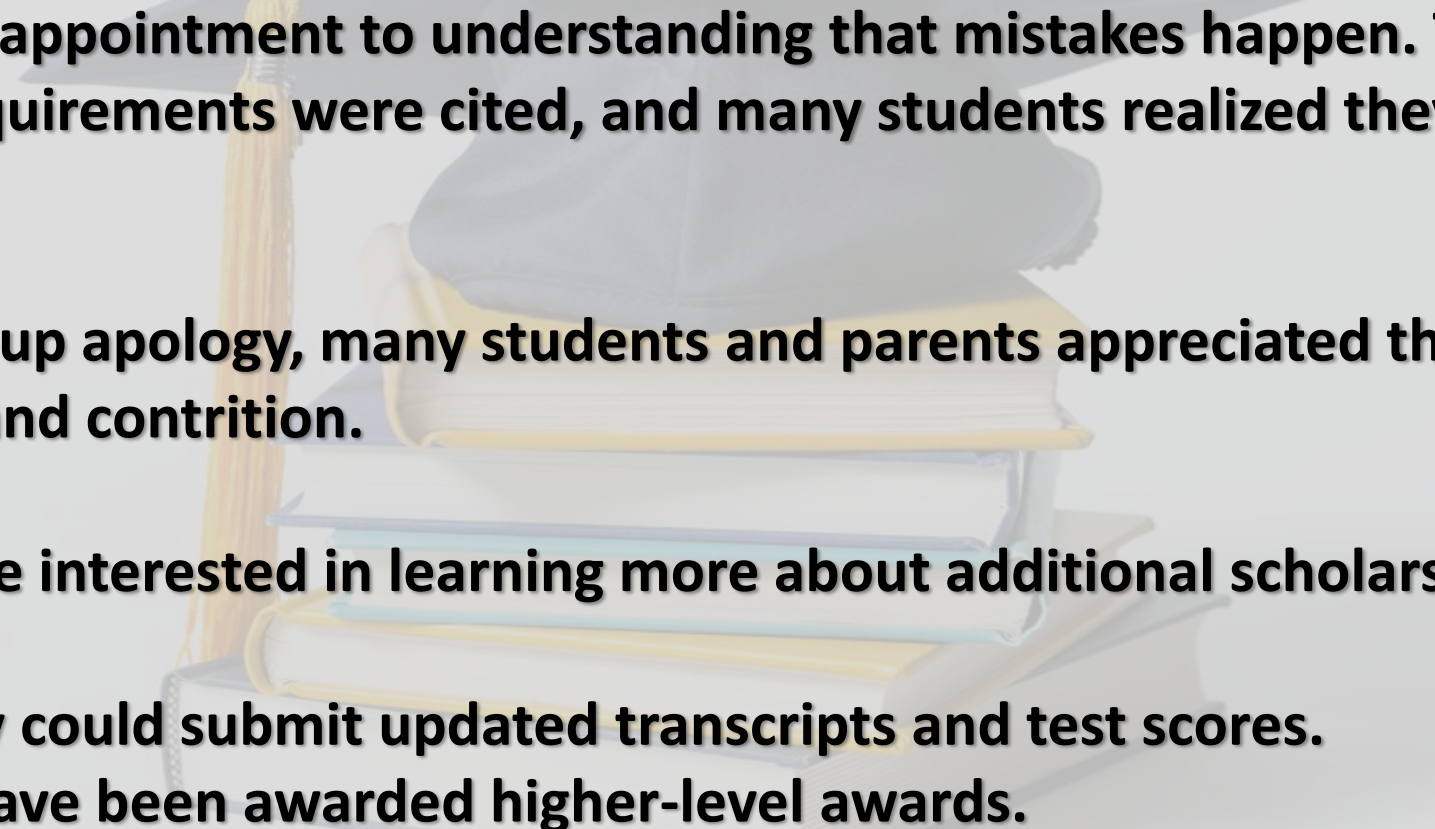
How we responded

- A correction email was sent within 2.5 hours to all affected students.
- A further detailed apology email was sent the next day. In addition, follow-up calls were made to those who contacted OU.
- Enrollment management teams reviewed protocols and processes for data extraction to ensure accuracy.

