




STATE OF THE UNIVERSITY

OAKLAND UNIVERSITY

September 28, 2023

LEADERSHIP TEAM



- **Britt Rios-Ellis**, Exec. VP, Academic Affairs & Provost
 - **Glenn McIntosh**, Senior VP, Student Affairs & Chief Diversity Officer
 - **Dawn Aubry**, VP, Enrollment Management
 - **Rochelle Black**, VP, Gov't & Comm. Relations
 - **Boyd Farnum**, Chief Legal Counsel
 - **Steve Mackey**, VP, Finance & Adm.
 - **Joshua Merchant**, Chief of Staff
 - **Steve Waterfield**, Director, Athletics Adm.
 - **Mike Westfall**, VP, Advancement
 - **John Young**, VP, Communications & Marketing
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WELCOME

**Oakland University Charter Class
60th Anniversary**

ENCOURAGING SIGNS

- Enrollment has stabilized and stands at nearly 16,000.
- Students are back on campus with pre-pandemic energy and excitement.
- Our financial position has stabilized.
- Financial outlook has improved as a result of state advocacy efforts.



IMPACT OF ADVOCACY



- Our efforts led to an increase in state appropriations “floor funding.”
- Success of “Strive for 45” translates to an additional \$11.5M in FY2024.
- Thank you to Gov. Whitmer, and higher education subcommittee chairs Rep. Steckloff and Sen. McCann.
- Thank you to our trustees, and all of you who supported our campaign.

APPRECIATION TO FACULTY, STUDENTS & STAFF



- 4-percent increase in staff pay
- Bonuses to faculty
- Increased hourly wage to \$15 for undergraduate and master's degree graduate student-workers
- Increased hourly wage for doctoral graduate assistants to \$25 per hour.

The 2024 Best Colleges in America

The Wall Street Journal, September 6, 2023



- Oakland (189) ranks the highest among its peer institutions in Michigan, i.e. GVSU (294), CMU (313), WMU (341), WSU (347), EMU (358).
- Oakland is ranked as the “best value for investment” among our peer institutions.

