

A scenic view of the Oakland University campus. In the foreground, a tree with vibrant pink blossoms stands on the left. A calm pond with a small fountain in the center reflects the sky and the buildings. In the background, several multi-story brick and white buildings are visible under a clear blue sky. A bridge crosses the pond on the right side.

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# President's Report to the Board of Trustees

Monday, June 10, 2019  
Ora Hirsch Pescovitz, M.D.  
President



## Spring 2019 Commencement Ceremonies

**More than 2,200 graduates**

### Honorary Degree Recipients

**Beth Gotthelf**

**Lori Blaker**

**David McMillan**

### Commencement Speakers

**Nicholas Kristock**

**Trina Scott**

**Ora Hirsch Pescovitz**





## Nightingale Awards for Nursing Excellence

Thursday, May 9, 2019  
San Marino Club, Troy

- **690** attendees
- **\$187,000** raised to support scholarships, research and technology



## OU-Pontiac Initiative Town Hall

Saturday, June 1, 2019

- 5-year partnership has benefitted Pontiac residents and OU community
- Connections made with **400** people and **75** community organizations
- More than **50** community revitalization projects under way



# Updates

## 2019 Mackinac Policy Conference

### Featured Session

- Detroit Drives Degrees
- Increase postsecondary degrees/certifications to 60 percent by 2030
- OU a leading contributor to the initiative





## 2019 Conference

Monday and Tuesday, June 3-4

Radisson Hotel at the Capitol, Lansing

- **Vital Voice**  
ACE cultivates leadership skills for members, and advocates for women in higher education
- **Stephanie Lee**  
Administrative Associate in the Provost's Office, ACE Board Member
- **Keynote Address**  
Make a Difference: Leading in a Climate of Change





**Student Success**

**Research**

**Community  
Engagement**

**Diversity  
& Inclusion**

## **Student Success Updates**

### **Strategic Enrollment Management**

- **James P. Lentini, Senior Vice President for Academic Affairs and Provost**
- **Dawn Aubry, Associate Vice President for Enrollment Management**

### **Golden Grizzlies Graduate**

- **Dawn Aubry, Associate Vice President for Enrollment Management**



# Upcoming

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## Research

### President's Leadership Retreat

- July 2019
- Chief Research Officer  
David Stone
- Cabinet, Deans and  
University Leadership





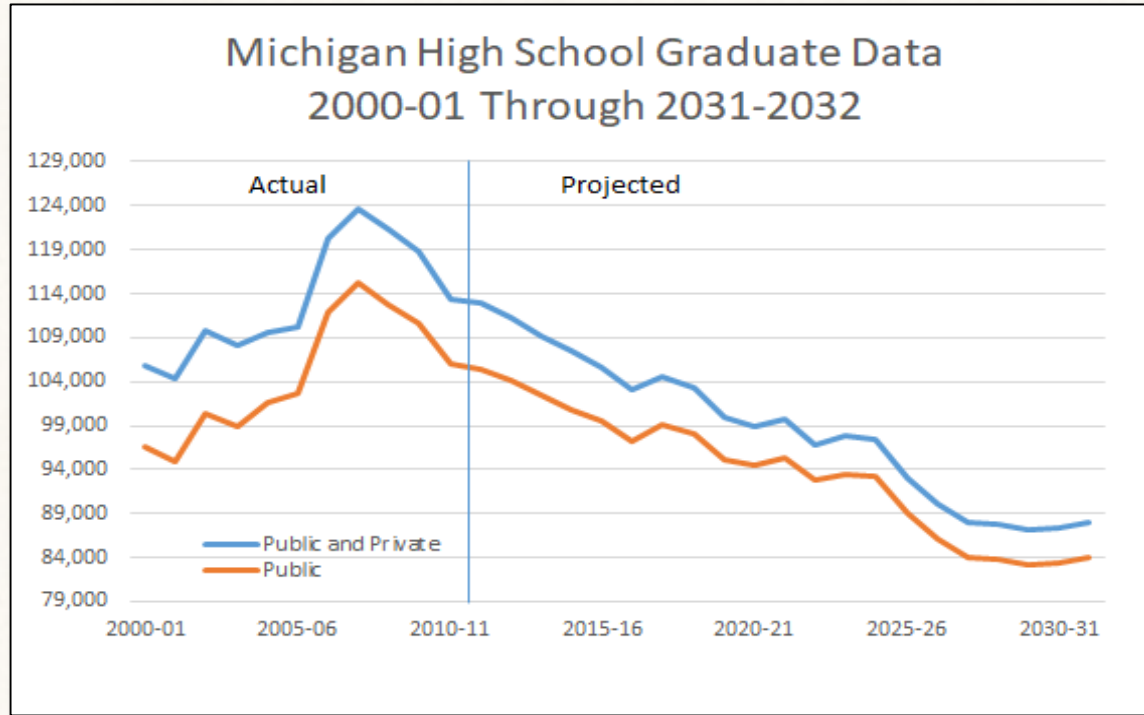
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# Strategic Enrollment Management

