

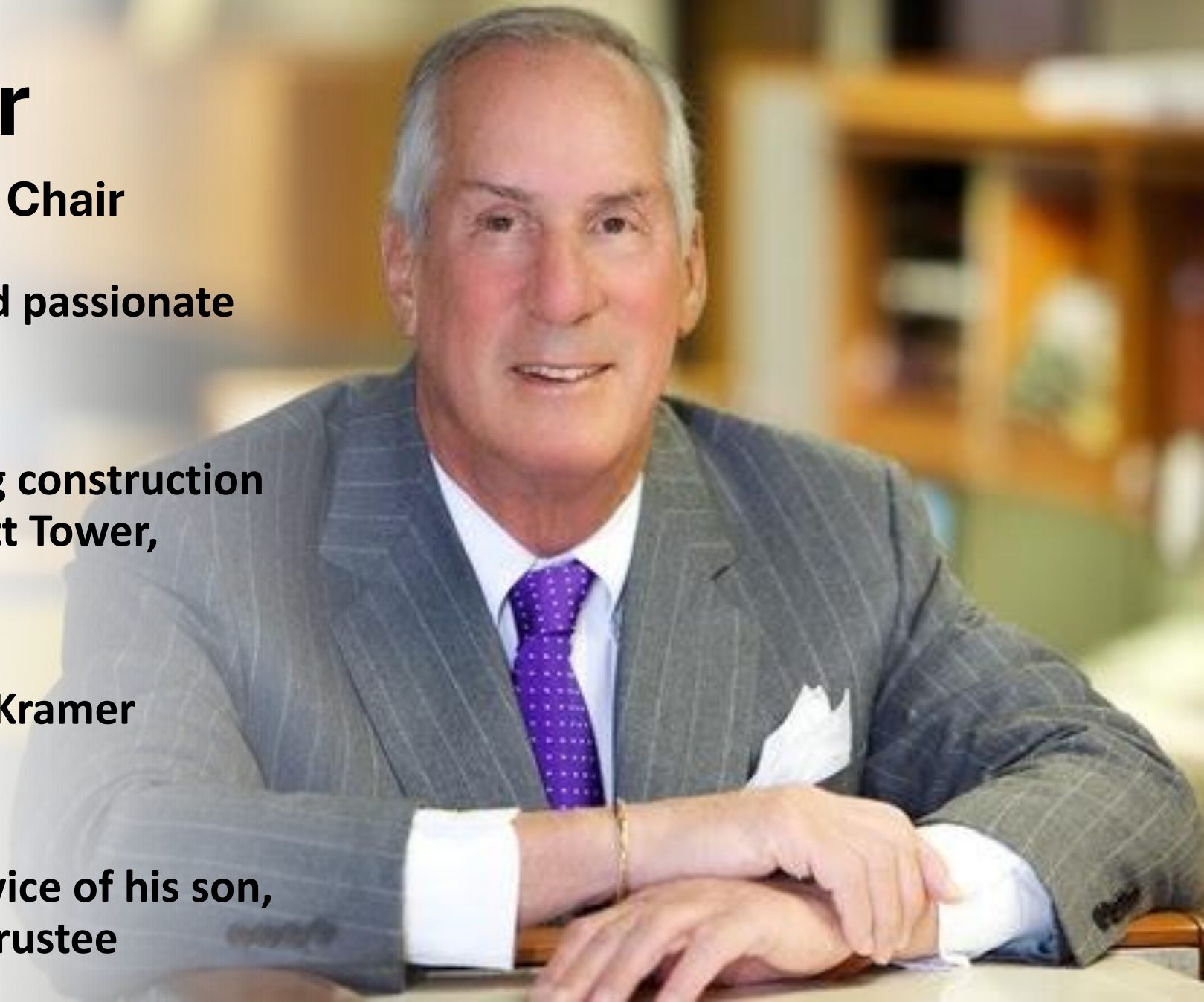


**In Memory**

# **Michael Kramer**

**Former OU Board of Trustees Chair**

- **Committed to OU Mission, and passionate ambassador to the university**
- **Played a key role in overseeing construction of the HHB, Oak View Hall, Elliott Tower, Engineering Center**
- **Created the Michael and Zina Kramer Scholarship at OUWB**
- **Legacy continues with the service of his son, David, who serves as a current trustee**





# President's Report

## Oakland University

### Board of Trustees

April 11, 2025



# **PRESIDENT'S REPORT**

## **Agenda**

### **POINTS OF PRIDE**

### **VALUE OF AN OU DEGREE**

**Wayne Thibodeau, Sr. Director,  
Career & Life Design Center**

### **MEADOW BROOK HALL UPDATE**

**Mike Westfall, VP, Advancement  
& Bill Matt, Exec. Director,  
Meadow Brook Estate**

# Kaleidoscope Theatre



# Kevin J. Corcoran

**Served as Executive Vice President,  
Academic Affairs and Provost**

- **Widely admired for his leadership and compassion**
- **Calm and steady presence since assuming post in July**
- **Legacy: Kevin J. Corcoran Community Service Award (open to all faculty)**



**Executive Vice President,  
Academic Affairs &  
Provost**

**Dr. Amy  
Thompson**

**WELCOME**



# PRESTIGIOUS HONOR

## Barbara Oakley

- Distinguished Professor of Engineering, elected as a Fellow of the American Association for the Advancement of Science (AAAS).
- Dr. Oakley will be inducted on June 7 in Washington, D.C.