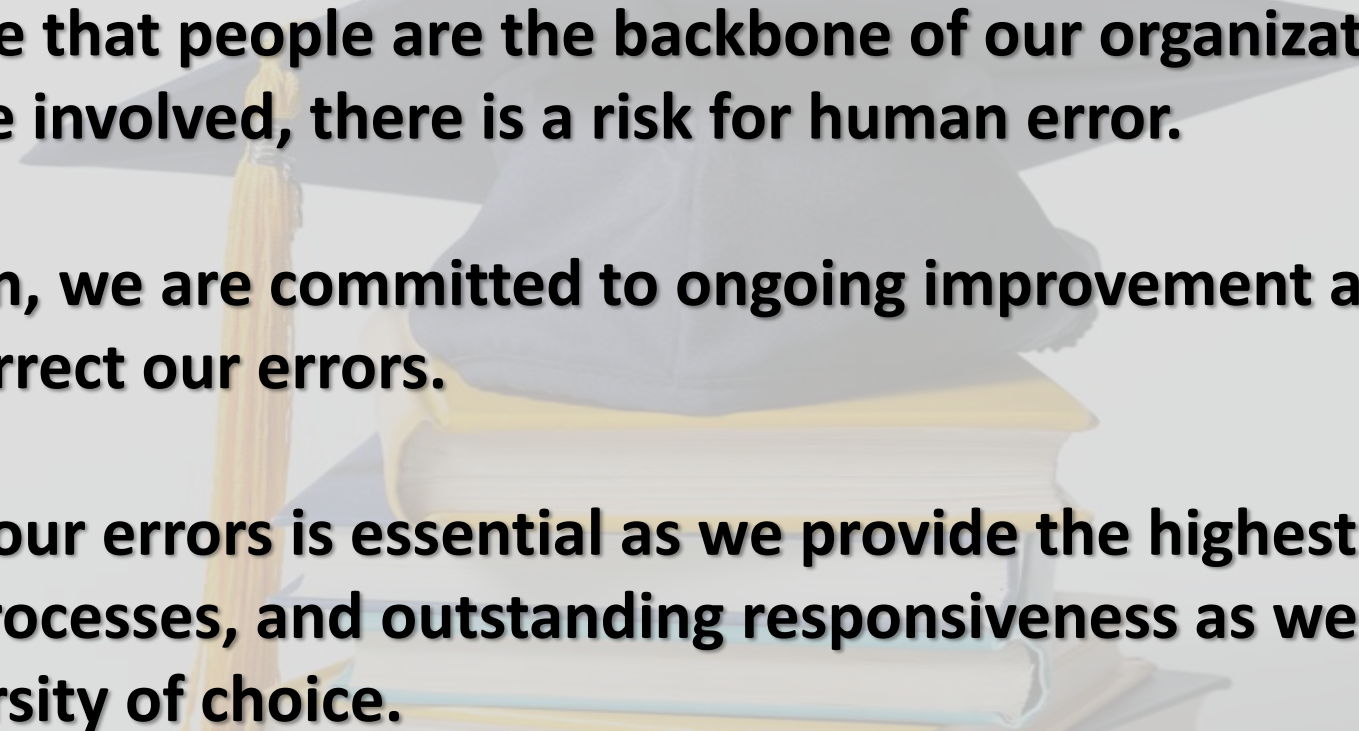


Scholarship Email Error Update

Student/Parent Reaction

- Reactions ranged from disappointment to understanding that mistakes happen. To clarify, the scholarship requirements were cited, and many students realized they didn't qualify.
 - Subsequent to the follow-up apology, many students and parents appreciated the university's engagement and contrition.
 - Students and parents were interested in learning more about additional scholarship opportunities at OU.
 - Students learned they could submit updated transcripts and test scores.
 - To date, 27 students have been awarded higher-level awards.
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Scholarship Email Error Update

