

**Dr. James P. Lentini**  
**2016 State of Academic Affairs Address**  
Wednesday, April 13, 2016





# Academic Affairs Organizational Changes

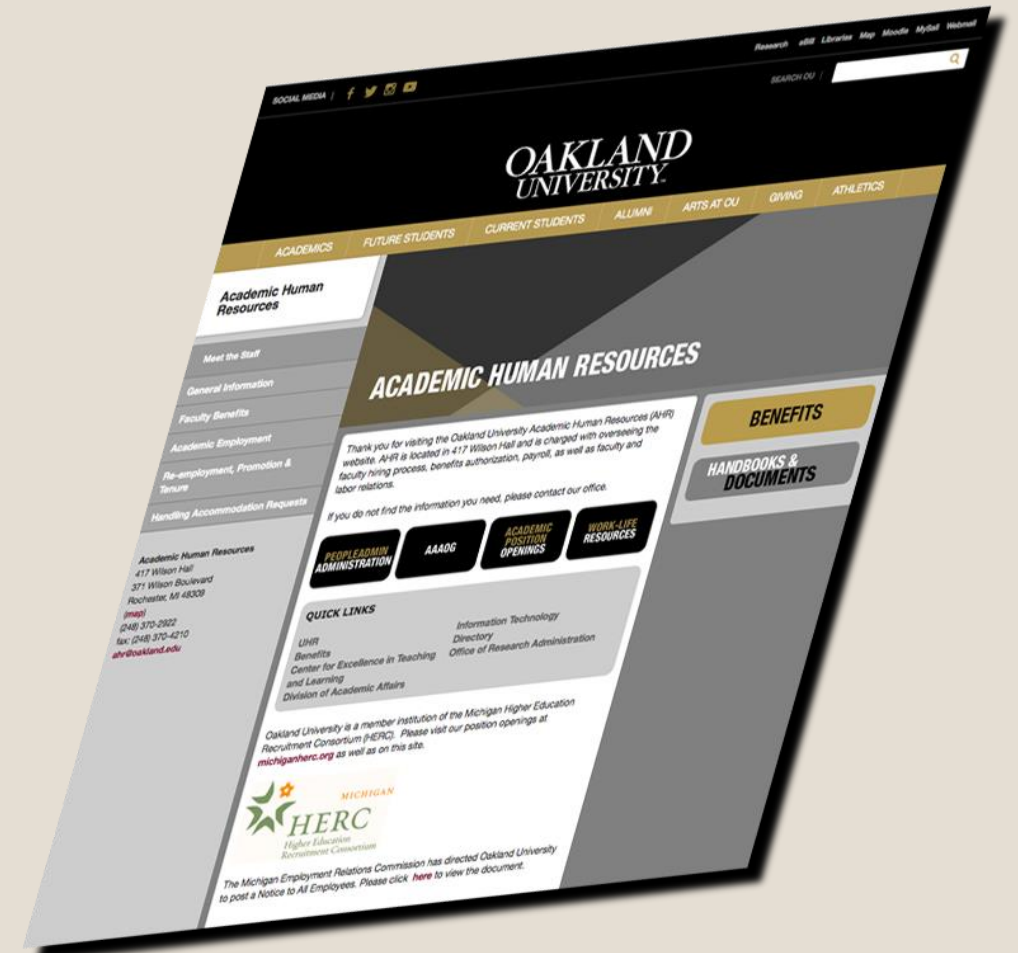
- Enrollment Management
  - Admissions
  - Financial Aid
  - Registrar
- International Students and Scholars Office (ISSO)



# Academic Affairs Organizational Changes



- **Academic Human Resources**
  - Blending of “backroom” operations with UHR
  - Assistant Vice President for Academic Human Resources is being modified to focus on Academic Personnel Administration. This position will continue report to the Provost
- **University Technology Services**



# New Leadership



**Stephen Weiter**

Dean, OU Libraries



**Jon Margerum-  
Leys**

Dean, School of Education  
and Human Services



**Claudia  
Petrescu**

Dean, Graduate  
Education



# New Leadership



**Paul Schroeder**

Associate Vice  
President for Enrollment  
Management Paul  
Schroeder



**Alex  
Zimmerman**

Director, Office of  
International Education



**Melissa  
Vervinck**

ESL Coordinator

# New Leadership



- Associate Vice President for Research – In Progress
- Dean, School of Health Science – In Progress
- Dean, School of Nursing – In Progress

## Oakland University William Beaumont School of Medicine

### Match Day 2016:

- 67 students were successfully matched with residencies
- Eight students will be going to Beaumont
- Seven student will be going to UM
- Students matched at exceptionally prestigious programs - Stanford, Yale, and Northwestern to name a few



## School of Engineering and Computer Science

- **6-Year ABET Accreditation** for B.S.E. in Electrical Engineering, B.S.E. in Computer Engineering programs, B.S.E. in Industrial and System Engineering, and B.S.E. in Mechanical Engineering
- **Dr. Osamah Rawashdeh** and students win \$1M grand prize at Drones for Good competition in Dubai with their LoonCopter
- **Dr. Xia Wang**, new NSF-sponsored RET (Research Experience for Teachers program) \$575,979 for three years
- **Dr. Jing Tang** wins NSF CAREER Awards (\$500K) for her proposal in medical imaging



## School of Business Administration

- Kresge Foundation established a \$2 million investment fund for OU students to manage in a course (FIN 480) on investment fund management
- A donor funded investment class participated in the Quinnipiac Global Asset Management Education (GAME) conference held in New York



## School of Health Sciences

- Received a grant from the US Soccer Foundation to implement “Pop up Soccer” lessons at various sites throughout the City of Pontiac in Summer 2015
- Jacqueline Drouin awarded the American Physical Therapy Association’s (APTA) Oncology Section Debbra Flomenhoft Humanitarian Award
- Lynn Williams received the 2016 American Society of Clinical Laboratory Sciences-Michigan Lifetime Achievement Award



## School of Nursing

- The Nurse Anesthesia Program is in the top 20 in the nation
- The SON has been the sponsor of the statewide Nightingale Awards for the past 28 years, the only awards ceremony of its kind in Michigan







## School of Education and Human Services

- Opened a new Applied Behavior Analysis (ABA) Autism Clinic
- Received a \$380,000 grant from the Michigan Department of Health and Human Services (MDHHS) as part of a statewide effort to better treat and understand autism spectrum disorder (ASD)

## College of Arts and Sciences

- **Model UN** team (led by Paul Kubicek) placed first at Lake Erie Model United nations and the North American United Nations competition in Toronto vs. prestigious universities
- **MTD's** production of **Equus** was selected for the Kennedy Center American College Theatre (KCACTF) regional competition, with several performers and technical staff selected for national recognition
- The **Department of Psychology** will award its first two Ph.D.'s - both completed in four years
- **Grants:** Yang Xia (Physics) \$2.2 million NIH grant and Fabia Battistuzzi (Biological Sciences) received NASA grant (\$580,000)



# Accomplishments

## Eye Research Institute

- Ken Mitton received a grant from the National Eye Institute (\$448,000)
- Frank Giblin and Ken Mitton and Shravan Chintala participated in Beaumont Ophthalmology Resident Applicant interviews

## University Libraries

- The introduction of Fit Desks to the Library
- The acquisition of the Mike Rogers Papers
- The gift from Michael and Penny Nyberg







## Honors College

- Continuous growth: in Fall 2016 there will be 1400 students
- Each year, 95-97% of Oakland University Honors College graduates are now admitted to the graduate schools of choice
- All are in the top 5% of graduates, nationally

# New Faculty 2015-16





# New Faculty Hires

New faculty in  
2015-16:

**37**

Approved Searches  
for 2016-17:

**45**





# New Faculty Hires



# New Academic Staff Hires

## Selected Positions

### Advising and Student Support:

- Coordinator, Pre-professional Advising
- Manager, Student Success
- Academic Adviser, SECS
- Office Assistant, SHS

### International Activities:

- Director, International Educations
- Director, ESL
- ISSO Adviser
- Office Assistant, International Education



# Funding of Other Initiatives

## Incentive distributions to academic units total

- Approximately \$4.5 million in the last 4 years

## Selected Research Support

- Provost funded faculty start-up funds in FY16 - \$877,000
- Autoclave Project - \$243,000
- Student research support - over \$100,000 each year

## IT upgrades (funded from central funds)

- Degree Works, Argos Campus Reporting, Virtual Computing Lab, SPSS



# Academic Affairs Budget

- 80% of OU's budget is driven by tuition revenue
- Academic Affairs accounts for 65 percent of the total annual university budget, or \$167 million of \$258 million
- 85 percent of the Academic Affairs budget is in personnel



## Academic Affairs proposed this initiative with the following goals:

- Find additional revenues for faculty hires and other support for academic areas
- To bring OU programs in select professional areas to median pricing levels compared to peer institutions in MI
- Peer analysis showed fees or tuition differentials in business, engineering, nursing, and health science areas
- Implemented differential tuition in Fall 2015

## Differential tuition utilized for the following improvements to date:

- Seven new faculty positions
- Five new academic advisors
- Two new positions to support Degree Works (one in Registrar, one in UTS)
- Grant Administrator - increased to full-time
- Elsevier Science Direct Library Collection
- New positions for SBA and SECS Career Services
- Research and lab equipment, student tutoring support



# Additional Revenues

Academic Affairs and the University are exploring options that include:

- Pricing strategies for international student tuition
- English as a Second Language pricing
- Online course pricing
- Summer course offerings and opportunities
- Intermester strategies (J-Mester, Maymester, etc.)



## Educational Advisory Board Resource Study Now In Process

- Academic Performance solutions
- Course enrollments, demand, and size
- SCH production
- Related costs to deliver
- Benchmark data
- Support data for resource allocation

# Fundraising

- Campaign Planning
- College/School Priorities
- Creating a culture of giving





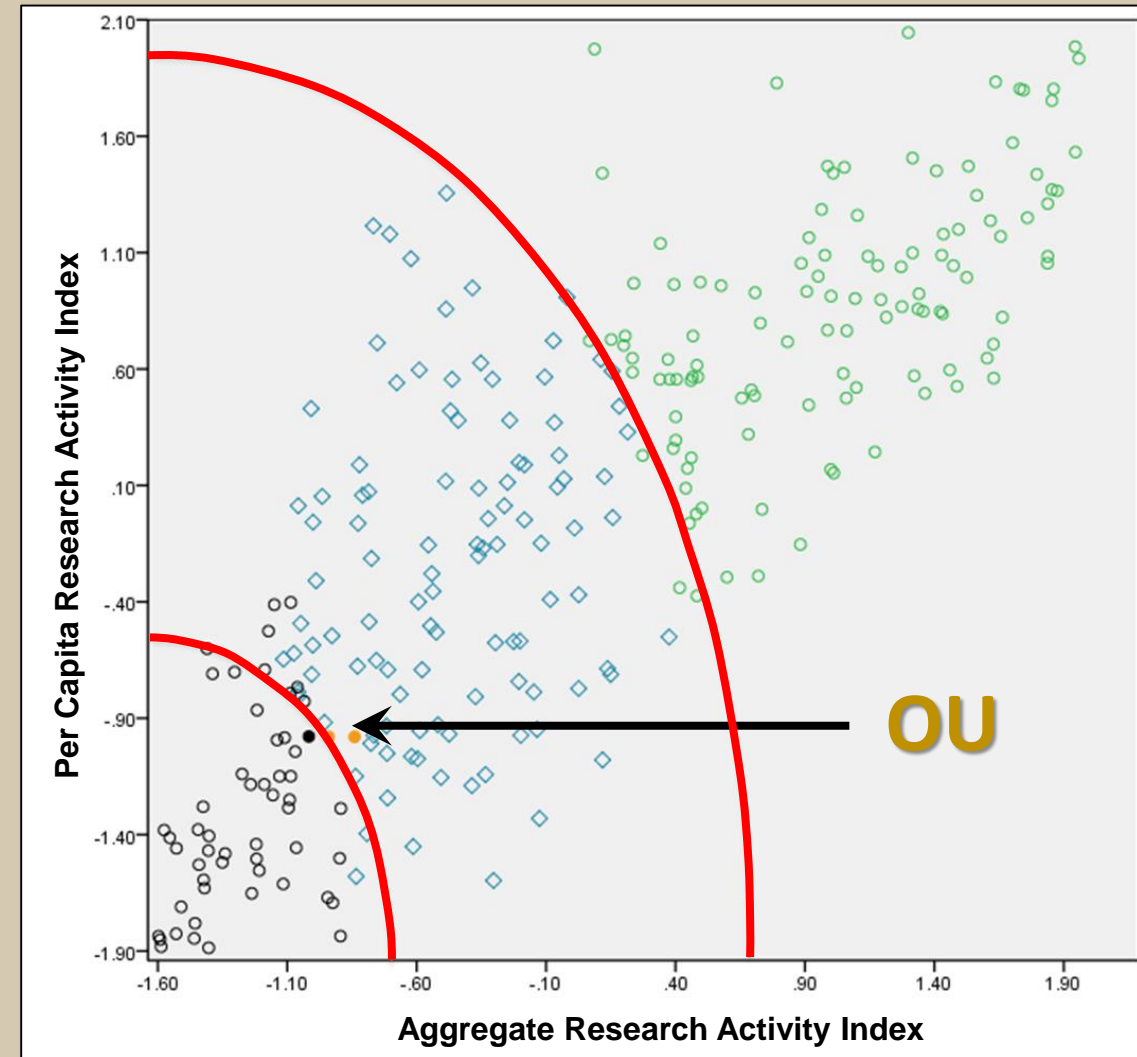
- Importance and Value of the Teaching mission at OU related to Strategic Goal #1
- Distinctiveness of OU's mission with the balanced emphasis of teaching and research must be better defined and articulated
- Teaching Effectiveness Initiative is underway with committee representing college/schools

# Research – Carnegie Classification

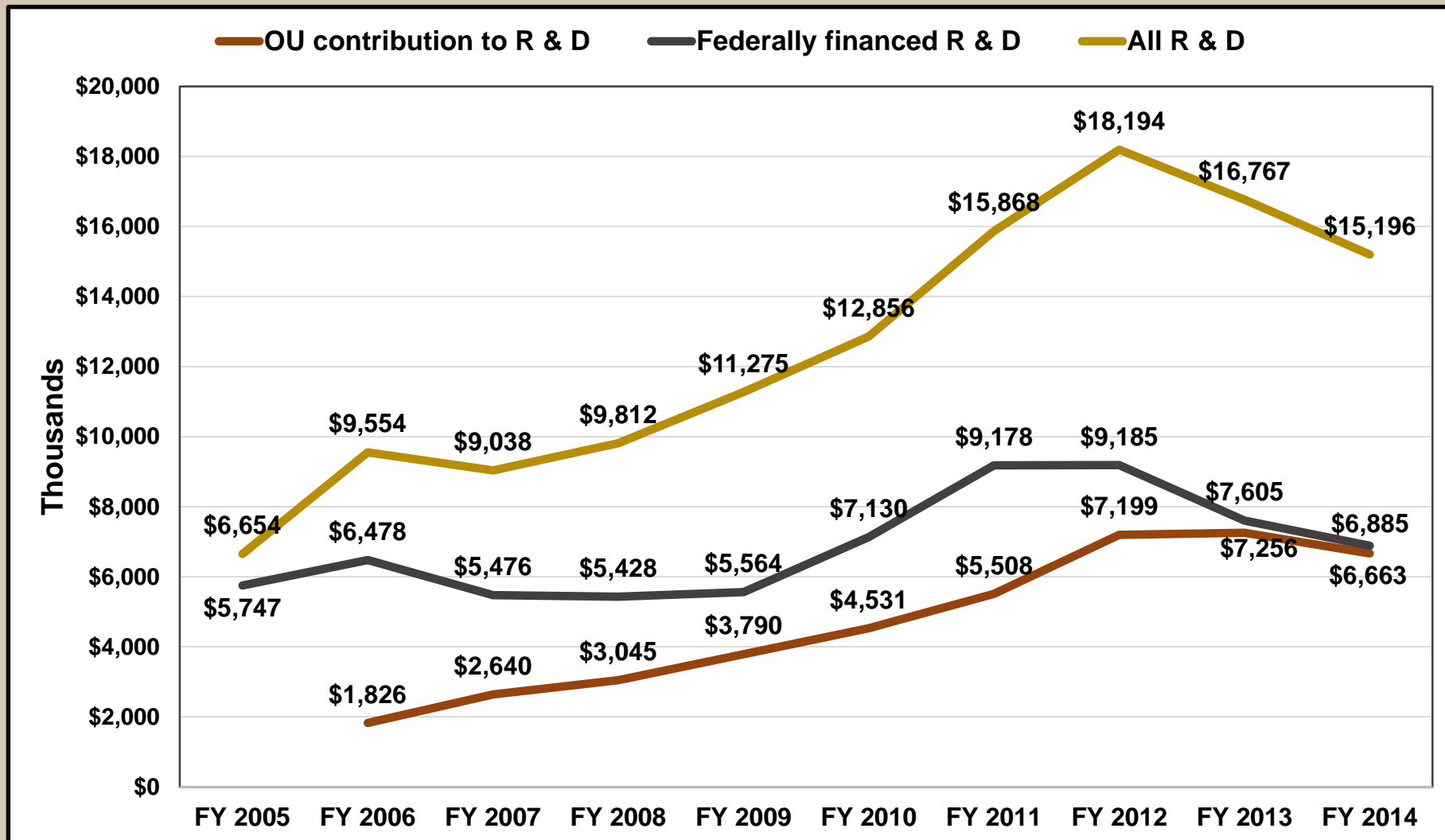
Oakland classified as a Doctoral University –  
Moderate Research Activity (R3)