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

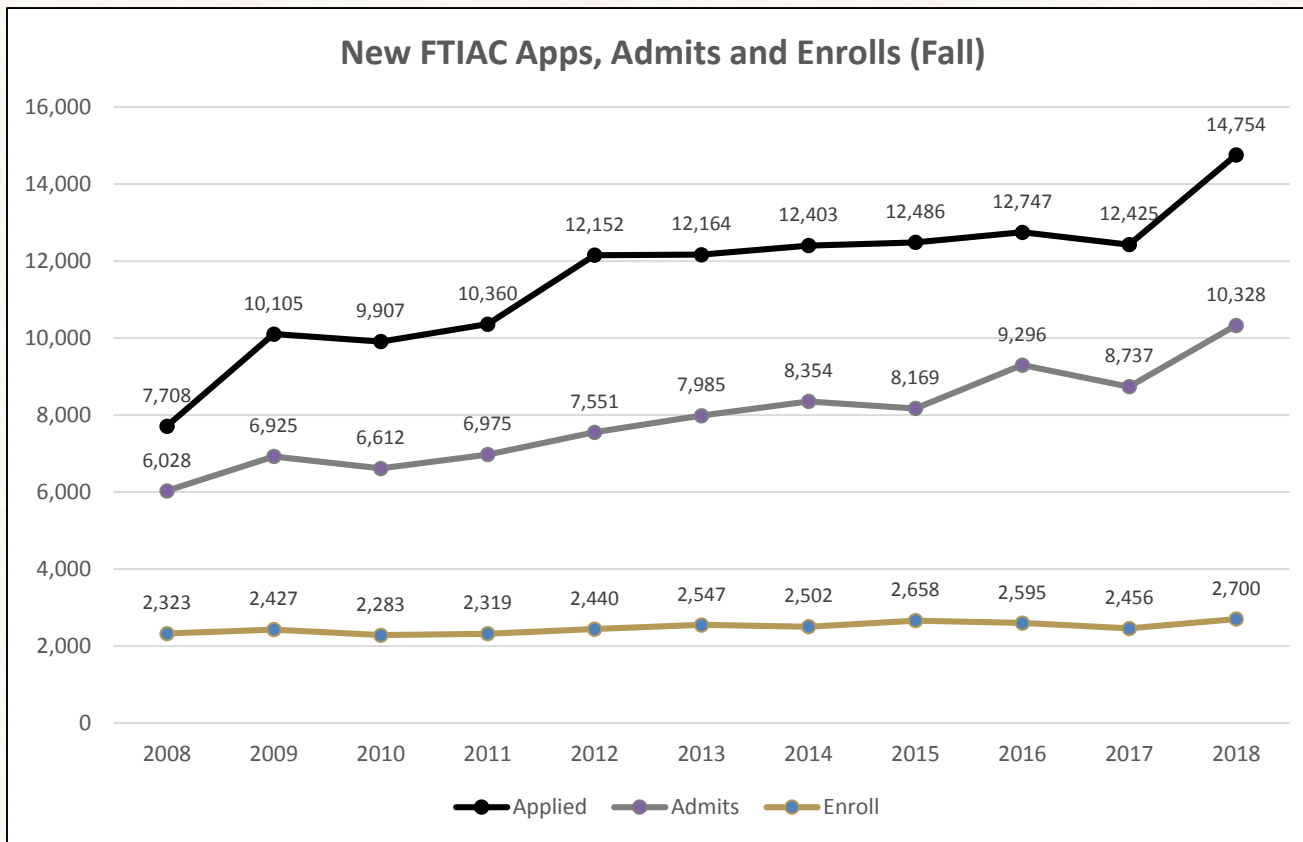
# Current State - Undergraduate