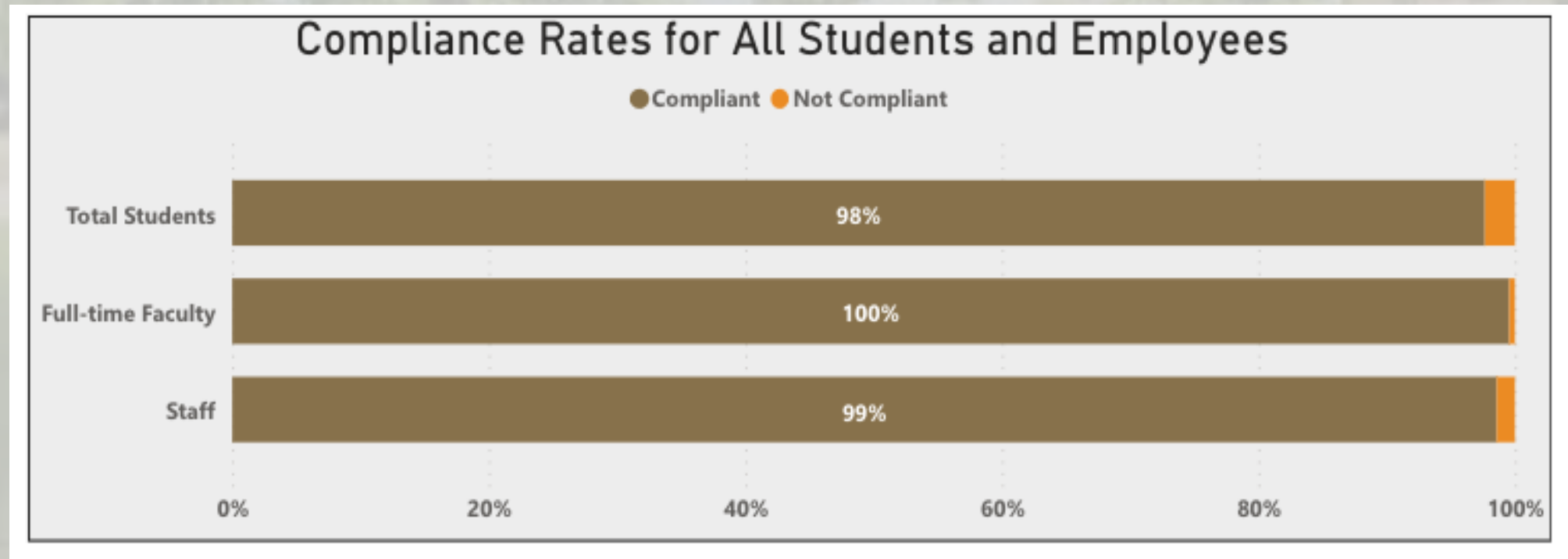
- In summary, we recognize that people are the backbone of our organization, and whenever people are involved, there is a risk for human error.
 - As a learning organization, we are committed to ongoing improvement as we work with integrity to correct our errors.
 - Furthermore, correcting our errors is essential as we provide the highest level of education, effective processes, and outstanding responsiveness as we continue to be the university of choice.
- 
- A faint, semi-transparent background image of a graduation cap (mortarboard) with a tassel, resting on a stack of several books. The cap is positioned in the upper right, and the books are stacked horizontally below it.

Welcome back students and faculty.



Campus Health Updates

OU Covid-19 Dashboard provides an in-depth look at the success of vaccination and mask mandates.



- **Since March 2020, Oakland University has been in the forefront among universities with an effective and strategic response to the Covid-19 pandemic.**
- **Ongoing policies are based on an agile and proactive response to the changing health threat to the university community.**
- **OU leadership team includes input from healthcare professionals, students, faculty, and staff, and considers community and county-wide trends.**

Keeper of the Dream

- Established in 1993, OU's Keeper of the Dream Scholarship Awards pay tribute to the legacy of Dr. Martin Luther King, Jr.
- Awards honor students who have contributed to MLK's legacy of interracial understanding and goodwill.
- More than 100 students have received KOD scholarships totaling more than \$500,000.



2022 KOD Scholarship Recipients



Azana Jones
Elementary Education



Keyara Pepper-Cameron
Elementary Education



Isabella Mahuad
International Relations



Kelly Knight
Social Work



Markeal Williams
Psychology



Destiny Williams
Public Relations



Ta'Niyah Harris
Social Work

Keeper of the Dream

OAKLAND
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Keynote Speaker Anthony Anderson

Television and film actor, executive producer of ABC's sit com "Black-ish"

Thank You KOD Sponsors

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30th ANNIVERSARY
**KEEPER
OF THE
DREAM**
HONORING THE DREAMERS OF LIBERATION
JANUARY 17, 2022

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- Kathleen Ligocki and Pete Rosenau

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- Oakland University Credit Union
- Oakland University Alumni Association
- Oakland University Black Alumni Chapter

NSF Grant for Cyber Security

- **National Science Foundation awarded \$3.2M grant to OU for "CyberCorps Scholarship for Service: Cyber Defense of Intelligent Systems"**
- **The project is a collaborative effort with Georgia Tech and University of Tennessee-Knoxville.**
- **The OU site focuses on the application of composite and hybrid materials in automotive and farm equipment.**



