



OAKLAND  
UNIVERSITY™  
—  —  
Alumni Association

*Sunset Terrace*  
New Alumni House

*Seek virtue and knowledge*  
Segui virtute e conoscenza

## Sunset Terrace

Building an alumni house on campus has long been a conversation piece of Oakland University graduates. After spending four, five, six years or more in the likes of Varner Hall, O'Dowd Hall, Vandenberg Hall and the Oakland Center, there is no place to call home for the more than 100,000 alumni of OU. As alumni visit campus on a daily basis – for campus tours as legacy families, to volunteer, or to just stop by and see what has changed – the Sunset Terrace Alumni House would provide an appealing location for them to check in, give us an update, take a tour and, most significantly, reconnect with OU.

The Sunset Terrace Alumni House would advance alumni relationships with their alma mater in an extraordinary fashion. It would provide a home to all alumni, function as a remarkable event venue and remain a valuable university resource for engagement for years to come. Following is a brief synopsis of how the office of alumni and community engagement would plan to extend Matilda Dodge Wilson's legacy through the Sunset Terrace Alumni House.



founded in **1957** : graduated its first class in **1963**  
: with 125 members

## A Place for Alumni

As we prepare to launch the next campaign for OU, there is no time more critical than now to show alumni they are valued and that they have a home at OU. Matilda Dodge Wilson is revered among alumni and students alike. To those early graduates who knew her, her homes remind them of her kindness and generosity. To the later graduates who knew only stories of her, her homes represent the literal and figurative foundation of her legacy.

Whether a Pioneer or Grizzly, the Sunset Terrace Alumni House would provide alumni a sense of place on campus, the likes of which currently does not exist at Oakland University. The office of alumni and community engagement consists of three rooms in a crowded John Dodge House with no dedicated space for entertaining or meeting with alumni guests. In fact, the number of alumni who visit John Dodge House – who are not already engaged on a committee or our board of directors – generally numbers less than 20 a year. Imagine how that would change with Sunset Terrace as the official Alumni House! The Sunset Terrace Alumni House, with all its character and history, would turn missed opportunities into valuable connections among our many alumni constituents.

With the office of alumni and community engagement occupying this space full time, Sunset Terrace would immediately become the “front door” through which alumni may return to their alma mater. Alumni who have been away for years would feel a rush of nostalgia upon their first steps in the House and legacy families with future Grizzlies in tow would experience a renewed sense of pride in OU as they tour the facility and reconnect with their university.



*Matilda Dodge Wilson*





# 100,000

Alumni as of December 2014

ALUMNI & COMMUNITY :  
 ENGAGEMENT :  
 plans and implements : alumni are an  
**more than 70** : **ESSENTIAL**  
 events & meetings : part of the OU community  
**ANNUALLY** :

## A Unique Event Experience

The office of alumni and community engagement plans and implements more than 70 events and meetings annually to create, maintain and grow relationships with our 100,000+ alumni constituents. About half of all alumni events are hosted on campus at venues such as the Oakland Center, Recreation Center, Athletics O'rena and various academic buildings. Many of those gatherings could move immediately to the Sunset Terrace Alumni House, not only providing a one-of-a-kind experience for attendees, but also opening up precious event and meeting space on campus to other departments and student organizations.

As a treasured alumni event venue, the unique spaces in Sunset Terrace would be utilized on a regular basis for the Oakland University alumni community and beyond. Current events that would move to the Sunset Terrace Alumni House include reunion and legacy family gatherings, OUAA board and committee meetings, Arts at OU dinners, young alumni and networking programs, and Leadership OU events for current students. Of course, a venue such as Sunset Terrace would open up a host of new event and programming opportunities to increase alumni engagement, such as an historic events lecture series, tours of the House, holiday receptions and alumni family picnics on the lawn.



## A Resource for Campus

In addition to the expanded use by the office of alumni and community engagement for strategic alumni initiatives, the Sunset Terrace Alumni House would become a valuable resource for all of campus. Deans and other university leaders would use the House for intimate dinners with alumni and donors. Departments and student organizations would use it to host special speakers and presenters.

As the next campaign launches, the utilization of the House by the National Campaign Committee as well as meetings with donors and the development team members is particularly important. To discuss major private gifts and their impact to the university in a setting such as Sunset Terrace, donated by the “mother” of OU herself, is a priceless opportunity. The connection to Oakland University’s history is almost palpable in that space, which would truly serve as an asset in solidifying support to Oakland University.



