

A photograph of an Oakland University campus scene. In the background, a tall brick clock tower with a white steeple stands against a blue sky with light clouds. The foreground is filled with lush green plants and flowers, including purple and blue blossoms in the lower right and yellow flowers in the lower left. A semi-transparent white box is overlaid on the left side of the image, containing the text.

PRESIDENT'S REPORT

**Oakland University
Board of Trustees**

Friday, April 12, 2024

**Celebrate Oakland University's
Championship Men's Basketball Team**

Immediately following OUBOT meeting

The Habitat, Oakland Center

PRESIDENT'S REPORT

- **Highlights – President Ora Hirsch Pescovitz**
- **Addressing the AI Challenge – Dean Louay Chamra & Dean Graeme Harper**
- **Academic Excellence – Dean Elaine Carey, College of Arts & Sciences**
 - **Art & Art History – Chair Meaghan Barry**
 - **Biological Sciences – Chair Gerard Madlambayan**

A portrait of Britt Rios-Ellis, a woman with shoulder-length blonde hair, smiling. She is wearing a blue and yellow patterned jacket over a black top and a necklace with a square pendant. The background is a blurred outdoor setting with green foliage.

Britt Rios-Ellis

**Executive VP, Academic
Affairs & Provost**

- **Commitment to student & faculty success, developing research and academic offerings, & expanding community engagement programs**
- **Support for DEI**

PRESIDENT'S REPORT





**Spring 2024
Commencement
Ceremonies
OU Credit Union O'Rena**

**Thursday, April 25 –
Saturday, April 27**



The Wall Street Journal, September 6, 2023

2024 Best Colleges in America

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



The Wall Street Journal, September 6, 2023

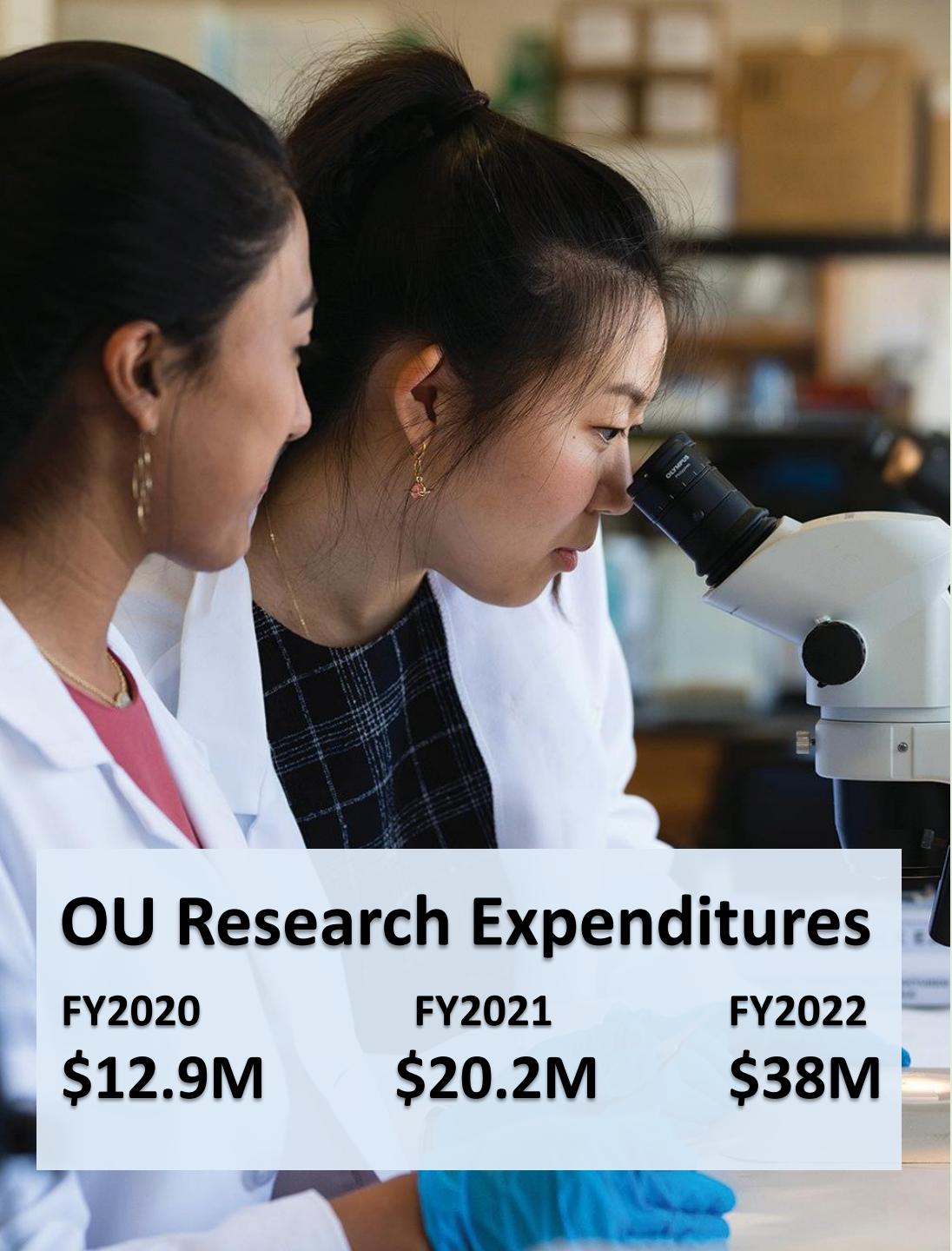
2024 Best Colleges in America

- 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.

HIGHLIGHTS



- “Aspire. Advance. Achieve” campaign exceeded \$150M goal
- Safest college campus in Michigan, and the seventh most secure in U.S.
- Carnegie Community Engagement designation



OU Research Expenditures

FY2020	FY2021	FY2022
\$12.9M	\$20.2M	\$38M

RESEARCH

- **Oakland is 233 among 637 U.S. universities federally ranked by research expenditures.**
- **Comparative rankings: CMU (268), Western Michigan (259), UM-Dearborn (371), EMU (372), GVSU (389), SVSU (509), NMU (568)**
- **Special appreciation to our researchers, and Vice President of Research David Stone and the Research Office.**

ENROLLMENT TRENDS

- Increasing new undergraduate student applications & admissions for summer and fall
- Increasing graduate students' admissions for summer and fall
- Increasing credit hours for Summer II & Fall
- Increasing returning students: 7.1% for Summer II, and 0.3 for Fall



FISCAL RESPONSIBILITY

- **Moody's A1 Stable Rating**
- **Endorsement of fiscal stewardship, operational management and excellent budgetary planning.**
- **Rating comes at a time when many other universities are struggling financially.**





Men's Swimming & Diving Team

Women's Swimming & Diving Team





Men's Soccer Team

HORIZON LEAGUE CHAMPIONS



2024
MEN'S BASKETBALL
CHAMPION

ROW 17 SEAT 24

MARCH MADNESS

2024 TICKET PUNCHED



INMENT AUTOMATIC QUALIFIER



**GOLDEN GRIZZLIES
PRIDE**

STRATEGIC PLAN 2030



- **More than 300 faculty, staff and students.**
- **By June, the teams will submit initiatives to support each of the six areas.**
- **Details of the plan will be announced this fall.**





AI Taskforce

Louay Chamra, Dean, SECS

Graeme Harper, Dean, Honors College



AI in Higher Education: An Overview



What is AI? Artificial Intelligence (AI) is a blend of technologies that enable machines to act with higher levels of intelligence and emulate human capabilities.



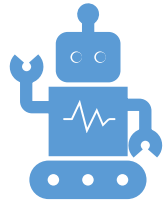
Significance in Education: AI's potential to revolutionize learning, teaching, and administrative functions in higher education through automation, personalization, and efficiency.



Enhancements: AI can customize learning to individual student needs, streamline research by analyzing vast datasets, and automate routine tasks, allowing staff to focus on more strategic activities.

Challenges: Ethical dilemmas, such as data privacy concerns, risk of bias in AI algorithms, job security for administrative staff, and maintaining the integrity of academic work.

OU President AI Task Force Initiative



Leadership

Response: In recognition of AI's pivotal role and its dual-edged impact on higher education, President Pescovitz has instituted an AI Task Force.



Mission Statement:

The Task Force is charged with a comprehensive evaluation of AI's opportunities and challenges within the realms of academic research and education.



Opportunity

Exploration: Identify and foster innovative AI applications that can enhance educational quality and research productivity.

