



**OAKLAND  
UNIVERSITY™**

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# President's Report

Board of Trustees Formal Session

Monday, December 11, 2017

# Mission and Vision



- **Mission Statement** last adopted in concert with strategic planning in 2013-14.
- This year, the Board of Trustees requested a review and update.
- The Board of Trustees asked whether a **Vision Statement** should be adopted.
- This work became a top administrative priority, as mission and vision set the stage for all work moving forward.

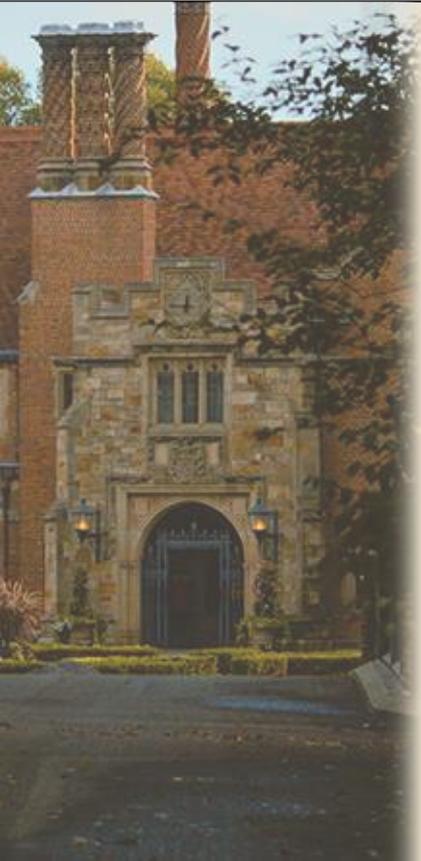
# Mission Statement



## REVIEW PROCESS

- President and Cabinet determined that a revision was appropriate.
- The Mission Statement underwent review, debate, input and editing at numerous levels across the University.
- Review process complied with Higher Learning Commission accreditation guidelines.

# Mission Statement



## REVIEW PROCESS

- University leadership and stakeholders involved:
  - President's Cabinet
  - Board of Trustees
  - Dean's Council
  - Senate Steering Committee
  - Senate Planning and Review Committee
  - Student Congress
  - Full University Senate (*2 readings*)

# Mission Statement



*“Oakland University cultivates the full potential of a diverse and inclusive community. As a public doctoral institution, we impact Michigan and the world through education, research, scholarship and creative activity.”*

\* Updated Mission Statement approved by University Senate on November 9, 2017.



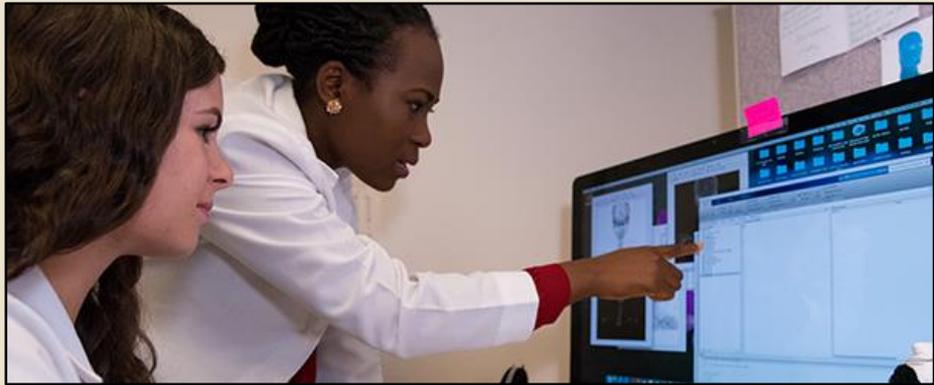
## REVIEW PROCESS

- Process is not addressed within Higher Learning Commission accreditation guidelines.
- Process similar but not identical to that used for the Mission Statement.
- Final version approved by the President and the Board of Trustees.



# Vision Statement

*“Oakland University will unlock potential and leave a lasting impact on the world through the transformative power of education and research.”*



# University Goals

## Goal #1

### *Academic Excellence*

Foster student success through a robust teaching and learning environment and comprehensive student services.





## Goal #2

### *Exemplary Research*

Be recognized as a strong research and scholarly environment focused on creative endeavors and on the discovery, dissemination and utilization of knowledge.



## Goal #3

### *Community Engagement*

Become a leader in serving the needs and aspirations of our communities and region through expanded community relationships and institutional reputation, visibility and engagement.

# University Goals

## Goal #4

### *Embracing Diversity*

Set a preeminent standard for maintaining diverse, welcoming and collaborative learning and work environments, as well as celebrate the enlightenment and enrichment that social diversity inspires.



# **Holiday Video Presentation**



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**Thank You**