## Office of Alumni & Community Engagement

The mission of the office of alumni and community engagement is to enrich and engage the lives of alumni, students and friends to promote and advance Oakland University. Our vision is to connect and build relationships among alumni, students and community members to advance our growing university.

We accomplish our work by 1) creating opportunities that enhance visibility and deliver positive public opinion about OU; 2) supporting networking opportunities for alumni, students, and friends; 3) assisting with philanthropy efforts; and 4) engaging alumni and the community in ways that will enhance recruitment efforts and attract the best, brightest and most diverse students to OU.

These efforts will lead to a greatly enhanced and varied pool of alumni volunteers that will support career development, provide internships, mentor and advise OU students and assist with OU recruitment efforts. Further, these efforts will provide opportunities to cultivate new relationships with alumni who will be added as prospects to the donor pipeline for the next capital campaign and beyond.



## Division of Development, Alumni and Community Engagement

The division of development, alumni and community engagement (DACE) exists to engage alumni, donors, friends, corporate partners, community members and others with Oakland University in an effort to advance the institution. In addition to leading all fundraising activity throughout the university, the vice president of DACE oversees the following departments: development, alumni and community engagement, planned and annual giving, research, campaign, stewardship, executive events and advancement services. These departments would have full access to the meeting spaces in the Alumni House.



## Community Engagement

In an effort to formalize community engagement initiatives, the office of alumni and community engagement also manages university relationships with a number of community organizations including: the Rochester Regional Chamber of Commerce, the Auburn Hills Chamber of Commerce, the Detroit Chamber of Commerce, the Troy Chamber of Commerce and the Detroit Economic Club. While OU currently hosts meetings and events of all sizes with a number of these community organizations, Sunset Terrace would become a highly sought-after venue for these groups. Pertinent to the third goal of the University's new strategic plan, Sunset Terrace would help expand community relationships and further strengthen OU's status as a resource for the community.

## Site

### Parking

Anticipating the need to manage events and accommodate guests who visit the house, an expansion of parking opportunities will accommodate 30 vehicles to the northeast of the home. A convenient and sensitively landscaped parking area will provide self or valet parking options for events, while a potential berm and separation from the main drive will shield the parking area from the house and approach view.



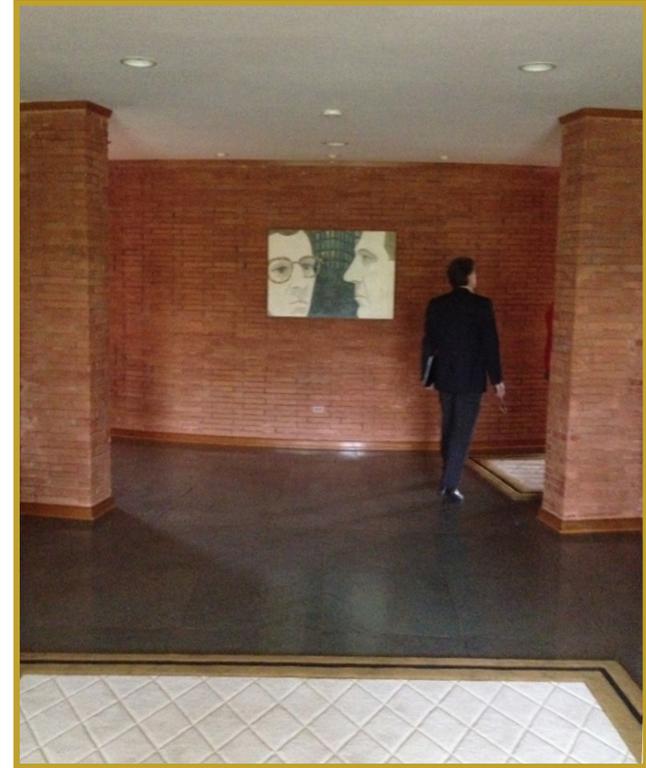


## Outdoor Space

Outside space including the yard and terrace will also be used for donor, alumni, and campaign events. It can be tented or used in conjunction with events held indoors.



*Outdoor Entry*

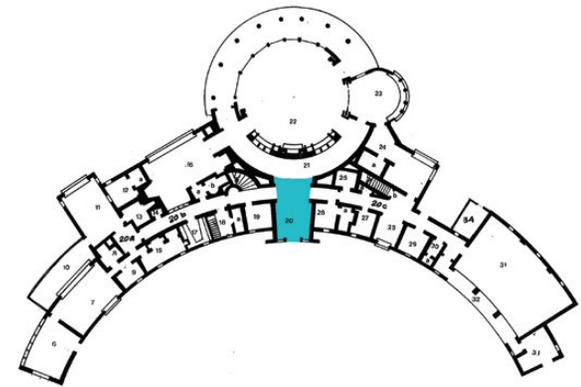


*Existing Entry*

## **First Floor - Center**

### **Entry (20)**

A welcoming entry would be warm and inviting to all alumni, family and friends.