The 2024 Best Colleges in America

The Wall Street Journal, September 6, 2023

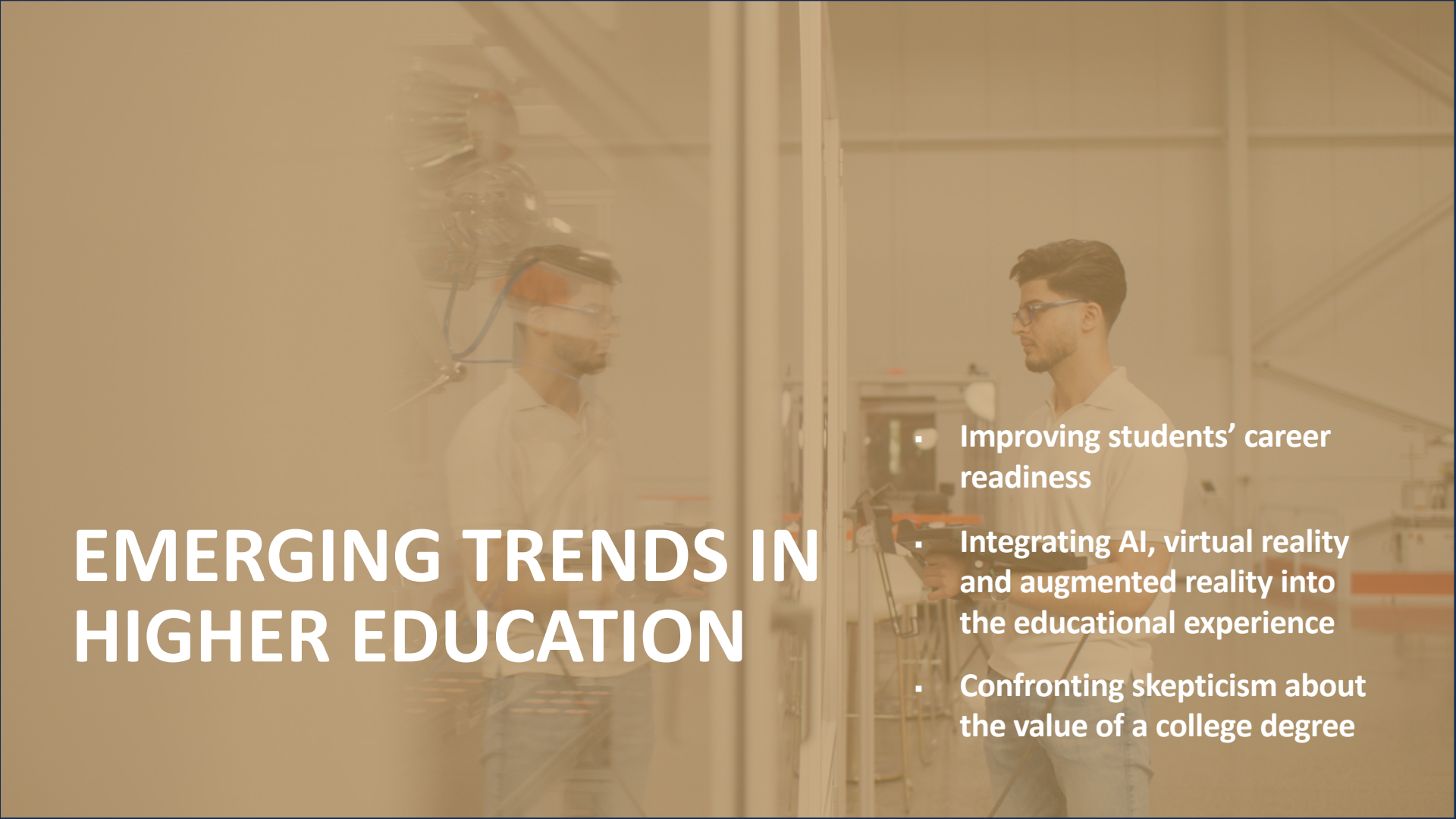


- Oakland ranks first among public universities in Michigan for enhancing students' social mobility.
- Oakland ranks second after UM-Ann Arbor in preparing students for careers.

A person is shown from the chest down, wearing a dark t-shirt with a white logo that includes the word "UNIVERSITY". They are sitting at a desk and typing on a silver laptop keyboard. The image has a warm, orange-tinted overlay. The text "EMERGING TRENDS IN HIGHER EDUCATION" is overlaid in large, white, bold, sans-serif font on the left side of the image.

EMERGING TRENDS IN HIGHER EDUCATION

- Decreasing number of high school graduates
- Increasing demand for online and hybrid learning
- The need to be responsive to students' mental health and well-being

The background image shows two men in a laboratory or workshop. The man on the left is wearing a VR headset and looking towards the right. The man on the right is holding a VR controller and looking towards the left. The scene is dimly lit with a warm, orange-brown color cast. There are various pieces of equipment and machinery visible in the background.

EMERGING TRENDS IN HIGHER EDUCATION

- Improving students' career readiness
- Integrating AI, virtual reality and augmented reality into the educational experience
- Confronting skepticism about the value of a college degree

Welcome to the Oakland University Student Success Dashboard

Faculty Dashboard



Faculty

Find out how students in your major are doing. ➔

Oakland by the Numbers



Historical Insights

Get insight into your historic graduation rate and equity gap trends. ➔

Equity Gaps Dashboard



Explore Your Equity Gaps

Find out what you can do to narrow equity gaps on your campus. ➔



PRIORITIES

- Improving student success and increasing student retention.
- Being a “student ready” campus, and support the needs of our students.



RECOGNIZING AND SUPPORTING OAKLAND'S OUTSTANDING FACULTY



EXEMPLARY



DR. ANNA SPAGNUOLO

Professor of Mathematics is a recipient of the Distinguished Professor of the Year, an annual award presented by the Michigan Association of State Universities.



DR. BARBARA OAKLEY

Professor of Engineering is recipient of the Harold W. McGraw, Jr. Prize in Education for her innovative approaches to teaching and learning



RESEARCH

External funding for FY 2023

- Record of \$28.9M, includes research funding of \$13.6M

Since President's Research Retreat in 2019

- Total annual funding has more than tripled and research funding has doubled

**Building on a culture of shared governance
and deepening our collaboration with our
faculty in advancing Oakland University.**



Maintaining a safe and healthy campus that strives to be a model of diversity, equity and inclusion.



PRIORITIES

- Promoting the impressive return on investment of an OU education
- Elevating our leadership in healthcare and health-services education



A person wearing a VR headset is shown in a dimly lit room with purple and blue lighting. The person is wearing a grey long-sleeved shirt and has their hands raised in front of them. The background is dark with some blurred lights.

PRIORITIES

- **Highlight internships and experiential learning opportunities for all students**
- **Advocate for civility in discussions about the issues shaping our democracy**

A photograph of the Oakland University campus at sunset. The sky is filled with dramatic, purple and orange clouds. In the foreground, a large fountain sprays water into the air over a pond. A bridge crosses the pond in the middle ground. In the background, several multi-story brick university buildings are visible, with some windows illuminated. The overall scene is peaceful and scenic.

