



President's Report to the Board of Trustees

December 9, 2019

Ora Hirsch Pescovitz, M.D.

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Agenda

I. State of the University – Recap

II. Community Engagement

III. University Accolades

IV. Community Service Recognition Initiative

Mike Westfall, Vice President, Advancement

V. School of Music, Theatre and Dance Update

Amy Tully, Director, SMTD, Associate Dean, CAS

State of the University: Recap

- FTIAC apps, admissions and enrollments at record highs
- New transfers up 10% over 2018 and among the most academically successful ever
- R-2 (research) designation held by just 3.1% of universities
- Research goals include expanding OU's regional economic impact and improving quality of life



State of the University: Strong

- **Moody's Rating** **A1 Stable**
- **Endowment** **\$106.5 million**
- **Endowment Returns**
 - **1-year:** **OU – 9.9%** **Peers – 7.8%**
 - **5 year:** **OU – 8.1%** **Peers – 7%**

Making an Impact Through Engagement

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**OU Center for Civic
Engagement Events**

Making an Impact Through Engagement

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Braun Lecture featuring Maria Magdalena Campos-Pons

University Accolades



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CASE Awards

- **GOLD** award for the “Aspire. Advance. Achieve. Comprehensive Campaign” Case Statement Package
- **GOLD** award for the "Aspire. Advance. Achieve. The Campaign for Oakland University" Launch Video
- **SILVER** award for "A Visit with Curtis Armstrong"
- **BRONZE** award for "Results of a Legacy: The Linzi Hobbs Story"



Oakland University Leadership Academy

**2019 Excellence and
Innovation Award for
Leadership Development
and Diversity**



A winter scene at a university campus. In the foreground, a wooden bench with a metal frame sits on a snow-covered lawn. Behind it, a picnic table is also partially covered in snow. A small pond or stream flows through the middle ground, with a stone-lined bank on the left. A metal bridge with a railing spans across the water. In the background, a large, multi-story brick building with many windows is visible, partially obscured by bare trees and evergreens. The sky is overcast and grey. The overall atmosphere is quiet and serene.

HOLIDAY VIDEO





Community Service Recognition Initiative

Michael Westfall
Vice President, University Advancement

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Project Objectives

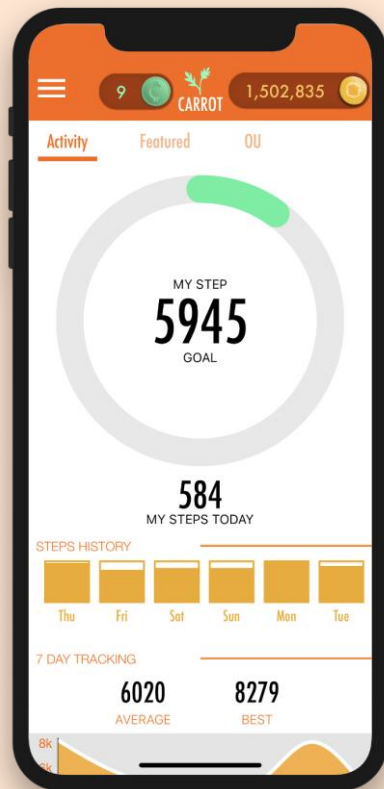
- **President's charge was to develop a university peer-based recognition program that spotlights community service**
- **Recognition of otherwise unheralded good work**
- **Strengthen the culture of community service on OU's campus**
- **Support continuing efforts to advance Strategic Goal #3**