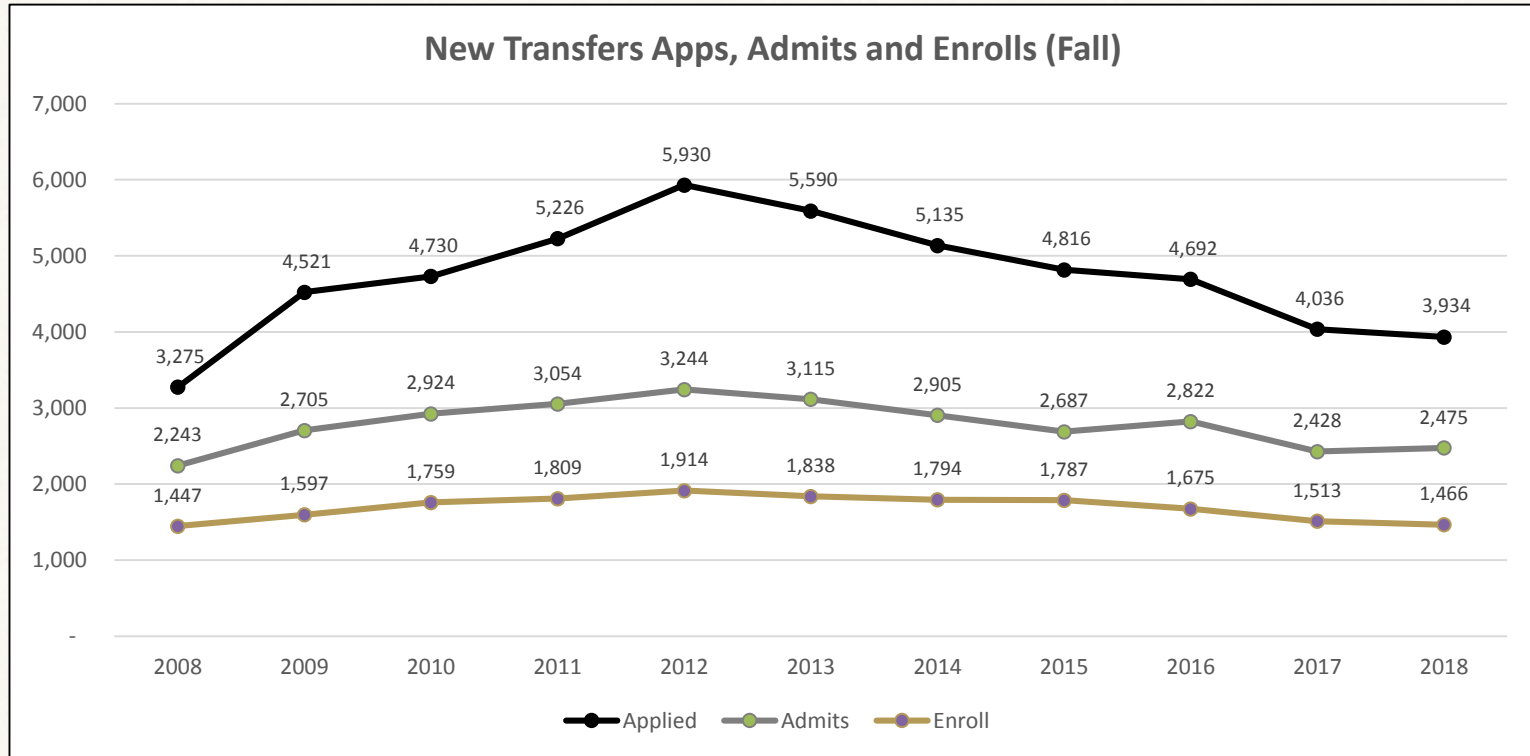
Source: WICHE, *Knocking at the College Door: Projections of High School Graduates*, December 2016