NEW INITIATIVES

- **Refresh of Oakland University Strategic Plan (2030)**
- **Building on our partnership with the OU-Pontiac Initiative and expanding our role as a Steward of Place throughout the region**



NEW INITIATIVES

- **Establishing the OU Center for Sustainability**
- **Creating an AI taskforce**

Campus Transformation





**Varner Hall
Under Renovation**



**Welcome Center/
Wilson Hall
Expansion**



**South Foundation Hall
Under
Construction**



**O'Dowd Hall / OUWB
Under Construction**

Engineering Research Building

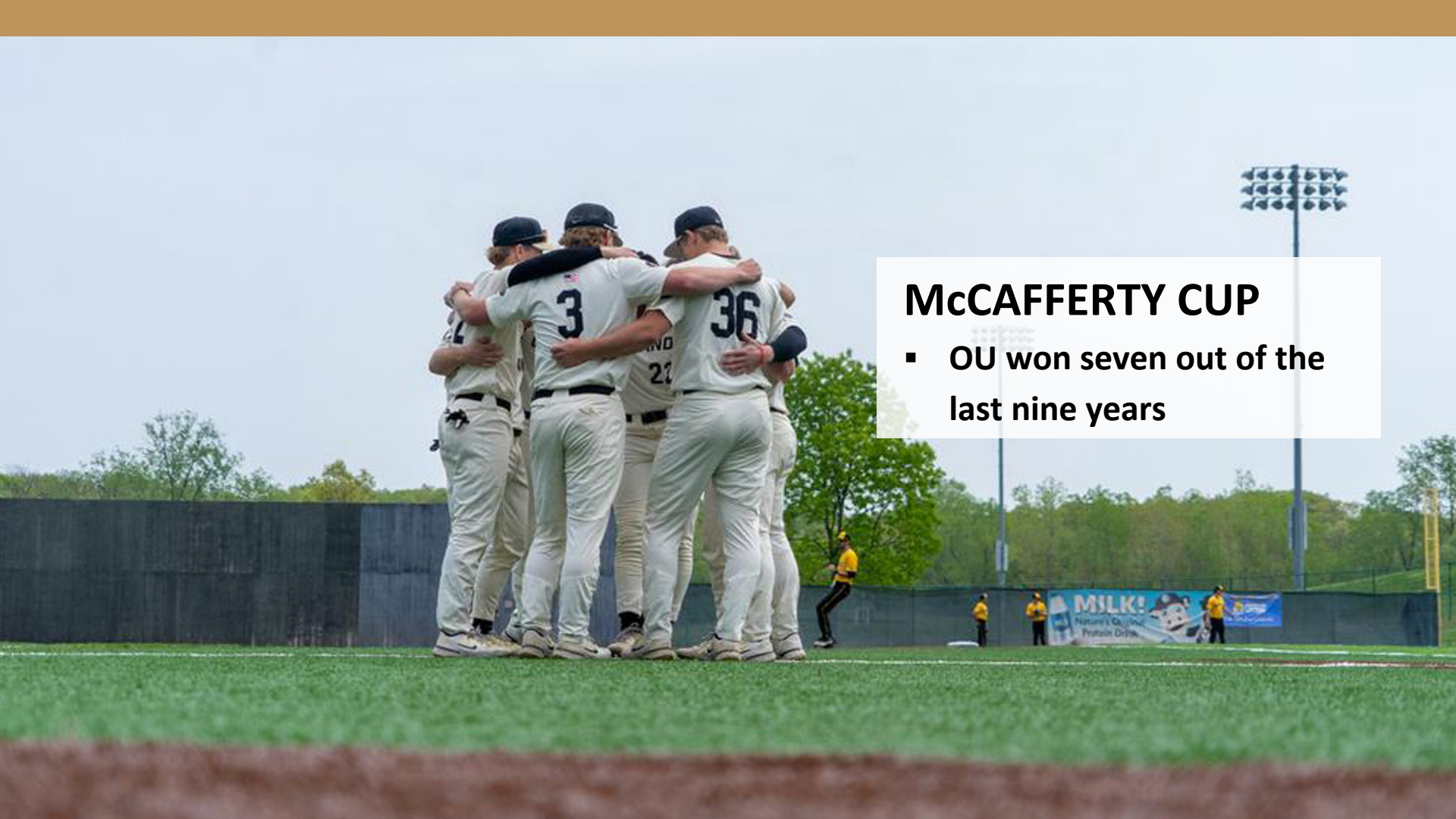


**Meadow Brook Hall
Visitor Center
Under Construction**



**OU WEST CAMPUS
Auburn Hills/ Pontiac
Occupied/ Renovation**





McCAFFERTY CUP

- **OU won seven out of the last nine years**



Student-Athlete Success

- Overall Student-Athlete GPA: 3.34
- 157 student-athletes named to Spring Horizon League Academic Honor Roll (3rd most in Horizon League)
- Student-athletes exceed academic performance of NCAA Freshman-Cohort Graduation Rate



SAFE CAMPUS: Committed & Vigilant



Since February, \$655,000 investment to improve security.