Execution

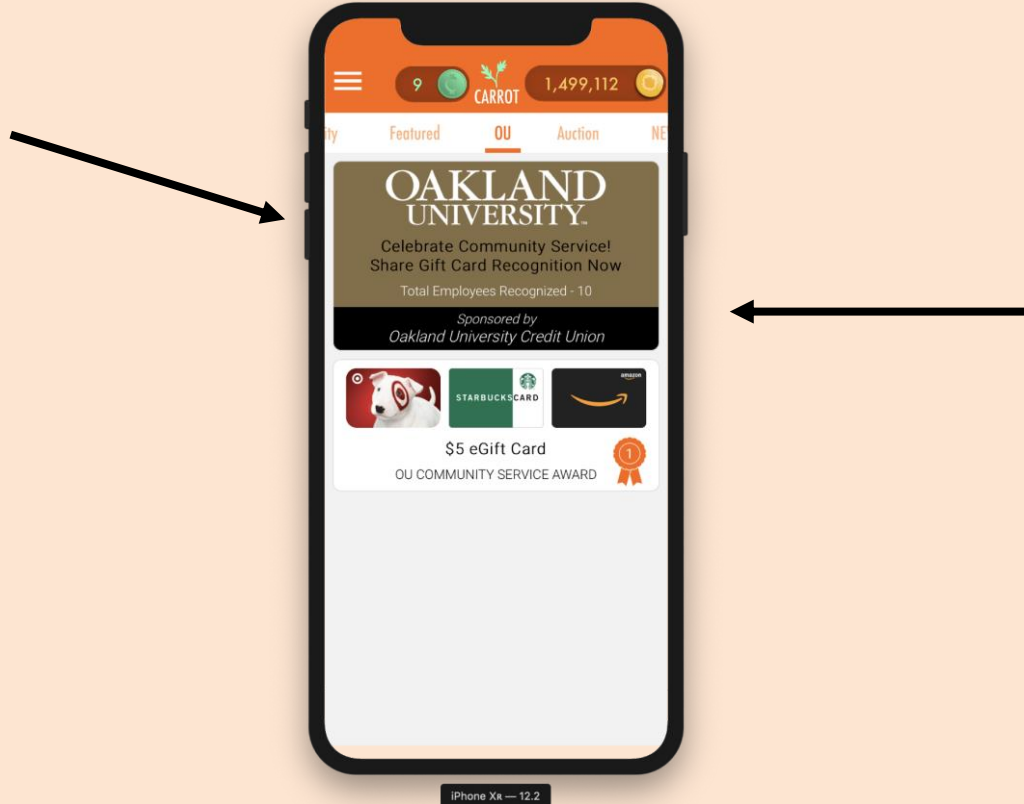
- **Advancement and Human Resources partnered with app developers to create a scalable solution**
- **Launched pilot over the summer for APs**
- **Secured \$50K in sponsorship underwriting from Oakland University Credit Union to cover all expenses**
- **Developed marketing plan for all-campus launch in January**