First Floor



*Possible Reception Desk*

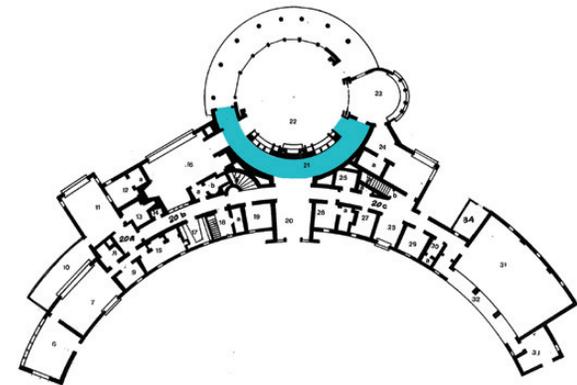


*Alumni Hall of Fame on Hallway leading from the reception desk to the living room*

## First Floor - Center

### Foyer (21)

Reception area with single workstation on curved back wall facing front door to serve as greeting area for alumni and visitors throughout the day.



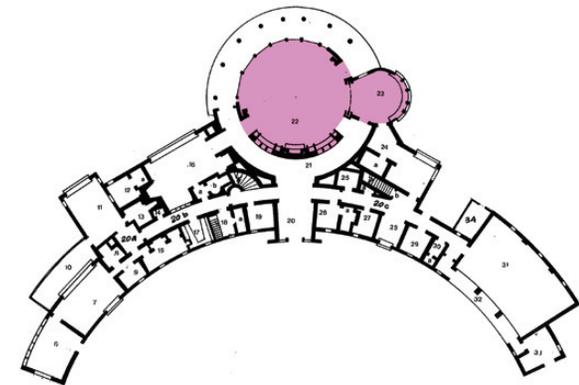
First Floor



## First Floor - Center

### Living Room (22) & Dining Room (23)

Event areas to be used for dinners, receptions, large meetings, presentations, seminars, lectures, etc.

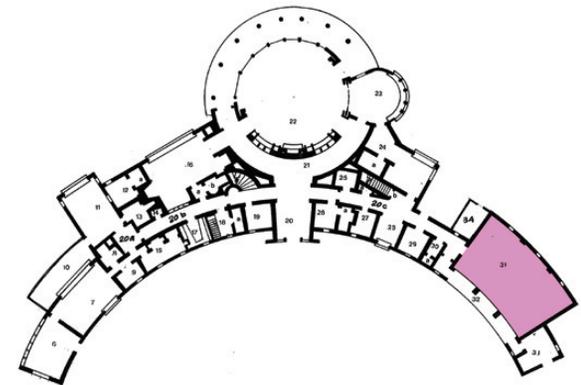




## First Floor - North

### Garage (31)

*If renovated/finished*, this event area would be used for private meetings, presentations, lunches and dinners.

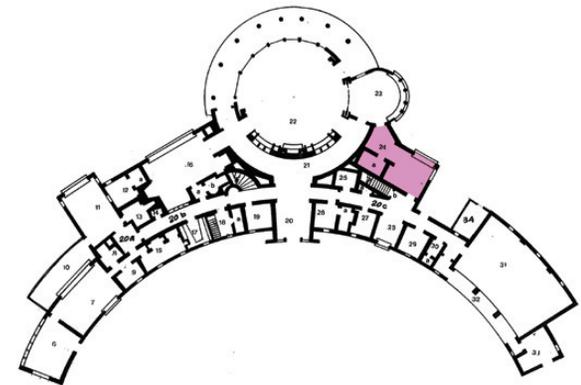




## First Floor - North

### Kitchen (24)

The existing kitchen can accommodate food preparation for events to be hosted at the center.