NSF Grant for Cyber Security

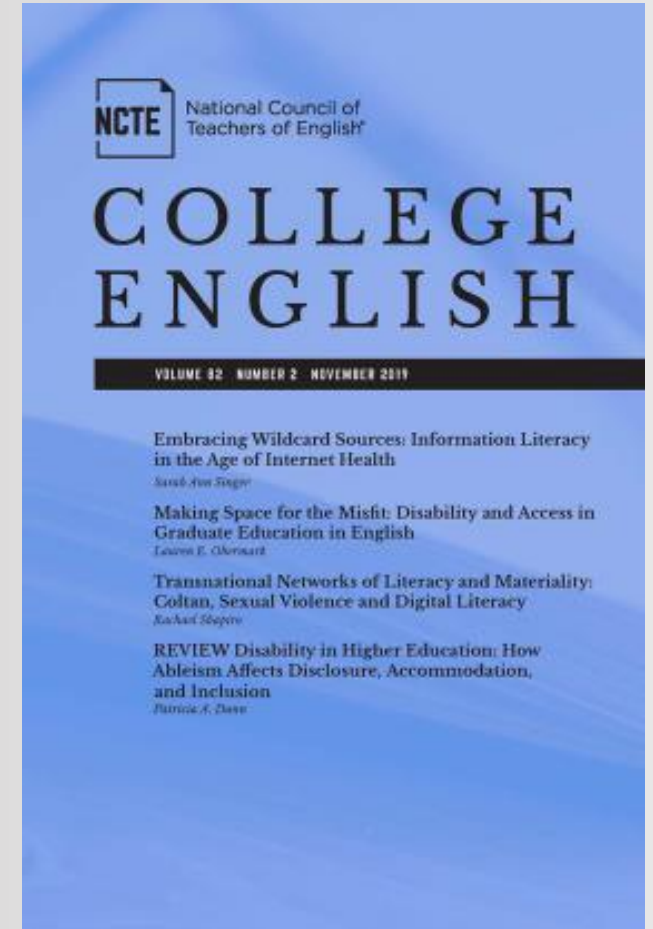
Special recognition

- **Dr. Huirong Fu (PI)**
- **Dr. Darrin Hanna (PI)**
- **Dr. Amartya Sen (PI)**
- **Ying Zhang (Grant Officer)**
- **SECS Dean Louay Chamra**



OU faculty lead prestigious journal

- **Oakland University is the new home for *College English*, the professional journal of the National Council of Teachers of English.**
- **Professor Lori Ostergaard will serve as editor, and Professor James Nugent, Associate Professor Megan Schoen and Assistant Professor Felicita Arzu Carmichael will serve as associate editors.**
- **The editorial team aims to create more inclusive and equitable editorial practices and maintain the journal's high standards for scholarship.**
- **Their first edition will be published in September.**



- **Interactive Post-Graduation Dashboard developed by OU Career Services and UCM.**
- **Special appreciation to:**
 - **Wayne Thibodeau and OU Career Services team**
 - **Todd Nucci and UCM web team**
- **Purpose is to show prospective students, parents, alums, employers and the broader community, a 5-year history of OU graduates' career outcome success, and OU graduates' economic impact in the region.**
- **Users select from a menu of OU schools or CAS, majors and other key data.**

The Post-Graduation Dashboard information includes:

- **Percentage of graduates employed**
- **Percentage of students employed in Michigan**
- **Companies where graduates are employed**
- **Median salary**
- **Percentage of graduates who engaged in internships**
- **Companies where graduates completed internships**
- **Percentage of graduates who pursued continuing education**

Impact of OU Graduates

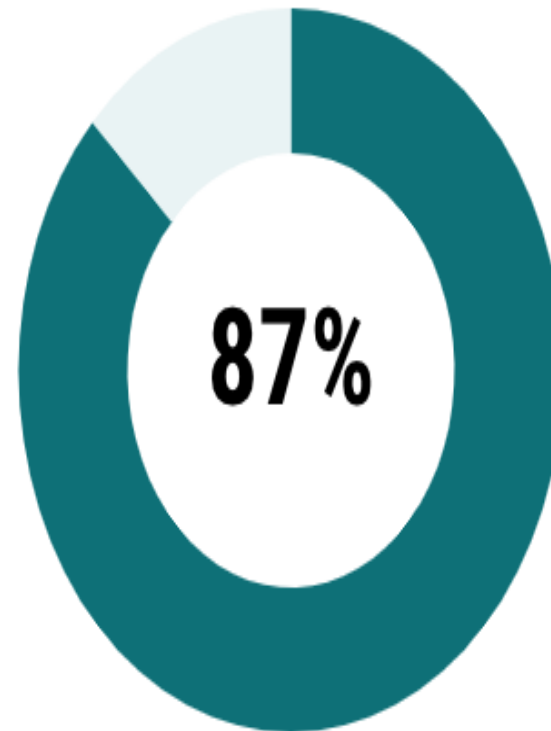
Employed in Michigan

The percent of employed graduates who reported employment in Michigan.