## Carnegie Basic Classification Data Elements

- Research expenditures
  - STEM & non-STEM
- Number of Non-faculty Researchers and Post Docs
- Number of Ph.D.s awarded
  - STEM
  - Social Sciences
  - Humanities
  - Other Ph.D.s



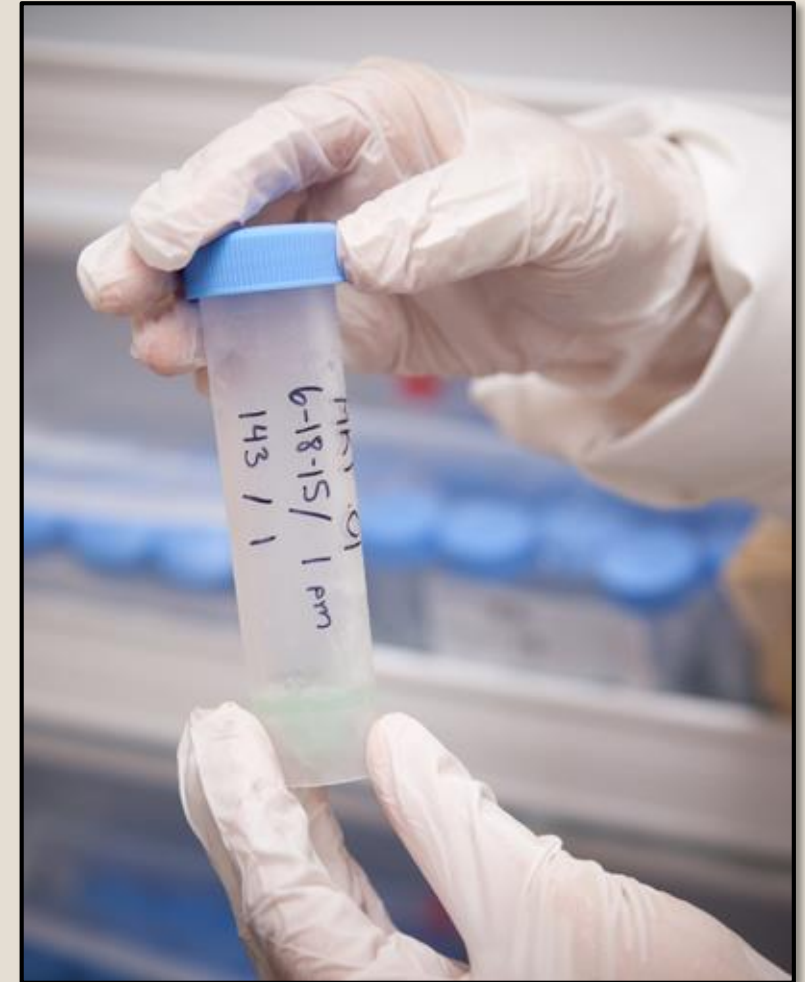
# OU R&D Expenditure's 2005-14



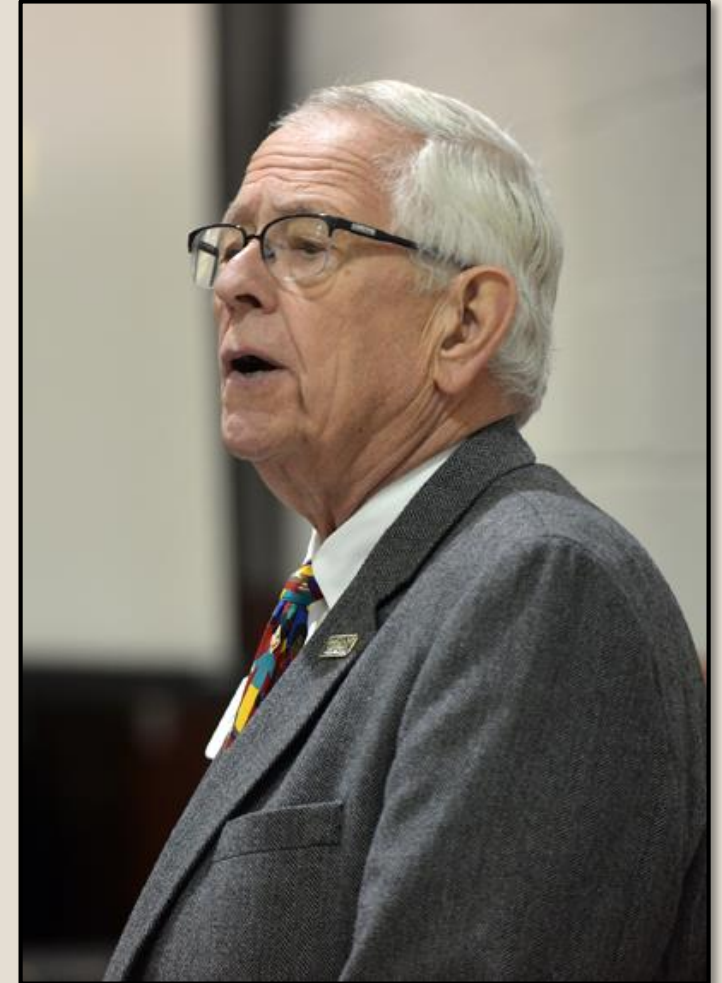


# Research Goals

- Strategically invest in infrastructure support for research
  - (ex: grant writing, award support, startup funding, mentor in residence)
- Increase External Funding through sponsored research
- Enhance Interdisciplinary Research (centers initiative)



- **Campus Compact:** OU a signatory on Action Statement
- **Macomb:** AFC, MUC, OU-Macomb Inc.
- **OU-Pontiac Initiative:** Parent University, \$1.95M Grant for Healthy Pontiac initiative
- **Experiential Learning:** coordinator position being searched



## **Goal: Achieve the Carnegie Community Engagement Classification**

*The purpose of community engagement is the partnership of college and university knowledge and resources with those of the public and private sectors to enrich scholarship, research, and creative activity; enhance curriculum, teaching and learning; prepare educated, engaged citizens; strengthen democratic values and civic responsibility; address critical societal issues; and contribute to the public good.*



# Campus Master Planning



**LONG-TERM  
DEVELOPMENT  
PLAN**



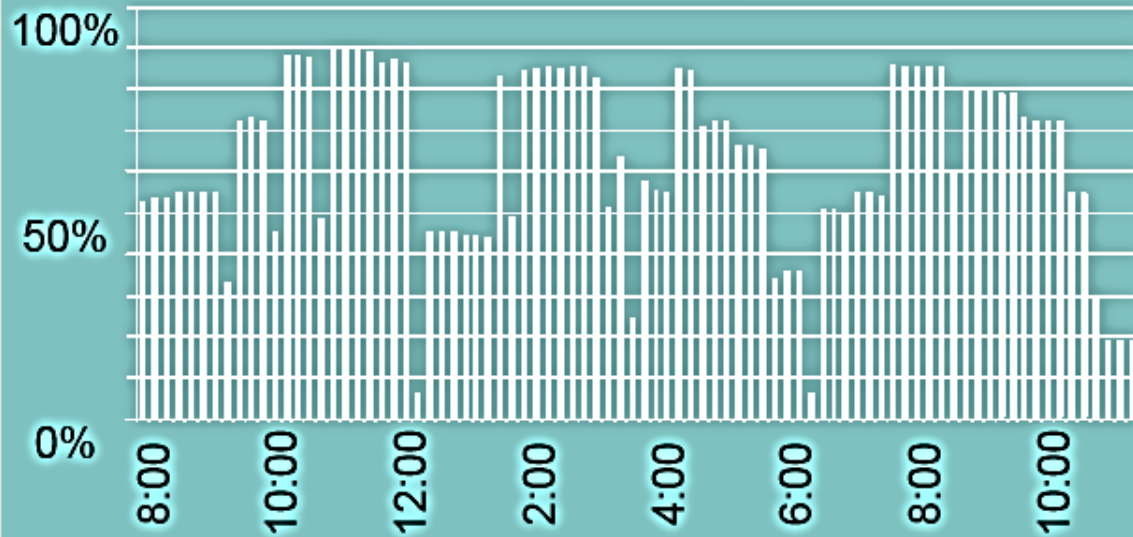
# Campus Master Planning



**LONG-TERM  
DEVELOPMENT  
PLAN**

## TIME OF DAY CLASSROOM USE

(Mon-Thurs Avg)



## Master Plan Classroom Usage Study Results

- General Purpose Classrooms
- Department Managed Classrooms
- Event Activity taking place in Classrooms

