



STRATEGIC VISION

2025-2030

Regional FOCUS. *Global IMPACT.*

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A VISION that builds on Oakland's identity and strengths, while addressing the need to find innovative solutions to current, foreseeable as well as unknown challenges that will undoubtedly emerge in the days ahead.



A responsive, timely STRATEGY to fortify and reshape the institution over the next five years.

What we heard & learned from faculty, staff & students...

Foster a
**SENSE OF
BELONGING.**

**MAXIMIZE
STUDENT
ENROLLMENT**
and
RETENTION by
cultivating a
comprehensive,
engaging
“learning
environment.”

**Advance
ACADEMIC
EXCELLENCE**
through
innovative
programs and
faculty
pedagogy.



**Increase
support for
RESEARCH
INFRASTRUCTURE.**



**Improve
OPERATIONAL
EFFICIENCY.**





What we heard & learned from faculty, staff & students...

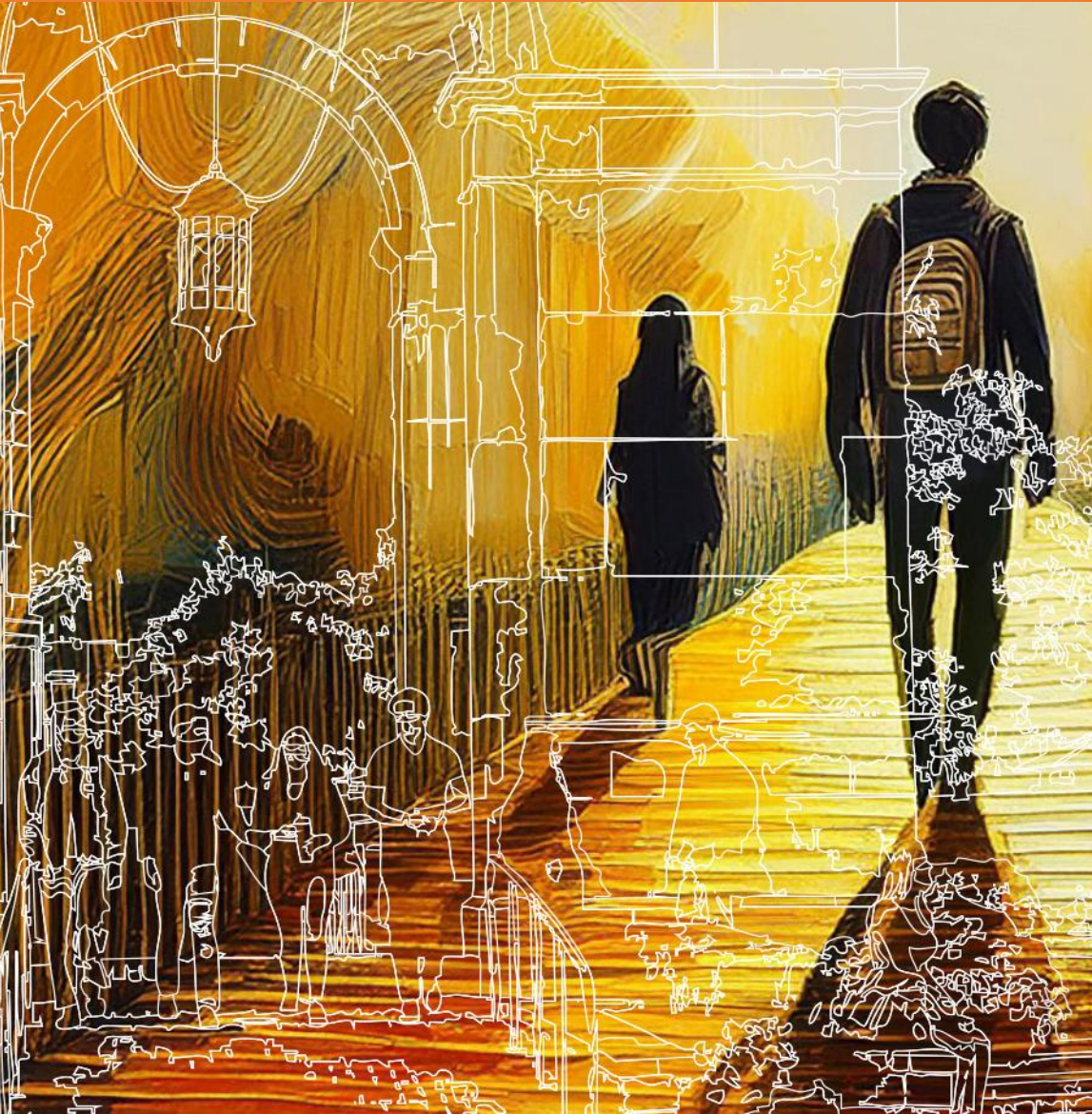
**Grow
COMMUNITY
PARTNERSHIPS**

Develop Oakland
into a model
**SUSTAINABLE
UNIVERSITY**

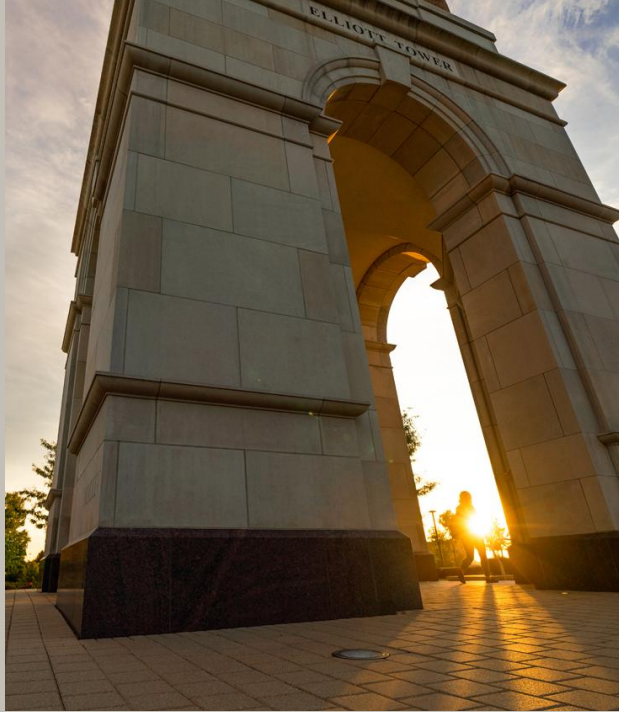
Promote Oakland
as a **TALENT
PIPELINE** and a vital
contributor to the
**REGION'S
ECONOMIC
DEVELOPMENT.**

Cultivate Oakland's
cultural assets and
elevate campus as
a **CULTURAL
DESTINATION.**

PRIORITIES



- **Provide a world-class education.**
- **Prove that an investment in a college degree translates to many benefits throughout students' lives.**
- **Demonstrate how the work and research of our faculty impacts our communities.**
- **Continue to be a catalyst for economic and cultural growth in the region.**