HEALTHY CAMPUS RESOURCES

- **GREEN BANDANA PROJECT**
- **iPAUSE**
- **BRIGHT LIGHT THERAPY**
- **PET THERAPY**
- **MENTAL HEALTH FIRST-AID TRAINING**
- **STUDENT WELLNESS TRAINING**
- **OU COUNSELING CENTER**

What does it mean to be a part of The Bandana Project?



1. You are a safe person to talk to, and can provide a safe space for anyone in the campus community experiencing mental health hardships.
2. You are a mental health advocate for the community of individuals who struggle with their mental health.
3. You are aware of, and can recommend, mental health resources on campus to those who need them.
4. You are a responsible campus community member, who can encourage/inspire others to become a member of The Bandana Project.

Scan the QR code to join!



Making a difference





CAMPUS TIMELINE
1957-2014

DOWNTOWN
ROCHESTER





FISCAL RESPONSIBILITY

- More than three-quarters of revenue comes from tuition. A decrease in enrollment impacts the bottom line.
- Despite decreasing revenue attributed to declining enrollment, the 2023-24 budget is balanced.





BALANCED BUDGET

- **Implementation of the second of a three-phase across-the-board 10.4% budget reduction.**
- **Stabilizing enrollment**
- **A successful advocacy strategy in Lansing that led to unprecedented state funding**

Oakland University

The University of Choice



AFFORDABILITY

- 19% of undergraduates* have their tuition fully covered
- 43% of incoming class* will have their tuition fully covered

** To be eligible, students must complete a FAFSA.*

Oakland University

The University of Choice



AFFORDABILITY

- **74% of students* with family incomes under \$70K will have tuition covered fully by the Golden Guarantee**
- **57% of incoming class* with family incomes under \$70K and qualify for OU Housing Grant will pay nothing for tuition or housing**

** To be eligible, students must complete a FAFSA.*

Oakland University

The University of Choice



ADDRESSING STUDENT DEBT

- 56% of OU's new undergraduate students leave with no student debt
- The Golden Grizzlies Graduate supports students complete their degree, including those who have prior debt.
- To date, 451 students have participated and 265 of those students have earned degrees.

COLLEGE DEGREE ADVOCACY

- OU supports MICHIGAN's GOAL OF 60% of the population earning a degree or certificate by 2030.
 - OU supports OAKLAND COUNTY's GOAL OF 80% of population earning a degree or certificate by the end of the decade.
- OU plays a leading role in DETROIT DRIVES DEGREES campaign to close the gap for URM success and encourage residents in the tri-county metro area to complete a college degree.



IMPROVING COLLEGE COMPLETION RATES

- Diploma Equity Project
- Ballmer Foundation
- Rocket Foundation
- Amazon
- Corewell Health
- Easterseals MORC



An aerial photograph of a university campus during sunset. The sun is low on the horizon, casting a warm glow over the scene. In the foreground on the left, a tall, white clock tower with a pointed roof and a large clock face is prominent. The rest of the campus is visible, including several large, multi-story brick buildings, parking lots filled with cars, and green trees. The sky is a clear, pale blue.

UNIVERSITY ADVANCEMENT

- **FY23 fundraising: More than \$36.1M is a record for OU.**

- **The “Aspire. Advance. Achieve.” campaign is at 95% of its \$150M fundraising goal.**



EDUCATED, PREPARED & EMPLOYED

- OU Career and Life Design Center reports 72% of graduating seniors are employed within a year and 98% of those students work in Michigan.
- 86% of seniors have at least one paid internship.
- The Detroit News reported that Oakland is the leading “brain gain” public university in the state.



RISE TO THE CHALLENGE

Seventy percent of URM students attend universities similar to Oakland where the focus is on access, affordability and pathways to opportunity and social mobility.



DIVERSE STUDENT POPULATION



- **37 percent of full-time students are Pell Grant eligible**
- **36 percent are first-generation college students**