Experiential Learning

The percent of graduates who are participating in experiential learning out of class learning experiences such as internships, co-ops, research, teaching, clinicals, and other similar experiences. Prior to 2017-2018, only measuring internship and co-op participation.



Sample Job Titles

A sample of the actual job titles that OU graduates reported holding upon graduation.

- Registered Nurse
- Software Engineer
- Electrical Engineer
- Software Developer
- Teacher
- Financial Analyst
- Mechanical Engineer
- Engineer
- Staff Accountant
- Audit Associate
- Product Engineer
- Application Engineer
- Nurse
- Project Engineer
- Recruiter

Job Opportunities

- **Career Services hosts a two-day Winter Career Fair**
 - **Feb. 2 in-person event is rescheduled for Feb. 22**
 - **Feb. 3 event was held virtually**
 - **230 students attended, and participated in 996 interviews**
 - **72 employers participated**
- **Overall, 120+ companies registered for the two-day career fair**
- **Students explore potential jobs in business, engineering, computer science, information technology, liberal arts, human resources, health science, education and more.**

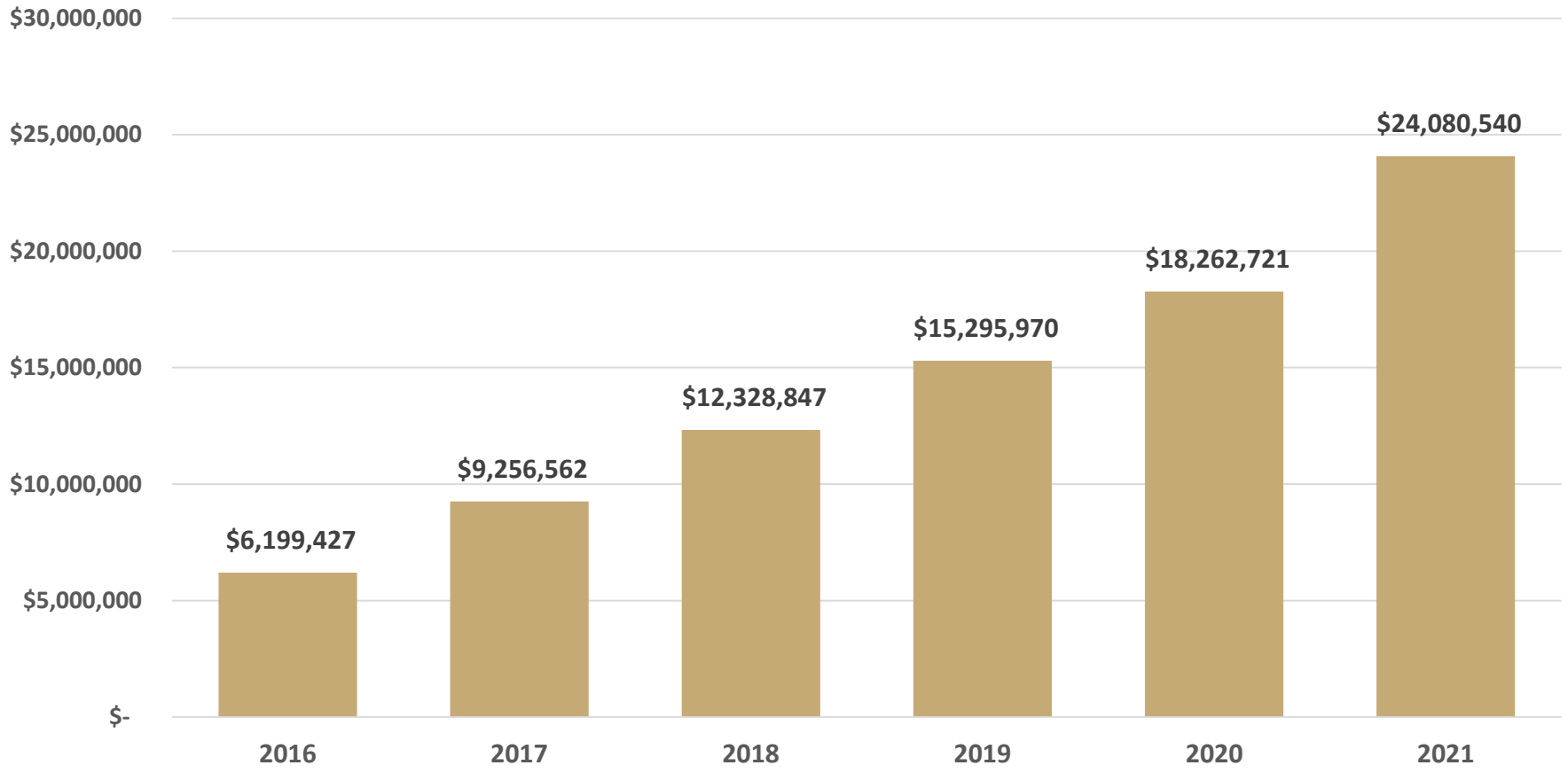
A scenic view of a university campus during autumn. In the background, a prominent brick clock tower with a white top and a pointed roof stands against a blue sky with scattered white clouds. The foreground is dominated by a large, lush green lawn covered with fallen yellow and orange leaves. To the left, a tree with vibrant autumn foliage frames the scene. In the middle ground, a paved walkway curves through the lawn, with a person walking and a bench nearby. A large, leafy green tree is on the right side of the frame.