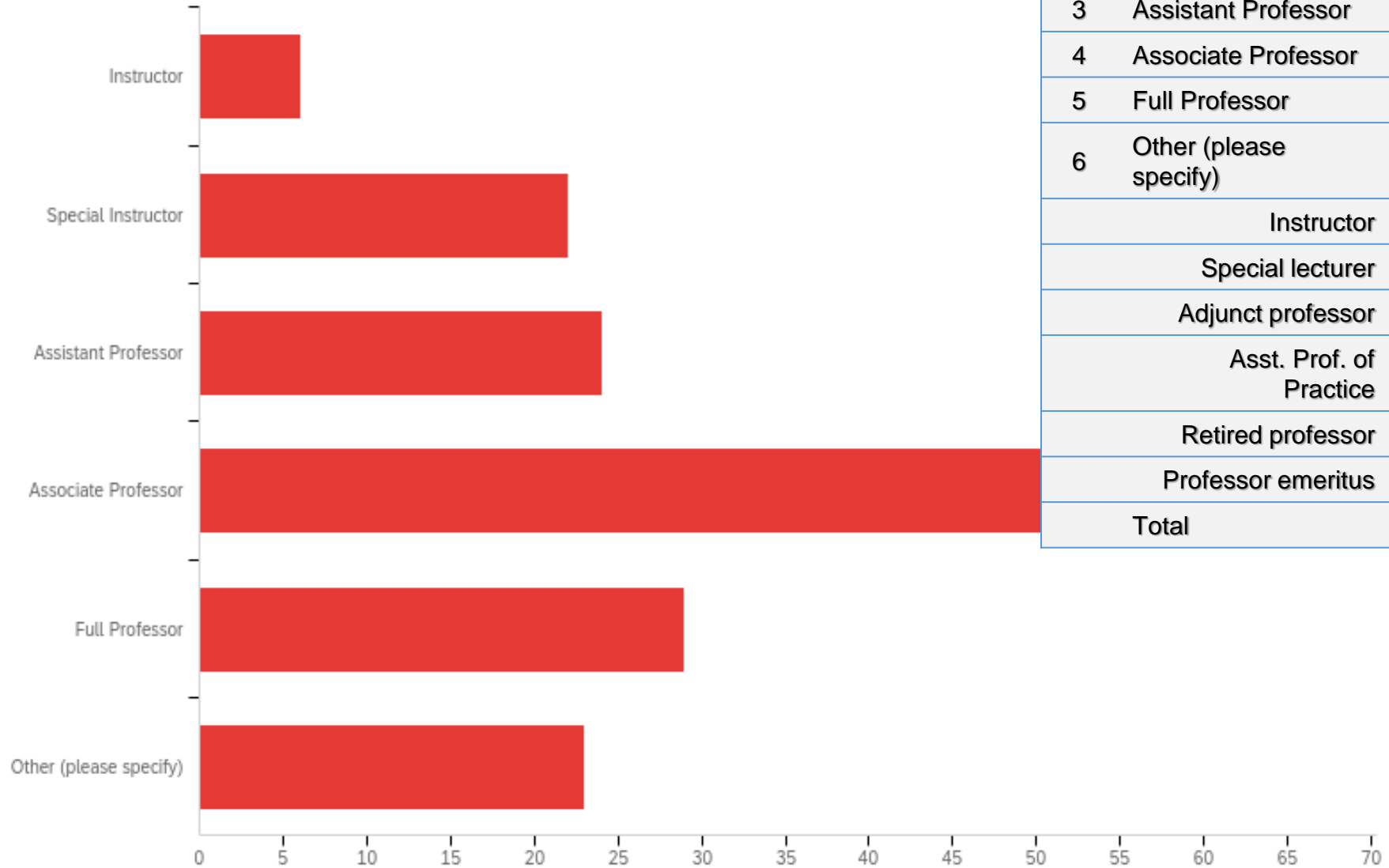


Risk Mitigation:

Assess potential risks and ethical dilemmas posed by AI technologies, including impacts on employment, academic integrity, and data privacy.

*** SUB-COMMITTEE ***
AI USE SURVEY

Please indicate your academic rank:

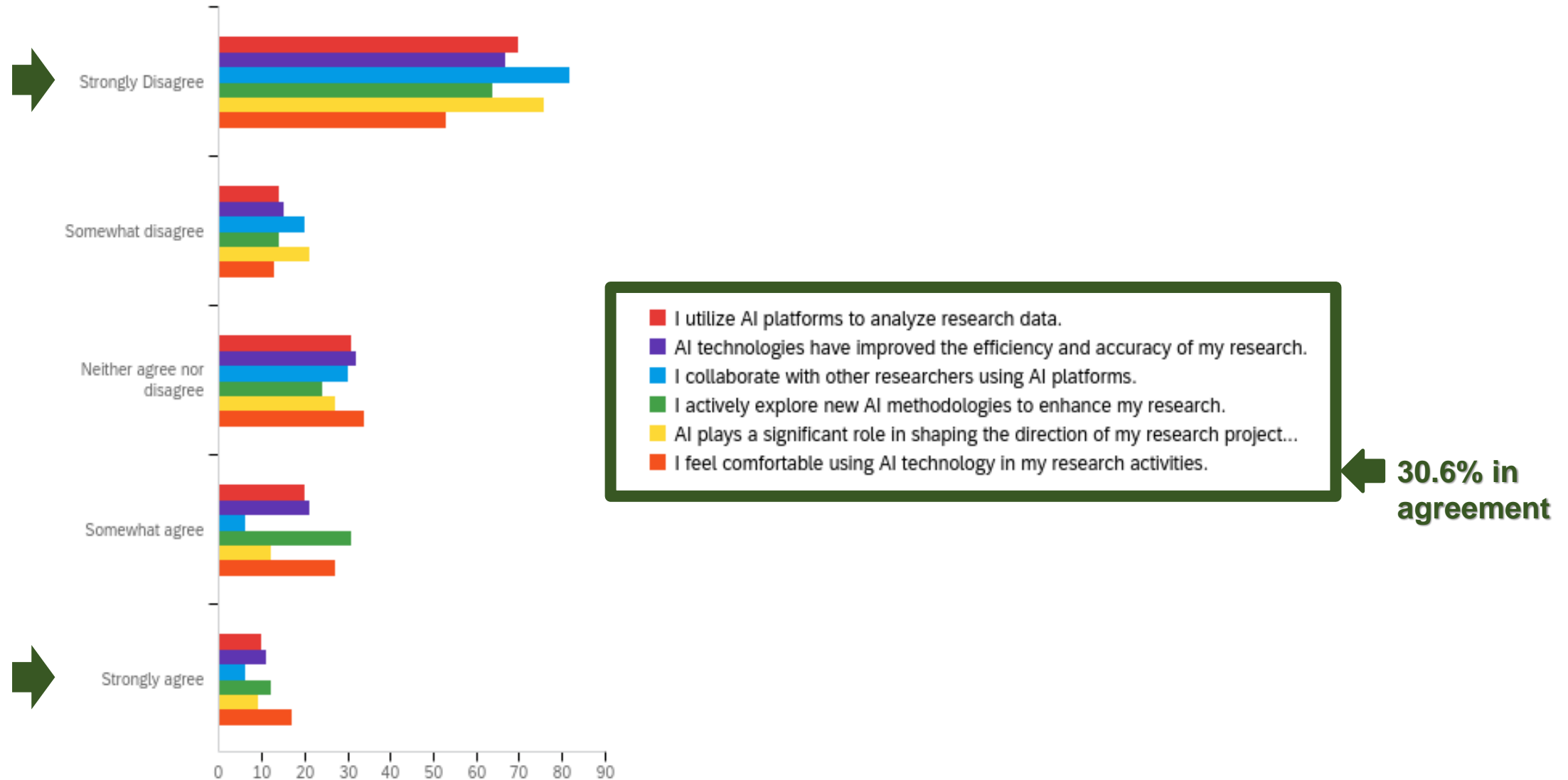


#	Answer	%	Count
1	Instructor	3.57%	6
2	Special Instructor	13.10%	22
3	Assistant Professor	14.29%	24
4	Associate Professor	38.10%	64
5	Full Professor	17.26%	29
6	Other (please specify)	13.69%	23
	Instructor		2
	Special lecturer		14
	Adjunct professor		4
	Asst. Prof. of Practice		1
	Retired professor		1
	Professor emeritus		1
	Total	100%	168

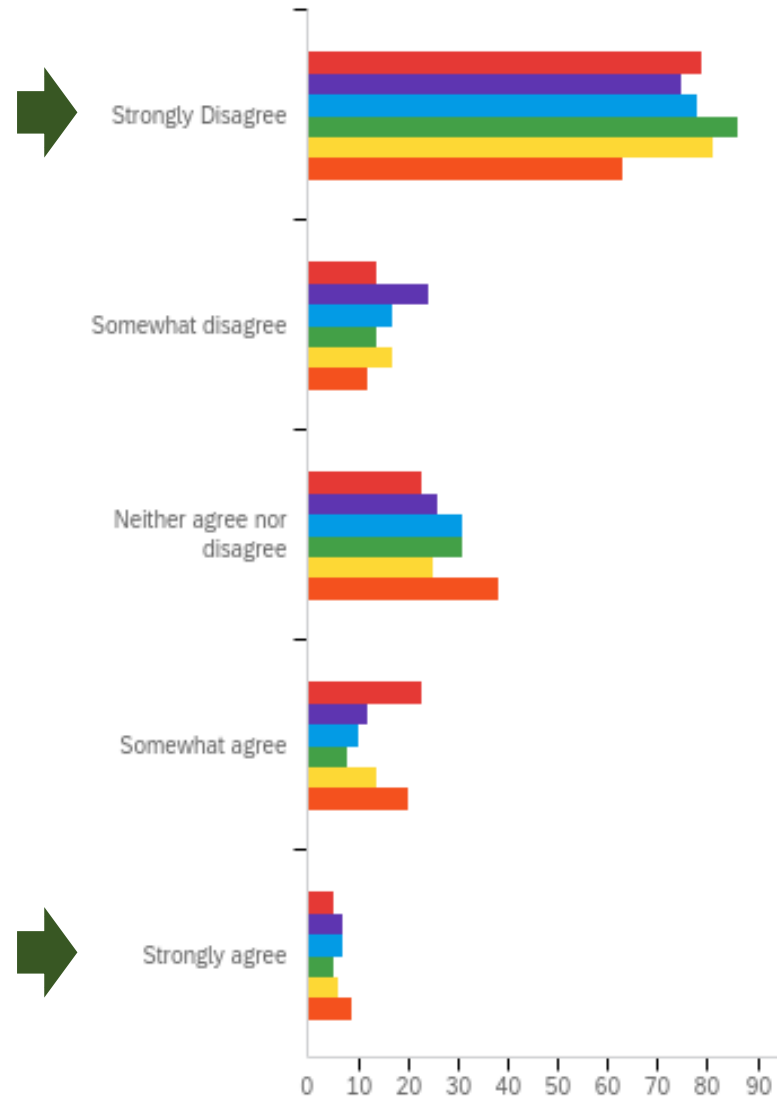
Please indicate your level of agreement with each statement below regarding the usage of artificial intelligence in your teaching activities



Please indicate your level of agreement with each statement below regarding the usage of artificial intelligence in your research activities



Please indicate your level of agreement with each statement below regarding the usage of artificial intelligence in your service activities



- I use AI platforms to streamline administrative tasks related to my service...
- AI tools help me effectively communicate and collaborate with colleagues fo...
- AI technologies have enabled me to contribute more efficiently to committee...
- I leverage AI platforms to enhance outreach and community engagement effort...
- AI supports my ability to contribute to academic conferences, workshops, an...
- I feel comfortable using AI technology in my service activities.