# IN RECOGNITION David Stone

- Received the Ambassador of the Year Award from the Oak Ridge Associated Universities (ORAU), an outgrowth of Oak Ridge National Lab that supported the civilian use of nuclear technology after WWII.



# AI Taskforce

Established, November 2023

**Leadership: Co-Chairs Dean Graeme Harper (Honors College) &  
Dean Louay Chamra (SECS)**

**Dr. Vijayan Sugumaran (SBA)**

**Dr. Darrin Hanna (SECS)**

**Dr. Fabia Ursula Battistuzzi (CAS)**

**Dr. Oscar Rodriguez-Franco (SHS)**

**Steve Szalay (Admissions)**

**Emily Stepanian-Bennett (SON)**

**Richard DeMent (SEHS)**

**Dr. Anna Maria Spagnuolo (CAS)**

**Dr. Claudia Grobbel (SON)**

**Bhavani Koneru MBA (CIO)**

**Dr. Chiaoning Su (CAS)**

**Chris Bowles (Advancement)**

**Shawn McCann (OU Libraries)**

**Aura Cazares (DSO)**

**Greg Bartley (SEHS)**

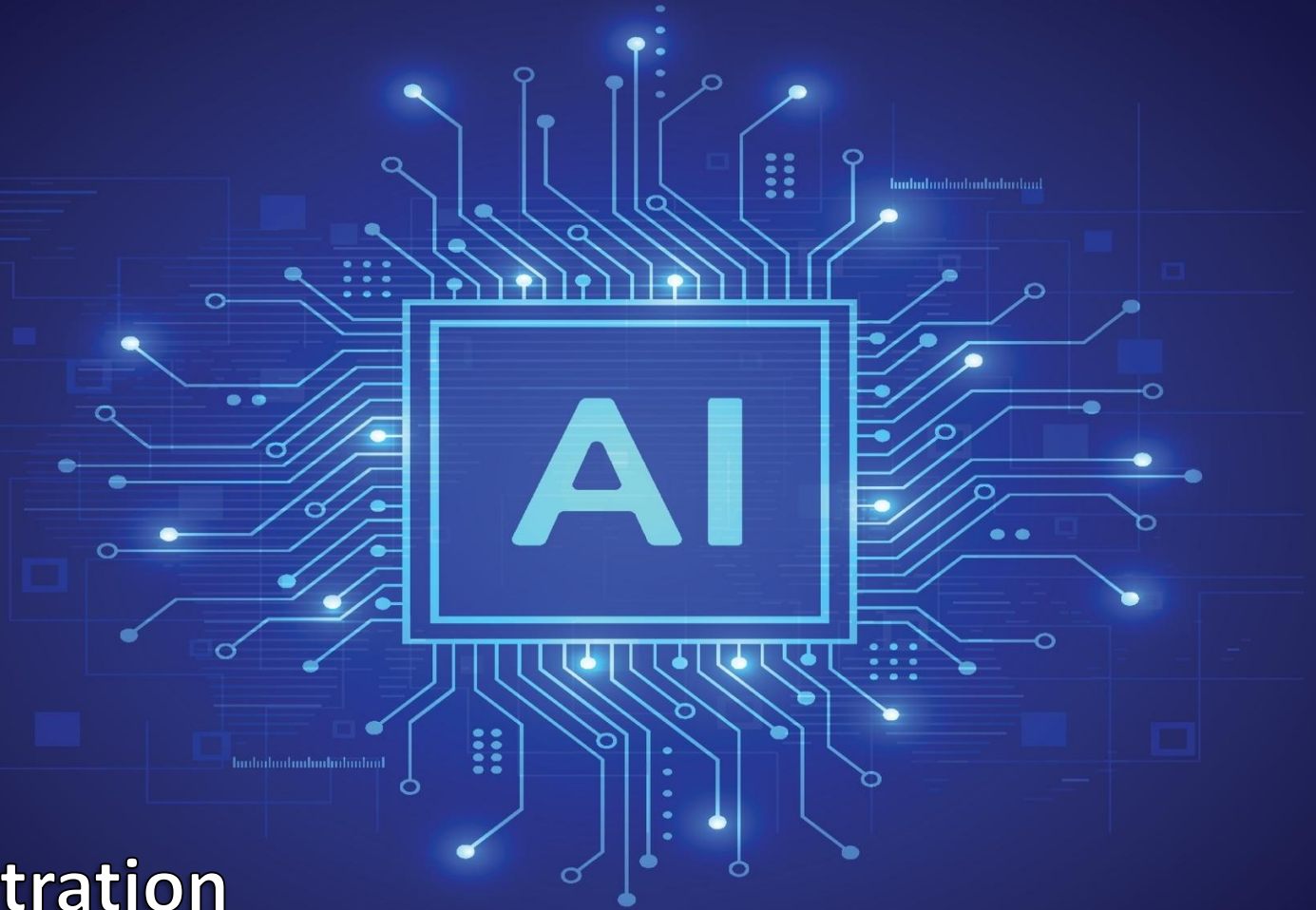
**LaTina Jackson (SOM)**

**Joseph DiFranco (Admissions)**

# AI Taskforce

## PURPOSE

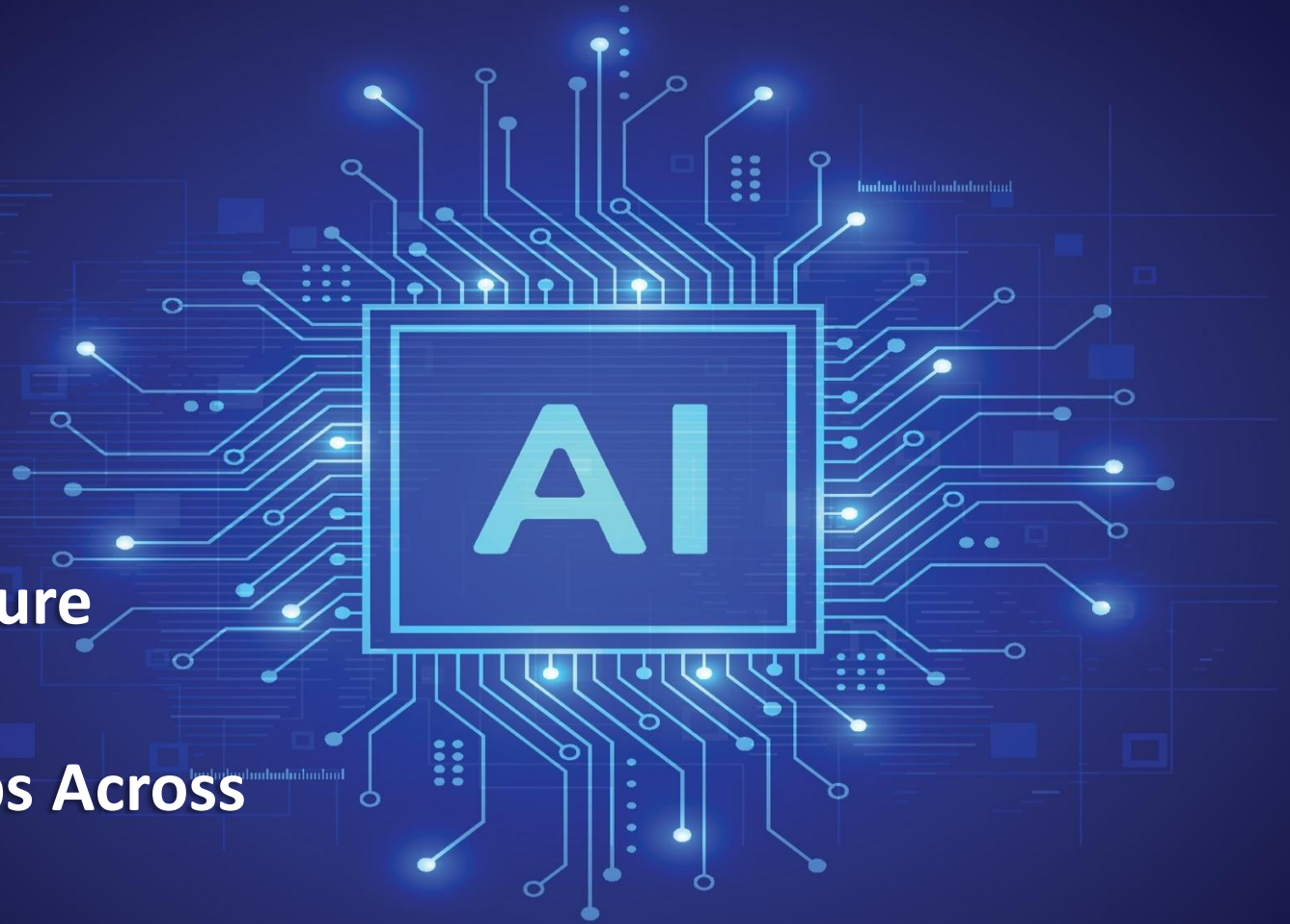
Examine the Impact of AI on  
Teaching, Research, Administration  
& Infrastructure



# AI Taskforce

## Focus Areas

- AI Literacy
- AI Education/Information Structure
- AI Investment Strategy
- Creation of Dynamic Partnerships Across & Beyond Campus
- Guidance for Usage (based on circumstances of each unit)





- **Oakland University named a VOTER FRIENDLY CAMPUS by Fair Elections Center's Campus Vote Project.**
- **In 2022, OU student-voter turnout beat the national average by 26 points.**
- **In 2020, student-voter turnout beat the national average by nearly 9 points.**
- **Appreciation to Distinguished Professor Dave Dulio for his leadership and commitment to civic engagement.**

# Strategic Vision 2030

- **Presentation on April 9 attended by 400 faculty and staff from across campus**
- **Introduced Five Pathways**
  - **Our People**
  - **Student Success**
  - **Discovery**
  - **Stewards of Place**
  - **Sustainable University**



## Our People

We are committed to being a model campus whereby all members are highly valued and respected, and dedicated to fostering a collaborative community to support the foundational principles of higher education.

## Student Success

Oakland offers unique and inspirational educational experiences that challenge and prepare students for a lifetime of learning and success in a global economy.

## Discovery

We support the pursuit of knowledge through scholarship, research, and creative activity to enrich our education, further our fields and benefit our communities and the world.

## Stewards of Place

We are committed to community partnerships based on reciprocity whereby we engage our students, faculty and staff and serve as a catalyst for the ongoing development of the region's workforce, culture and economy.

## Sustainable University

We strive to be a model sustainable university in broad and varied ways, including public education, management of natural resources, energy and building maintenance along with achieving the highest level of fiscal stewardship.

