

Agendum  
Oakland University  
Board of Trustees Formal Session  
June 29, 2010

**CREATING THE FUTURE II**

**A Recommendation**

1. **Division and Department:** Office of the President.
2. **Introduction:** The Board of Trustees (Board) approved a friend building initiative called "Creating the Future" on October 9, 1997. Nine task forces, comprised of 200 community leaders, opinion makers, and university officials, were charged with making recommendations on how best to strengthen and improve the University to become a comprehensive learner-centered, technology-enriched institution through partnerships and collaborations with the surrounding communities, and to make the University an indispensable and responsible resource.

The University is well on its way to implementing "OU Vision 2020" with core components of promoting the University as a national university, exposing students to diverse global experiences, expanding its professional programs, engaging and developing community partnerships, broadening its research-intensive opportunities, offering student-centered education with flexible learning methods, growing enrollment, extending outreach to satellite campuses and partnerships, and providing for-profit entrepreneurship opportunities.

The University is now seeking Board approval of "Creating the Future II", a bold new planning initiative that will engage about 300 community, government and corporate leaders, as well as alumni, friends, faculty and staff, in a dialog of how the University can play a pivotal role in rebuilding Michigan's economy while addressing concerns that could have a national impact in the areas of research and education. The "Creating the Future II" primary goals are to create a partnership of corporate and civic leaders joining together with University faculty and staff to shape the University's direction as a key community resource; demonstrate how the University can address economic, health, energy, business, and other global issues; and ensure that the University fulfills its distinctive role among Michigan public universities by steadily enhancing an intellectual and ethical environment that prepares students to lead and serve in the local and world communities.

3. **Previous Board Action:** On October 9, 1997, the Board approved "Creating the Future", a friend building initiative.
4. **Budget Implications:** Estimated cost is \$75,000 and will come from unrestricted gift money.

5. **Educational Implications:** Community and business engagement through “Creating the Future II” will enhance current academic programs and research opportunities, resulting in the development of new programs. It will also cultivate new friends of the University and develop strategic alliances, collaborations, partnerships and direct support towards meeting the University’s goal of enhancing an intellectual and ethical environment that prepares students to lead and serve in the local and world communities.

6. **Personnel Implications:** None.

7. **University Reviews/Approvals:** This recommendation was developed by the President.

8. **Recommendation:**

RESOLVED, that the Board of Trustees endorse and establish the “Creating the Future II” planning initiative to help the University build on the “OU Vision 2020” by making recommendations for the further strengthening and improvement of the University. The President will serve as an ex-officio member of each task force; and, be it further

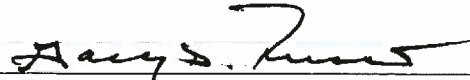
RESOLVED, that the Board of Trustees will receive task force recommendations on the future advancement of the University no later than the end of June 2011; and, be it further

RESOLVED, that the Board of Trustees will review the task force recommendations in 2011-2012; and, be it further

RESOLVED, that the President will periodically report on the status of the “Creating the Future II” planning initiative at Board of Trustees meetings.

9. **Attachment:** A. Creating the Future II

Recommended on 6/24, 2010  
to the Board of Trustees for Approval

  
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Gary D. Russi  
President

## CREATING THE FUTURE II

**RECOMMENDATION:** That the Oakland University Board of Trustees approve a bold new initiative to engage the community, government and corporate leaders, our alumni and friends and university faculty and staff in a dialog of how OU can play a pivotal role in rebuilding Michigan's economy and addressing concerns that could have a national impact in the areas of research and education.

### **PRIMARY GOALS**

- Create a partnership of corporate and civic leaders joining together with university faculty and staff to shape OU's direction as a key community resource.
- Demonstrate how OU can address economic, health, energy, business, and other global issues.
- Ensure that Oakland University fulfills its distinctive role among Michigan public universities by steadily enhancing an intellectual and ethical environment that prepares students to lead and serve in the local and world communities.

### **SECONDARY GOALS**

- Educate corporate, foundation and community leaders on the depth and strength of OU's programs and outreach.
- Familiarize faculty with what the external community wants and needs, and the future perspectives for research agendas, community needs, national needs, etc.
- Gain the benefit of the external community's input and advice regarding our 2020 goals.

### **BENEFITS TO OU**

- Elevate the profile of the university in the community, working to solve problems of mutual interest, to the external community and the university, thereby improving the region, state, and nation.
- Identify and engage more people in the life of the university.
- Cultivate new friends and develop strategic alliances, collaborations, partnerships and direct support.
- Leverage expertise from the foremost authorities on how to accomplish some of the tasks that await OU.
- Create an awareness within the philanthropic community on how an investment in OU can make a lasting impact.
- Recalibrate OU's 2020 Vision based on information realized from this work.

## **PHASE 0**

- Invite up to 300 community leaders to join selected faculty and staff in Creating the Future II.

## **PHASE I**

- Host two identical full day exercises for approximately 150 people at each session.
- The agenda will be structured to present an overview of OU research, education and outreach programs with panel discussions and presentations. Community needs will be highlighted.
- The day will be interspersed with small group break out discussions.
- Break out discussions will revolve around the priority themes that have emerged from the deans:
  - health and wellness;
  - applied research needs for revitalizing Michigan; alternative energy, nanotechnology, and manufacturing;
  - educating tomorrow's leaders; attracting/retaining a talented and entrepreneurial work force to lead a global economy;
  - social and cultural needs of a vibrant community
  - *Topics to be vetted and finalized by the Executive Council*
- Break out groups will be asked to summarize their discussions to the larger group.

## **PHASE II**

- Participants will be invited to join various Task Forces that will emerge from our full day session feedback.
- Each task force will be chaired by a volunteer leader from business, industry or the public sector whose work will be facilitated by an OU vice president, dean or other senior administrator. Development officers will provide task force support.
- Each task force will be asked to meet at least two times during October and November 2010.
- The following questions/topics/issues are to be addressed:
  - Discuss the future of the region, state and nation and identify the key issues that OU can address through research, education, and outreach.

- What is needed to transform OU and meet the projected needs of the community, state and nation in the next decade?
- What information systems, library and learning resources are needed in order for OU to address the needs of faculty, students, and the community?
- What partnerships or entrepreneurial relationships across the university, the community or industry can be developed?
- How can campus life be improved?
- How can the external community play a role in the vision for OU, leverage relationships or resources, or assist in the research and educational agenda for OU?

**PHASE III**

- Reconvene all participants for a wrap up summary and celebration.
  - Presentations by each task force volunteer chair.
  - Summary of the overall work, vision and direction.
  - Invitation to all participants to be involved in the life of OU.

**THE TIMELINE**

Approval by Board of Trustees	June 2010
Participant Identification	June - December 2010
Large Group Exercises and Task Force Meetings	January - May 2011
Large Group Summary, Wrap Up Meeting and Celebration	June 2011
Presentation of Recommendations to Board of Trustees	June 2011
OU Executive Council and Board of Trustees Reviews Recommendations	June - August 2011