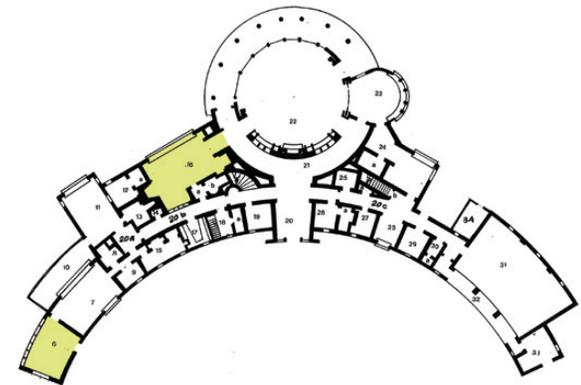




## First Floor - South

### Den (16) & Library (6)

Reception/meeting space would use current furniture and layout, plus small conference table for 4-6 people, for intimate meetings with alumni and donors, as well as other development team members and their donors/prospects.

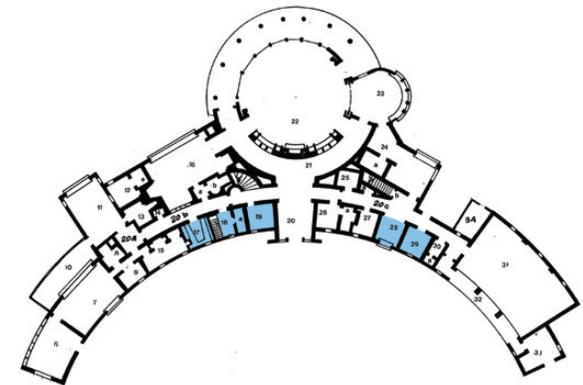




## First Floor - Student Workstations

**Linens (17), File Room (18), Closet #4 (19),  
Breakfast Nook (28) & Storage #3 (29)**

Dual work stations for two student assistants (part-time employees) in office of alumni and community engagement, as well as work stations for alumni visiting campus.





*Matilda Wilson's Bedroom (7) Possibilities*



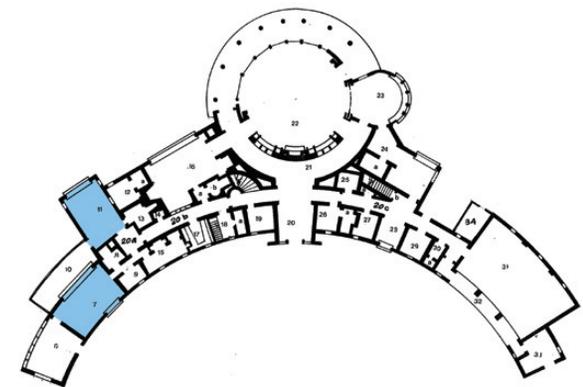
## First Floor - South

### Alfred Wilson's Bedroom (11)

Vice president's office for division of development, alumni and community engagement, to include one desk and small table for private meetings with alumni, donors and staff.

### Matilda Wilson's Bedroom (7)

Dual office for two staff members, one executive assistant to the vice president and one office assistant who supports the office of alumni and community engagement.





## Second Floor

### North Bedroom (40)

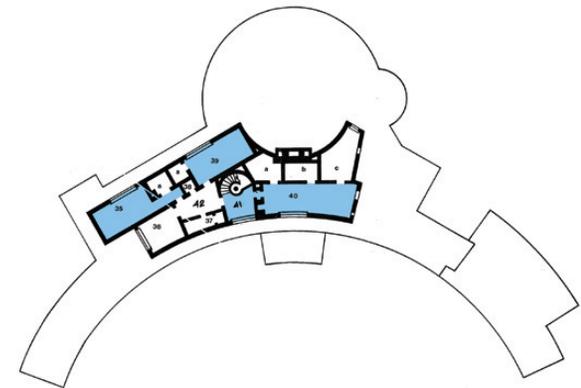
Single office for director of alumni and community engagement, to include one desk and small table for staff and alumni meetings.

### Landing (41)

Dual work station for two student assistants (part-time employees) in office of alumni and community engagement.

### West Bedroom (39) & South Bedroom (35)

Dual office for two staff members from office of alumni and community engagement.



# ALUMNI CENTERS AROUND THE COUNTRY

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## Central Michigan University

Central Michigan University alumni are always welcome to visit campus. Alumni are encouraged to use the Carlin Alumni House, located on Bellows Street, as their headquarters for campus visits. The alumni house has a display of campus photos from 1892 to the present, Chippewa yearbooks from 1910 to the present and a library of books written by CMU alumni. There are several areas to sit, relax and reminisce about student days. Office hours are 8 a.m. to 5 p.m. weekdays.