University Advancement Update

**Mike Westfall, Vice President
University Advancement**

Historical Fundraising Data

Total New Gifts and Commitments - Fiscal Years 2016-2021



**ASPIRE.
ADVANCE.
ACHIEVE.**

The Campaign for OAKLAND UNIVERSITY

Near and Dear

- **University Leadership Giving: 100%** Participation
- **OU Advisory Boards:** 18 Boards/276 Members/85% Participation (*new record*)
- **OU Day of Giving:** Wednesday, February 2nd
 - 838 Donors Made 1,027 Gifts Totaling \$428,982
 - 15.6 % Increase in Donors, 14.5% Increase in Gifts, 8.5% Decrease in \$
- **OUCFD:** Oakland University Fund Drive

OUCD History of Success



- AUFD (*All University Fund Drive*) Started in 1975
- Strong Growth Over Past Decade
 - Revenue: **\$274k** (2011) **\$831k** (2021)
 - Donors: **539** (2011) **1,033** (2021)
- Endowment Creation Incentive, Fund Competition, Unit Competition Added (2018)
- Rebranded to **OUCD** (2021)



- Record Revenue: **\$831,314** (*Prior \$667k, in 2020*)
- Four (4) Consecutive Years Exceeding 1,000 Donors
- Eight (8) New Endowments Created
- Most Improved Fund (*New Award*)
 - Rayan Rawashdeh Memorial Scholarship of Excellence (SECS)
- Top Performing Units
 - Black Division (> 100 FTE): **OUCB School of Medicine**
 - Gold Division (< 100 FTE): **School of Music, Theatre & Dance**

OUFD Top Five Funds

1. Grizzlies Food Pantry
2. Meadow Brook Hall
3. OUWB School of Medicine Scholarship Fund
4. SMTD Study Abroad Program
5. Athletic Training Center Endowment



The Grizzlies Food Pantry received a record number of donors through the 2021 OUFD, with 109 employees and retirees supporting this fund.

- 103 Campus Volunteers
 - Twelve w/ 100% Participation
 - (Jennifer Anderson, Bryan Atkinson, Addie Benedict, Rochelle Black, Julie Chapie, Kelsie Deppen, Lindsey DiFazio, Lauren Guzzardo, Sarah Jahimiak, Jean Ann Miller, Saulo Ortiz, Wayne Thibodeau)
- Two Retiree Co-Chairs
 - Pat Nicosia, Director of Budget & Financial Planning
 - Laura Schartman, Director of Institutional Research & Assessment
- University Communications & Marketing; Print & Mail Services
- Annual Giving & Directors of Philanthropy



Campaign Progress

(As of 12/31/21)

By Pillar	Goal	Campaign to Date	% to Goal
Student Success	\$ 52,500,000	\$ 48,499,902	92%
Teaching, Research and Discovery	37,500,000	20,312,659	54%
Community Collaboration	15,000,000	10,592,246	71%
Campus Expansion	15,000,000	9,063,128	60%
Innovative Programs	30,000,000	18,263,507	61%
Total	\$ 150,000,000	\$ 106,731,442	71%

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The Campaign for OAKLAND UNIVERSITY