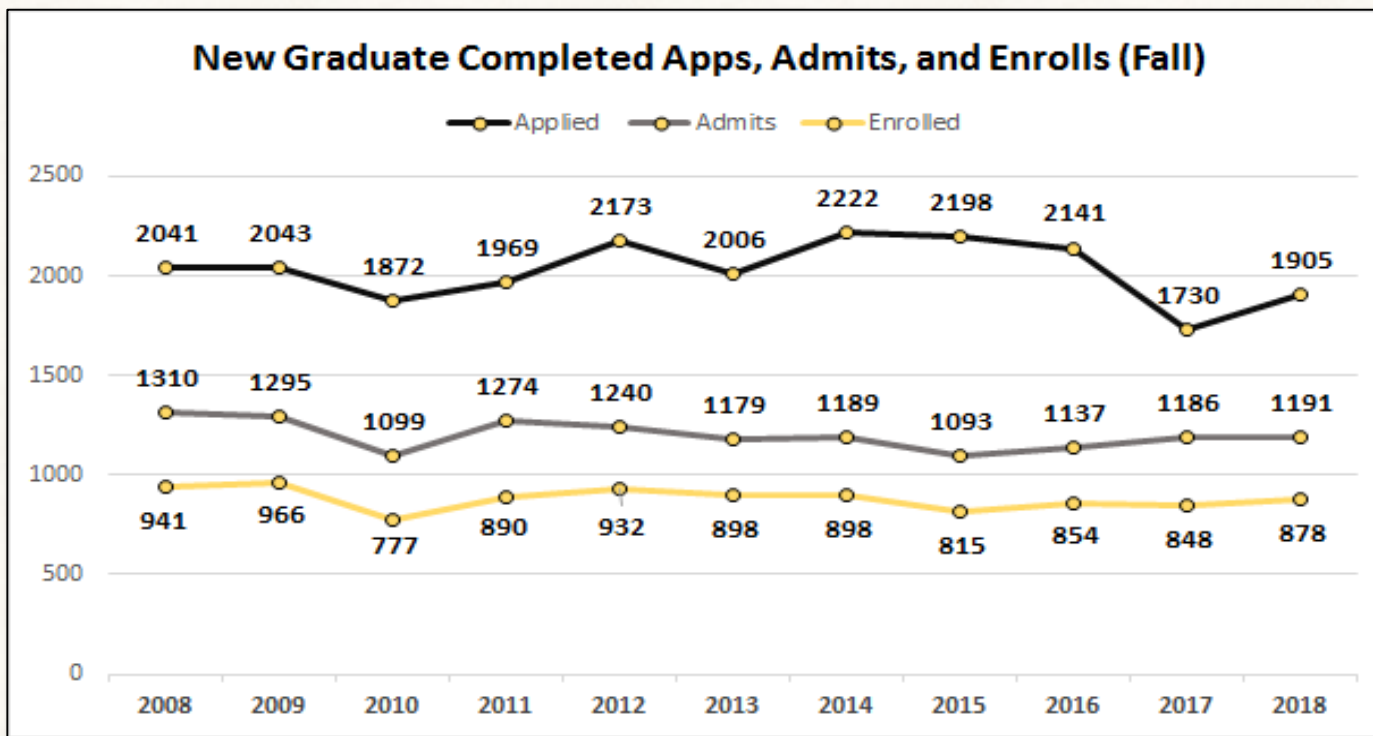
# Current State - FTIAC



# Current State - Transfer



# Current State - Graduate



*Note: The drop in 2017 may be explained by switching to a new admissions system.*



# What is SEM?

**Strategic Enrollment Management** is a concept and process that enables the fulfillment of an institutional mission and students' educational goals.



# SEM is Achieved by ...

1. **Establishing clear goals** for the number and types of students needed to fulfill the institutional mission.
2. **Promoting students' academic success** by improving access, transition, persistence and graduation.
3. **Promoting institutional success** by enabling effective strategic and financial planning.
4. **Creating a data-rich environment** to inform decisions and evaluate strategies.



# SEM is Achieved by ...

5. **Improving process, organizational and financial efficiency, and outcomes.**
6. **Strengthening communications and marketing with internal and external stakeholders.**
7. **Increasing collaboration among departments across the campus to support the enrollment program.**





# How to Develop an SEM Plan

## Gain top-level support for the process:

- Executive team needs to **support and be involved** in the process
- **Ensure representation across the institution:** Define key members, including faculty, of SEM planning teams
- **Keep the teams flexible** – members may and should change
- **Create communication plans** for all stakeholders







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# Steps for SEM Success

Dawn Aubry, M.Ed.  
Associate Vice President  
for Enrollment Management



# Steps for SEM Success

1. Setting the **End Goal**
2. Develop **Key Enrollment Indicators (KEI)**
3. **Make the Case** for SEM
4. Create **Enrollment Goals**
5. Create **Strategies**
6. Create **Tactical Work Plans**



The plan's **five high-level goals** focus on:

- Strengthening the entering domestic FTIAC and transfer undergraduate class
- Improving student success as measured by retention and completion
- Expanding credit generation, online learning and educational innovations
- Increasing graduate enrollment and improving graduate student retention
- Increasing the diversity of all student populations, including international students

# Councils and Committees

- **Recruitment Council**
- **Graduate Recruitment & Retention Committee**
- **International Recruitment & Retention Committee**
- **Student Success & Retention Council**
- **Credit Generation Council**
- **Institutional Processes Committee**
- **Data & Technology Team**





# SEM Areas of Focus – Projection 1

- Maintain **FTIAC** Headcount
- Increase Undergraduate **Retention**
- Maintain **Transfer** Headcount
- Increase **Graduate** Headcount
- Increase **International** Headcount