### INITIATIVES

- Healthy Campus
- Courageous Conversations
- Culture of Learning & Growth
- Partners in Education
- Teaching Support

### INITIATIVES

- Student Experience
- Academic Excellence
- SEM 2.0
- Road to Graduation
- The Pledge
- OU Brand
- Champions

### INITIATIVES

- Center for Undergraduate Research
- Mid-Career Academy
- Path to R1
- Community-based Research
- AI & Research

### INITIATIVES

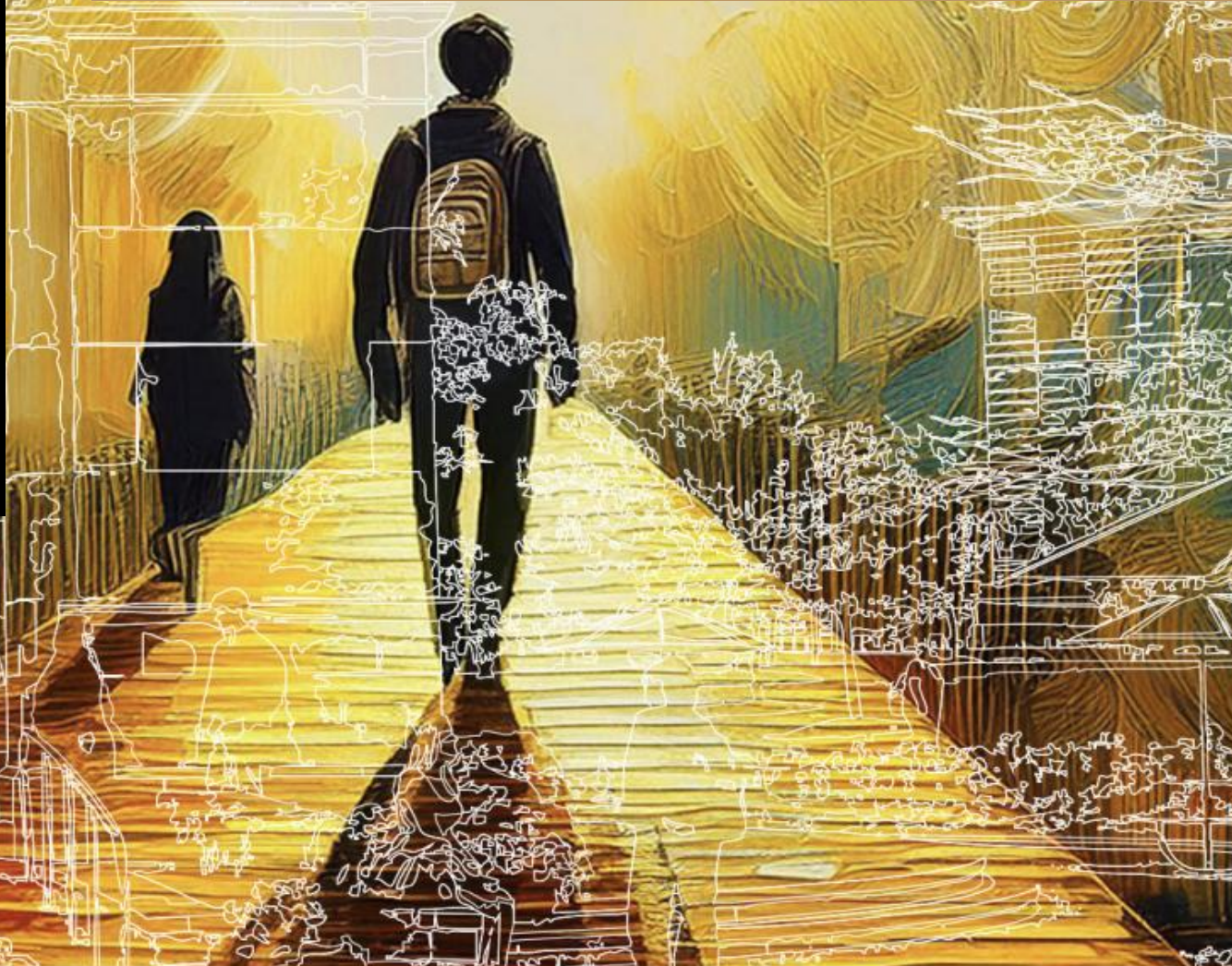
- Community Engagement Model
- Talent & Economic Impact
- Cultural Ambassadors

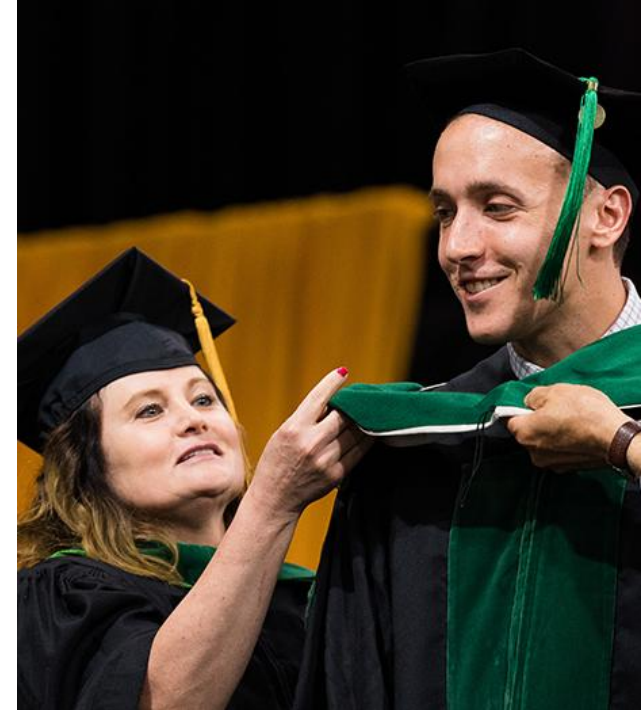
### INITIATIVES

- Sustainable University
  - Sustainable Campus
  - Sustainable Academy
  - Sustainable Business Model
- Technical Excellence
- Sense of Place
- Mission-based Entrepreneurship
- Comprehensive Campaign