← 20.4% in agreement

*** SUB-COMMITTEE ***
AI SPEAKER SERIES
BEGINNING FALL 2024



Zack Kass

AI Keynote Speaker, Futurist Keynote Speaker, Former Head of Go To Market for OpenAI

OAKLAND
UNIVERSITY™

OAKLAND
UNIVERSITY™



Department of Art and Art History

MEAGHAN BARRY

Department Chair & Associate Professor of Graphic Design
College of Arts and Sciences



- Partner at award-winning Detroit-based branding firm, **Unsold Studio**
- 2019 Oakland County Executive's "40 under 40"
- 2019 UNESCO Creative Cities Delegate to Singapore Design Week
- 2019 OU Teaching Award Winner
- 2020 *Crain's Business Detroit* "Notable Woman in Design"
- Book "Designing for Local Communities" forthcoming from Bloomsbury



Department of Art and Art History

STUDIO ART

Bachelor of Arts, Major & Minor

GRAPHIC DESIGN

Bachelor of Arts, Major & Minor

ART HISTORY

Bachelor of Arts, Major & Minor

K-12 Certification

*in partnership with OU's
School of Education and Human Services*

Fall 2023

391
TOTAL
MAJORS

Fall 2015–Fall 2023

11.4%
ENROLLMENT
GROWTH

Fall 2021–Fall 2022

7.67%
ENROLLMENT
GROWTH

Fall 2013

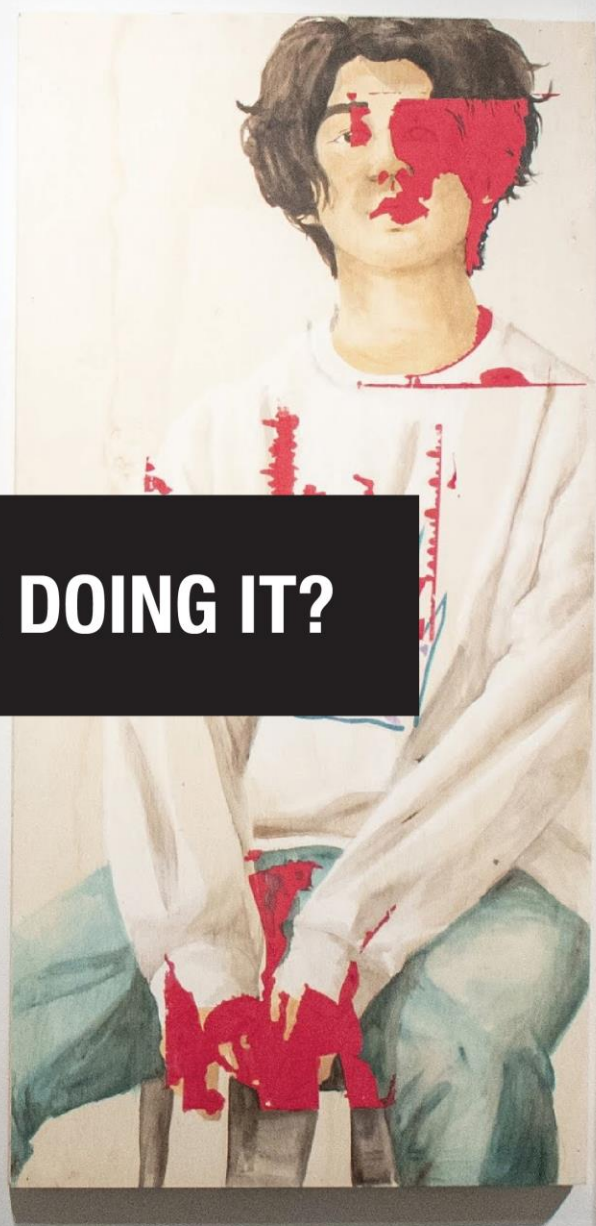
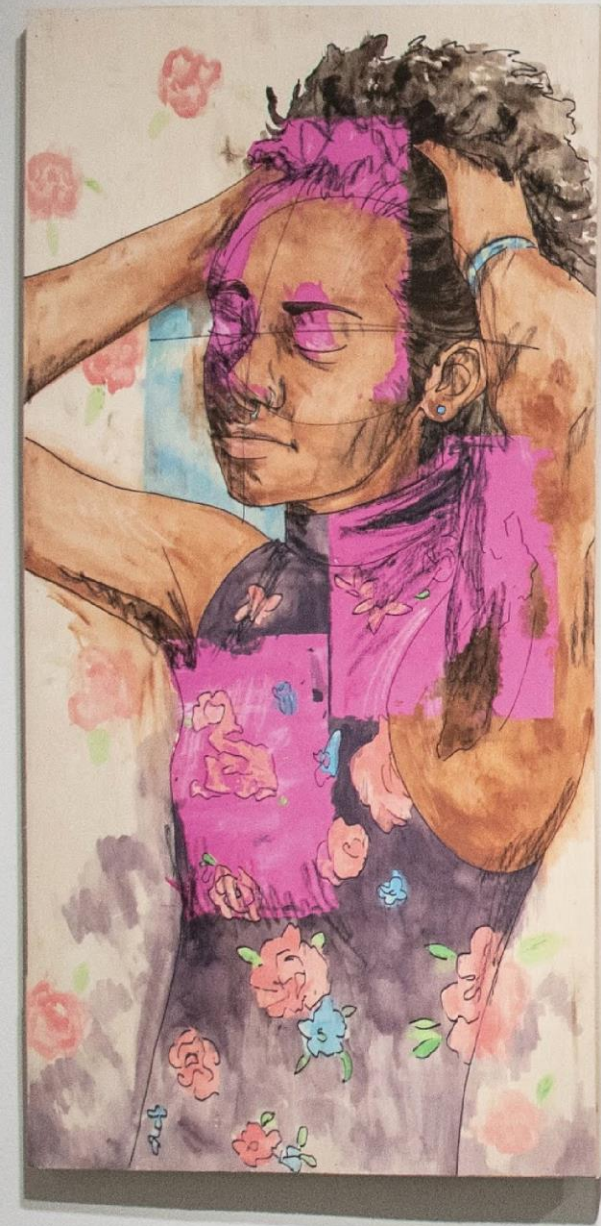
42
GRAPHIC DESIGN
MAJORS

TEN YEAR GROWTH



Fall 2023

261
GRAPHIC DESIGN
MAJORS



HOW ARE WE DOING IT?

Student Work: Mackenzie Eddy, Studio Art 2019

NO PORTFOLIO REQUIREMENT

**NO PORTFOLIO REQUIREMENT
=
EQUITY CREATOR**



The screenshot shows a web browser window with the URL oaklandcc.edu. The page features the Oakland Community College logo and navigation links for MyOCC, D2L, and a search bar. The main content area displays a news article titled "OU and OCC Establish New Transfer Agreement for Graphic Design Degree Programs" dated April 8, 2022. The article text describes a new transfer articulation agreement between Oakland University and Oakland Community College, highlighting the increase in transferable graphic design credits from 16 to 20. A photograph shows two women, Britt Rios-Ellis and Jennifer Berne, signing documents at a table during a ceremony. The caption identifies them as the OU Provost and Executive Vice President for Academic Affairs, and the OCC Provost, respectively.

OAKLAND COMMUNITY COLLEGE
Excellence Empowered.™

MyOCC D2L Search OCC

Academics Admissions Cost & Aid Current Students About Us

[HOME](#) - [NEWS](#) - [PRESS RELEASES](#) - OU AND OCC ESTABLISH NEW TRANSFER AGREEMENT FOR GRAPHIC DESIGN DEGREE PROGRAMS

OU and OCC Establish New Transfer Agreement for Graphic Design Degree Programs

April 8, 2022 [Tweet](#)

A new transfer articulation agreement between Oakland University and Oakland Community College will create a more streamlined, cost-efficient path for students to complete associate and bachelor's degrees in graphic design.

The agreement increases the number of transferable graphic design credits from 16 to 20, saving students money while encouraging them to complete OCC's associate degree. Students will then only have 44 credits left to complete their bachelor's degree at OU.

The agreement is effective through November 30, 2026 and is subject to review for continuation after five years.