## ENROLLMENT PROJECTION



**11%** growth by 2025

## WEEKLY SEAT HOURS

Benchmark

**16.7**  
wk / hrs



HEWV  
Expectation

**22**  
wk / hrs

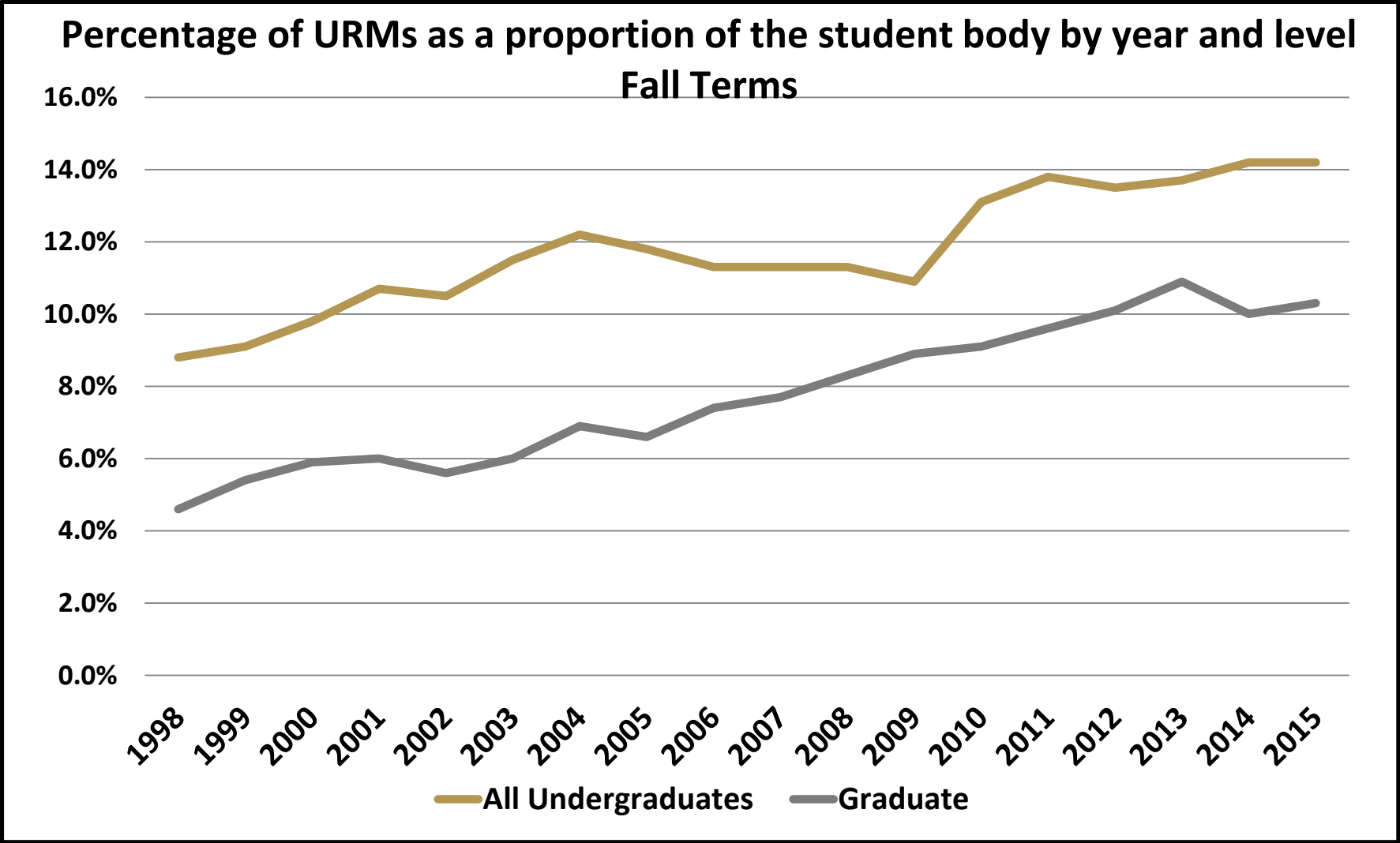


Oakland

**24.4**  
wk / hrs



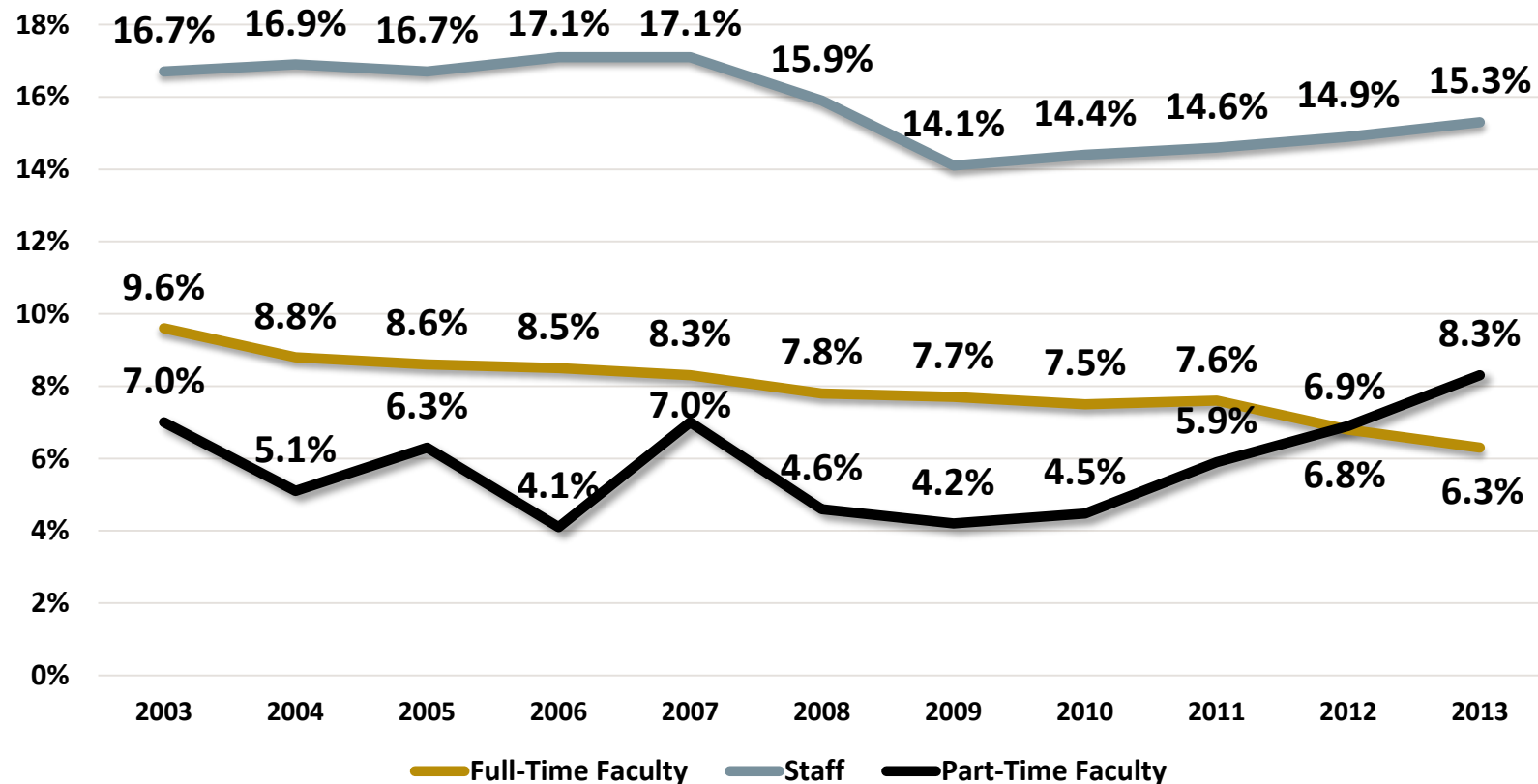
# Diversity of Student Body



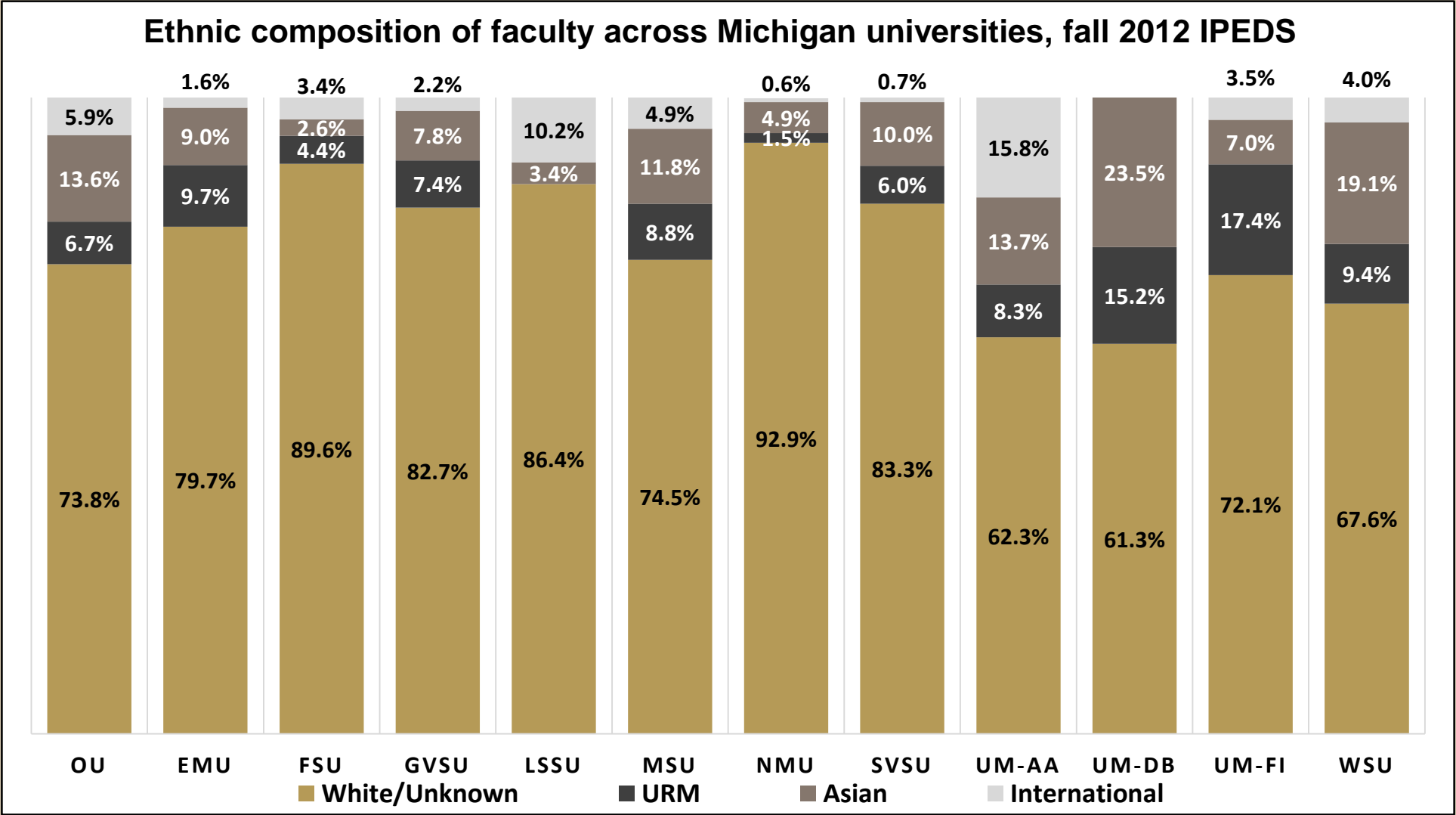


# Faculty and Staff Diversity

URM proportions within faculty and staff, 2003 through 2013



# Faculty and Staff Diversity



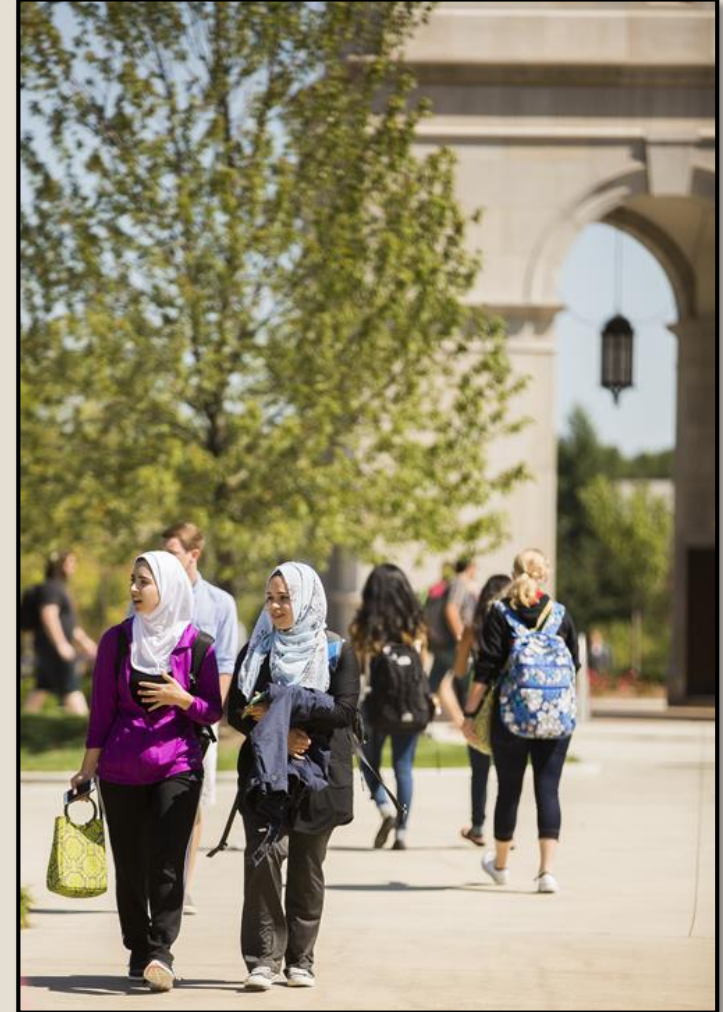
The background image shows a male student with glasses and brown hair, wearing a dark jacket over a light blue shirt. He is holding a stack of books, including one titled 'PLATO REPUBLIC'. He is standing in front of a building with 'OAKLAND CENTER' visible on its facade. Pink cherry blossoms are in the upper left corner.

## **Enrollment Management and Strategic Outlook**



# Enrollment Trends

## Understanding the Past Looking to the Future





# Challenge: Changing Demographics

## Oakland has done well

Overall average growth rate  
of 2.3% per year since 1995

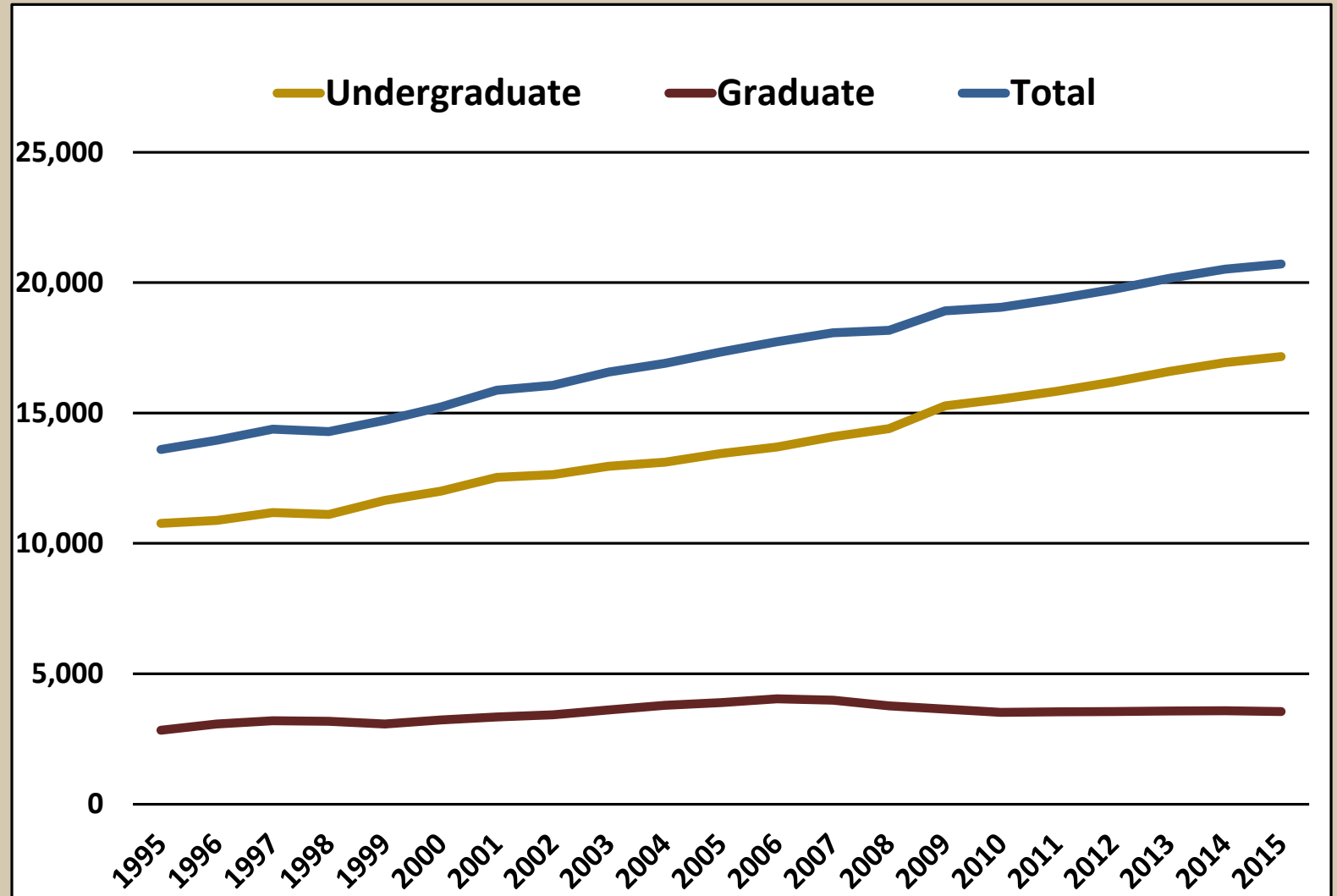
Between 1995 & 2014:

- UG increased by

**57%**

- Grad increased by

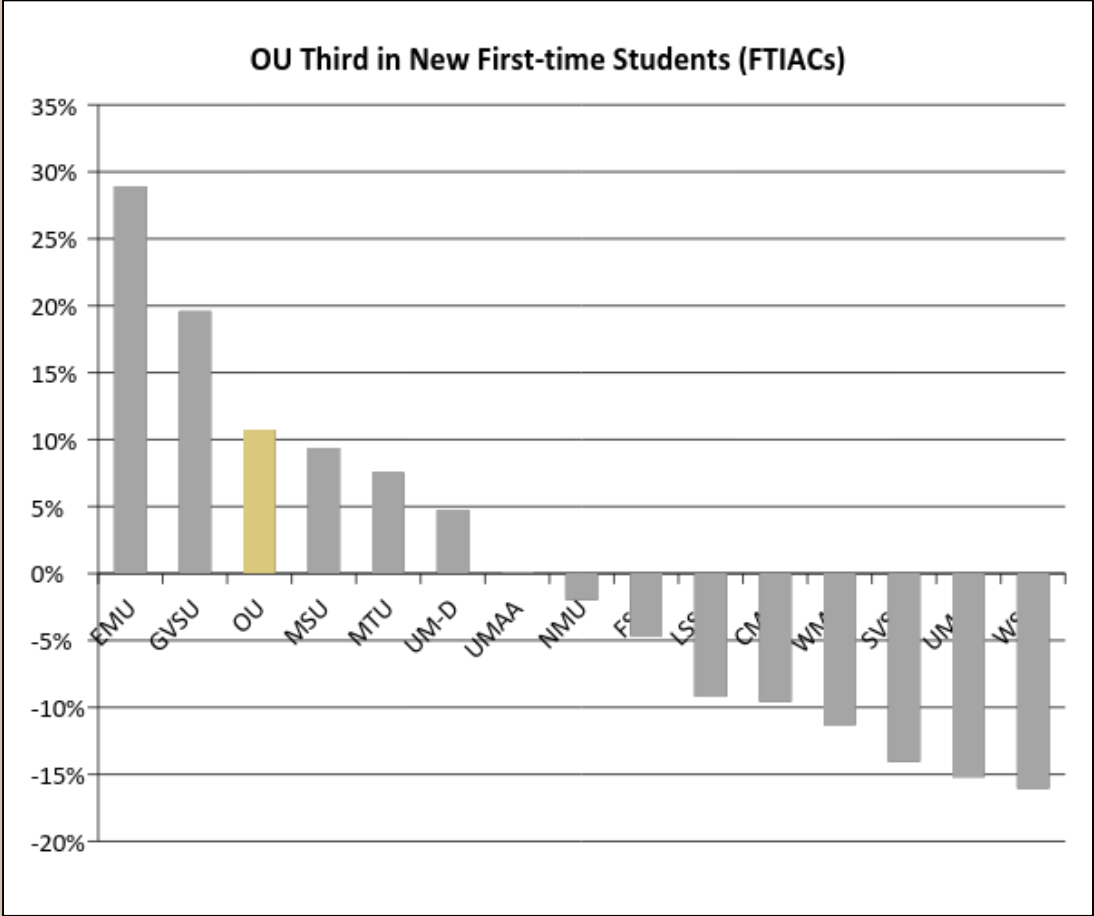
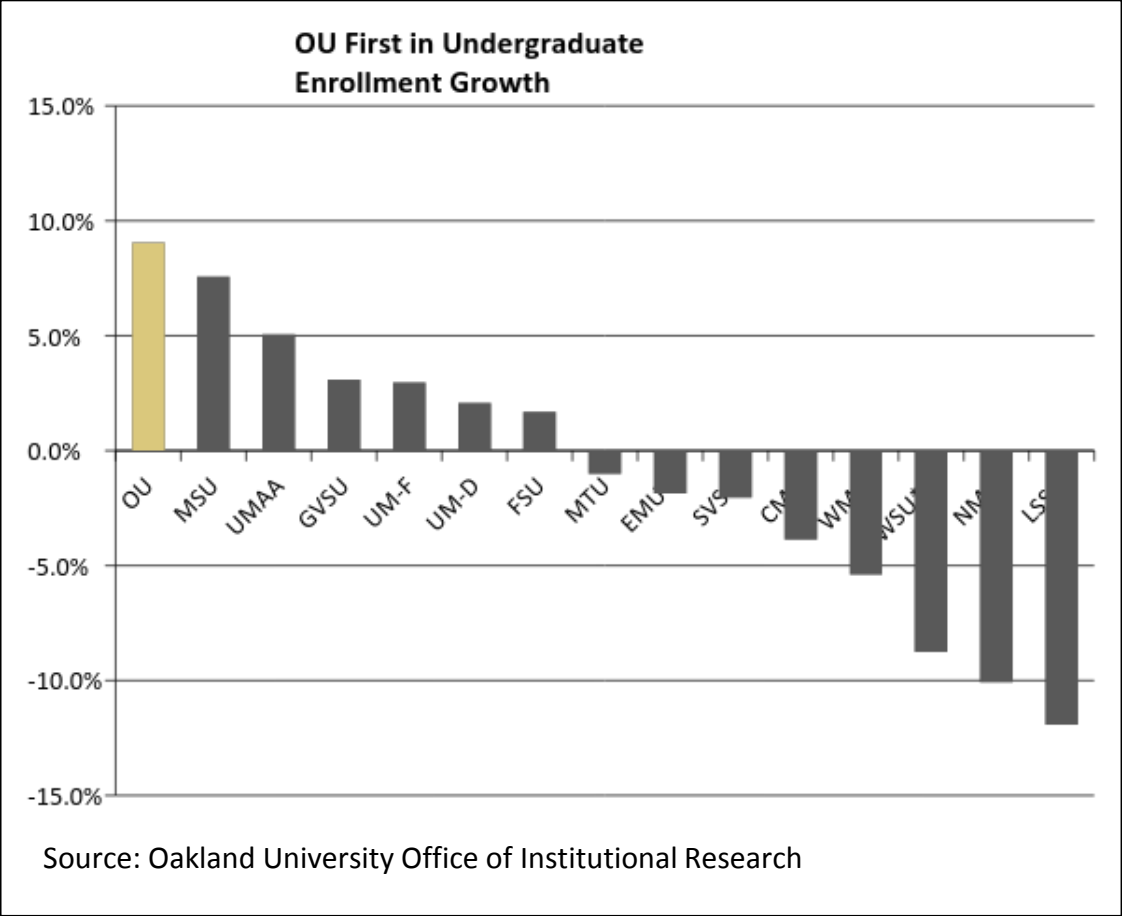
**27%**