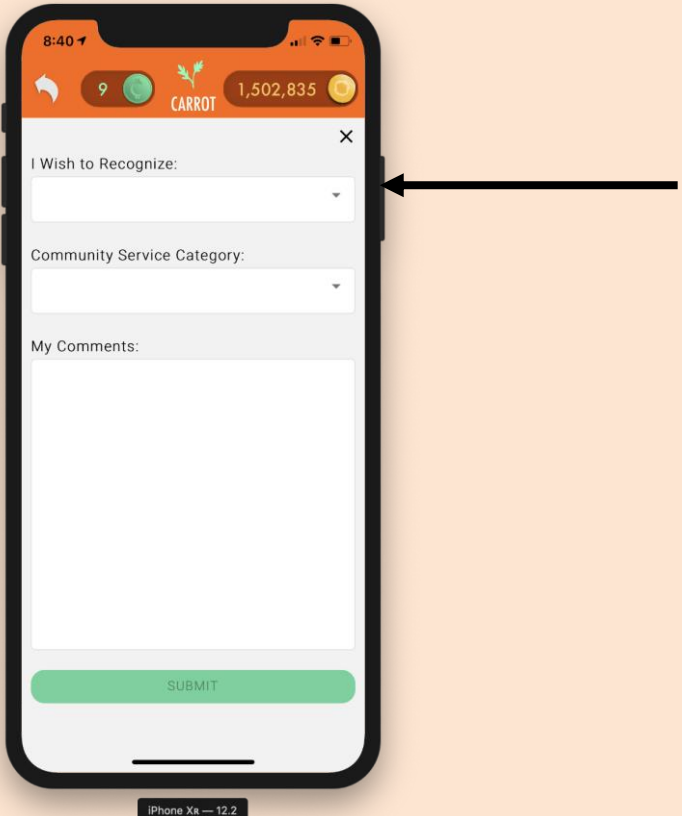
The App



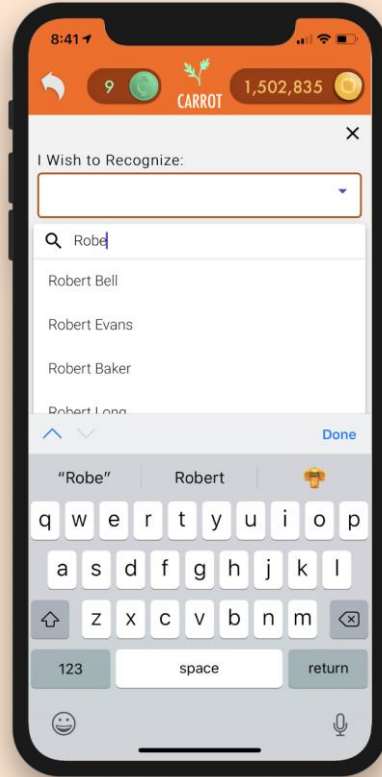
Nominate



Nominate



Nominate



Nominate

8:41

9 CARROT 1,502,835

I Wish to Recognize:
Robert Baker

Community Service Category:
Helping Hunger & Homeless

Helping Sr. Citizens

Helping Animals & Environment

Helping Hunger & Homeless

Helping Community Enhancement

Reducing Crime & Promoting Safety

SUBMIT

The screenshot shows a mobile application interface for nominating someone. At the top, there is a status bar with the time 8:41 and various icons. Below that is a navigation bar with a back arrow, a profile icon, the name 'CARROT', and a balance of '1,502,835'. The main content area is a form titled 'I Wish to Recognize:' with a dropdown menu showing 'Robert Baker'. Below this is a section titled 'Community Service Category:' with a dropdown menu showing 'Helping Hunger & Homeless'. Other categories listed are 'Helping Sr. Citizens', 'Helping Animals & Environment', 'Helping Community Enhancement', and 'Reducing Crime & Promoting Safety'. The 'Helping Hunger & Homeless' option is highlighted in blue. At the bottom of the form is a green 'SUBMIT' button.



Nominate

8:42

9 CARROT 1,502,835

I Wish to Recognize:
Robert Baker

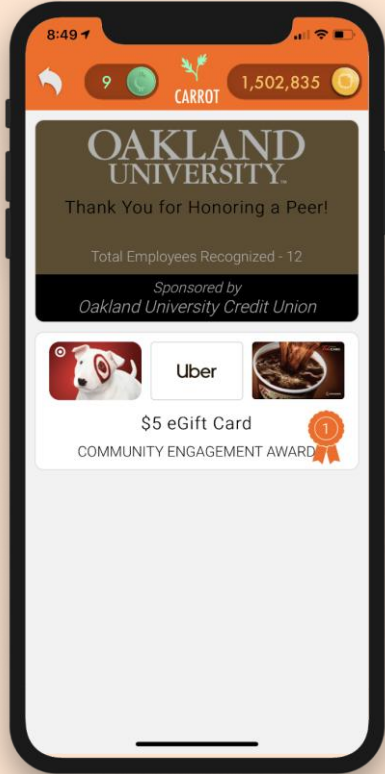
Community Service Category:
Helping Hunger & Homeless

My Comments:
I saw Robert volunteer this weekend at the soup kitchen in downtown Detroit.