# Strategic Vision 2030

- **Next Step: Development, Refinement & Implementation**
- **“Vision 2030” is a flexible approach based on higher education realities and university priorities**





# **Oakland University Spring Commencement**

**May 1 & May 2  
Four undergraduate ceremonies  
May 3: Masters & Doctoral  
May 9: OUWB**

# CAREER OUTCOMES

**The Value of an  
Oakland University Degree**

**Wayne Thibodeau**

**Senior Director**

**Oakland University Career and Life Design Center**

**YOUR  
STORY.  
YOUR  
POWER.**

**THE OU PLEDGE**



# OU GRADUATES' IMPACT ON THE REGION

- **What is the value of a college degree?**
- **First Destination Survey Outcomes**
- **Measuring alumni outcomes**
  - 5 and 10-years Post Graduation
- **Revelations:**
  - Career Preparation
  - Career Satisfaction
  - Economic Mobility





Delivering America's Promise

## Overview

- OU selected to participate in the 2024-2025 Alumni Outcomes Data Collaborative
- CLDC leading efforts over the past 5-years of collecting data-driven insights comparing outcomes for both 5-year and 10-year alumni (NACM-National Alumni Career Mobility Survey)
- High Impact Career Mobility Index-career pathway preparation, career satisfaction and economic mobility

## KEY FINDINGS:

**Advanced Education and Internships**

**Geographic and Professional Mobility**

**Salary Progression**

**Satisfaction**





# OUTCOMES

## 5-Year Aggregate Data

**94%**

Full-Time

**2.87**

Total Paid  
Positions  
Post Grad  
(Average)