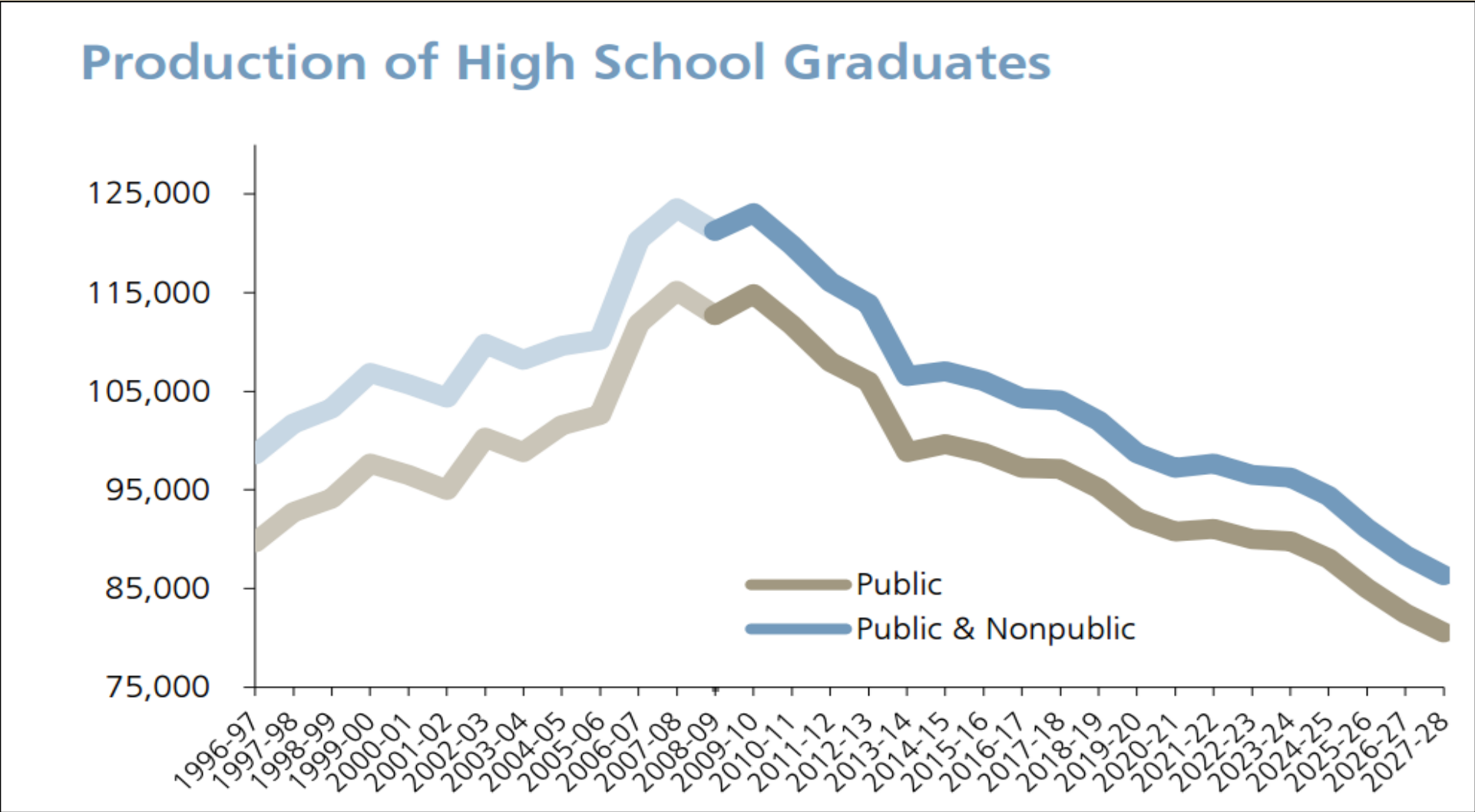
# Oakland Compared to State Peers



## 5 Year Change: Michigan Public Universities



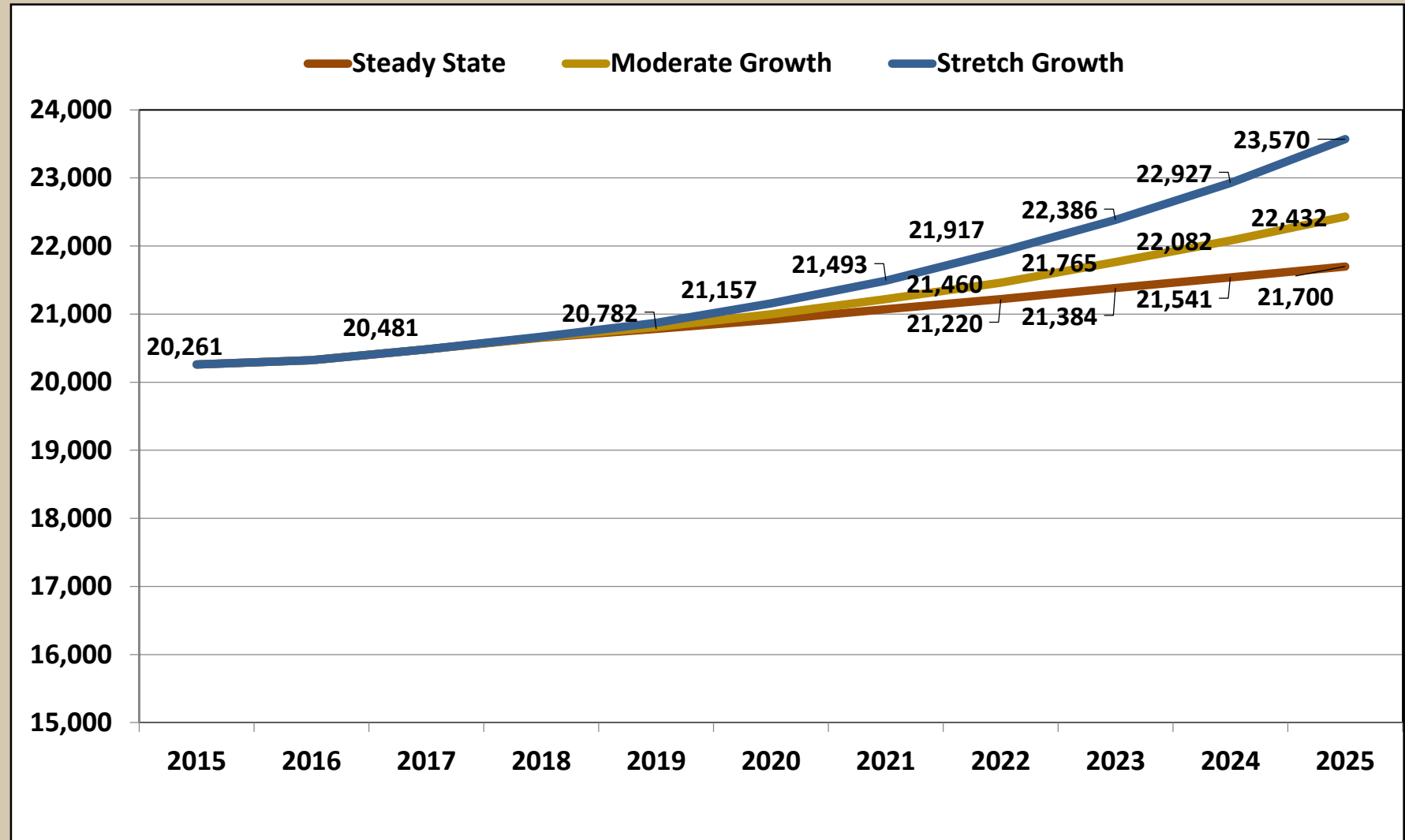
# Fewer High School Graduates



Source: Western Interstate Commission for Higher Education (WICHE)

# Enrollment Scenarios to 2025

- Steady State
- Moderate Growth
- Stretch Growth to 23,000





# Enrollment Scenarios to 2025

## Alternate rates of growth

In all scenarios, 80% to 90% of undergraduate growth is through increasing retention.

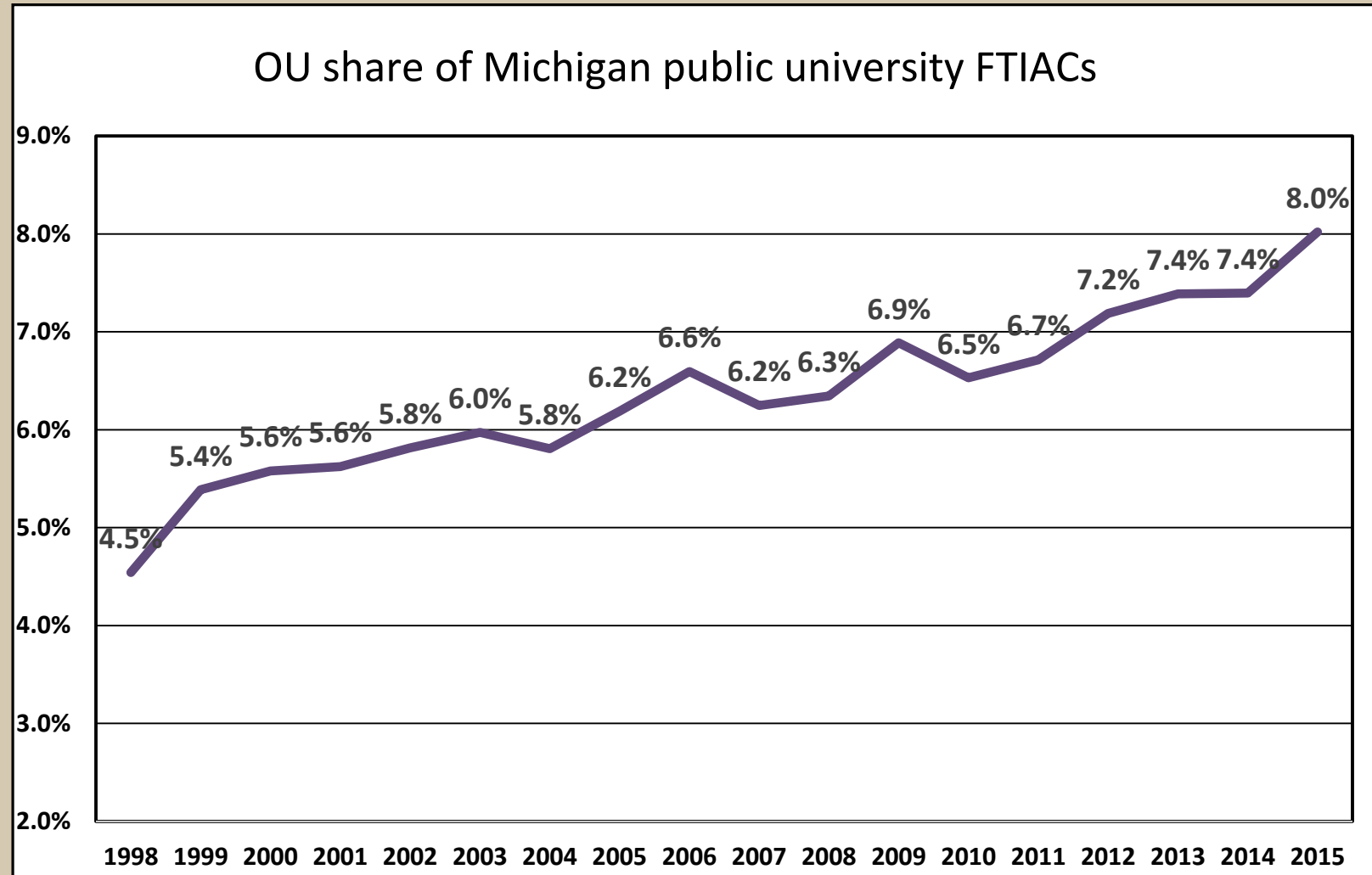
	Steady State	Moderate Growth	Stretch Growth
<b>New UG</b>	0.2%	0.3%	0.6%
<b>Returning UG</b>	0.8%	1.1%	1.7%
<b>New Grad</b>	1.3%	2.1%	3.0%
<b>Returning Grad</b>	1.0%	1.9%	2.7%
<b>UG Total</b>	0.6%	0.9%	1.4%
<b>Grad Total</b>	1.1%	2.0%	2.8%
<b>Total</b>	0.7%	1.1%	1.6%

# Growing Market Share

## Despite Fewer High School Graduates

Oakland's share of Michigan's FTIAC market has steadily increased.

*OU expects to continue to increase market share, so that the number of incoming FTIACs remains stable in spite of the shrinking pool of students.*