INCREASING NUMBER OF URM_s



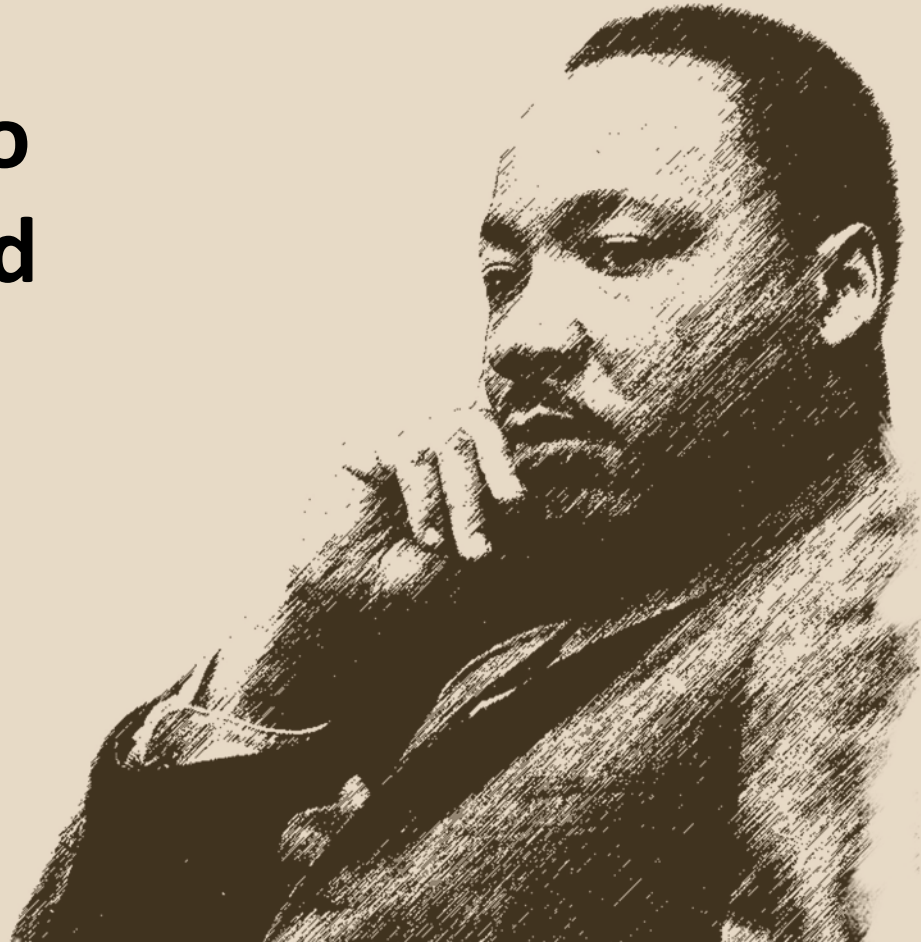
- 26.2% of FTIACs are URM_s
- The Latinx FTIAC population has more than doubled in the past 10 years.
- The African American population nearly doubled in the past 10 years.

UNDERREPRESENTED MINORITIES (URMs)

- **Faculty: 9.1%**
- **Staff: 17.7%**
- **With the support of the Black Faculty Association, and the Latinx Faculty Association, we are working for even greater diversity.**



**Our commitment to
diversity, equity and
inclusion must be
affirmed each day.**





**TEACHING RACE
CONFERENCE**

Featuring Prof. Nikole Hannah Jones,
Dr. Roy Finkenbine and Dr. Carlin Borsheim-Black