**25%**

First-Level  
Management  
or Above

**90%**

Satisfied with  
Current  
Career

**8%**

Own their Own  
Business

**28%**

Earned  
(or Earning)  
Additional  
Degree



# SALARY IMPACT

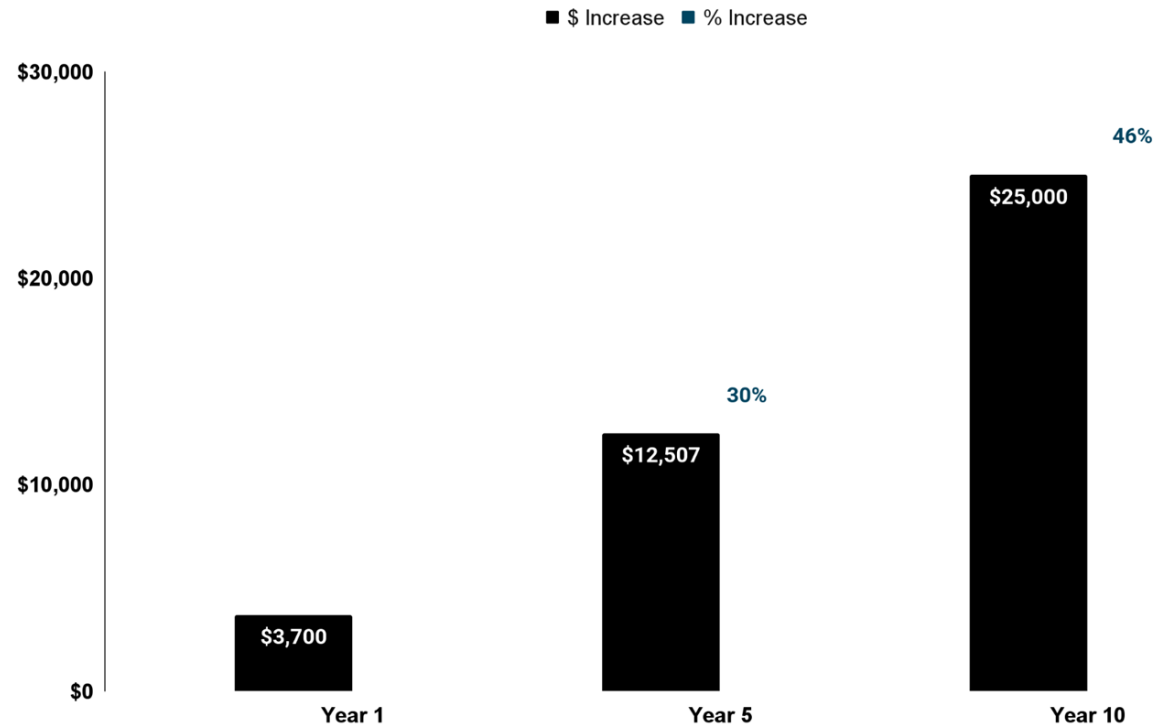
84%

Currently Live in Michigan

96%

Lived in State At Least 1 Year  
After Graduating

Average Salary Growth Over Time





# CAREER PREPARATION

91%

Completed Internship  
Related to Major

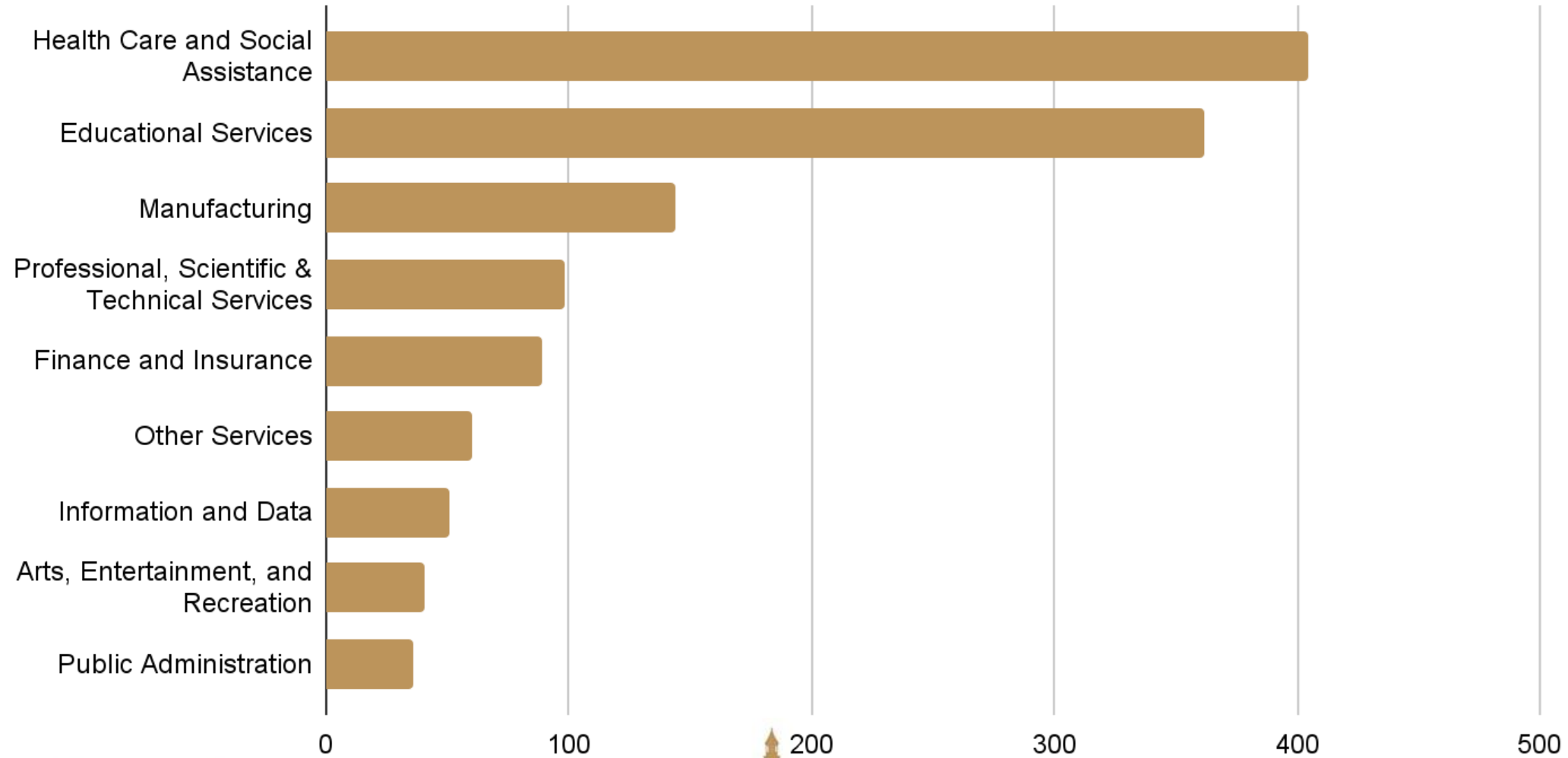
96%

Received Helpful Career Advice

80%

Expect Higher Income than  
Childhood Household

# INDUSTRIES



# THE OU PLEDGE

Launched on February 5, 2025

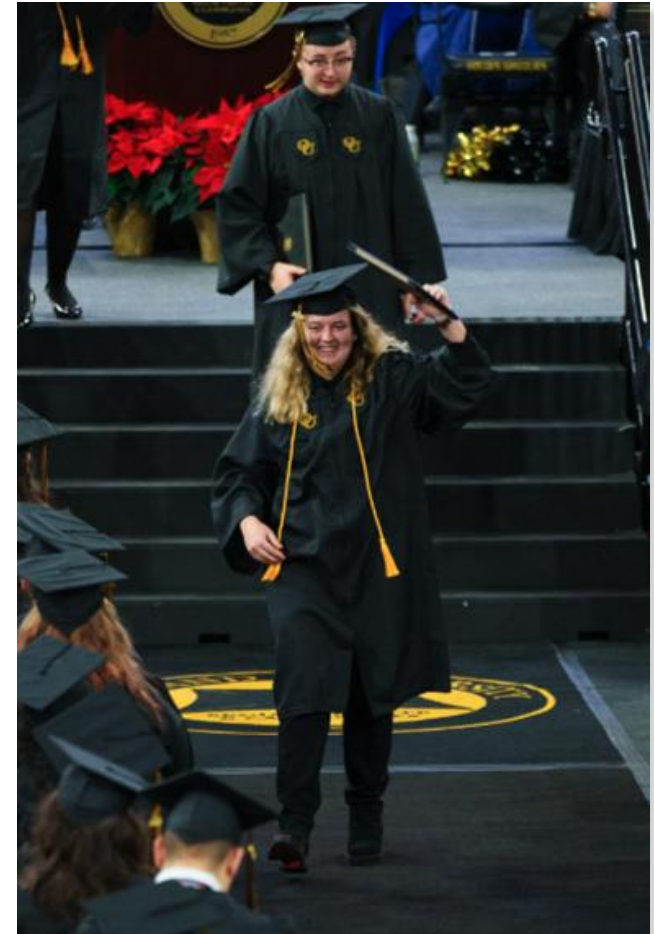
## Next Steps:

- **Continuing to Tell the OU Story:** Shared through various media channels, including social media, and around campus on TV screens.
- **Website Refresh:** A new design launching this summer to engage more students.
- **Admissions Integration:** OU Pledge materials included where applicable in orientation events etc.
- **Faculty and Staff Engagement:** Implementation of Employee Resource Network FAQ section



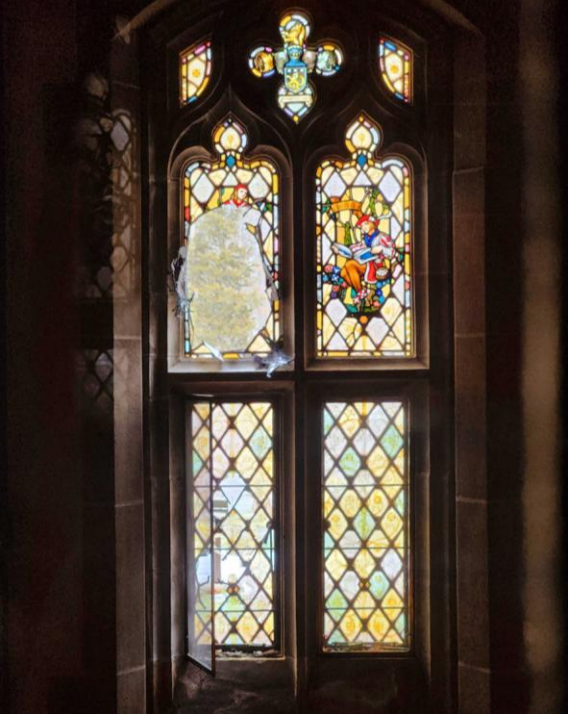
# FOUNDATIONAL SUPPORT FOR STUDENT SUCCESS

- Post-Graduation Success Stories
- Alumni Pathways (5 and 10-year)
- The OU Pledge



# Meadow Brook Hall Updates, Investments, & Improvements

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## NEW! The 1929 Club

- Members donate \$19.29 each month to support the care and preservation of the estate and collection.
- 100+ members - including 39 first-time donors
- Pledges totaling more than \$45,000!



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## IMLS Preservation Grant

- \$500,000
- Saving America's Treasures grant from the Institute of Museum and Library
- Services to restore and improve windows throughout the estate



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## NEW! 1% Preservation Fee

- January 2025, 1% fee on all facility rentals that will go toward MBH preservation needs.
- Based on current Facility Rental revenue of \$4.1 million, we anticipate the fee will generate \$40,000 annually.



## Welcome to the Great Estate

A National Historic Landmark, Meadow Brook Hall is a historic house museum, cultural center and events and wedding venue. Built in 1929 by Oakland University founder Matilda Dodge Wilson, Meadow Brook represents one of the finest examples of Tudor-revival style architecture in America, and is especially renowned for its superb craftsmanship, remarkable grounds and grand scale.



### Tour the Estate

Journey through time to learn about the historic estate and people who lived and worked here in the 20th century. From exquisite décor to practical details, the 88,000-square foot, 110-room mansion is sure to delight visitors.

[VISIT](#)

## Elevated Meadow Brook Website

- Launched August 2024
- Website features elevated mobile-friendly design, updated messaging, streamlined navigation, and beautiful image galleries.
- Website traffic has increased more than 12% year over year (from 2023 to 2024) and 210% since 2020.



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## The Holidays at Meadow Brook

- Holiday revenue has increased nearly 9% from 2021 to 2024.
- In 2024, expanded the Winter Wonder Lights tour route and added two all-new original light feature attractions.
- Meadow Brook Hall earned second place in USA Today's National 2024 10 Best Readers' Choice travel awards!