Approximately \$500,000 was allocated by the university to pay for the 4,500 sq. ft. renovation. The restoration and expansion of the house included the addition of a conference room,



reception areas, staff offices, and workrooms. The modern Alumni House serves as a “home base” for visiting graduates, special alumni events, and also as the office building for the alumni and development staffs.

## University of Michigan

An award-winning building, the Alumni Center is located in the heart of the University of Michigan campus. In addition to housing the Alumni Association offices, the Alumni Center is home to the Founders Room, a meeting room that can accommodate a variety of activities. The Founders Room offers a warm and inviting atmosphere, complete with fireplaces and many photos that capture the essence of U-M. The location, service and atmosphere make for a perfect spot for your next event.



The primary use of the Founders Room is for functions sponsored by the Alumni Association of the University of Michigan and/or groups affiliated with the Alumni Association.

The use of the Founders Room by other University-related groups is dependent upon the availability of the facilities. Only University functions that promote the welfare of the University of Michigan and/or the Alumni Association will be considered for scheduling. Such use will be governed by policies relative to hours of use, reservation procedures, rental policies and other conditions of use.

# ALUMNI CENTERS AROUND THE COUNTRY

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## Michigan Technological University

The house was built in 1916 by Dr. Rudolf J. Maas, who was the doctor for Franklin Mining Co. The house was majestic in its day. Dr. Maas had eight children who filled four bedrooms on the second floor and two on the third. The house also consisted of a living room, dining room, kitchen, den, music room, sun room, two part powder room, entry hall with circular staircases, three bathrooms, a large sitting room on the second floor and four large storage closets. There was also a two car garage with basement section.

The home was eventually bought for \$8,500 in 1939 by Albert W. Quandt whose family later sold to the University in 1961 for use as a residence for University



Presidents. It became the Alumni House in 1980 and in 2010, the House was extensively renovated. It houses the Alumni Association, Michigan Tech Student Foundation, and the Alumni Relations office. Sharing the building is the University Marketing and Communications Web Team.

## Syracuse University

In 1997, Syracuse University alumni were given a place to call home on campus. The Goldstein Alumni and Faculty Center, located next to Bird Library at 401 University Place, held its grand opening during Homecoming '97. The Office of Alumni Engagement is located on the third floor.

This beautiful historic building features a full-service restaurant and in-house catering for events. It was purchased by the University in 1974 at a cost of \$100,000. Renovations totaled over \$2.1 million.



# ALUMNI CENTERS AROUND THE COUNTRY

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## Empire State College (New York)

The SUNY Empire State College Alumni House has a long and storied history. Originally designed in 1896 by R. Newton Brezee in the Queen Anne Victorian style, it had three prior owners before being purchased by SUNY Empire State College in the early seventies. The house was renovated, maintaining its look and charm while adding state of the art energy efficient systems. The Office of External Affairs moved into the house in March 2007.

The house is open to all alumni and students. Receptions are held on a regular basis to bring alumni together for friendship and networking.



## Grand Valley State University

The Alumni House and Visitor Center is a gracious manor on the north end of the Allendale campus of Grand Valley State University. The building stands at the entrance to the campus just inside Lake Michigan Drive. It was presented by Grand Valley's Alumni Association in October 2000, and made possible by the financial contributions of alumni and friends of the University. The facility is available for use and rental by the University community of alumni, faculty and staff, students, parents, retirees, Board of Trustees, and departments of the University.



The Alumni House and Visitor Center is an elegant and convenient facility for individual and group activities for the entire Grand Valley campus community. Features include a 150-seat dining room, sitting room, bride's room, conference room, patio, and four overnight guest rooms. It also serves as an information center for visitors to the Allendale Campus. The professional and student staff provide a warm welcome to all guests and visitors.

Located almost midway between downtown Grand Rapids and the Lake Michigan shoreline, the building is ideally positioned near major expressways and in close proximity to Grand Valley campuses in Grand Rapids, Muskegon, and Holland.

# ALUMNI CENTERS AROUND THE COUNTRY

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## Western Michigan University

The new alumni center in East Hall at Western Michigan University is slated to open in October 2015, and will serve all living alumni, as it honors those historic figures and alumni who are no longer living. The Alumni Center will be designed to:

- Serve as a home for all alumni
- Showcase the birthplace of the University in the context of the City of Kalamazoo
- Serve as a touchstone for the WMU experience
- Be a community asset
- Offer flexible and multipurpose gathering spaces to the community
- Illustrate the University's commitment to sustainability

The facility will be a starting point for important visitors to the University, including prospective students, and it will be a resource center and a place to house artifacts that are of paramount importance to the University's rich history. The center will be capable of hosting exclusive or large-scale events, becoming an upscale meeting space that can be used to host visitors, sign gift agreements, and honor distinguished alumni. The space will also be flexible to accommodate larger events such as outdoor alumni receptions and the annual Distinguished Alumni Award Ceremony.