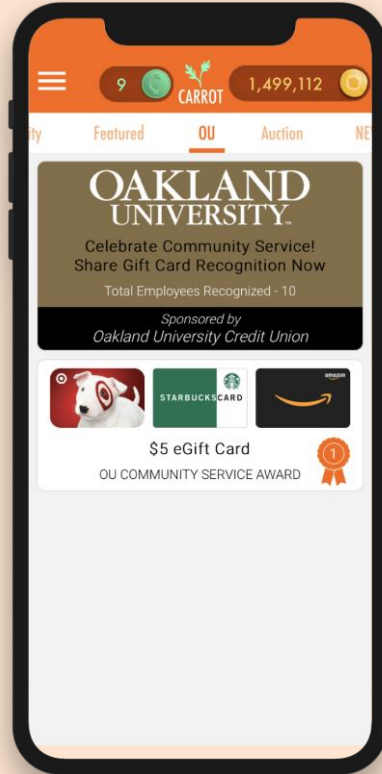
SUBMIT



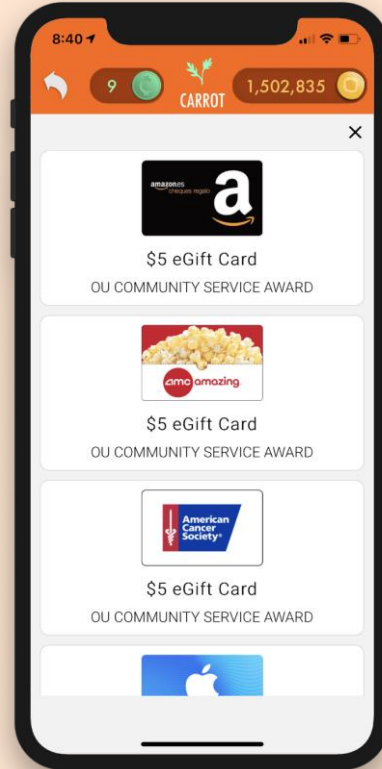
Nominate



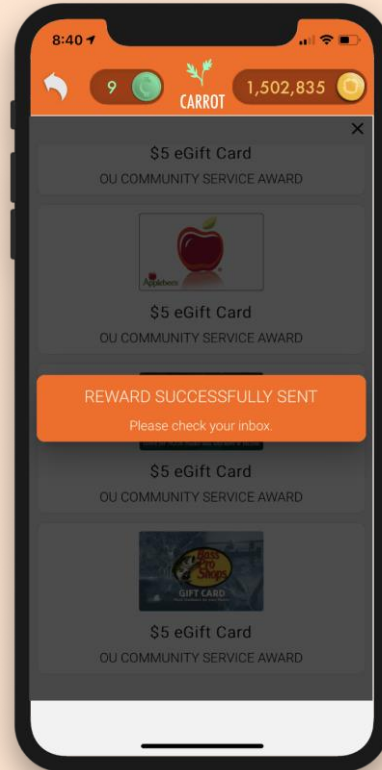
Redeem



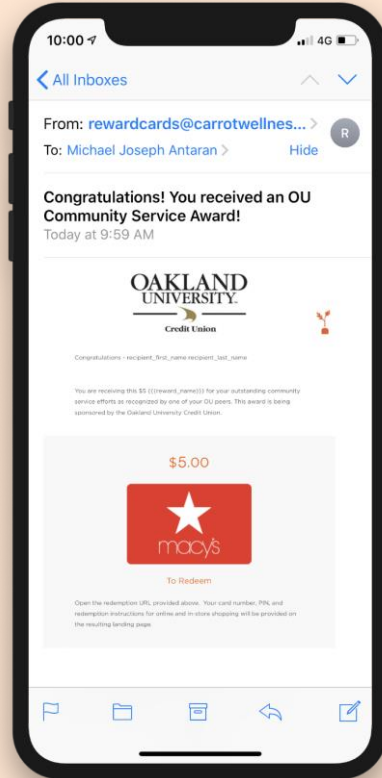
Redeem



Redeem



Redeem



Next Steps



- **January all-campus launch**
- **Implement marketing and promotion efforts**
- **Raise broader awareness of OU's innovative community service program approach via OU media relations team**



School of Music, Theatre and Dance Update

Amy Tully, D.M.A.
Director, SMTD
Associate Dean, CAS

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The School of Music, Theatre and Dance provides pre-professional, professional, liberal arts, and general education in the performing arts through artistically-grounded academic programs and diverse performance opportunities.