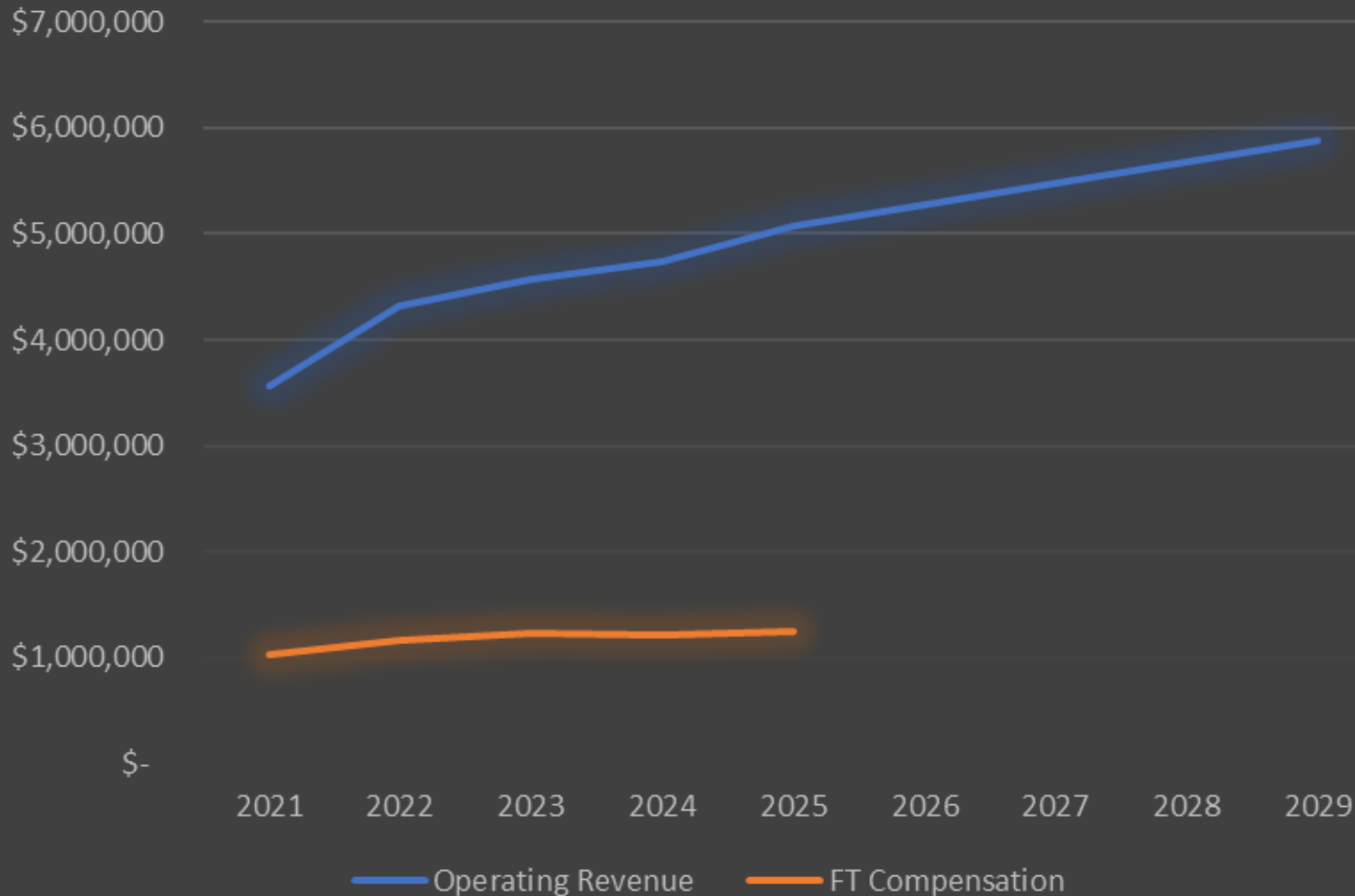
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## Touring & Visitation

- Steep growth trajectory for several years.
- Visitation from tours, programs and facility rental events have increased 38% since 2019.
- Revenue increased from \$3.5 million in 2021 to \$5.1 million in 2024.

## Visitation & Revenue

5-year Actual - 5-year projected Operating Revenue



cy24 Total Visitors:

**83,930**

FY25 Projected  
Revenue:

**\$5.1m**



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## The DeCarlo Visitor Center

- Philanthropic campaign raised more than \$2 million
- First new major construction on the Great Estate since the historic mansion was built 95 years ago
- The DeCarlo Visitor Center is now open, serving as a welcome center and retail hub.



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## The Meadow Brook Center for Education & Learning

- The Historic Family Garage will be a flexible space to support education and events
- Continue to honor Matilda's legacy by raising funds to create and provide educational programs for our community
- Expanded our Youth Programs by launching a new summer camp, expanding group and scout programs, and developing partnerships with amazing agencies like Detroit P.A.L.



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## Matilda & MBH in OU Classroom

- **“Matilda’s World,”** current College of Arts and Science course taught by Dr. George Milne from the Department of History
- **“Matilda Matters: Meadow Brook Hall & OU,”** Fall 2025 in the Honors College and taught by Dr. Randy Engle
- **“MBH as a Resource,”** Fall or Winter 2026: Tom Baranski and OU’s Center for Excellence in Teaching and Learning are developing faculty workshops on how to use MBH as a teaching space.



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## House Improvement Projects

- Extensive repairs to the hard wood floors in the Ballroom
- New carpet on the Grand Staircase and Upper Gallery
- Paver restoration throughout the East Gardens



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## Restoring the Pegasus Fountain

- Matilda R. Wilson Fund
- \$250,000 project
- Extensive electrical and plumbing
- Substantial tile work (installing 10,500 tiles and constellation stars)
- Granite base cleaning and restoration

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## Projects Supported by the Matilda R. Wilson Fund & OU Match

- Pegasus Fountain
- Hardscape Pavers
  - Breakfast Garden Patio & Path
  - Pegasus Fountain Sidewalk
  - Main Entrance
- Window Repairs
- Asbestos Remediation
- Steam Trap & Pneumatic Controls Repairs
- Entrance Driveway Resurfacing
- Woodland Path Resurfacing
- Linoleum restoration
- Woodwork cleaning and repair
- Bett's Paintings Conservation
- Carpet Replacement
  - Upper Great Hall
  - Grand Staircase
  - Upper Gallery
  - Service Floors
  - Frances & Danny's Hallways
  - Mid Staircase
  - Alcove
- Rose Tea Terrace (FY 25)
- Ballroom & Dining Room Floor resurfacing





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## Next Project: Timber Restoration

Urgent need to address a number of building condition and water infiltration issues.

Requires assessing the timber condition to determine areas with a worsened condition and new condition of degradation.

Timbers are essential for structural support, and are significant to achieving the National Historic Landmark designation.



THANK YOU!