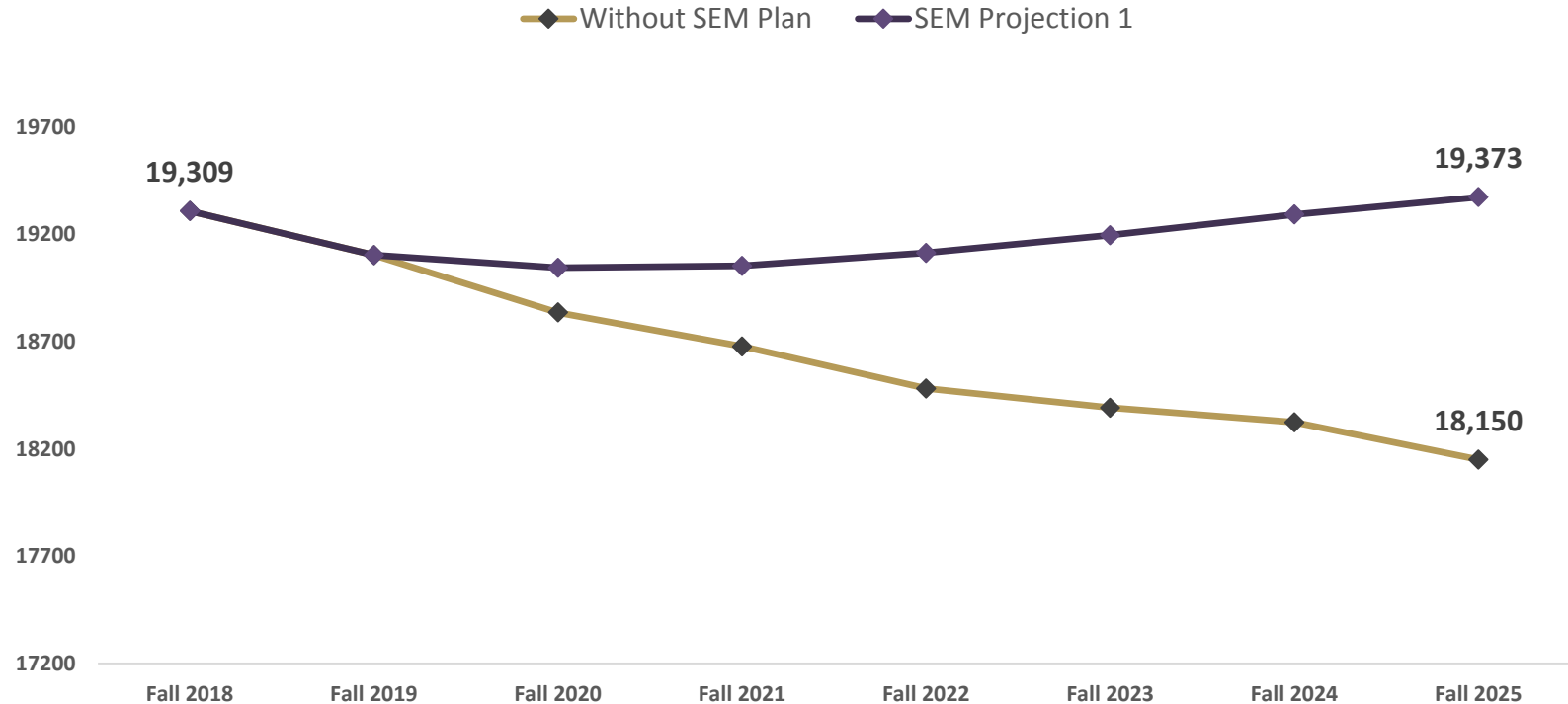


# Goals for SEM Projection 1

- **New Freshmen Goal:** Maintain new freshmen headcount of 2,673 through fall 2025
- **First-Year Retention Goal:** Increase FTIAC retention rate to 83% (1% increase each year)
- **New Transfer Goal:** Maintain new transfer headcount of 1,195 through fall 2025
- **New Graduate Student Goal:** Increase of 8.77% by fall 2025
- **New International Student Goal:** Increase of 10% by fall 2025 (included in undergraduate and graduate goals)

# SEM Projection 1

## Impact of Strategic Enrollment Management Plan





# SEM Process and Timeline

TO DATE

- **November 2018**  
Kick-off visit with AACRAO Consultant and OU SEM planning teams  
Councils and committees work on data collection for environmental scan and development of goals
- **December 2018**  
Draft one of environmental scan
- **January 2019**  
Campus presentations on the SEM process
- **February - April 2019**  
Councils and committees continue to develop work and report to SEM Steering
- **May – June 2019**  
SEM Open House and gather feedback from campus community

# SEM Process and Timeline

- **June - July 2019**  
Finalize goals and strategies;  
second campus visit from AACRAO  
Consultant to focus on strategies  
and tactic formation
- **July - August 2019**  
Edit SEM Plan and finalize tactics
- **August – September 2019**  
Campus presentations on the  
SEM process
- **October – November 2019**  
SEM Open House to share final  
goals, strategies and tactics
- **November – December 2019**  
Finalize and approve SEM Plan  
Phase One

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# Golden Grizzlies Graduate

Dawn Aubry, M.Ed.  
Associate Vice President  
for Enrollment Management



Oakland University

Upon Nomination of the Faculty has conferred upon

Phyllis Aleta White

the Degree of  
Master of Music

Music

With all the Rights Privileges and Honors thereto Appertaining,  
In Witness Whereof the Seal of the University and the Signature of  
its Officers are hereto affixed.