Impact of Redistricting

Dave Dulio, Oakland University

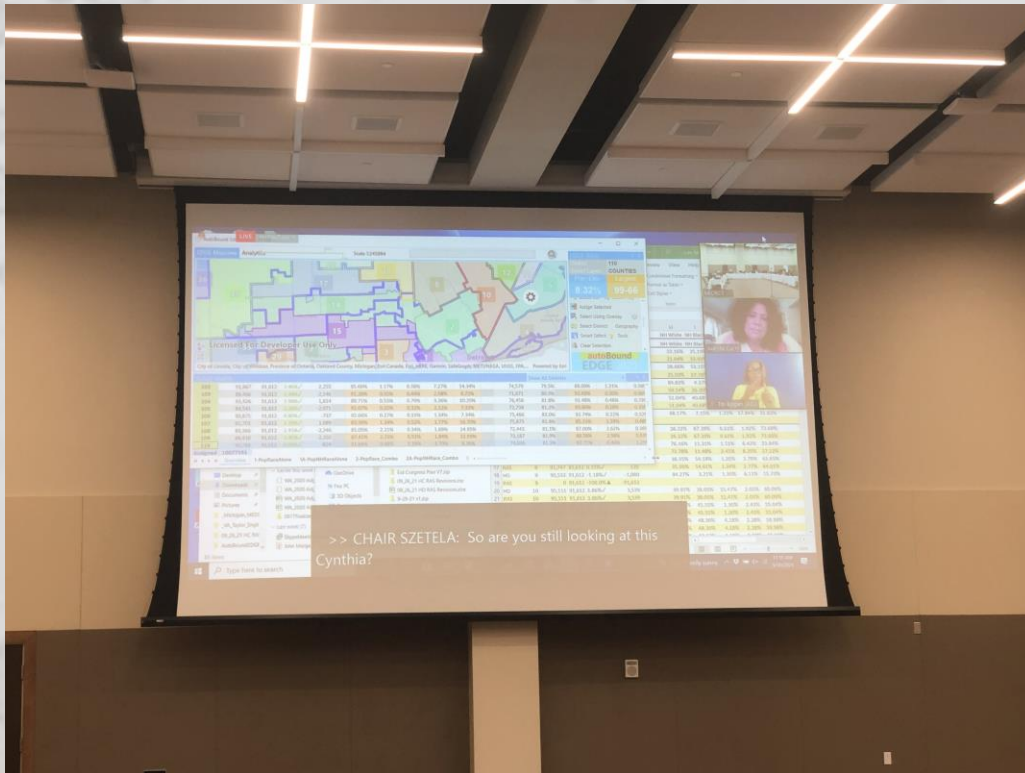
Professor, Political Science

Director, Center for Civic Engagement



Seeking Input

- Center for Civic Engagement hosted the Commission on September 30.
- After OU's invitation to visit campus, the Commission decided to go on a campus tour with visits to GVSU, UM, Ferris State and CMU.



Key Takeaways

- Drawing district boundaries is a difficult task, especially with the instructions found in the constitutional amendment from 2018.
- There was (and is) great tension between some of these criteria.
- There are important benefits for Oakland University in the new maps.
- Will the maps produce what everyone thinks they will produce?