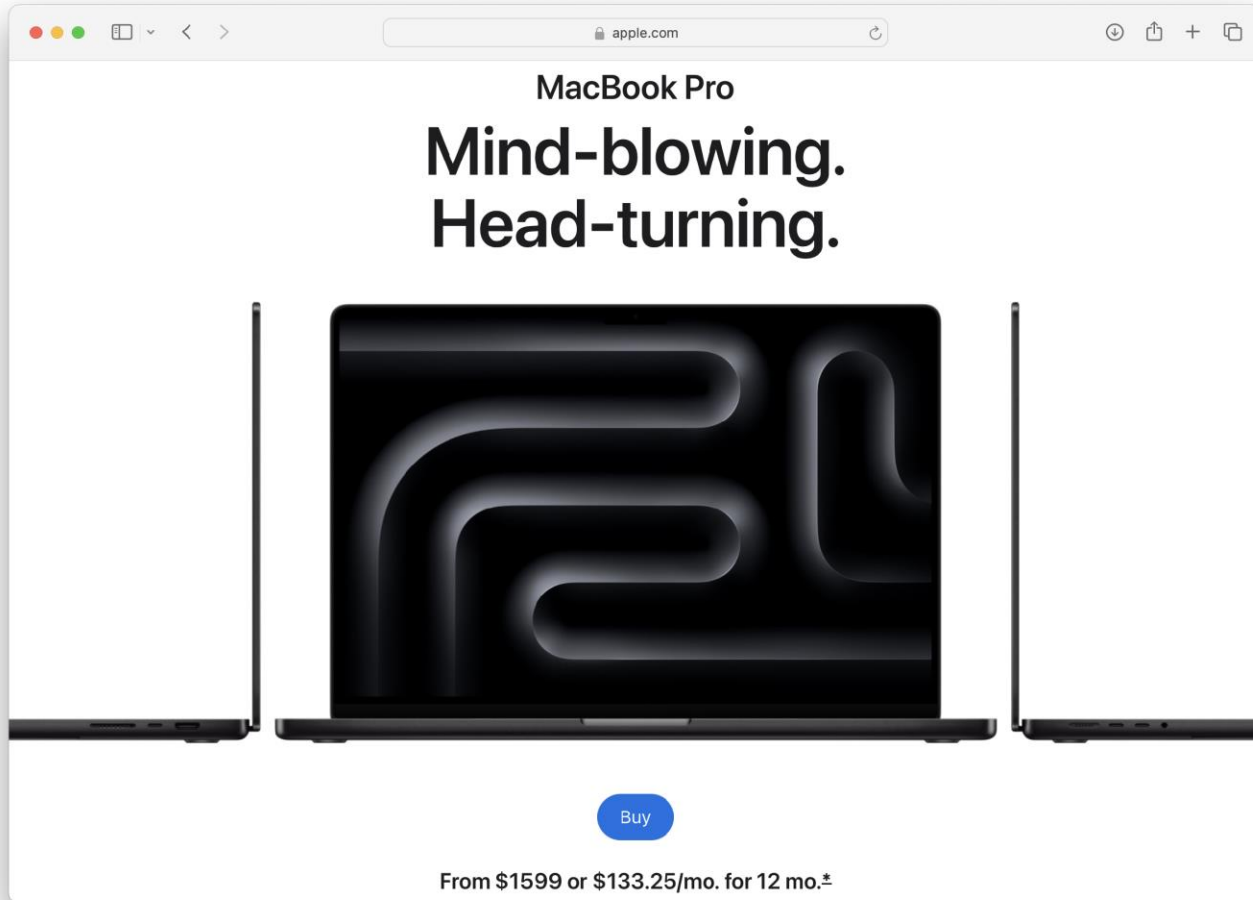
"I am so glad that we have been able to continue to expand our partnership with Oakland Community College, by offering students a unique opportunity to complete an associate degree in graphic design and then transition directly into the bachelor's degree program here at OU," said Shane Lewis, OU's director of Undergraduate Admissions. "These seamless pathways continue to help students achieve their educational goals, while preparing them to make a positive impact on the workforce."

Oakland University also offers the Transfer Admission Guarantee (TAG) to Oakland Community College transfer students. This also means easier access for the region's state college students, many of whom are the first generation in their families to seek higher education. For more information about TAG, visit oakland.edu/transfers.



Britt Rios-Ellis, OU Provost and Executive Vice President for Academic Affairs, and Jennifer Berne, OCC Provost, sign the articulation agreement during a ceremony at OU.

***FREE* LAPTOP RENTAL PROGRAM LAUNCHED IN 2019**



Other equipment students have access to / rent include:

- Makers' Space (3D printers, woodworking tools, laser cutter)
- iPads & Apple pencils
- DSLR cameras
- lighting equipment
- sound recording equipment
- Risograph printer
- silkscreening
- photo dark room
- computer labs



Service learning for non-profits such as:





Students have designed for non-profits such as:



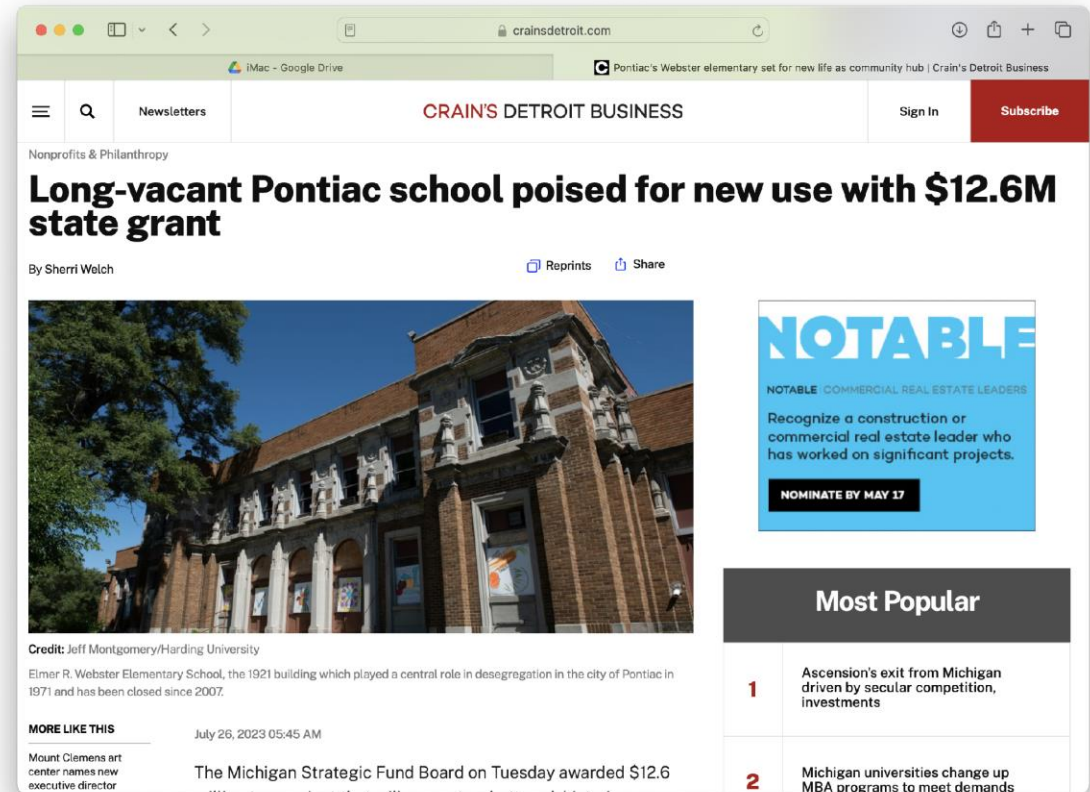
Logo designed by
OU students in 2017



WEBSTER
community center



Project fully funded in 2023



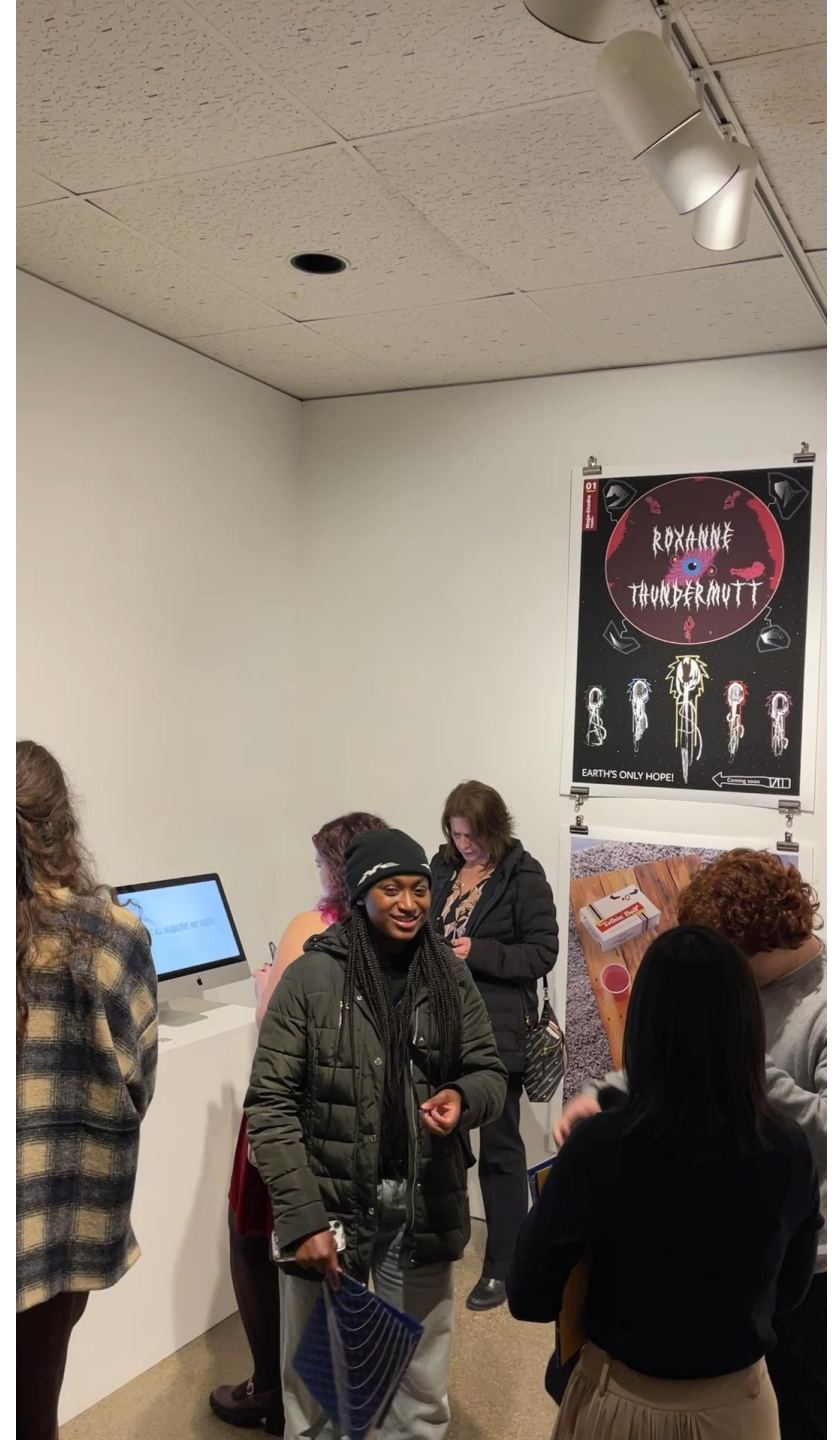
Webster Community Center groundbreaking April 3, 2024



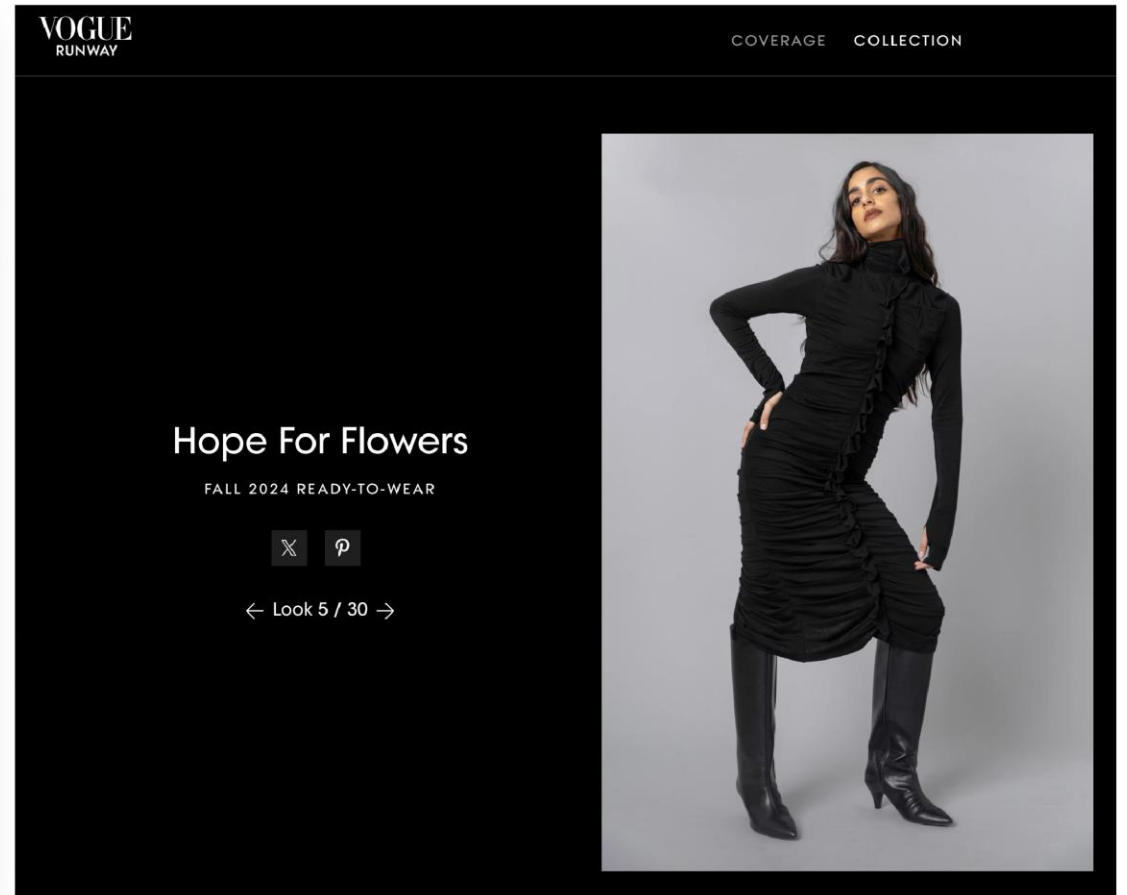
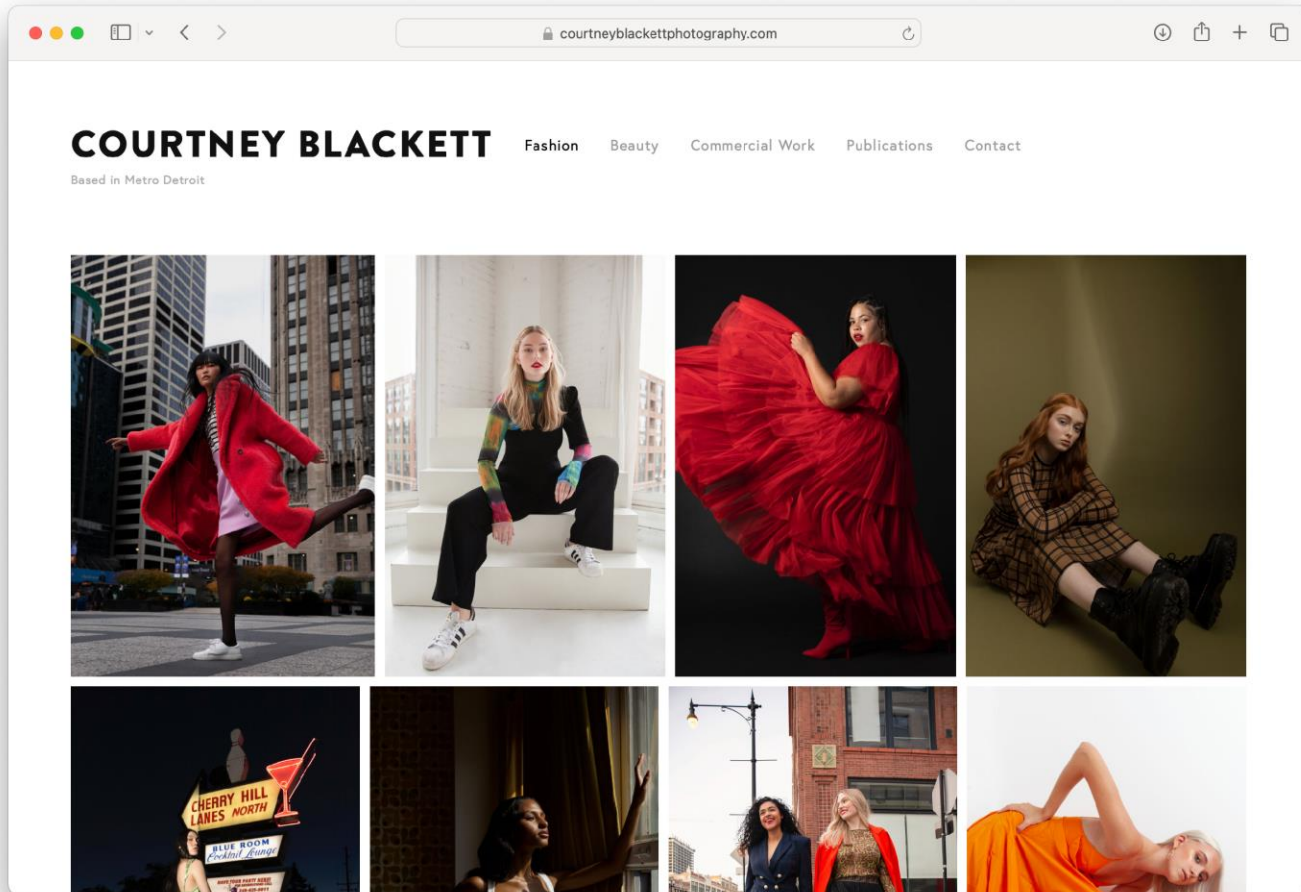
DEDICATION TO HANDS-ON LEARNING