Aug. 9 | Oakland Center

**Hosted by the College of Arts and Sciences and
the School of Education and Human Services**

**Attended by more than 200 educators
from across southeast Michigan.**

THANK YOU

**James Naus, Robert Anderson, Jeff Insko, Elaine Carey,
Jon Margerum-Leys, Joe Shively, Lori Marsh and Glenn McIntosh**

VALUES INTO ACTION



Center for Civic Engagement

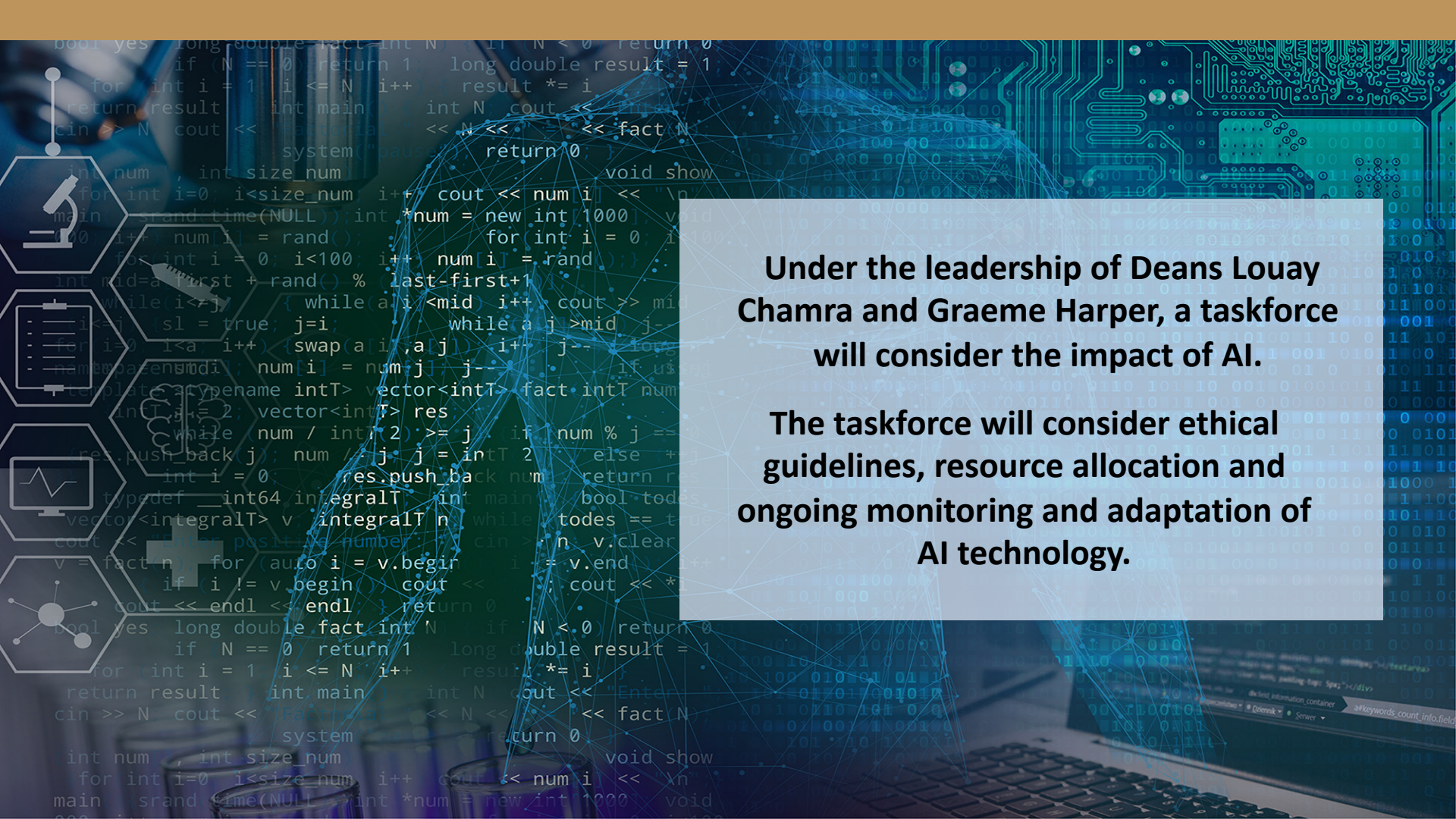
Dennis Muchmore Public Policy Series

An annual series designed to discuss timely, critical issues in a constructive, open and civil public conversation

An American flag is shown in the foreground, slightly out of focus, against a background of a park with trees and a blue sky. The flag is positioned diagonally from the bottom left towards the top right.

EVENTS

- Civility, Censorship & Social Media
- Ethics in AI
- Honoring Voting Rights Advocates Who Participated in Selma march



Under the leadership of Deans Louay Chamra and Graeme Harper, a taskforce will consider the impact of AI.

The taskforce will consider ethical guidelines, resource allocation and ongoing monitoring and adaptation of AI technology.



- **The higher education landscape is shifting.**
- **We must be open to and ready for inevitable change.**
- **We must understand how a university must transform itself.**

OU STRATEGIC PLAN
The University of Choice
2030

**Strategically position Oakland for opportunities
in the fast-changing cultural, economic
and higher-education landscape.**

OU STRATEGIC PLAN
The University of Choice
2030

The OU Strategic Plan presents a six-year road map.

**The plan will be reviewed and revised annually.
A comprehensive assessment will be conducted every
three years.**

OU STRATEGIC PLAN

The University of Choice

2030

The four-phase planning process began this month and will be completed by next fall.

A team nominated by the Cabinet and Deans will oversee the development of the Strategic Plan.

The Strategic Plan is an outgrowth of the Baldrige Excellence Framework.

OU STRATEGIC PLAN

The University of Choice

2030

BALDRIGE CATEGORY LEADERS

Andy Adrianse

Deb Cash

Kelly Dorner

Anthony Gallina

Jayson Hall

Shane Lewis

Todd Nucci

Ashley Stone

Dave Stone

Jennifer Swiatowy

Greg Thrasher

Marie VanBuskirk

Beth Wallis

Kathryn Walters



OU STRATEGIC PLAN
The University of Choice
2030

Throughout the process, the OU community will have opportunities to submit their views at townhalls, online fora, and division meetings.