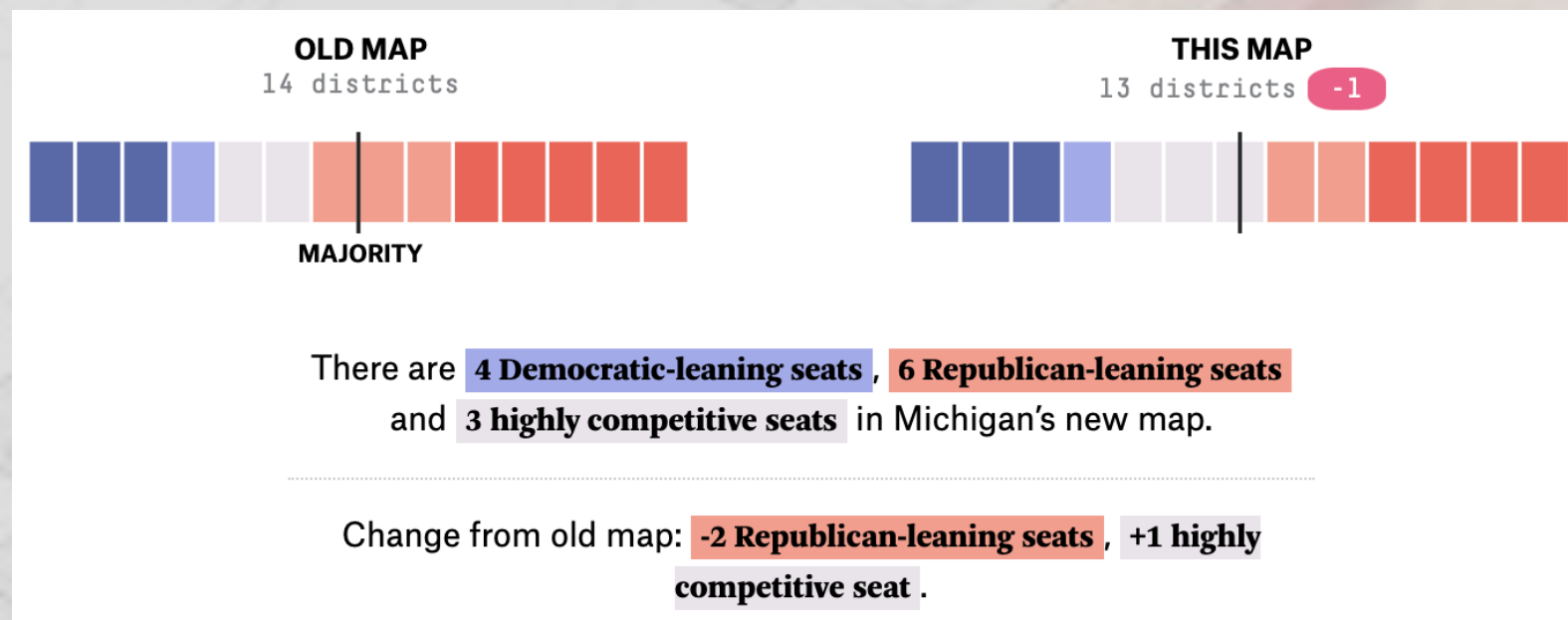
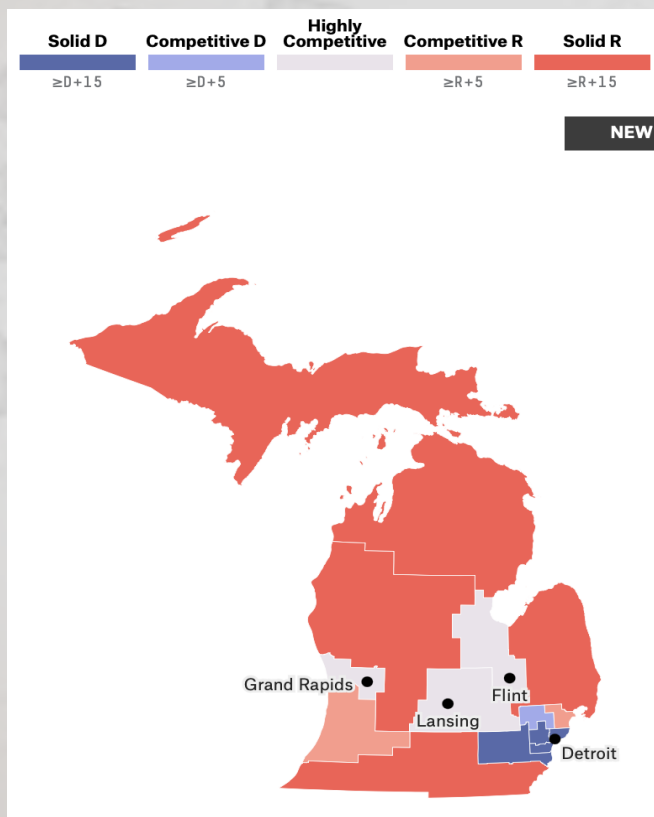
Constitutional criteria for MICRC
The US Constitution and federal laws (e.g., VRA)
Contiguous
“Communities of interest”
“Partisan fairness”
Can’t favor or disfavor any candidate
County, city, and township boundaries
Reasonably compact

Benefits to OU

- **Double the representation.**
- **Opportunity with Macomb County**
 - **At the state Senate and congressional level, we get parts of Macomb County.**
 - **The new 9th state Senate district (another example of the tension between constitutional criteria) and especially in a new Macomb-centric congressional district (the new 10th).**
- **We lose Pontiac at the state House level (new 54th vs current 29th).**

Did the Commission deliver?

This depends, of course, on who you ask.



Thank You

Oakland University Board of Trustees

Monday, February 7, 2022