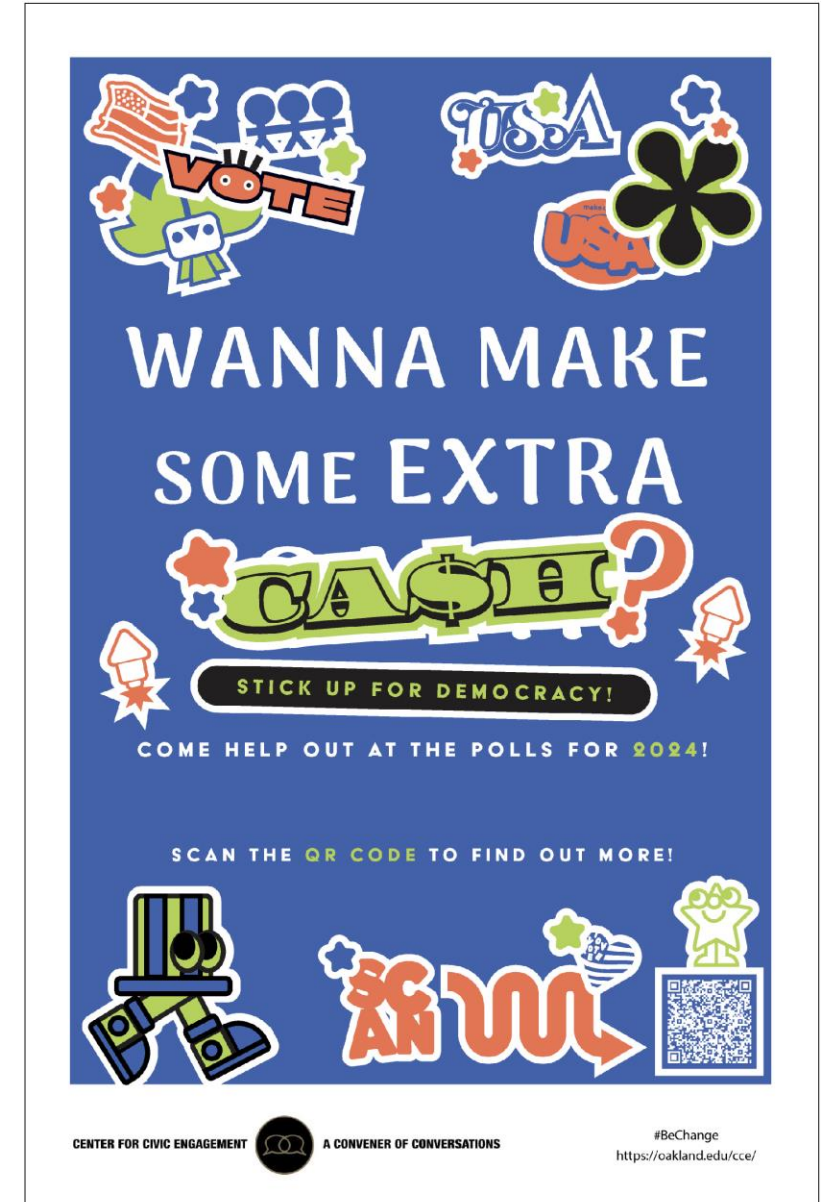


Volterra, Italy Study Abroad: Six Weeks in Summer



CURRENT STUDENT WINS





Student Work: Norhan Malan, Alyssa Putnam, and Dylan Hecker for OU's Center for Civic Engagement & Professor Dave Dulio



Hi Meaghan,

I just wanted to send some flowers and kudos to you and the Oakland University Design program.

We've received 3 resumes from recent Oakland University graduates and 3 resumes from recent CCS graduates. And I have to say the OU resumes and portfolios beat out the CCS resumes and portfolios across the board.

And Bridget Djordjeski knocked our socks off in her interview. You are doing a stellar job with your program and your students.

Much respect,
Victor



VICTOR SPIELES

Creative Director



Logo design for ChoiceOne Financial Services, seen at the NASDAQ bell ringing, by Sarah Brown, Graphic Design (2018)

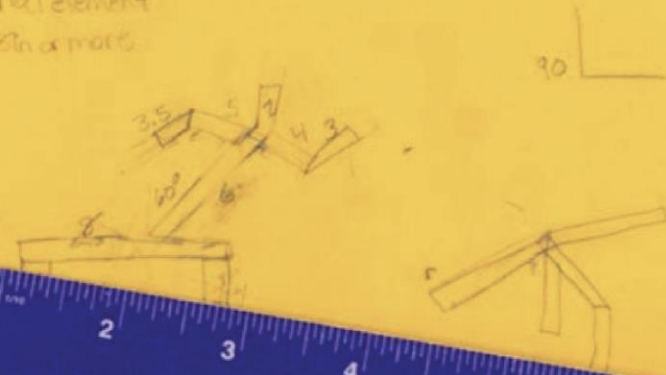


“Blessed to have had an opportunity at work to design for my Alma Mater Oakland University for March Madness - go Golden Grizzlies, keep making noise!! 🐻🐻🐻”

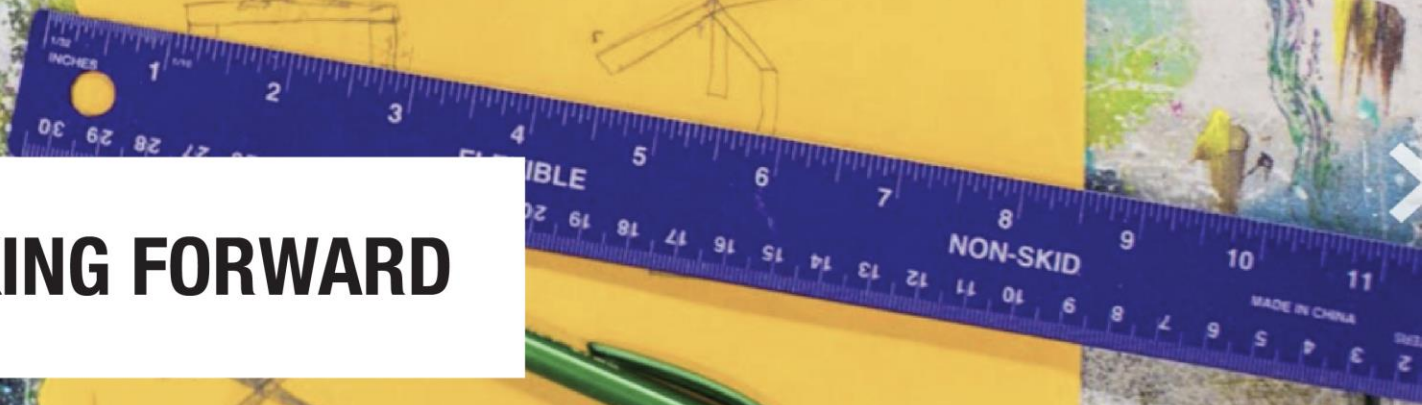
Andrue Ochalek, Graphic Design (2018)

6 or more pieces
- cannot be smaller than $1\frac{1}{2} \times 1\frac{1}{2} \times 1\frac{1}{2}$ in
- only 2 identical pieces
1 diagonal element
1 piece 2in or more

4 inches



LOOKING FORWARD



2x

INCREASE IN REVENUE & SHAREHOLDER RETURNS

for companies identified as top design performers

Source: McKinsey & Company "The Business Value of Design" (2018)