Given at Rochester, Michigan, this twenty-sixth day of April,  
in the Year Two Thousand Three.

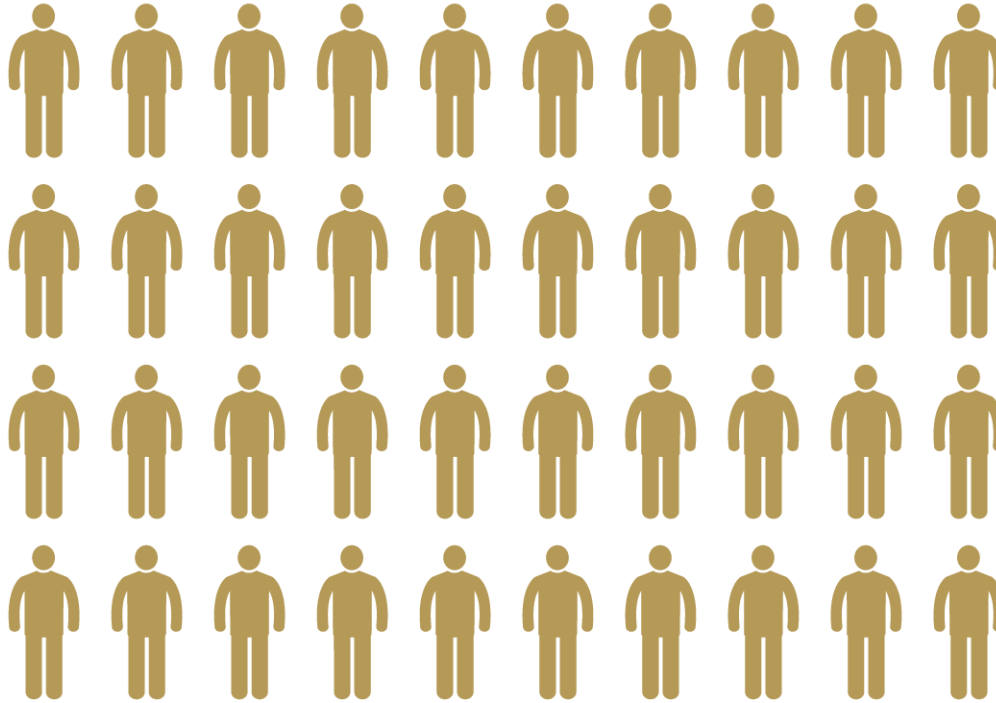


Vernice M. Smith  
Dean of the School of Arts and Sciences

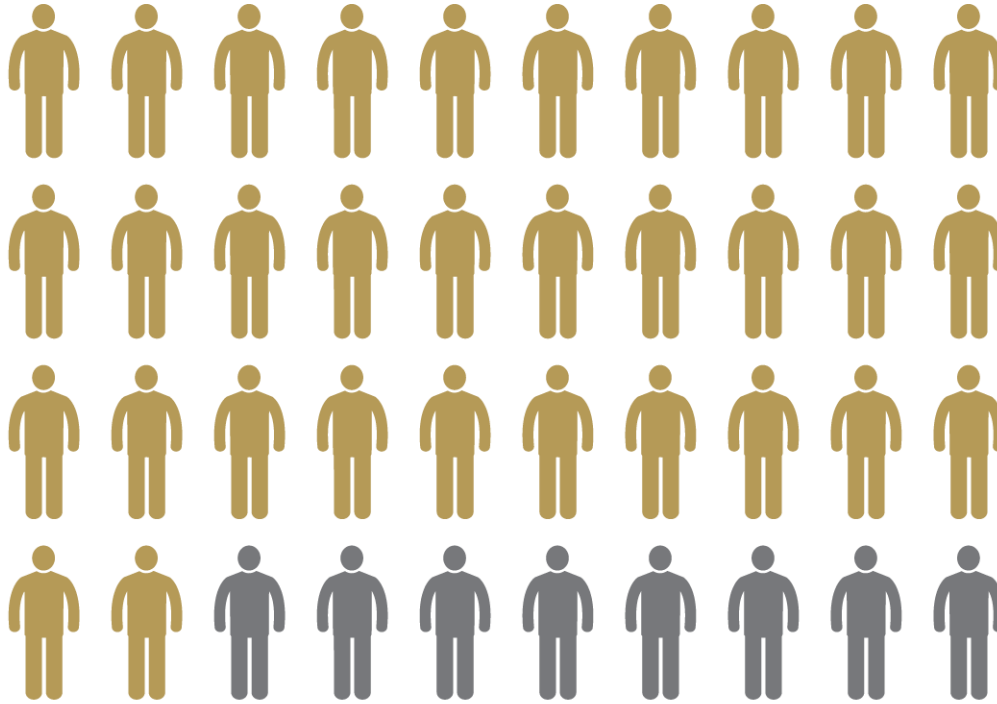
David J. Anderson  
President

Re-engage stop-out  
students and  
support the

**Detroit Drives  
Degrees Compact  
