

# OAKLAND UNIVERSITY

## Office of Government and Community Relations

December 2014

### OUWB Celebrates Make a Difference Day in one Detroit Community

Oakland University William Beaumont (OUWB) School of Medicine faculty, staff and students celebrated national Make-a-Difference Day by participating in the 2nd Annual OUWB/ Mission City Brightmoor Health Fair and Fall Festival.



Residents from the four square-mile, neighborhood in northwest Detroit attended the fair at the Mission City Building, where OUWB students ad-

ministered free flu shots and organized a germ buster station.

“We used fun, interactive stations to explain important nutrition and health information,” said Jean Szura, OUWB Director of Service Learning.

To the delight of the attendees, Detroit firemen stopped by to share fire safety materials and show kids – and adults – their fire truck. They opened up their rig to demonstrate how they use the equipment and even allowed attendees to feel what it’s like to spray water from the fire hose.

“We reached a wide-range of people who were grateful to ask questions about how to keep their families healthy,” said Szura. “Overall, it was a rewarding day for the 25 OUWB volunteers. We felt like we were making a difference in this community.”



Outreach programs benefit the community that OUWB serves and, at the same time, strengthens the bonds among the OUWB students, faculty and staff who implement the programs. Medical students experience meaningful interactions with their future patients while learning to communicate important information.

### Increasing revenue, market share focus of Scholars case competition

Three Business Scholar teams competed in the first Scholars Case Competition of the year. In the first Scholars Case Competition of the academic year, three Business Scholar teams were charged with developing strategies that would help a news-sharing website increase market share and revenue.

The challenge included addressing the company’s desire to retain its existing audience while also reaching new and rising international markets.

Presented with the case that day, team members quickly analyzed the situation, then worked together to develop recommendations and create a presentation supporting their view. Each team then had 20 minutes to present their approach to a panel of judges.

The winning recommendation came from the “Strategizers,” which included Olivia DeMarco, Andrew Hutcheson, Kate Shellenbarger, Leah Slazinski, Jonathon Strong, Laura Tack and Kerry Zhu.

Each member of the winning team received one tuition credit.



The competition judges were Professors Tianxu Chen and Joy Jiang, and Dennis Janowski ECN '79, senior vice president, Comerica.

The next Scholars Case Competition takes place February 14, 2015. The Scholars are also preparing to compete in the International Collegiate Business Strategy Competition which takes place from January through April 2015.

The School of Business Administration Scholars Program provides a select group of students a unique opportunity to develop their problem solving, decision making and leadership skill. The program centers on competency development and has four unique components that significantly influence the students in the Scholars Program: leadership development, case competitions, mentor/mentee relationship and community involvement.

# News YOU can use from



## MSN: Nurse Anesthesia

Oakland's School of Nursing, in collaboration with nationally renowned Beaumont Health System, has the only accredited nurse anesthesia program in Oakland County. The collaborative initiative began in 1991 to address the nurse anesthesia shortage as well as provide an exceptional educational environment for educating Certified Registered Nurse Anesthetists. The average class size is 20 students. The most recent graduating class of 2012 had an attrition rate of 4%, a first time certification exam pass rate of 96% and 100% of the graduates gained employment within 3 months of completing the program. Graduates are employed in all practice models, ranging from rural and independent practice to team models in major academical medical centers across the country.



The plan of study for the Nurse Anesthesia (NA) program prepares nurses at the Master's and Post-Master's levels as specialists in anesthesia care. Nursing courses and clinical internships provide the opportunity for students to gain experience in nurse anesthesia practice in all specialty areas.

Students study physiology, pathophysiology, pharmacology and anatomy in cognate courses. The graduate applies nursing theory, principles of nurse anesthesia practice and research in the delivery of anesthesia care. After 28 months of full-time study, nurse anesthesia graduates are prepared to take the certification examination offered by the National Board on Certification and Recertification of Nurse Anesthetists leading to the designation CRNA. Approximate cost of the program, including tuition, books and travel is \$63,000.



For more information about the nurse anesthesia program, please review the program flyer and visit [www.beaumont.edu/crna](http://www.beaumont.edu/crna).

## Experiences and mentors help student discover professional path

Accounting major Jasmine Moseley packed a wealth of learning experiences into her business education at Oakland University. Not only does she believe all the opportunities helped her grow, she's confident the combination of her studies, extracurricular activities, internships and the faculty and professional mentorship she received will yield benefits for years to come.

"My decision to come to Oakland University was the greatest decision I made out of high school," says Moseley, an Inkster native who has accepted a professional position with Ernst & Young (EY) that begins after she completes her Masters of Accounting in December 2015.

"The faculty and staff at Oakland's business school definitely helped me to be a better person and become a better professional." Moseley's journey toward success began in the classroom, where she first devoted herself to academic achievement.

"When I started at OU, I knew I wanted a business degree of some kind," she says. "I wasn't sure which direction to choose."

Thanks to the special attention and guidance from Associate Professor of Accounting Sandra Pelfrey, who taught Moseley's introductory accounting course, Moseley began to seriously consider a career in accounting.

Pelfrey didn't merely encourage Moseley to consider accounting; she also invited her to the school's Accounting and Finance Board meetings and introduced her to a recruiter at EY to help her learn more about the profession.

Impressed with Moseley's potential, the EY professional invited Moseley to the company's annual three-day, all expense-paid Discover EY event in New York, where high-achieving college students take part in interactive team-building exercises, leadership seminars, networking opportunities and conversations with EY's top leaders. Attendees also can interview for EY internships.