4.4%

NATION'S GDP

\$1.016 TRILLION

Construction Industry: \$945.3 Billion

Utilities Industry: \$378.4 Billion

2.7%

MICHIGAN'S GDP

\$15.5 BILLION

Construction Industry: \$20 Billion

Transportation Industry: \$20 Billion

Source: Northwest Michigan Arts and Culture Network

**EXPERTS PREDICT
CREATIVE THINKING
WILL BE THE MOST
IN-DEMAND SKILL BY
2030**

Source: LinkedIn

70%
**OF EMPLOYERS SAY
CREATIVE THINKING IS
THE MOST IN-DEMAND
SKILL IN 2024**

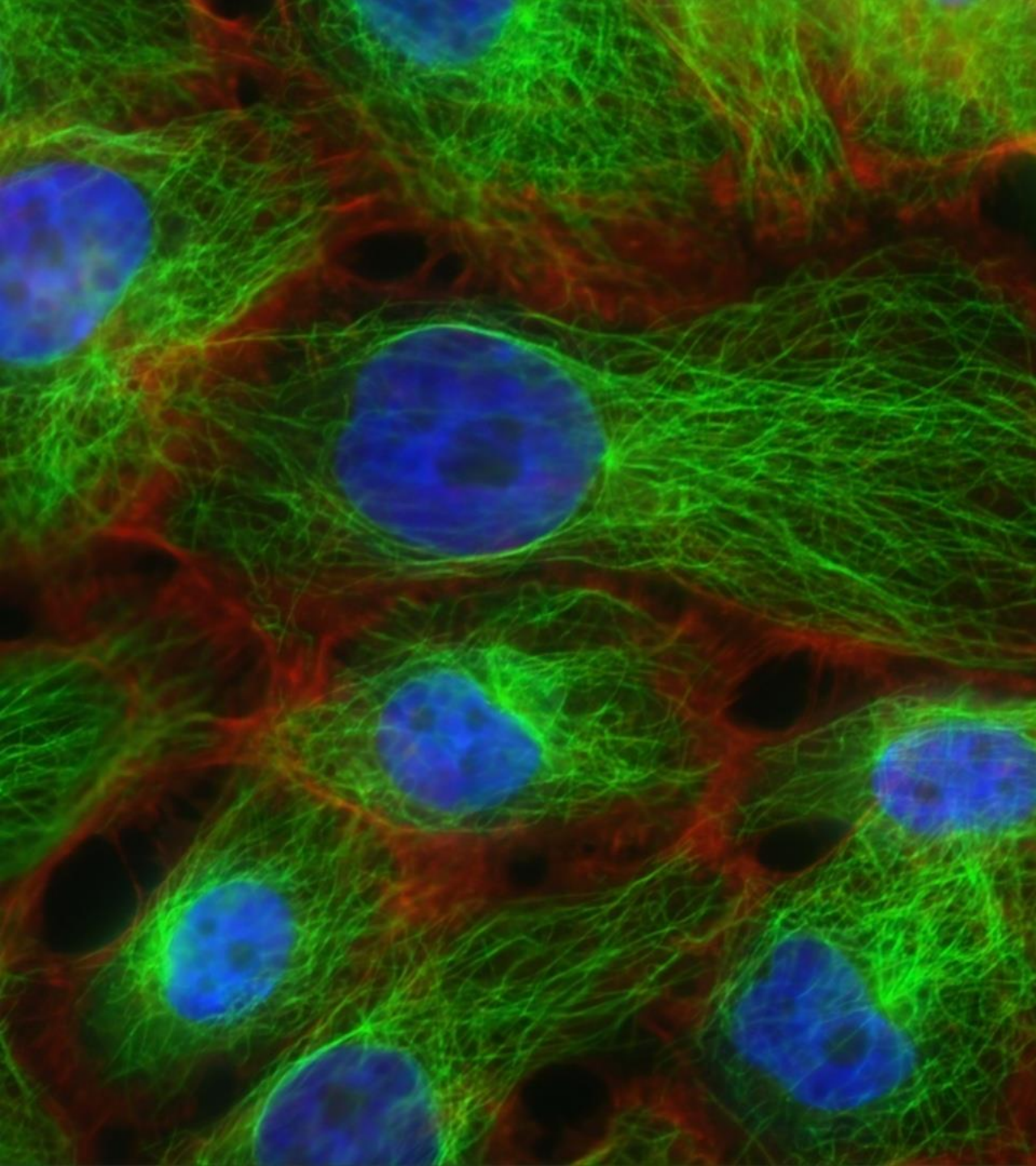
Source: Forbes, Rachel Wells



THANKS & QUESTIONS

mcbarry@oakland.edu

[@ouartandarthistory](https://www.instagram.com/ouartandarthistory)