OU STRATEGIC PLAN

The University of Choice

2030

Daniel Aloï

Adrienne Bass

Berkley Browne

Christopher Coleman

Caress Dean

Kelly Dorner

Red Douglas

Darlene Groomes

John Jasinski

Steve Mackey

Joshua Merchant

Cynthia Miree

Lauren Jeske

Robert King

Kristin Landis-Piwowar

Gerard Madlambayan

Brandy Randall

Joe Shivley

Beth Wallis

Steve Waterfield

OU STRATEGIC PLAN
The University of Choice
2030

Making a difference



OU-Pontiac Leadership Team

A Partnership Built on Trust



OU-Pontiac Leadership Team

OU President Ora Hirsch Pescovitz

Mayor Tim Greimel

Glenn McIntosh

Thomas E. Kimble

Khalfani Stephens

Teresa Rodges

Douglas P. Jones

Wayne Thibodeau

Samino Scott

Deborah Younger

John Young

Jean Ann Miller

A Partnership Built on Trust

David Bowman

Jon Margerum-Leys

Angela Powell

Susan Harding

David Dulio

Tonya Bailey

Audra Pieknik

Derrick McDonald

Vernita DuVall

Irma Hayes

Terry Dibble

Joseph Petrosky

Mark Stone

Tanesha Taylor

Kelley Williams



**OU-PONTIAC
INITIATIVE**

Pillar Areas

Nonprofits and Neighborhoods

PK-16 Education

Civic Engagement

Economic and Workforce Development

Health Care and Wellness

Arts and Culture



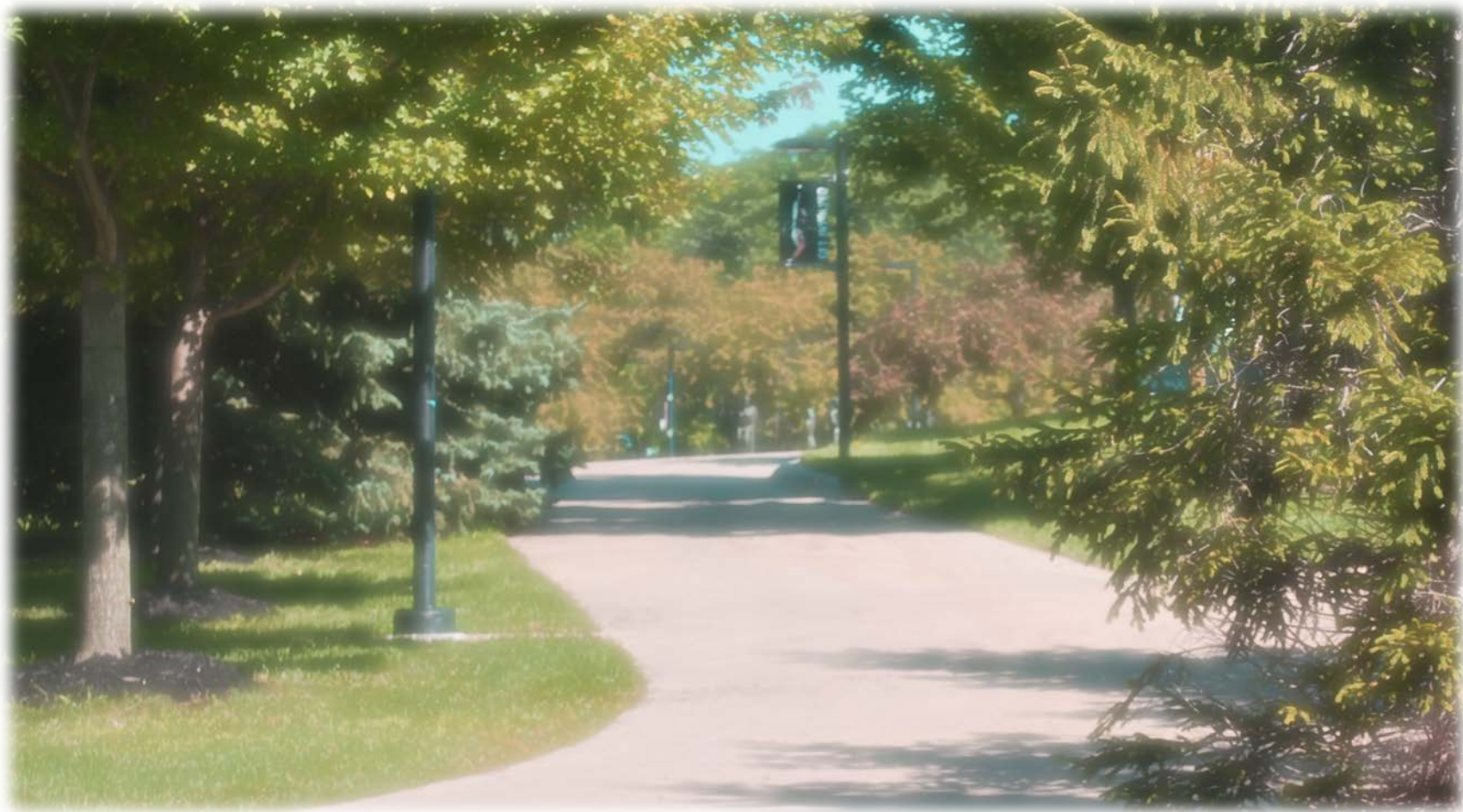
Oakland University is recipient of AASCU's Excellence and Innovation Award for Stewards of Place.

The award cites Oakland as a national model of civic engagement.