## Conclusion

The desired outcomes of the OUAA's full strategic plan, which was launched in 2013, are 1) to increase alumni engagement levels and 2) to increase the number of alumni donors. Utilizing Sunset Terrace for the office of alumni and community engagement and the many and varied alumni events and initiatives we coordinate annually will have a positive qualitative and quantitative impact on our work. As a staff, we would welcome the opportunity to continue Matilda Dodge Wilson's incredible legacy.

While we look forward to providing a home for alumni to return to on campus and continue to meaningfully engage with their alma mater, we also recognize that the most significant benefit to utilizing Sunset Terrace as an Alumni House will be the sense of belonging alumni will feel at Oakland University now and for generations to come. You are a student for a short while, but you remain an alum forever.

## Next Steps

To make the Sunset Terrace Alumni House a reality will require support from key university officials. We would request that the university secure a permanent liquor license for the property for hosting events. We would need to determine a catering vendor for the property as well and potentially coordinate a RFP process. Should the Alumni House become a popular university event venue, we would also need to determine which department(s) would coordinate reservations and rental logistics



we would welcome the opportunity to continue  
**MATILDA DODGE WILSON'S**  
**incredible legacy**

## Estimated Project Costs: Alumni House Breakdown

| Level 1                 | Cost              |
|-------------------------|-------------------|
| Floors                  | \$30,000          |
| Walls/paint             | \$27,000          |
| Ceilings                | \$2,000           |
| Lighting                | \$17,000          |
| Exterior Upgrades       | \$42,000          |
| Data Installation       | \$32,000          |
| Wireless Installation   | \$22,000          |
| IT Hardware             | \$30,000          |
| Phones                  | \$4,000           |
| Fire Safety/Alarms      | \$60,000          |
| Security                | \$54,000          |
| ADA Door Hardware       | \$25,000          |
| Sewer Line Video        | \$5,000           |
| Total Potential Level 1 | \$350,000         |
| 10% contingency         | \$35,000          |
| <b>Total</b>            | <b>\$ 385,000</b> |

| Level 2                 | Cost              |
|-------------------------|-------------------|
| Parking for 30 cars     | \$54,000          |
| Landscaping             | \$30,000          |
| Furniture/Office        | \$250,000         |
| Total Potential Level 2 | \$334,000         |
| 10% contingency         | \$33,400          |
| <b>Total</b>            | <b>\$ 367,400</b> |

| Level 3                                  | Cost              |
|--|-------------------|
| Window Treatments                        | \$30,000          |
| Heating/Cooling Replacement              | \$425,000         |
| Carpet Replacement                       | \$25,000          |
| Roof Replacement                         | \$50,000          |
| Hazardous Material Abatement (Allowance) | \$20,000          |
| Total Potential Level 3                  | \$550,000         |
| 10% contingency                          | \$55,000          |
| <b>Total</b>                             | <b>\$ 605,000</b> |

*NOTE: These are construction costs only, and do not include University costs, permits, or professional fees.*

# Estimated Operational Costs 2016

|                              | Alumni House |                     |                     |
|------------------------------|--------------|---------------------|---------------------|
|                              | Labor        | Material & Supplies |                     |
| Grounds                      | \$10,500     | \$600               |                     |
| Custodial                    | \$24,300     | \$1,900             |                     |
| Maintenance (Skilled Trades) | \$700        | \$1,750             | Renovations Occur   |
| Security                     | \$500        | \$500               |                     |
| Fire Alarms                  | \$500        | \$500               |                     |
| Cameras                      | \$100        | \$100               | Replace after 5 yrs |
| IT                           | \$1,000      | \$1,000             | Replace after 5 yrs |
| Utilities                    |              | \$16,125            |                     |
|                              |              |                     |                     |
| TOTAL                        | \$37,600     | \$22,475            | w/<br>Renovations   |
| GRAND TOTAL                  | \$60,075     |                     |                     |

*Not Included: Any Added Staff, Special Security & Events Created: April 24, 2015*

**Option:**

|                              |         |          |               |
|------------------------------|---------|----------|---------------|
| Maintenance (Skilled Trades) | \$3,000 | \$10,000 | Move-in as is |
|------------------------------|---------|----------|---------------|