Department of Biological Sciences

Dr. Gerard
Madlambayan, Chair

Board of Trustees
Meeting 2024



**Faculty
prominent in
administrative
positions**



**Community
outreach is a
faculty
priority**

Who We Are

VIBRANT | COLLABORATIVE | INNOVATIVE

**23 Tenure
Track Faculty**

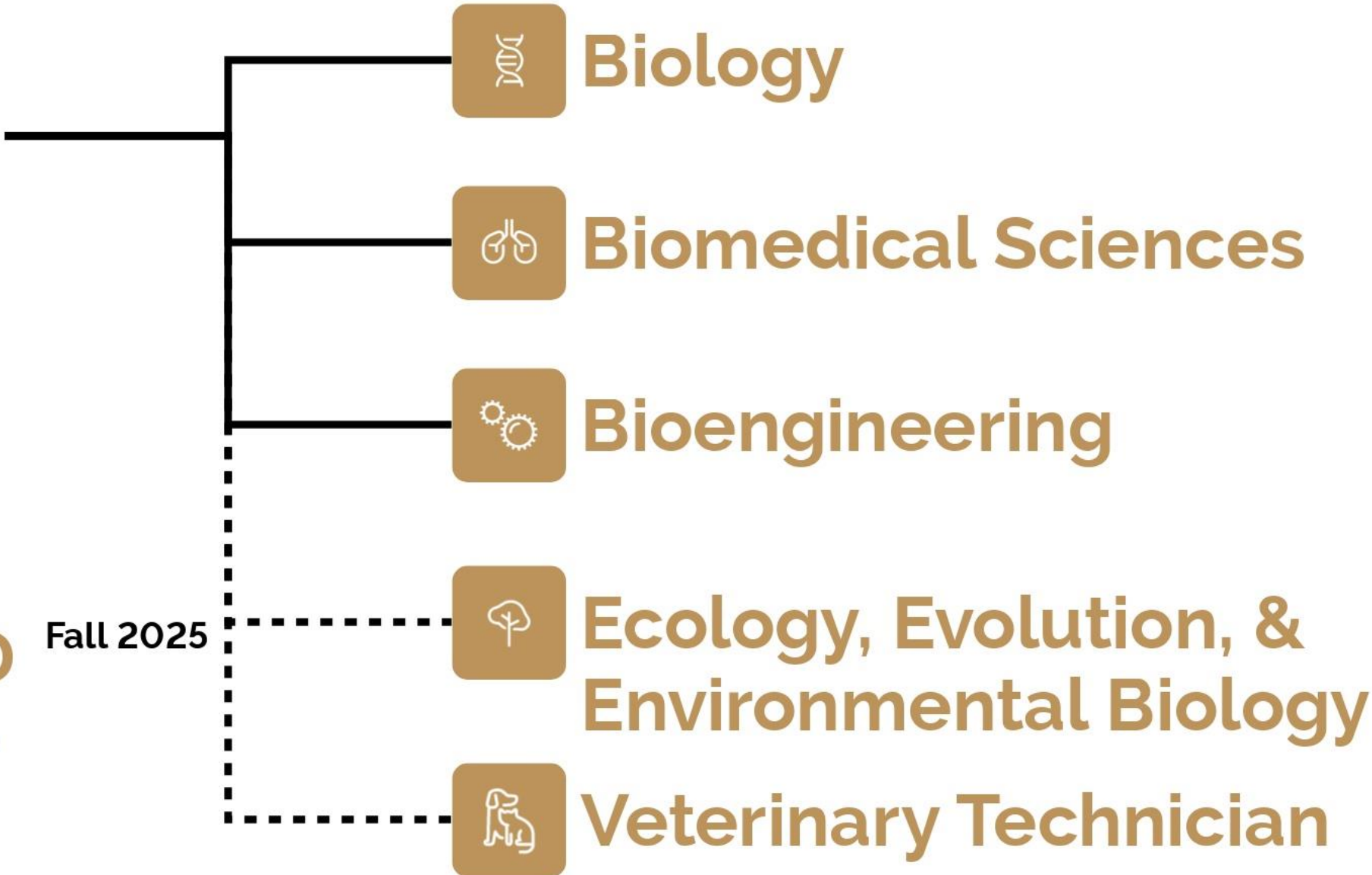
**5 Special
Instructors**

**15 Part- Time
Faculty**

**5 Full-Time
Staff**



**Master's, PhD
& Certificate**



Research KPIs

Source: The Research Office

Total Grant Funding 2022-23

\$4.3M ↑ 245%

Grants Awarded

13 ↑ 30%

New Funding 2023-24

\$4.2 Million

Funded Faculty

65%



Ecology Environment

Clinton River

Paint Creek

All Great Lakes

>40 Lakes in MI

Ecuador, Guatemala

LORACS



Biomedical

Cancer Biology

Diabetes

Heart Disease

Stem Cell Therapies

Muscle Physiology

Cell and
Microbiology



Academic KPIs

Source: Office of Institutional Research, Assessment, and Data Analytics

Undergraduate Majors

614

Graduate Students

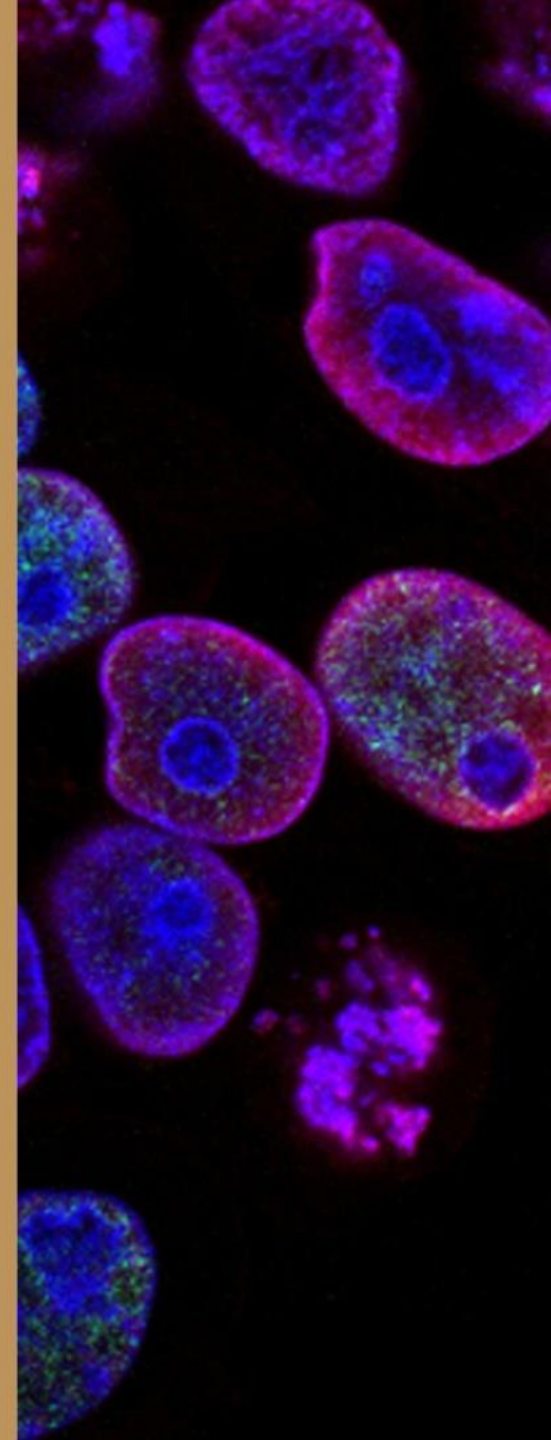
67

Credits Delivered

16,263

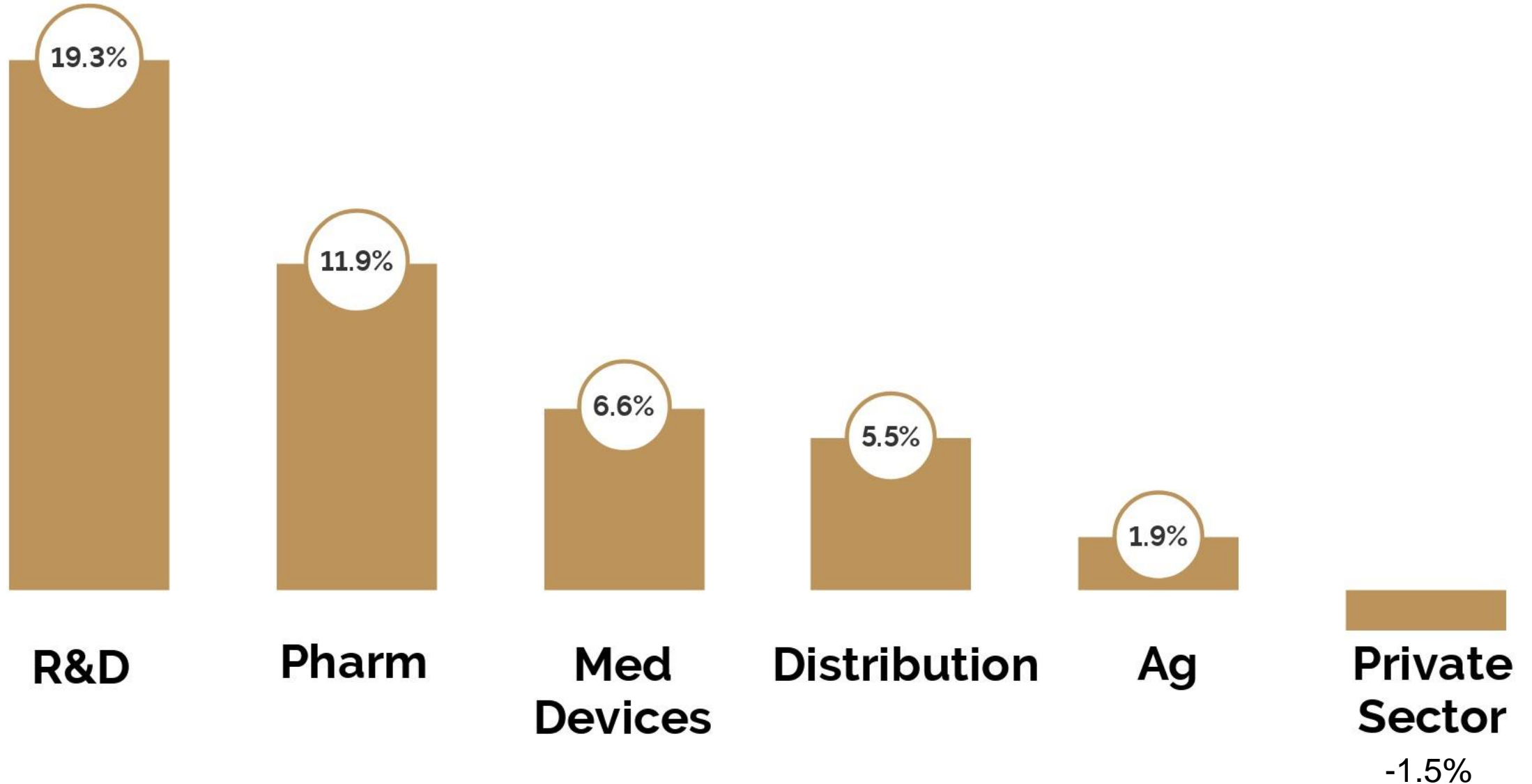
Teaching and Learning Grants

\$2.0 Million



Growth Trends Bioscience Industry (2018-21)

Source: Coalition of State Bioscience Institutes



MI-Bioscience Industry by the Numbers

Source: MichBio

\$28 BILLION
TOTAL ECONOMIC IMPACT

1850+
ESTABLISHMENTS

14th
STATE RANKING

40%
OF ALL VENTURE CAPITAL
INVESTMENTS

144180+
EMPLOYMENT IMPACT

Be Golden

Our faculty and students engage on campus and in the community



Organic Farm



Outreach



Study Abroad



Local Internships



BIO Learning Lounge



Student Orgs

Goals for Growth

To be 4th in MI for Biological Sciences Funding

Equitable Student Success & Career Preparation

Enhance Community Engagement & Sustainability

Student Recruitment & Retention

Build Alumni & Industry Relations

OUR FUTURE

1

**New Academic
Programs**

2

**Inaugural
Alumni
Newsletter**

3

**Inclusive
Teaching
Practices**

4

**Shaping Future
Biologists
Career Prep**

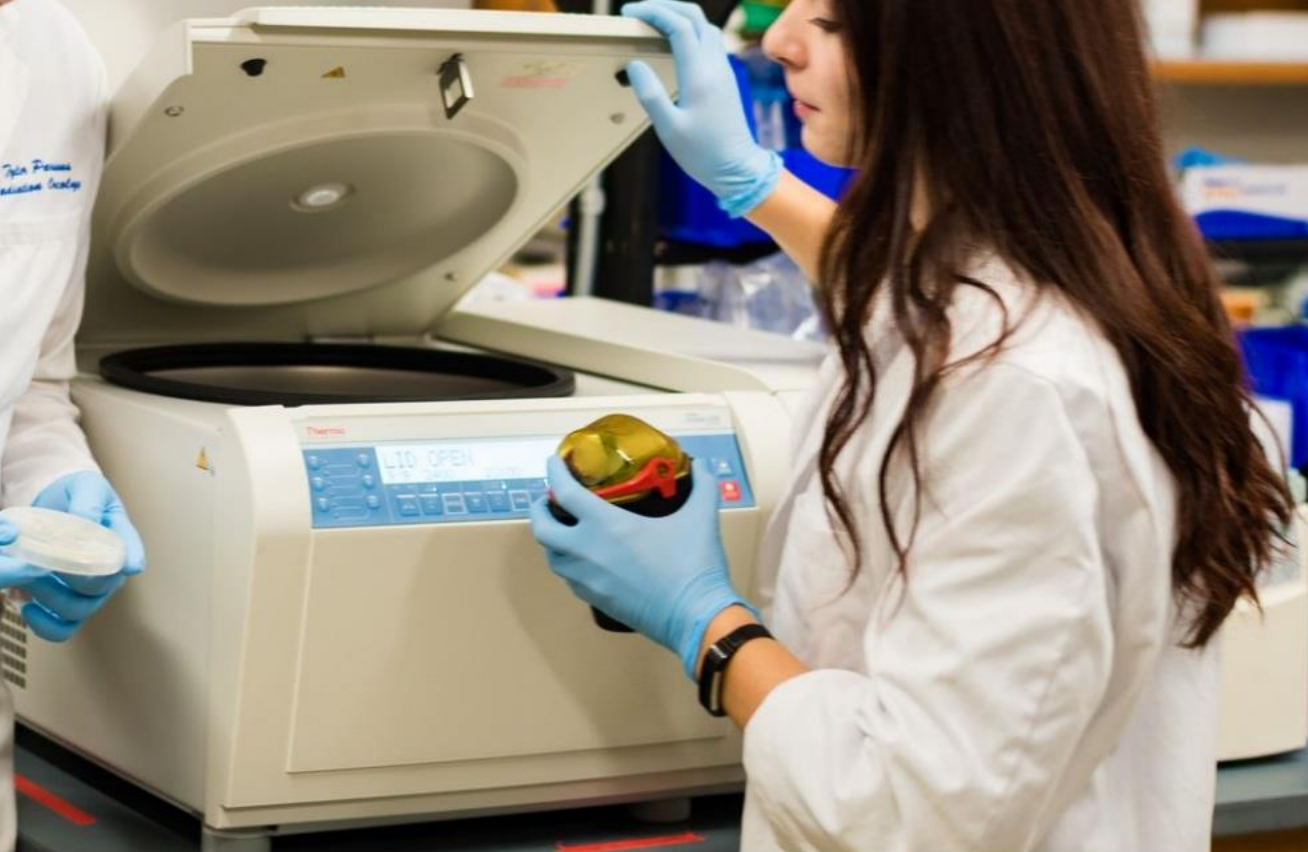
5

**BIO Camp:
Explore the
Science of Life**

6

**Fundraising &
Sponsorship**

Thank You!



A photograph of an Oakland University campus. In the background, a tall brick clock tower with a white steeple stands against a blue sky with light clouds. The foreground is filled with lush green plants and flowers, including yellow and purple blooms. A semi-transparent white box is overlaid on the left side of the image, containing the text.

PRESIDENT'S REPORT

**OAKLAND UNIVERSITY
BOARD OF TRUSTEES**

FRIDAY, APRIL 12, 2024