Initiative**

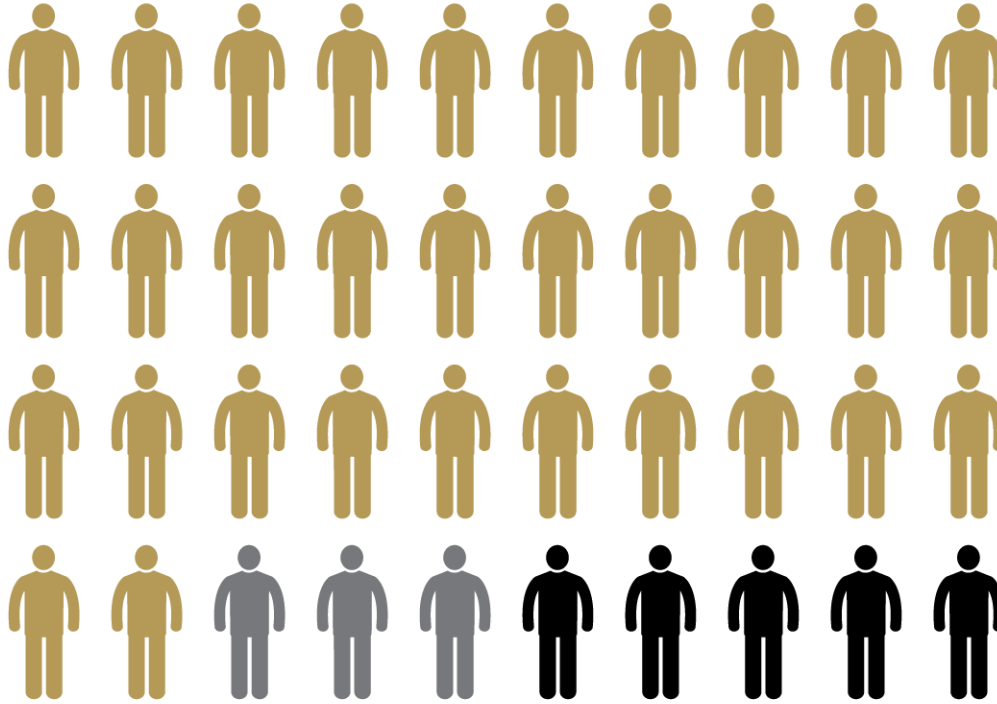


Out of **40,000+** enrolled undergraduate  
students between winter 2013 and fall 2017...



...8,000+ undergraduate students  
stopped out...



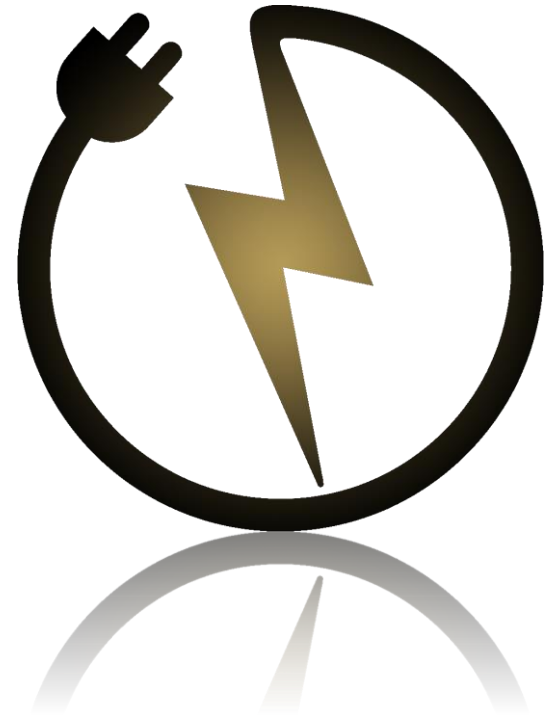


...and of those, **5,000+** undergraduate students have earned no college degree.