Our work is kinetic, alive, visceral – occurring collaboratively among learners and teachers, realizing learner potential, cultivating unique artistic voices – in artistically rigorous, authentic, interactive environments.

Music

- Music education
- Orchestral and solo performing
- Conductor
- Recording engineer
- Concert and event organizer
- Recording industry
- Music business
- Music technology
- Film/video game composer
- Music journalism
- Sacred music
- Music health and music therapy
- Music merchandising
- Instrumental repair/piano tuning
- DJ



Purpose - Career Preparation

Theatre

- Actor
- Director
- Producer
- Arts administration
- Theatre education
- Scenic designer
- Carpenter
- Scenic artist
- Box office manager
- Lighting designer
- Drama therapist
- Voice-over artist
- Hair/makeup artist
- Costume designer
- Stage manager



- Acting coach
- Casting director
- Dramaturg
- Publicist
- Booking agent
- Musical director
- Choreographer

Purpose - Career Preparation

Dance

- **Choreographer**
- **Dance educator**
- **Personal trainer**
- **Costume designer**
- **Dance writer/historian**
- **Physical therapist**
- **Fitness or Pilates instructor**
- **Arts administration**
- **Dance therapy/medicine**
- **Set designer**
- **Dance company manager**
- **Massage therapy**
- **Director/producer**
- **Orthopedist or kinesiologist**



Nationally in 2017

- 673,656 businesses (4%)
- 3.5M employees (2%)

Statewide in 2018

- 28.8% of adults attended music, theater and dance performances
- 24.5% of adults attended art exhibits
- \$14B in revenue
- 130,040 workers
- 2.8% of state economy
- \$7.7B in wages

2018-19 Employment Rates

- Music education graduates 100%
- Theatre design technology graduates 100%
- Theatre graduates 90%
- Students employed in summer pre-professional summer pre-professional career opportunities 70%+



Creative and Academic Opportunities for Non-Performing Arts Majors

- General education classes in music, theatre and dance appreciation
- Participation in music ensembles
- Participation and casting in plays and musicals
- Participation in dance classes and performances

Sustained learning in music and theater correlates strongly with higher achievement in both math and reading.

SMTD Student Profile

- 400 undergraduate and graduate performing arts majors
- 250+ performances annually
- 91% FTIAC retention rate
- 83% returning student retention rate, including transfers