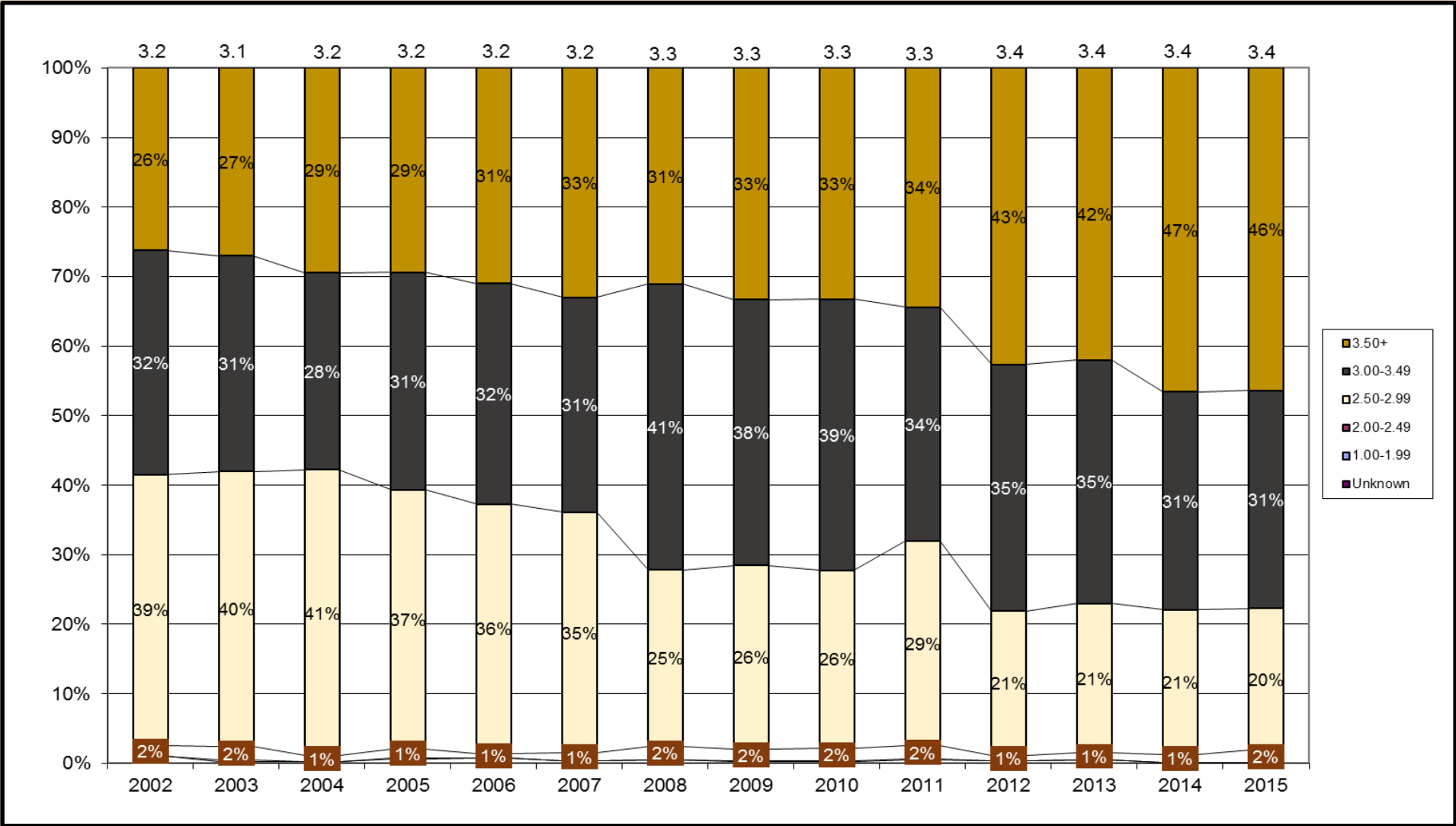
# Change in Profile of Incoming FTIACS



## Distribution of High School GPA

*As the class of incoming students has grown, the profile has improved.*

Source: Oakland University Office of Institutional Research



# The Enrollment Mix

Undergraduate and Graduate  
FTIAC and Transfer





# Shift in OU's Enrollment Mix

## Consequences for the revenue mix

### Fall 2006

43% FTIAC  
31% Transfer  
23% Grad

*Grad produced  
23% of revenue*

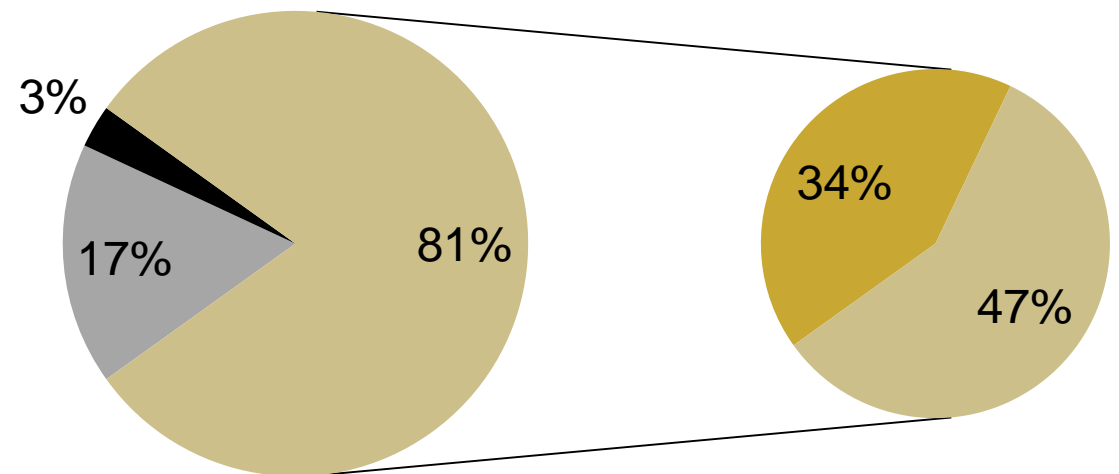
### Fall 2015

46% FTIAC  
32% Transfer  
17% Grad

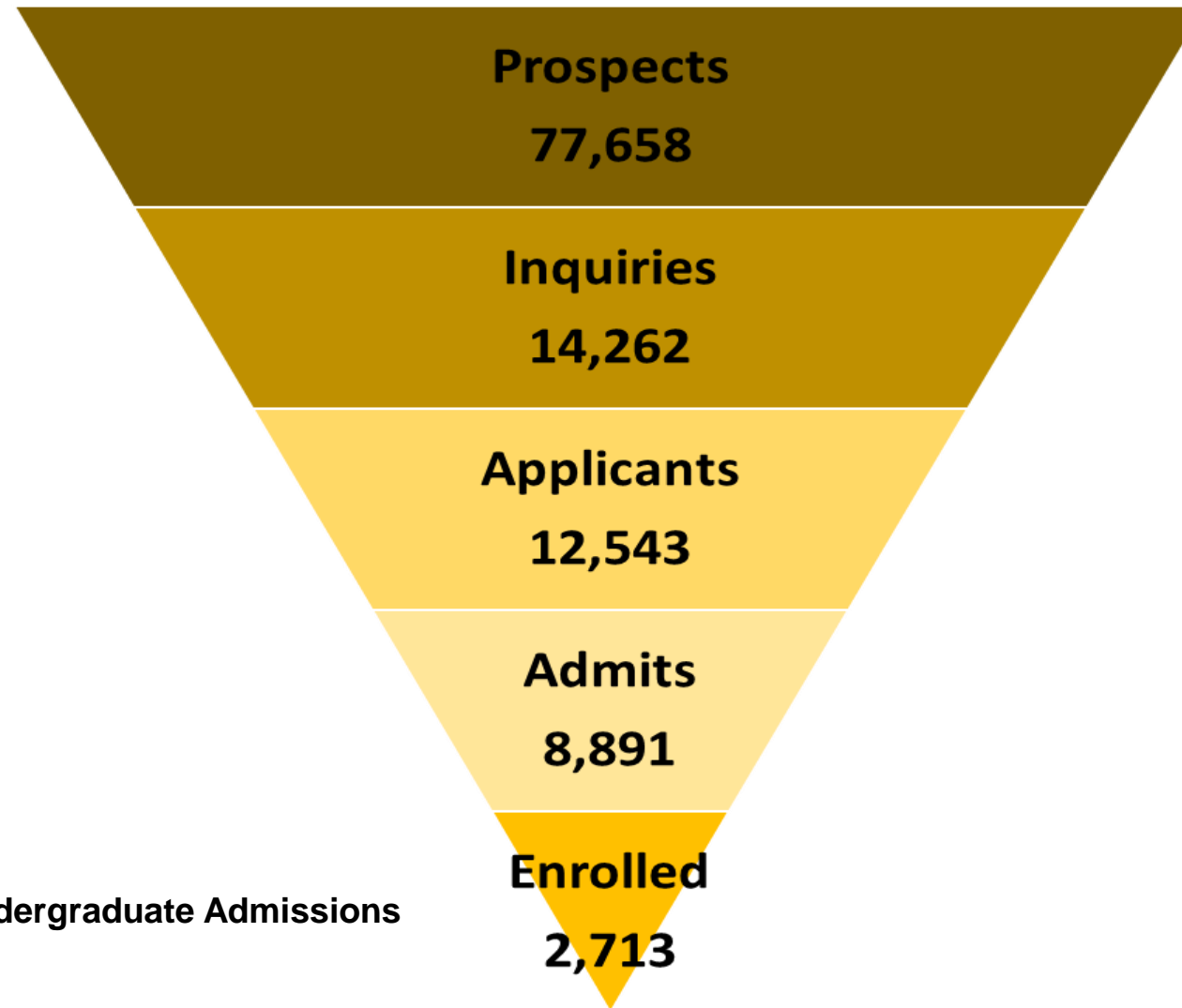
*Grad produced  
less than 15%  
of revenue*

### Fall 2015 Headcount (20,711)

■ Grad/PD ■ PB/Other UG ■ Transfer ■ FTIACs



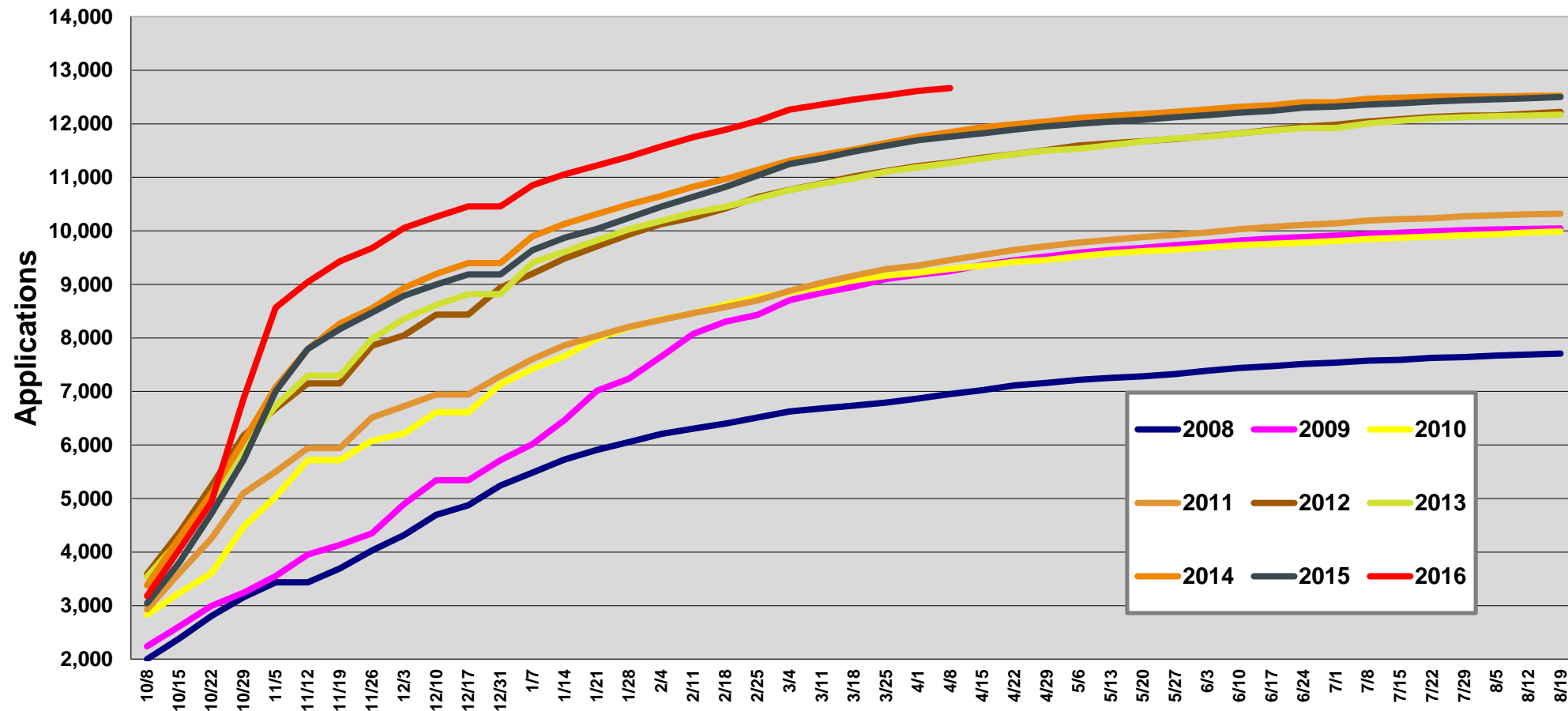
# Fall 2015 FTIAC Funnel



Source: Oakland University Undergraduate Admissions

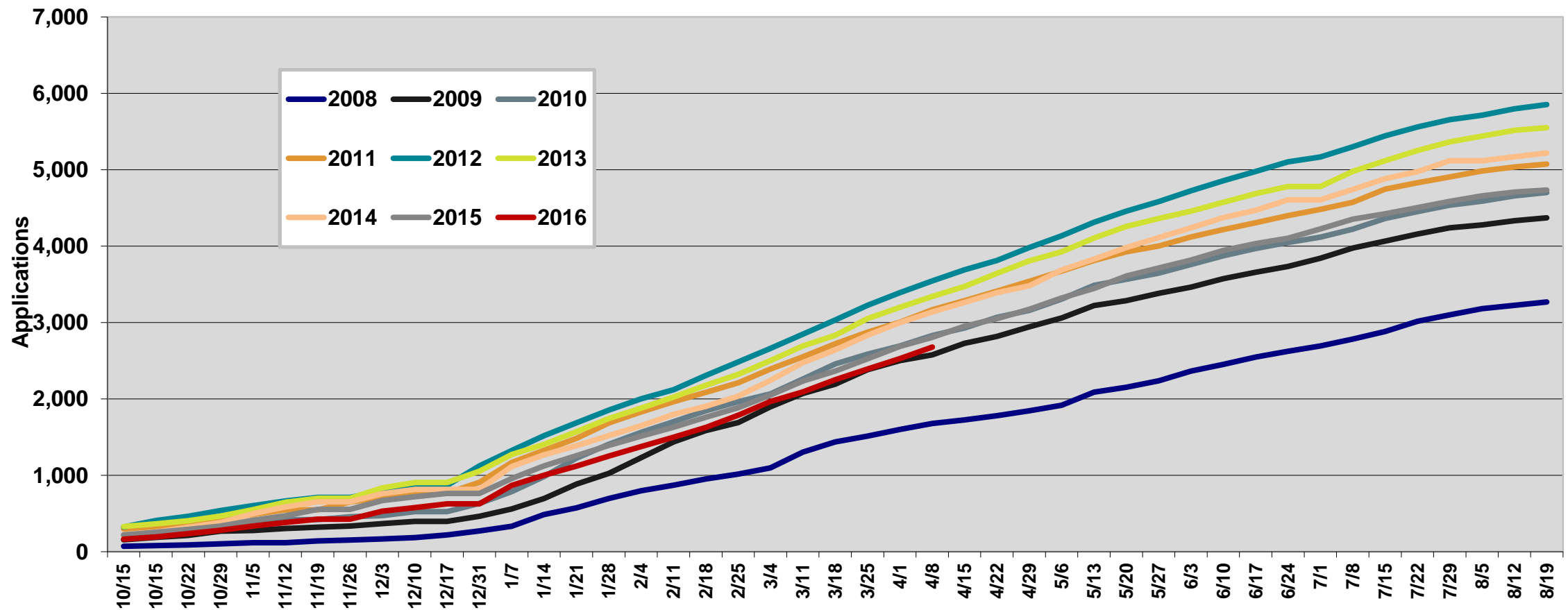
# Fall FTIAC Applications on the Rise

Fall FTIAC Applications  
2008 - 2016



# Fall Transfer Applications

Fall Transfer Applications  
2008-2016





## Opportunities

- Enrollment growth from new markets (out-state, out-of-state, international)
- Enrollment growth from new academic programs (certificate leading to degree, online)
- Improved collaboration and academic alignment with community colleges
- Increased undergraduate enrollment through retention

## Threats

- Competitors more aggressively recruiting students from Oakland and Macomb counties
- Economic downturn especially in automobile industry
- Resources lagging behind enrollment growth
- Public perception of the cost and value of higher education

# 2014-15 Undergraduate On-Campus Visits



- Campus Tour attendance up 33%  
**2,279** total students visited
- Academic Visit Day attendance up 20%  
**1,004** total students visited
- Group Visit attendance up 26%  
**3,387** total students visited
- TOTAL STUDENT ATTENDANCE up almost 19%

**8,953 prospective students visited campus over the last year**



# **GRADUATE STUDY AND LIFELONG LEARNING**

## **GRADUATE EDUCATION ACADEMIC YEAR IN REVIEW**

Dr. Claudia Petrescu  
Dean, Graduate Education



## Steps towards Building a graduate culture

Doctoral candidates graduation  
celebratory event



End-of-semester social for graduate students



The 1<sup>st</sup> Graduate Students Research  
Conference – May 27<sup>th</sup>

Two dissertation awards  
(STEM and Non-STEM)

Celebration of faculty mentors

# Accomplishments

## ✓ New Graduate Assistantship policy

## ✓ Improved Graduate admissions

- Streamlined and faster processing
- Fully online application process launched for Winter and Summer 2017 → Goal: the whole admission process be done online by Winter 2017
- Largest Winter Open House since 2012

## ✓ Improved Communication with faculty

- Regular updates
- Regular trainings
- Regular meetings with program and doctoral coordinators
- Celebration of doctoral candidates



# GRADUATE STUDY AND LIFELONG LEARNING

Enrollment Comparison With  
Other Michigan Schools

# 10-Year Trend Benchmarking

## 10 YEAR GRADUATE ENROLLMENT

Institution	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
CMU	6,927	6,697	6,814	6,777	6,756	6,613	6,361	6,368	6,275	6,470
EMU	4,729	4,886	4,774	5,151	5,025	4,820	4,620	4,287	4,053	3,854
FSU	1,166	1,252	1,287	1,273	1,247	1,210	1,272	1,238	1,243	1,392
GVSU	3,717	3,658	3,476	3,558	3,555	3,426	3,337	3,242	3,458	3,353
LSSU	8	21	18	19	71	79	8	7	0	0
MSU	9,699	9,973	10,311	10,789	11,073	11,279	11,452	11,355	11,299	11,400
MTU	916	912	984	1,206	1,256	1,303	1,322	1,358	1,442	1,521
NMU1	809	724	749	744	698	692	685	697	780	796
<b>OU</b>	<b>3,936</b>	<b>3,860</b>	<b>3,652</b>	<b>3,518</b>	<b>3,414</b>	<b>3,427</b>	<b>3,450</b>	<b>3,844</b>	<b>3,495</b>	<b>3,468</b>
SVSU	1,610	1,678	1,647	1,698	1,540	1,426	1,242	1,077	899	847
UMAA	13,125	13,481	13,540	13,958	14,897	15,309	15,447	15,427	15,230	15,339
UM-D	1,954	1,958	1,791	1,683	1,661	1,550	1,533	1,669	1,819	1,929
UM-F	927	1,059	1,105	1,192	1,264	1,303	1,305	1,412	1,496	1,602
WSU3	10,804	10,911	10,615	10,714	10,402	9,909	9,596	9,295	9,231	9,553
WMU	4,760	4,715	4,964	5,029	5,079	5,032	5,120	5,096	5,025	4,989
<b>Totals</b>	<b>65,087</b>	<b>65,785</b>	<b>65,727</b>	<b>67,309</b>	<b>67,938</b>	<b>67,378</b>	<b>66,750</b>	<b>66,372</b>	<b>65,745</b>	<b>66,513</b>

Source: Michigan Association of State Universities – Fall 2015 Enrollment Update



# Fall 2015 Total Headcount By Student Level



## MASTERS

Institution	Masters
UMAA	7,877
MSU	5,996
WSU	5,742
CMU	5,570
WMU	4,065
EMU	3,607
GVSU	3,079
OU	2,434
UM-D	1,856
UM-F	1,098
MTU	966
SVSU	788
NMU	776
FSU	578
LSSU	0
	<b>44,432</b>

## DOCTORAL PROFESSIONAL PRACTICE

Institution	Doctoral Professional Practice
UMAA	2,695
MSU	2,532
WSU	2,295
FSU	744
OU	527
UM-F	502
CMU	474
GVSU	274
WMU	21
NMU	20
EMU	0
LSSU	0
MTU	0
SVSU	0
UM-D	0
	<b>10,084</b>

## DOCTORAL RESEARCH

Institution	Doctoral Research
UMAA	5,182
MSU	2,872
WSU	1,516
WMU	903
MTU	555
OU	507
CMU	426
EMU	247
UM-D	73
FSU	70
SVSU	59
UM-F	2
GVSU	0
LSSU	0
NMU	0
	<b>12,412</b>

Institution	TOTALS
UMAA	15,754
MSU	11,400
WSU	9,553
CMU	6,470
WMU	4,989
EMU	3,854
OU	3,468
GVSU	3,353
UM-D	1,929
UM-F	1,602
MTU	1,521
FSU	1,392
SVSU	847
NMU	796
LSSU	0
	<b>66,928</b>