With Oakland's history, achievements and ambitions in mind, we move forward with our faculty, students and staff on FIVE PATHWAYS:

- **OUR PEOPLE**
- **STUDENT SUCCESS**
- **DISCOVERY**
- **STEWARDS OF PLACE**
- **SUSTAINABLE UNIVERSITY**

INITIATIVES

OUR PEOPLE

Healthy
Campus

OU & You

People
Excellence

Partners in
Education

Teaching
Support

STUDENT SUCCESS

OU Student Experience

Academic Excellence

SEM, 2.0

- Road to Graduation
- The OU Value/OU Pledge
- Online Learning & Continuing Education (OU Advance)
- The Brand

Champions (Athletics)

DISCOVERY

Center for
Undergraduate
Discovery

Mid-Career
Academy

Path to R1

Community-
based Research

Artificial
Intelligence

STEWARDS OF PLACE

Community
Engagement Model

Talent & Economic
Impact

Cultural Ambassadors

SUSTAINABLE UNIVERSITY

Sustainable OU

- Sustainable Place
- Sustainable Academy
- Sustainable Business Model

Sense of Place

Mission-based
Entrepreneurship

Comprehensive
University Campaign



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Summary

- The Strategic Vision presents a flexible, entrepreneurial and exciting approach to making Oakland *The University of Choice*.
- Five pathways create the direction for development, growth and sustainability.



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Summary

- Strategic initiatives will be goal-driven and metric-based.
- Collectively, the initiatives elevate Oakland as *The University of Choice* for faculty, staff and students solving the world's most pressing problems.



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