Academic Years 2018 through 2020

- 25% increase in freshmen enrollment
- 30% increase in transfer students

SMTD Community Engagement

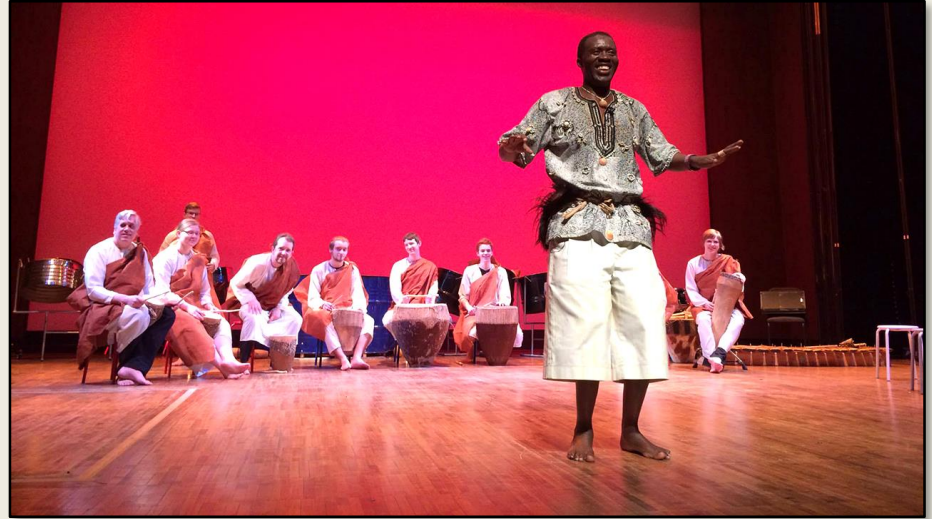
Pontiac Initiative

- Strand Theater performances
- Music lessons, acting and dance workshops in local schools
- Regina Carter jazz and improvisation workshops

OU Community Music

Summer music camps

Continuing Education workshops





- **Synergy on Stage**
 - Interpretation and sign language translation
- **Annual Children's Theatre every May and June**
- **Summer Theatre Camp**



Dance for Parkinson's Disease

Program develops participants' artistry and grace while addressing concerns such as balance, flexibility, coordination, isolation and depression.

SMTD Alumni Highlights

- **Dr. Alex Ruthmann (MM '02, PhD '06)**
Assoc. Prof. of music, NYU
- **Dr. Sharon Davis (PhD '08)**
Asst. Prof. of music, Lebanon Valley College
- **Jacquelyn Wagner (BM '03)**
Soprano, Opera National de Paris
- **British Burnett (BM '06)**
Vocal coach with Detroit Youth Choir
- **Regina Carter (BA '85)**
Violinist, McArthur Genius
- **Devin Price (BFA Musical Theatre '15)**
Actor (Kinky Boots, Motown the Musical)
- **Sam Rohloff (BFA '13)**
Actor (West Side Story, Kinky Boots)
national tour
Chicago Lyric Opera
- **Krysty Swann, mezzo soprano**
Actor and Tony Award Winner
- **Jayne Houdyshell (ADA/Theatre '74)**
Actor
- **Curtis Armstrong (ADA/Theatre '75)**
Dancer and philanthropist
- **Joanne Danto (Dance/Art)**
Dancer in DIAVOLO
- **Matt Wagner (BFA Dance '15)**
Co-choreographer of Billy Elliot Chicago tour
- **Craig Miller (BA Dance '09)**

SMTD Student Engagement

- **Research presented at professional conferences**
- **World percussion performance at Percussive Arts Society International Conference**
- **Theatre competition winners**
- **Brass Band named Grand Champions of Dublin Festival of Brass 2017-19**
- **Study Abroad:**
 - **Dance in Berlin**
 - **Chorale in Eastern Europe**
 - **Theatre in Greece**
 - **World Percussion in Ghana, Uganda and St. Lucia**

SMTD Goals

- Increase enrollment in all 3 departments
- Increase FTIAC retention rate to 94%
- Increase total retention rate to 85%
- Increase philanthropy to support merit and need-based scholarships
- Increase alumni engagement
- Strengthen graduate programs
 - Through faculty hires
 - Through regional and national exposure of our faculty and student research, competitions and performances

SMTD in Action

“Anything You Can Do”

Irving Berlin

“Annie Get your Gun”

“West Side Story Medley”

Leonard Bernstein

“West Side Story”

Dr. Alta Boover, Assistant Professor of Music

Josh Young, Assistant Professor of Theatre

Lois Kaare, Special Lecturer in Music

A winter scene at a university campus. In the foreground, a wooden bench with a metal frame sits on a snow-covered lawn. Behind it, a picnic table is also partially covered in snow. A bridge with a metal railing spans across a pond in the middle ground. The background shows a large, multi-story brick building with many windows, partially obscured by snow-covered trees. The sky is overcast and grey. The overall atmosphere is quiet and serene.

THANK YOU

