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President's Report

November 11, 2014

Strategic Planning Update

STRATEGIC PLANNING COMMITTEE MEMBERS

Betty J. Youngblood, Vice President
Organizational Development & Strategic
Planning

Eric D. Barritt, Vice President
Development, Alumni and Community
Engagement

John W. Beaghan, Vice President
Finance and Administration

Louay M. Chamra, Dean
School of Engineering and Computer
Science

Kevin J. Corcoran, Dean
College of Arts and Sciences

Arik Dvir, Associate Professor
Biological Sciences & Department Chair

Sandy Gabert, Administrative Secretary
Department of Psychology

Elizabeth Iwanski / Jibran K. Ahmed
Vice President, OU Student Congress

Linda H. Gillum, Associate Dean
OUWB School of Medicine

Kevin T. Grimm, Associate Professor
English & President, AAUP OU Chapter

C. Suzanne Klein, Assistant Professor of Education
Department of Organizational Leadership

Suha Kridli, Associate Professor
School of Nursing

James P. Lentini, Senior Vice President
for Academic Affairs and Provost

Michael A. Mazzeo, Dean
School of Business Administration

Glenn McIntosh, Interim Vice President
Student Affairs and Enrollment Management

Shaun A. Moore, Manager of Support Services
E-Learning & Instructional Support President, AP
Assembly

Theresa Rowe, Chief Information Officer

Jay B. Shah, OU Board of Trustees Member

Janell D. Townsend, Associate Professor Marketing

Julie M. Trube, Interim Executive Director OU-Macomb

Patricia A. Wren, Associate Professor
Program Director School of Health Sciences

Strategic Planning Update

STRATEGIC PLANNING TIMELINE AND PROCESS

February-March 2014 (Information Gathering)

- Campus Focus Groups (15)
- Meetings with the Board of Trustees
- Campus Forum
- Planning Committee Kick-off

March-June 2014 (Planning Sessions)

- Review of Focus Group and Board Information
- Confirmation of Values
- Exploration of Current Mission
- Review of Branding Study Findings
- Review of Financial Data
- Review of Institutional Data and Trends
- Visioning the Future
- SWOT Analysis
- Identification and Discussion of Strategies

Strategic Planning Update

STRATEGIC PLANNING TIMELINE AND PROCESS

July 2014

- Committee Presentation to the Board of Trustees

September 2014

- Update Presentation to President Hynd

October 2014

- Committee Meeting with President Hynd to identify “Overarching Goals” and to align priorities and strategies with goals
- Discussion of Consolidation of strategies and planning priorities

November-December 2014

- Campus meetings, including University Senate

January-February 2015

- Board of Trustees approval
- Launch of goal committees and related task forces

Strategic Planning Update

PROPOSED MISSION STATEMENT

Oakland University is a pre-eminent 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 our region and beyond.

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.

Strategic Planning Update

PROPOSED GOAL #1

Foster student success through a robust teaching and learning environment and comprehensive student services.

Strategic Planning Update

PROPOSED GOAL #2

Be recognized as a strong research and scholarly environment focused on creative endeavors and on the discovery, dissemination and utilization of knowledge.

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PROPOSED GOAL #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.

Strategic Planning Update

PROPOSED AFFIRMATION

The University's three goals developed during several months of planning work are a concise expression of our institutional aspirations. Thus, it is important to recognize that student success is meant to encompass the full range of student experiences and opportunities while at the university. We also recognize that an intrinsic part of achieving these goals must include ensuring the university's excellence and the attainment of its mission through effective institutional processes, shared decision-making and transparent best practices.

Strategic Planning Update

Three task forces will help ensure our success in these areas:

The **Institutional Processes Task Force** will help identify existing university processes that impede, complicate, or hinder our forward progress, institutionally and/or individually, and make recommendations accordingly.

The **Shared Governance Task Force** will help address ways to enhance and strengthen a culture of effective, respectful, collaborative and collegial communications as well as transparent best practices.

The **Budget and Finance Task Force** will focus on the need to diversify revenue streams and to develop new financial plans and budget models to guide university operations in the years ahead.

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