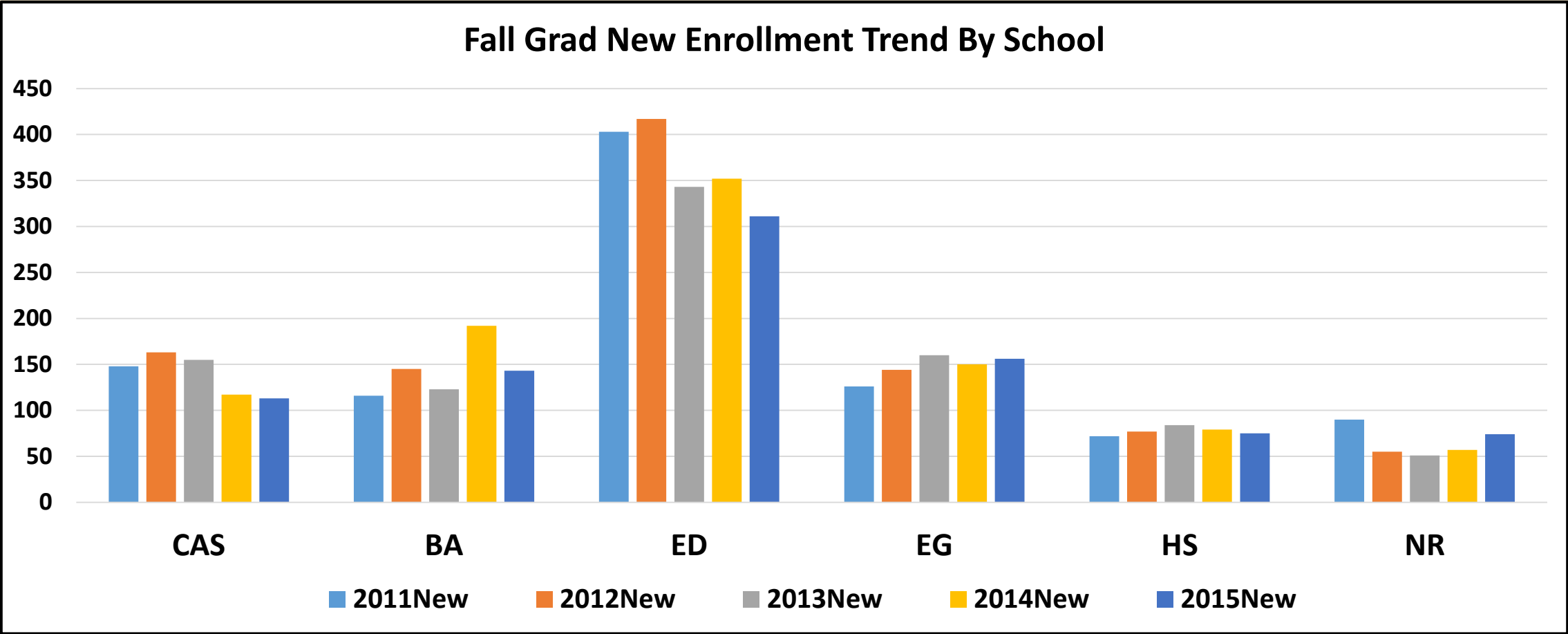
Source: Michigan Association of State Universities – Fall 2015 Enrollment Update



# GRADUATE STUDY AND LIFELONG LEARNING

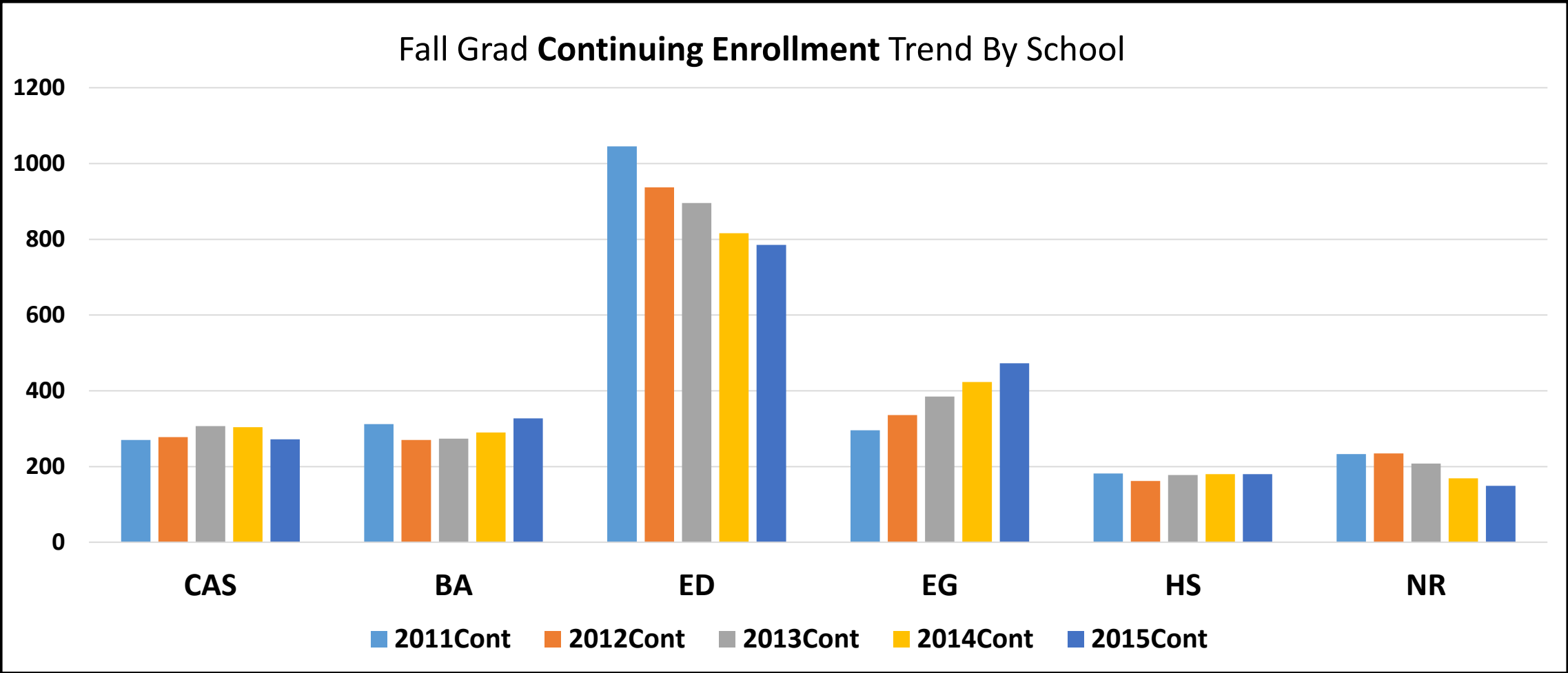
## Graduate Enrollment Trends

# Fall Graduate Enrollment By School



Source: Oakland University Office of Institution Research

# Fall Graduate Continuing Enrollment – By School



Source: Oakland University Office of Institution Research





# **GRADUATE STUDY AND LIFELONG LEARNING**

Graduate Application and  
Admission Data and Trends

# From Application to Admission



<b>Conversion rates (application to admission %)</b>	<b><i>2011</i></b>	<b><i>2012</i></b>	<b><i>2013</i></b>	<b><i>2014</i></b>	<b><i>2015</i></b>
CAS	39.69%	33.96%	35.04%	29.94%	31.35%
SECS	39.22%	33.53%	38.24%	26.03%	30.56%
SBA	46.74%	44.44%	38.54%	39.78%	47.96%
HS	29.64%	19.08%	19.67%	14.07%	13.07%
SEHS	57.72%	57.36%	55.91%	53.35%	53.94%
NR	30.30%	12.10%	15.22%	19.55%	22.00%

# Conversion Rates – Fall 2015



	<i>Applications</i>	FULLY ADMITTED	<i>Rate of full admission</i>	CONDITIONALLY ADMITTED	<i>Rate of conditional admission</i>	DENIED	<i>Rate of denied</i>	UPDATED TO A FUTURE SEMESTER	<i>Rate of updated</i>
CAS	520	156	30%	39	8%	68	13%	20	4%
SECS	294	144	49%	7	2%	11	4%	22	7%
SBA	723	391	54%	24	3%	57	8%	60	8%
SHS	648	180	28%	73	11%	52	8%	48	7%
SEHS	742	91	12%	30	4%	460	62%	8	1%
NR	400	88	22%	4	1%	152	38%	2	1%



# **GRADUATE STUDY AND LIFELONG LEARNING**

Graduate Education: Next Steps



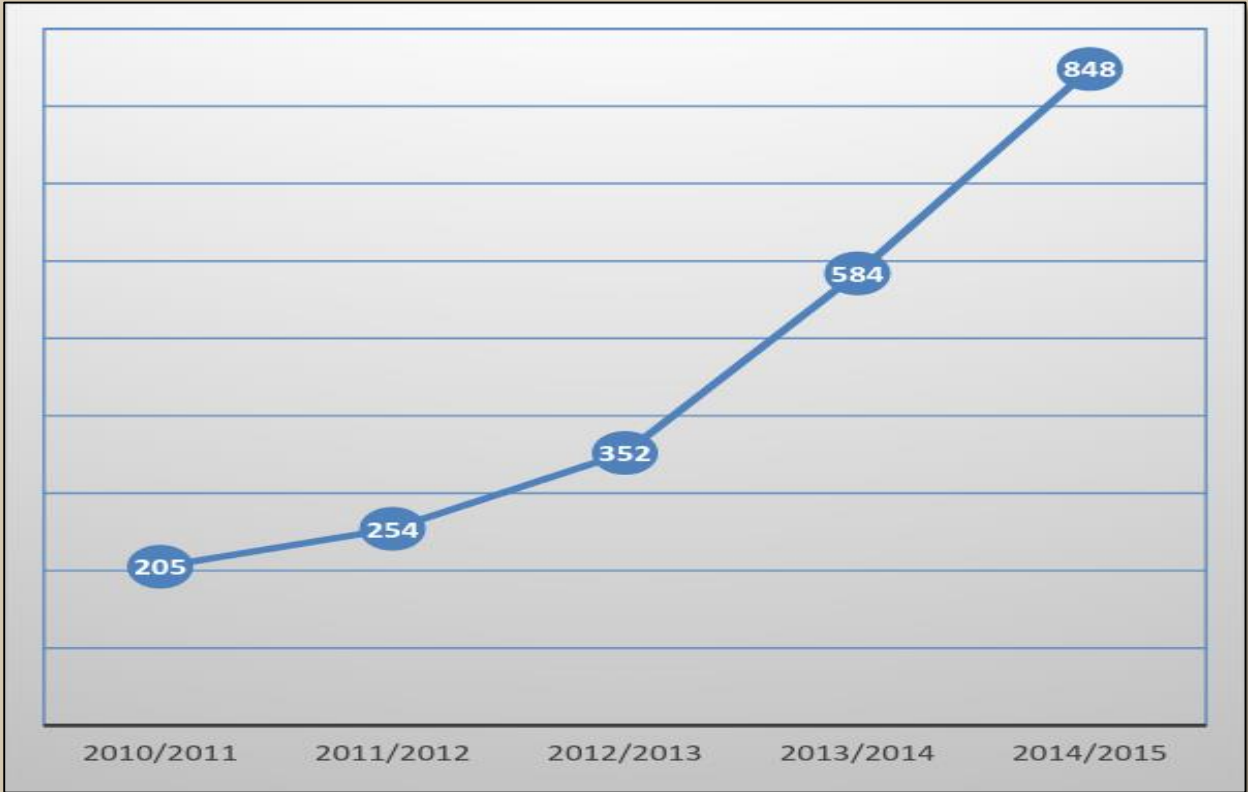
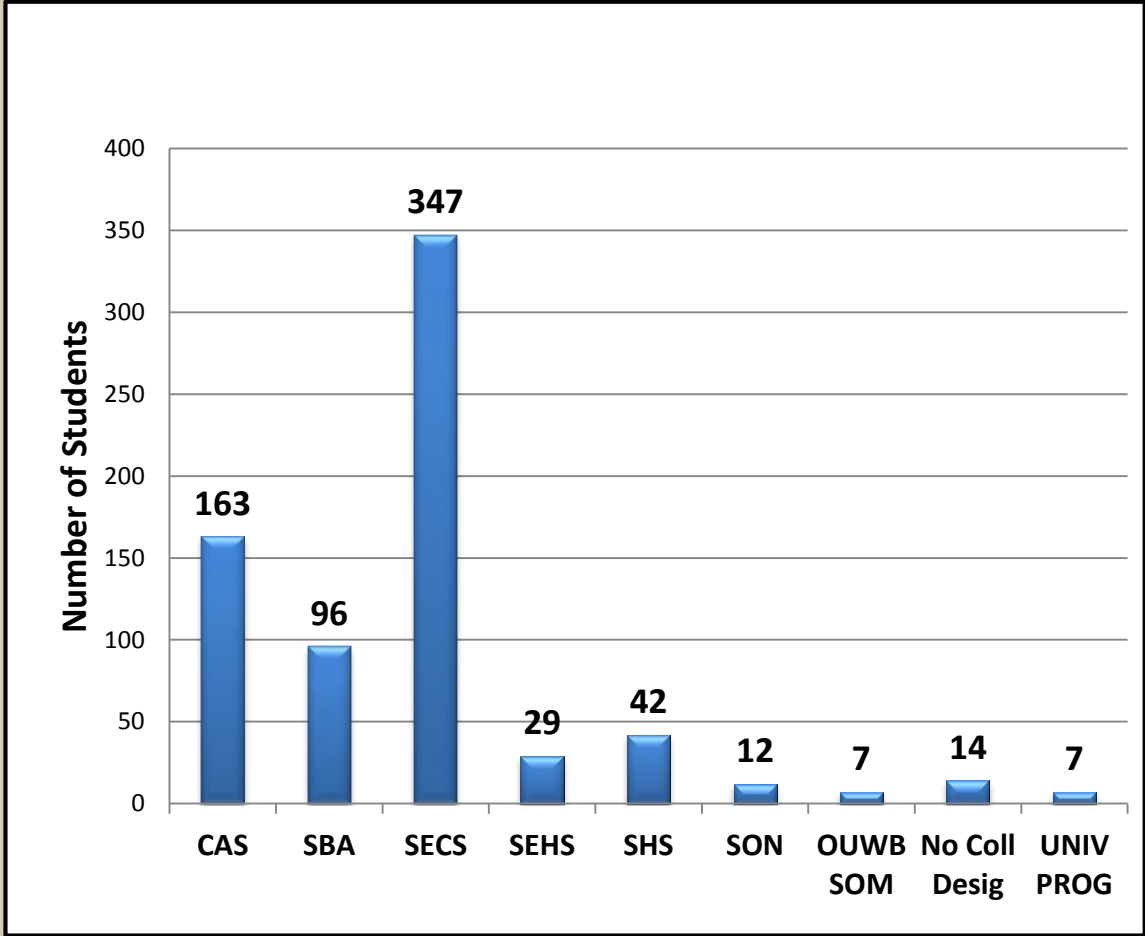
# Graduate Study: Next

- Develop **recruitment and marketing strategies** to diversify our student population
  - Step taken: hire a graduate recruiter
- Analyze the graduate programs to identify areas of strength and growth through a **program review** based on Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis, and HLC criteria
- Understand retention, create and develop **retention strategies**
- Continue improving the **admission process**
- Develop **services for enrolled graduate students** (i.e. career related)