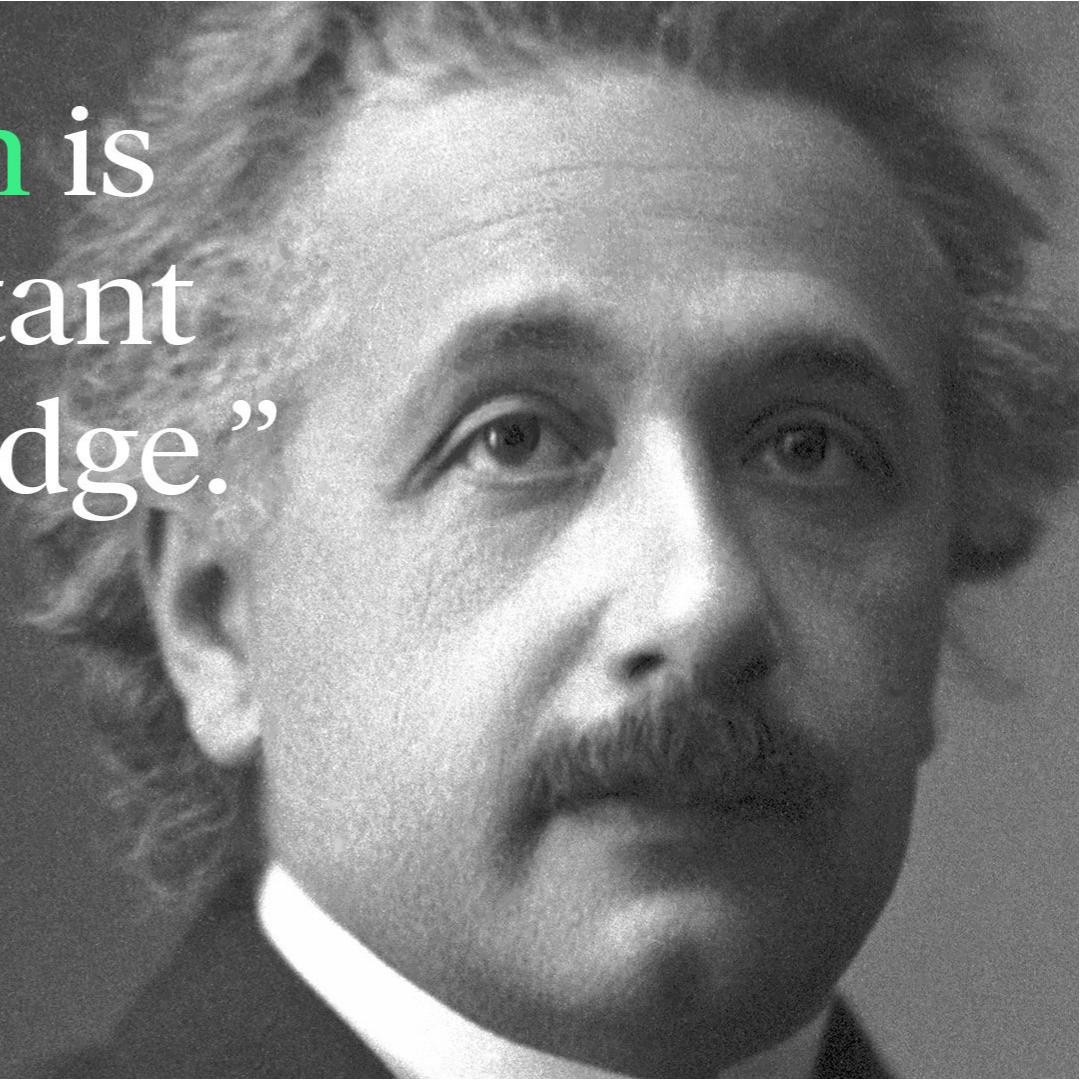
OU CENTER FOR SUSTAINABILITY

- **A founding director will lead the Center, funded by a \$1M gift from the OU Credit Union.**
- **The director will lead a collaborative effort to develop a comprehensive sustainability campus plan.**
- **Sustainability Team: Amy Banes-Berceli, Jeff Insko, Lily Mendoza, Mozhgon Rajae, Chris Reed, Steve Stanton, Scott Tiegs, Mike Westfall along with Louay Chamra, Chris Kobus, and Steve Waterfield**



“Imagination is
more important
than knowledge.”

ALBERT EINSTEIN
Nobel Prize in Physics 1921





“To attempt great things is to expect great things.”





THANK YOU SOTU TEAM

**Dawn Aubry
Adrienne Bass
Kathy Boersma
Xander
Buckingham
Ryan Cotter
Susan Dawson
Patty Gillespie
Terry Herald**

**Renee Kazirut
Jenessa Kreiner
Debra Lashbrook
Doug LaLone
Glenn McIntosh
Josh Merchant
Vernita Parker
Frank Provenzano
John Young**

**OU BRASS QUINTET Carlos Perez-Hijar, trumpet; Amanda Ross, trumpet;
Jessie Pruehs, horn; Levi Hardy, trombone; and, Brian Wiik, tuba**



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