## OU Reconnector Grant

*Those who have stopped out with minor balances and don't have funds to continue*

- Students who have stopped out for a year or more, are in good academic standing and have a past due University bill of \$1,500 or less



## OU Comebacker Grant

*Those who have stopped out with no prior balance and do not have the funding to continue*

- Students in good standing with no prior balance, who have a gap in attendance of more than one year, may qualify for an OU Comebacker Award





## OU Completion Grant

*Those with demonstrated financial need who are at risk of stopping out (i.e., those likely to become part of the stop out population)*

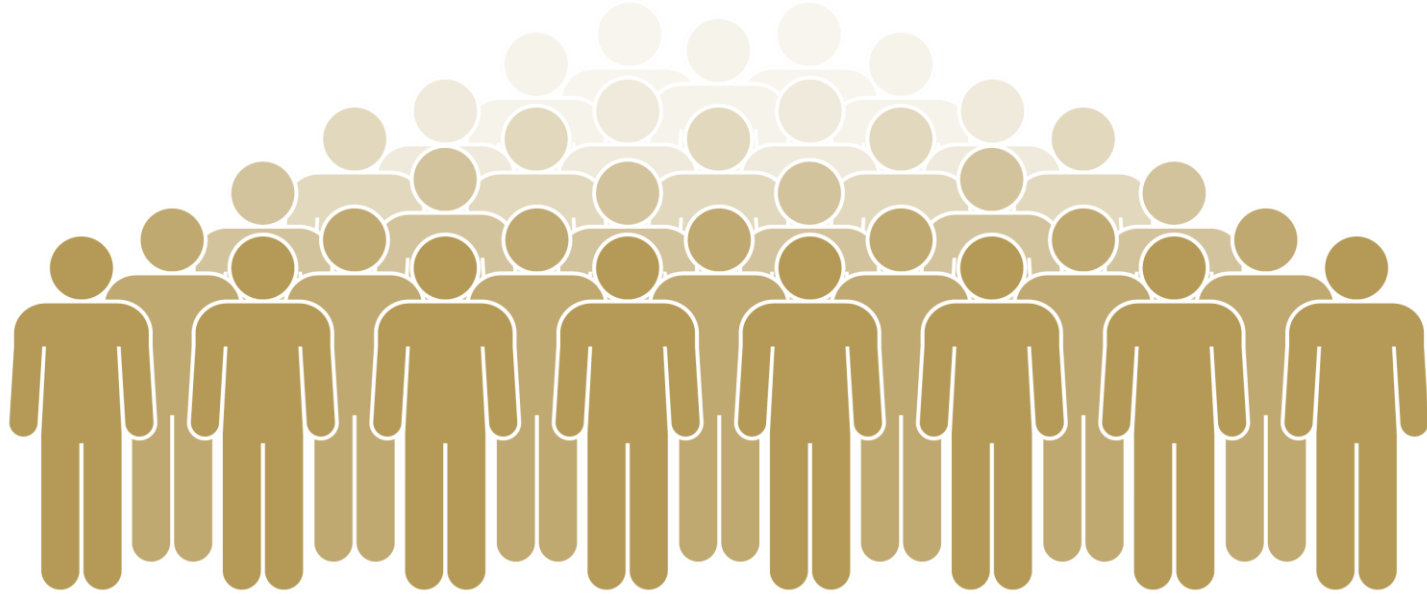
- Current OU students at junior or senior level, in good academic standing, may qualify for an OU Completion Grant, in an effort to prevent stop-outs.



## New Adult Learner Transfers

- **Opportunity to recruit new adult learner transfer students to OU**
- **New transfers are eligible to receive current need and merit offerings**
- **Examine current academic program offerings that are flexible**
  - **RN to BSN**
  - **Communication evening program**
  - **Business Administration evening options**
  - **Bachelor of Integrated Studies**
  - **Accelerated, 8-week courses at the AFC**

# Our Impact



There are currently over **690,000** adult learners in the metro-Detroit area with some college credit, but no earned degree.



## Completion Goal

- Our goal is to re-enroll 250 students and prevent 125 students from stopping out by the Fall of 2020.
- We believe we can:
  - Help many students graduate and fulfill their goal of earning a bachelor's degree, improving earning potential and increasing quality of life.
  - Generate over \$1 million in tuition revenue
  - Improve the University's overall retention and graduation rates

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THANK YOU