# International Students At OU

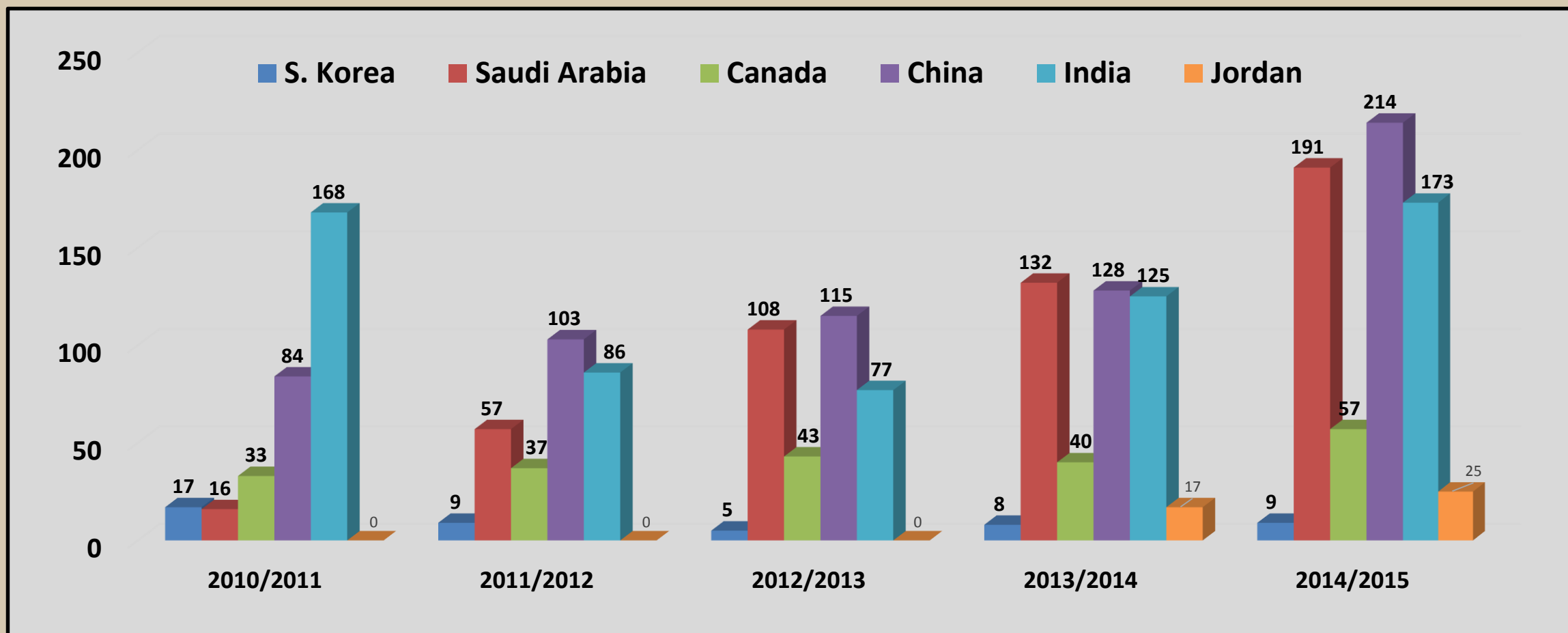


## Oakland University International Students and Scholars



# Top Countries Comparison

## Oakland University International Students and Scholars



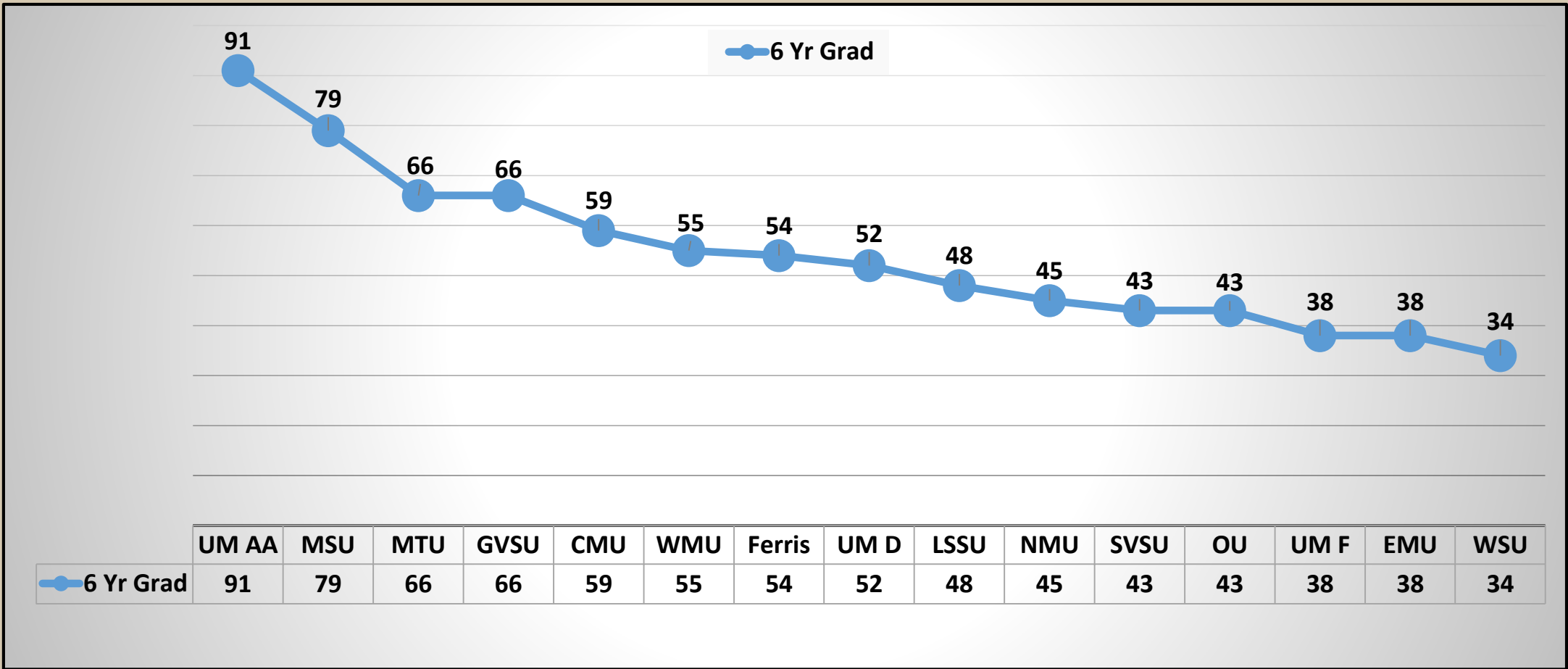
# **Persistence and Completion Initiatives at OU**