From there, EY offered Moseley her first internship, where she shadowed EY accounting professionals in various service lines, from assurance to tax services, at the company's Detroit office.

"If Professor Pelfrey hadn't taken an interest in me, I wouldn't be where I am today," says Moseley, who plans to pursue a master's of accounting degree at OU. "That's one of the things I love about Oakland – the support of the faculty and staff."



These days, Moseley remains passionate about a career in accounting and, thanks to her experiences at Oakland University's business school, is optimistic about her future.

"I've learned so much about the field, met so many professionals and have taken part in a wide array of experiences," she says. "I can confidently say accounting is a very exciting field. There are so many different types of clients and so many opportunities."

# State and National Headlines

## **Democrats Encouraging Quicker Completion of College**

State Senate Democrats are proposing a number of changes designed to get more people into and through California's universities. The changes include canceling a proposed tuition increase at the University of California for resident students and increasing tuition for non-residents by 17 percent. Some California State University students would receive a cash incentive to finish their degrees within four years.

Senator Marty Block says the average CSU student takes about six years to graduate.

"By getting out two years earlier we increase the workforce that California needs," he says. "In addition, by getting out two years earlier, they free up space in our institutions."

Senate President Kevin de Leon says it's a good investment.

"If we can provide efficiencies and get folks to graduate on a timely fashion, which is something that's never been dealt with the Cal State system in particular, and we can provide value and more bang for the buck and stretch tax payer dollars in a more intelligent way, I think it becomes a win-win situation," he says.

*Capitol Public Radio*  
December 2, 2014

## **Student group starts petition to combat higher education funding cuts**

Virginia21 — a non-partisan, student-led political action committee which advocates on behalf of Virginia college students — is spearheading a petition to reduce state budget cuts on college funding.

In September, the Virginia General Assembly reached a budget agreement that called for major cuts in higher education, causing the University to reduce its planned spending by \$8.1 million.

The petition, known as #SaveOurSlice, requests the governor and members of the General Assembly preserve funding currently allocated to Virginia colleges and universities.

Third-year College student Mary Gray Johnson said two-thirds of college tuition was covered by the state in 1989, leaving one-third of tuition to be covered by students. Students have become increasingly responsible for costs through the years, however. This year, students were responsible for two-thirds of tuition costs.

"While funding for higher education made up 14.2 percent of the state budget in 1989, in 2014 it was only 8.3 percent," Johnson said. "As colleges receive less funding, tuition increases are causing students to graduate with higher levels of student debt."

Johnson noted the importance of higher education availability in increasing productivity within Virginia.

"We have tried to emphasize to state budget leaders that investment in higher education is worthwhile because it will improve Virginia's workforce and be an economic engine for the state," Johnson said.

Gov. Terry McAuliffe has yet to announce this year's cuts, but the projected budget plan will be reported before the January General Assembly session. The #SaveOurSlice website indicates the group expects McAuliffe and elected officials to make more than \$322 million in budget cuts.

"As the numbers show, colleges have been an easy target in recent decades," Johnson said. "We decided to take action now to prevent and mitigate cuts that could be made."

The budget cuts will affect colleges and universities across the state.

"All public universities and colleges were cut in the recent session, and cuts to Virginia's higher education system

will affect colleges across the board," Johnson said.

*The Cavalier Daily*  
November 25, 2014

## **Only North Dakota and Alaska boosted higher ed spending from 2008**

Dive Brief:

North Dakota and Alaska are the only two states in the country that have increased their spending on higher education, on a per-student basis, since the start of the Great Recession in 2008.

The other states have reduced their funding for public universities by an average of 23%, according to figures from the Center on Budget and Policy Priorities.

The worst cuts have come in Arizona, Louisiana, and South Carolina — state university funding for all three has dropped by more than 40%, according to U.S. News & World Report.

Dive Insight:

The article makes the case that more spending on higher ed translates to more higher paying jobs and more state tax revenue, while spending cuts end up creating less tax revenue. Spending increases on higher education amount to 61% in North Dakota and 20% in Alaska, thanks in part to their oil and natural gas revenues.

In North Dakota, the spending includes more than \$250 million in new facilities at the University of North Dakota, \$80 million at North Dakota State University, \$179 million for public higher ed statewide, \$12 million for research, and almost \$40 million for raises, operating costs, and utilities. Outside of energy-rich states, only Illinois, Maryland, New York, and Vermont have increased their higher ed spending more than 2% in the five years since the recession began.

*Education Dive*  
November 25, 2014



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### State and National Headlines *CONTINUED*

#### Higher Education in Hawaii

In 2008, Hawaii's educational leaders set a goal to have 55 percent of working-age adults hold a two- or four-year degree by the year 2025 to position our state for competitiveness in the 21st century. Our current attainment rate of 41.6 percent is higher than the national average, but we still have a long way to go.

To achieve this "55 by '25" goal, we need to collectively meet the educational needs of our students and ensure access to high-quality higher education right here in Hawaii.

Education can have an invaluable

impact on individuals, families and communities. Our university was founded on the idea that the people of Hawaii should have higher education alternatives available.

A mix of strong public and private universities is a common characteristic of vibrant cities in states from California to New York, and we believe Hawaii should be no different - private and public universities are essential to creating a strong higher education system nationwide.

*Huffpost Hawaii*  
November 26, 2014