# **The Impact of Retention**

**1% increase in retention would yield over  
\$200,000 in additional revenue**

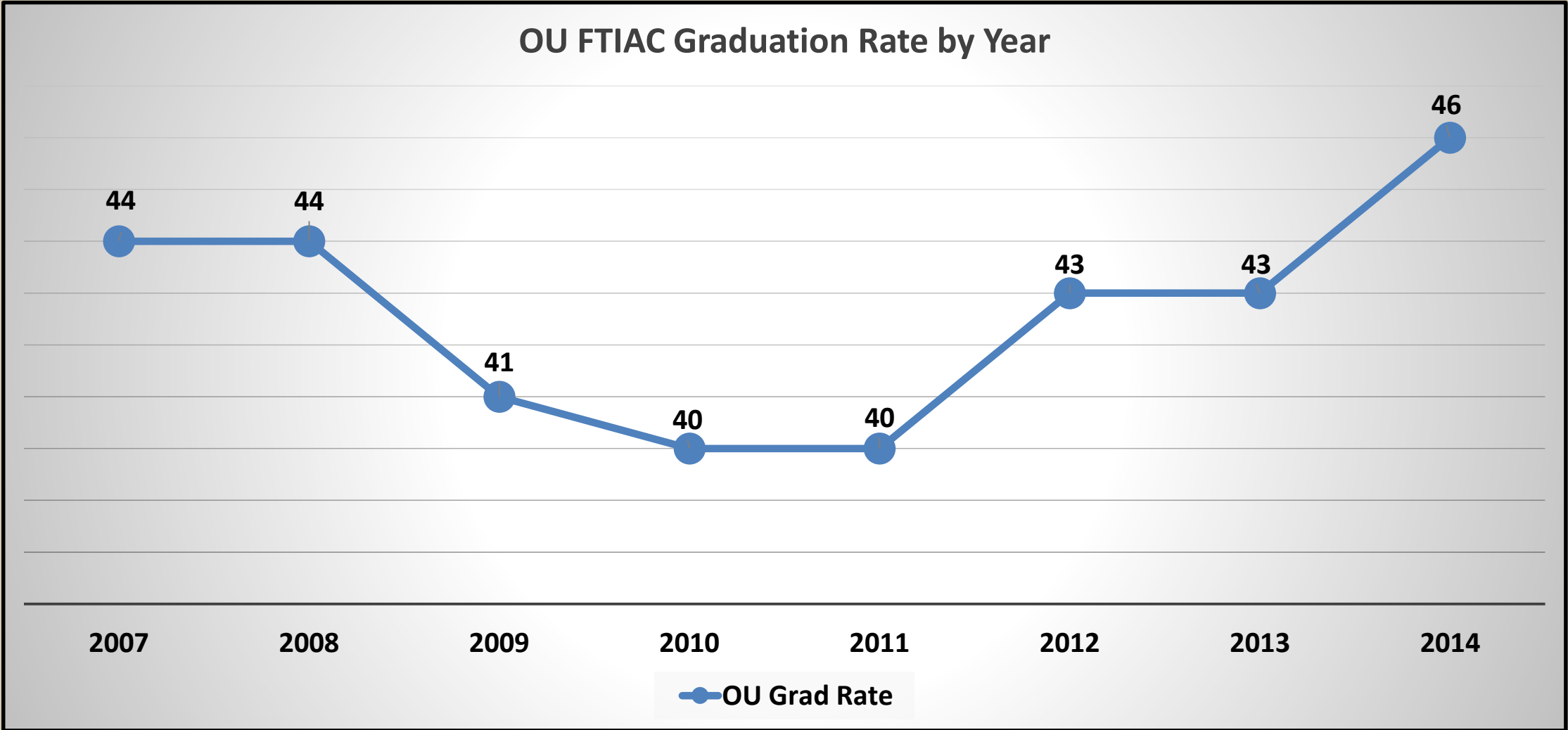


# 6-Year Graduation Rates

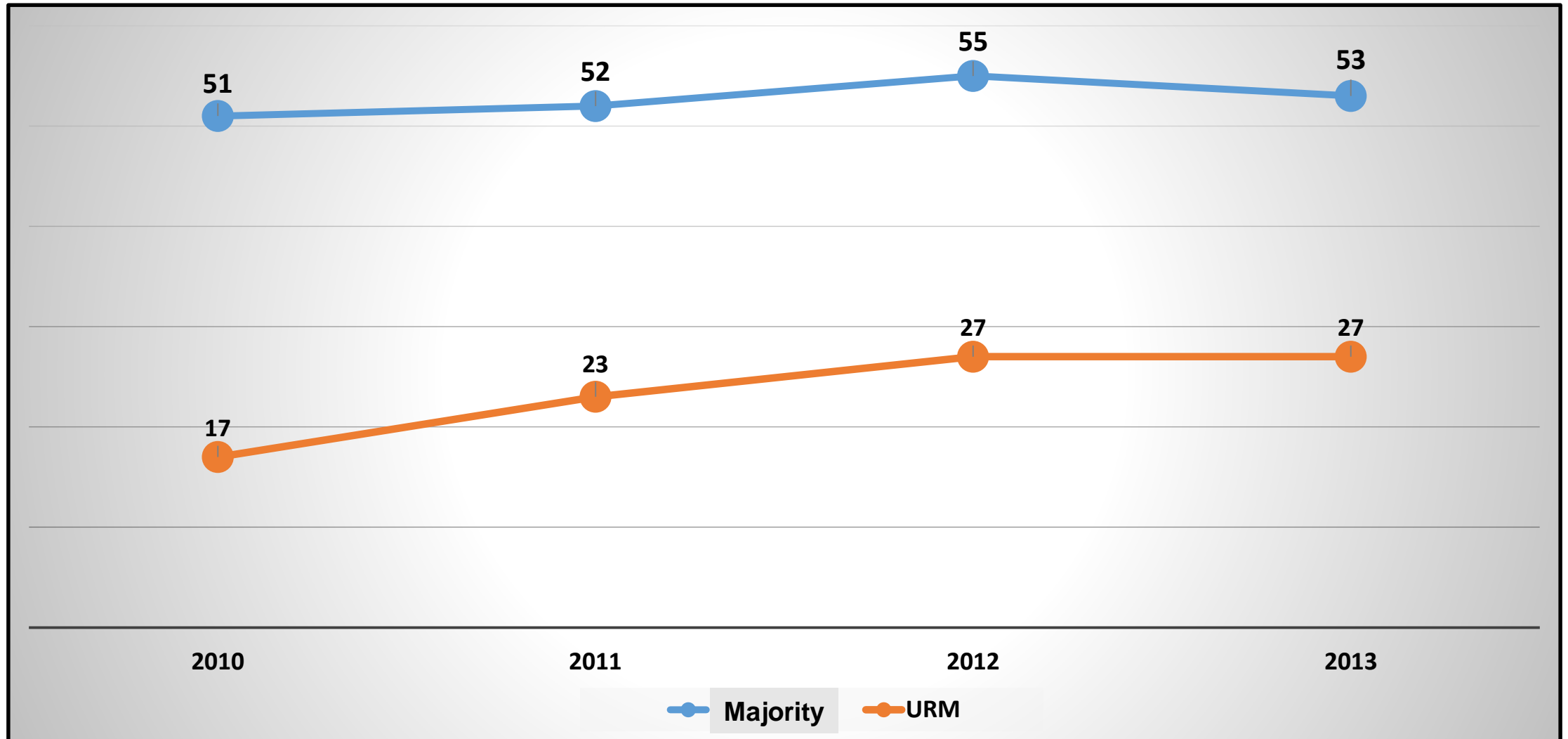


Source: 2015 College Handbook Data

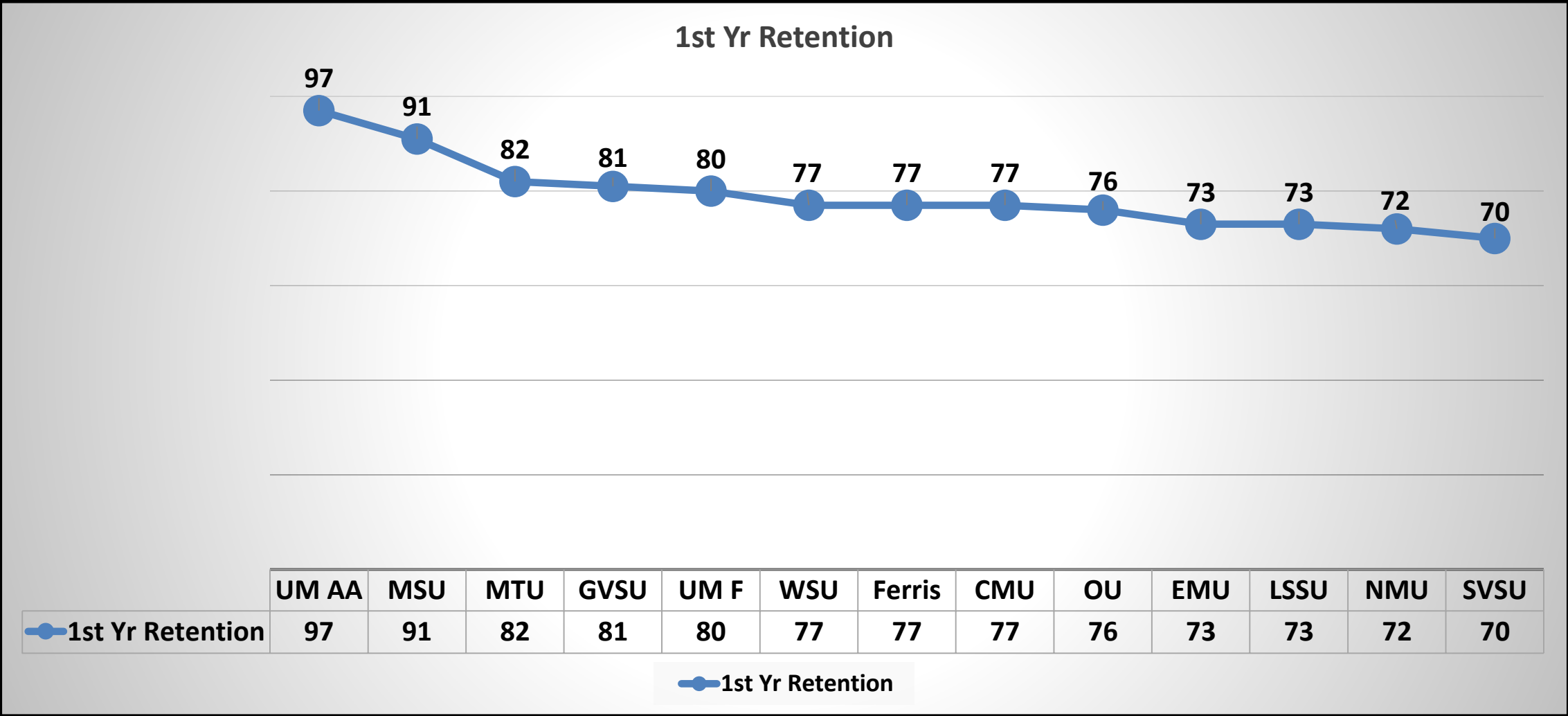
# OU FTIAC Graduation Rates



# Majority vs URM 6-Year Graduation Rates

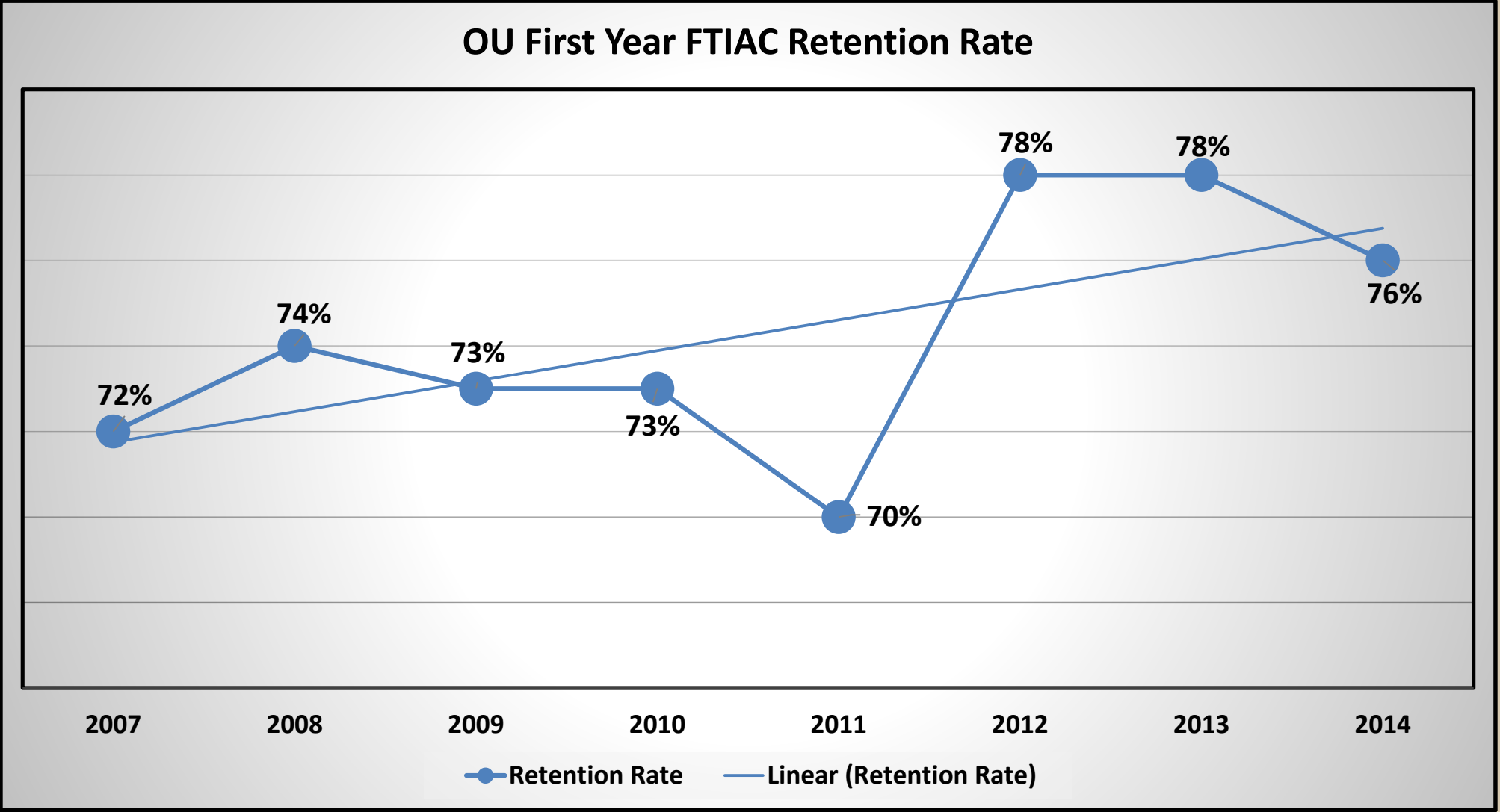


# First-Year Retention Rates



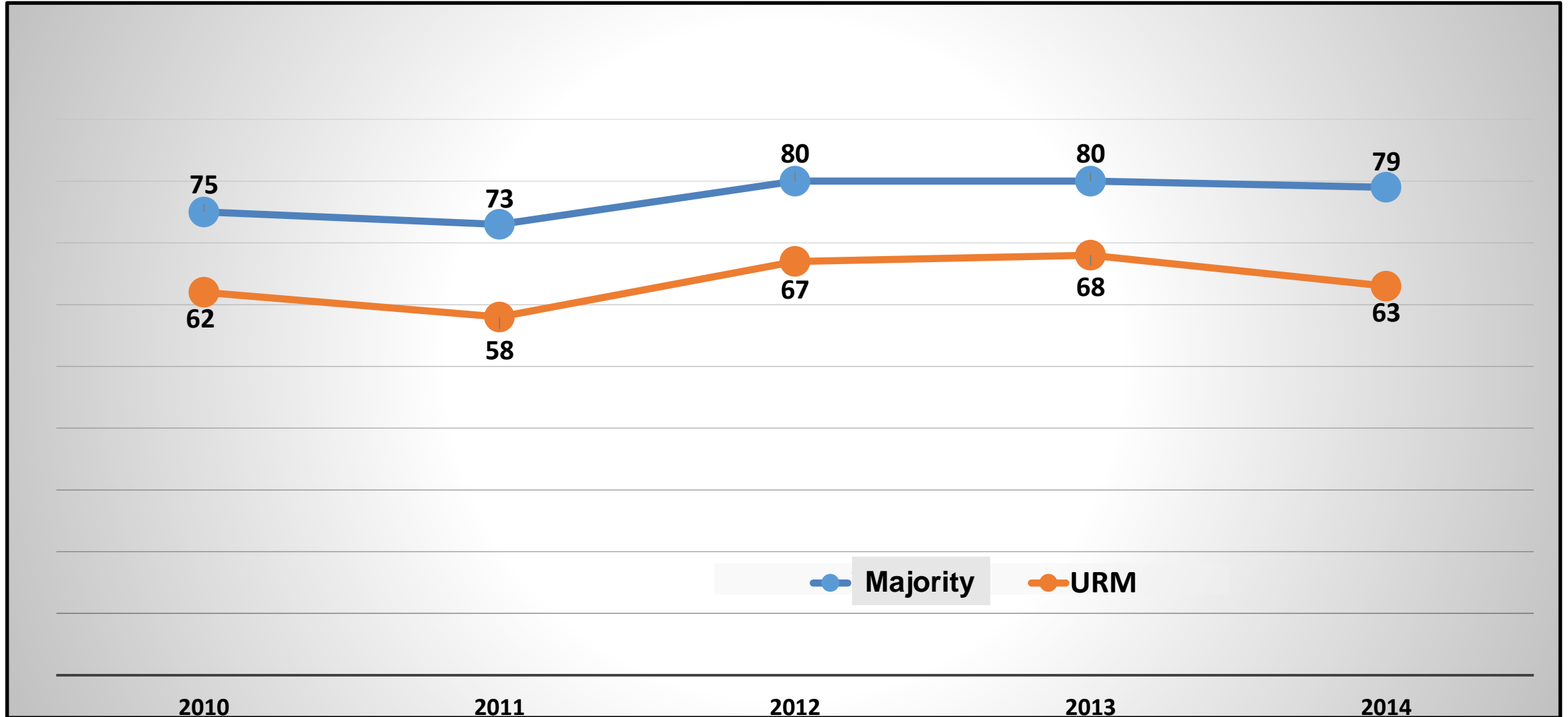
Based on 2015 College Handbook Data

# OU First-Year FTIAC Retention Rates



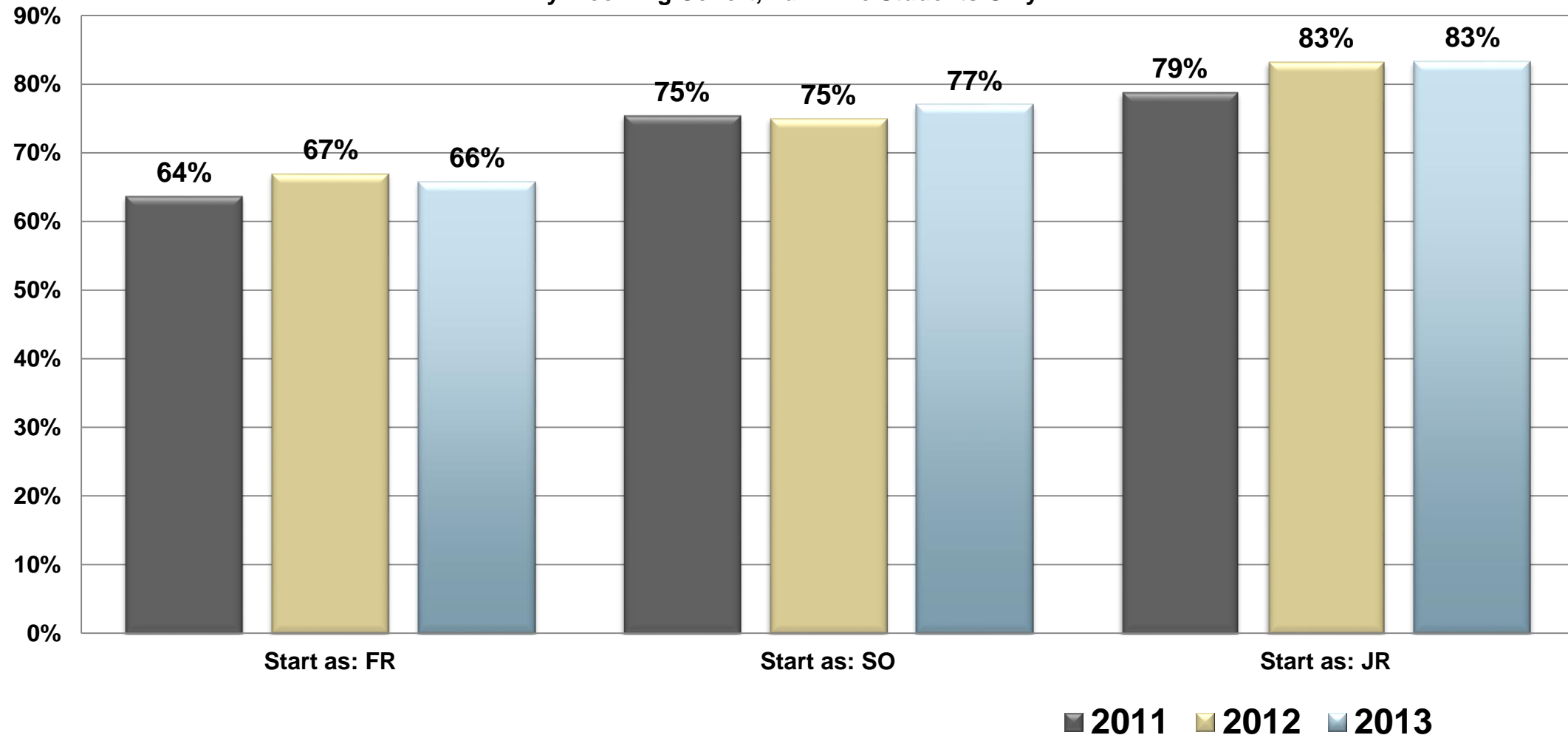


# Majority vs URM First Year Retention



# Transfer Student Retention

**First Year Retention Rates of Transfer Students**  
By Incoming Cohort, Full Time Students Only



# New Student Success Initiatives



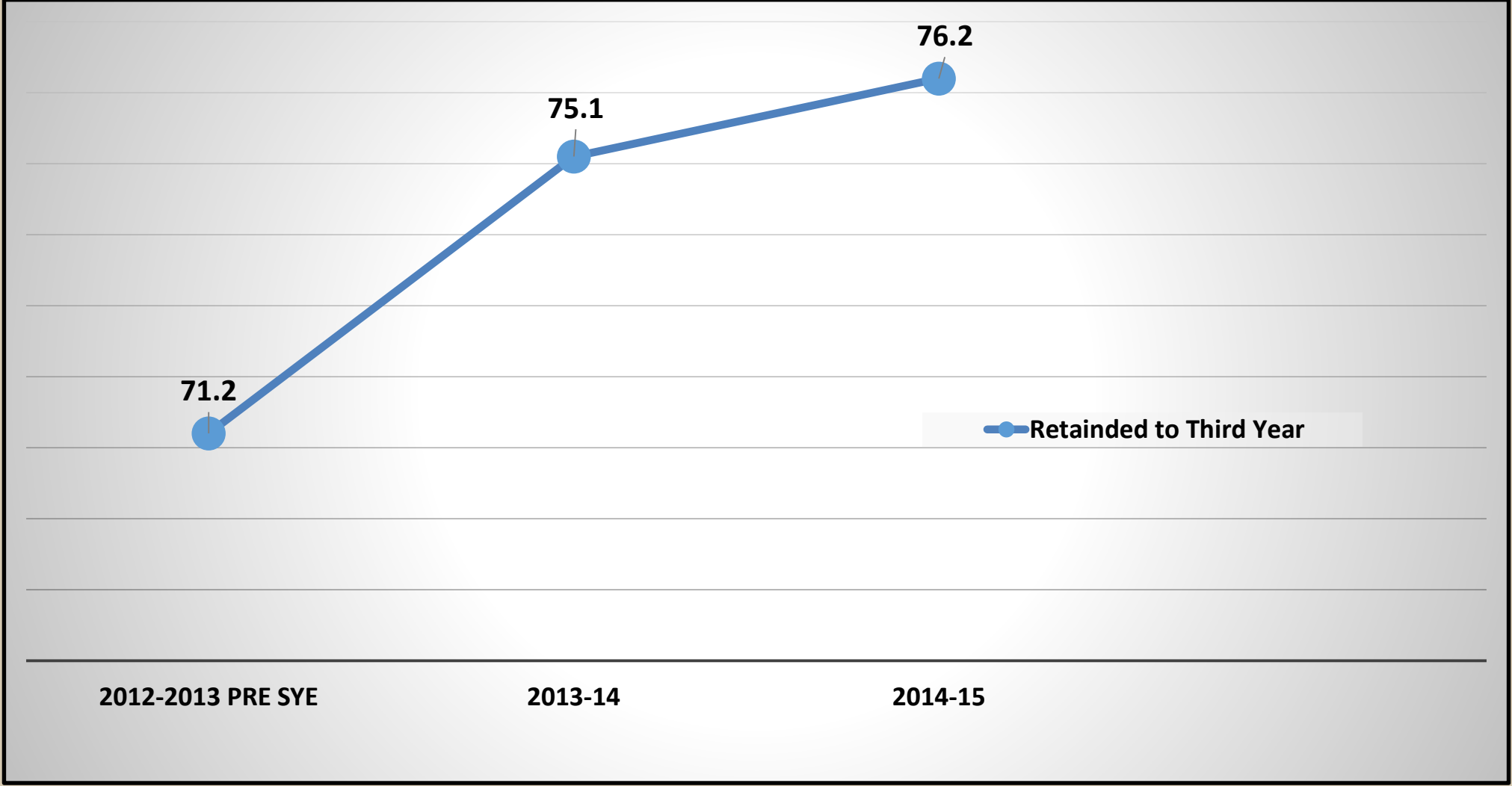
- Michigan Student Success Conference
- Student Success Collaborative and Campus
- Second Year Experience
- CoDEI Diversity Initiatives
- Oakland 8 – Cross Division Collaborations
- HLC Academy for Persistence and Completion
- Graduation Completion Committee
- Grad Path
- Faculty Feedback
- Michigan Gateways to Completion (G2C)
- Institutional Learning Communities
- Expanded Funding for Supplemental Instruction
- Mandatory Transfer Orientation
- UPAC/MCC Transfer Student Success Research



# Goals

- Create seamless transition from the First Year Advising Center to college/schools advising units
- Engage student in their major field of study through participation in two of the following:
  - Major/Minor Exploration
  - Major Engagement
  - Career/Research engagement
  - Campus Engagement
  - Community Engagement
- Increase persistence from second to third year

# Percent of Students Retained to Third Year





# Student Success Collaborative Care Network

## Feedback Loops Insure Connection to Quality Services

### 1 Analytics Identify Students

### 2 Utilization Reports and Outcomes

#### Predictive Analytics to Drive Student Prioritization



Proactive  
Campaigns

#### Student Referral Network



Case  
Referrals



Academic  
Support



Financial  
Aid



Tutoring



Utilization  
reports

Effectiveness  
Feedback Loop

Impact  
analyses



Leadership

Systemic  
Improvement

More precise  
identification of risk

Better targeted  
advice and support

Greater return on  
retention investments

### 3 Feedback Improves System



Comprehensive  
Student Risk Data



Proactive Outreach  
and Interventions



Campus-Wide  
Case Management



Central Reporting  
and Evaluation

# The Michigan Gateways to Completion (G2C) Project

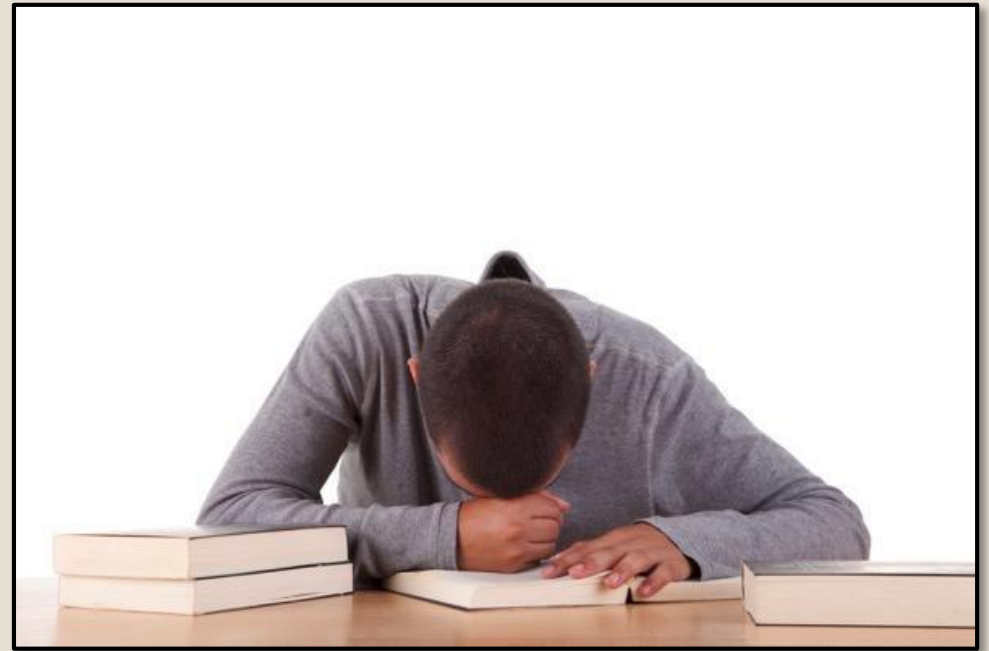
John N. Gardner Institute and The Kresge Foundation

**Create and subsequently implement an evidence-based plan** for improving teaching, learning, and success in high-enrollment courses that have historically resulted in high rates of failure and/or unsatisfactory progress.



# Gateways Courses Defined

- Foundation-Level
- High-Risk
- High Enrollment
- “Killer Courses”





# Gateway to Completion

## The Comprehensive Model

- Course / Cross-Course Redesign Process
- Analytics Process Collaborative
- Teaching & Learning Academy
- Community of Practice





# Participating Institutions



Eastern Michigan University



Oakland University



Wayne State University



Western Michigan University

University of Michigan Dearborn



# Academic Recognition

## National rankings



### **U.S. News**

- Nursing Anesthesia **#18**
- Physical Therapy **#136**
- Public Affairs **#146**
- Online Education (graduate) **#153**
- Graduate Education **#158**
- Master of Business Administration (part-time) **#213**
- Online Bachelor's Programs **#217**

### **Other**

- Princeton Review Best Business Schools, national and Midwest
- Top 50 Online Engineering Management Degrees 2016

# Thank You

