



President's Report – Building Momentum
Monday, April 18, 2016

Successful Students

First Destination Survey Report – OU Career Services

- **89%** of graduates are employed, in the military or in graduate school
- **97%** of employed graduates reside in Michigan
- **96%** of working graduates were employed within 6 months of graduation
- **79%** of employed graduates are working in jobs tied to their career plans

Top industries for OU graduates

- | | |
|-----------------|-----|
| • Health Care | 37% |
| • Engineering | 14% |
| • Manufacturing | 12% |
| • Retail | 8% |



Successful Students

Spring Commencement Ceremonies – April 28-30

- **1,687** undergraduate students participating
- **376** graduate students participating
- **2,063** students total

Honorary Degree Recipients



Curt Tofteland

Founder of the internationally acclaimed Shakespeare Behind Bars

Patti Finnegan Sharf

Philanthropist and widow of esteemed OU benefactor Steven Sharf



Successful Faculty

Professor of Engineering Dr. Barbara Oakley

- Has become the **most popular online instructor in the world**, according to Online Course Report's "50 Most Popular MOOCs of All Time"
- Follows her **New York Times bestseller** "A Mind for Numbers: How to Excel in Math and Science (Even if You Flunked Algebra)," which was inspiration for the MOOC
- She is now working on another book, "Mind Shift: Ordinary and Extraordinary People Have Changed Their Lives Through Learning and You Can, Too."



Successful Staff

OUWB Director of Diversity & Inclusion Dr. Caryn Reed-Hendon

- Received the **National Emerging Leader Award** from the National Association of Medical Minority Educators.
- Has served as the **national technology chair** and central region communications chair, and has dedicated her work to NAMME branding, professional development, talent and outreach.
- NAMME strives to ensure racial and ethnic diversity in all of the health professions.



Successful Staff

Outstanding AP of the Year – Nancy Schmitz

- 33 years of service to Oakland University, in positions including coordinator for student programs, assistant dean of students, director of the health and counseling centers, AVP for Student Affairs and Dean of Students.
- Multiple nominations for her, dedication, professionalism, versatility, collaborative support, mentorship, positive attitude, problem-solving abilities and vast knowledge of the OU community.



State Higher Ed Funding

Notes and Timeline

- Michigan Association of State Universities, Business Leaders for Michigan and others support Governor's FY17 recommendation of a 4.3% across-the-board increase, as it restores most of FY2010-11 funding.
- State Legislature reconvened April 12
- It is possible that appropriations subcommittees could take up this work quickly.
- Budget expected to be complete between late May and mid-June.



State Higher Ed Funding

Current FY2016-17 Proposals

Governor	Senate	House
<ul style="list-style-type: none"> 4.3% increase across the board 50 % of total allocation divided proportional to FY2010-11 allocations 	<ul style="list-style-type: none"> 3.4% increase across the board 50% of total allocation divided proportional to FY2010-11 allocations 	<ul style="list-style-type: none"> 4.3% increase overall, but OU, EMU downgraded 50 % of total allocation distributed among 13 other publics based on FY2010-11
<p>OU allocation: \$51.3 million</p> <p>6.1% increase over FY2015-16</p>	<p>OU allocation: \$50.4 million</p> <p>4.3% increase over FY2015-16</p>	<p>OU allocation: \$50.2 million</p> <p>3.8% increase over FY2015-16</p>

Strategic Planning

Work in Progress

Goal Committee #1 – Student Success

Goal Committee # 2 – Strong Research
and Scholarly Environment

Goal Committee #3 – Leader in Serving
Communities and the Region

Task Force #1 – Institutional Processes

Task Force # 2 – Shared Governance

Task Force # 3 – Budget and Finance

Recommendation
reports due by
Friday, April 22

Strategic Planning

Timeline

Goal Committee and Task Force reports to be incorporated into Strategic Plan over the summer months

Completed Strategic Plan Report to be published in the fall

Metrics by which to measure Strategic Plan progress to be established and dashboard to be launched in the fall



Campus Master Plan



Foundation

Development guided by principles and goals of the newly adopted Strategic Plan

Input gathered from about 2,000 campus and community stakeholders through on-campus focus groups and an online survey

Designed to meet a projected 11% increase in enrollment over the next 10 years



Campus Master Plan

Recommendation Highlights

Student life growth within the existing loop road, including:

- more usable outdoor spaces and better connections across campus
- expanded residence life with a 2,000-bed South Campus Housing Village

Academic department growth through:

- increased number of classrooms
- a new Research District designed to attract industry partnerships

Infrastructure improvements including:

- a new southeastern campus loop road to alleviate vehicle, pedestrian conflicts
- new parking facilities and improved parking management policies

Campus Master Plan



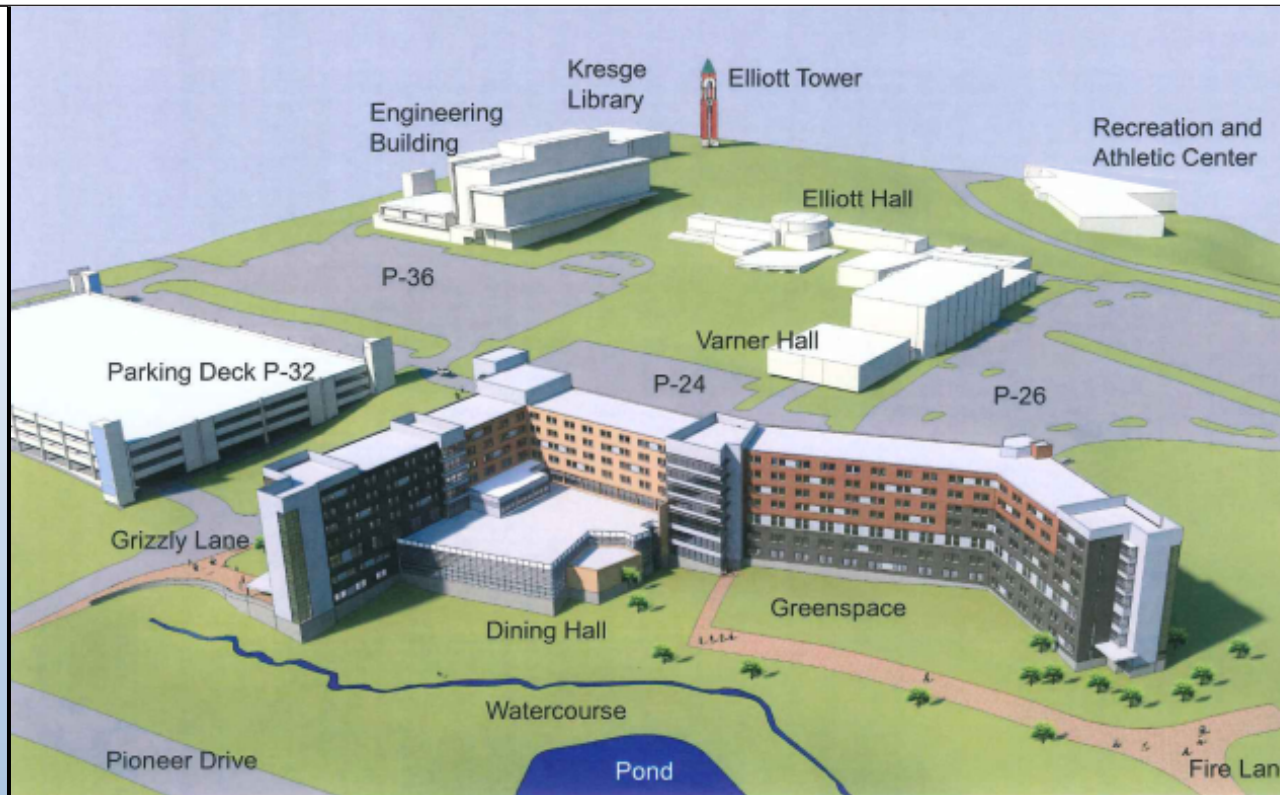
Recommendation Highlights

The draft plans presentation and submission to the **Master Plan Committee** and **University Senate** is set for the first week in May.

The **OU Board of Trustees** could take action to approve the Final Master Plan at its June 6 meeting.



South Campus Housing Facility



Aerial View looking Northwest

South Campus Housing Facility

- \$78 million
- 289,538 square feet
- 750 beds
- Quad units primarily for sophomores and juniors
- 418-seat dining facility, space to expand by 182 seats.
- 4 classrooms with 200 seats
- LEED Gold Standard construction



Eye Level View looking Southeast from Engineering Building

Raising Our Profile



The Oakland University Brand



- Brand reputation study in development to track progress in community on OU attributes and specialty awareness
- Results will be used to update brand and comprehensive campaign messaging
- Initial work on campaign messaging now under way

Moving Forward in 2016



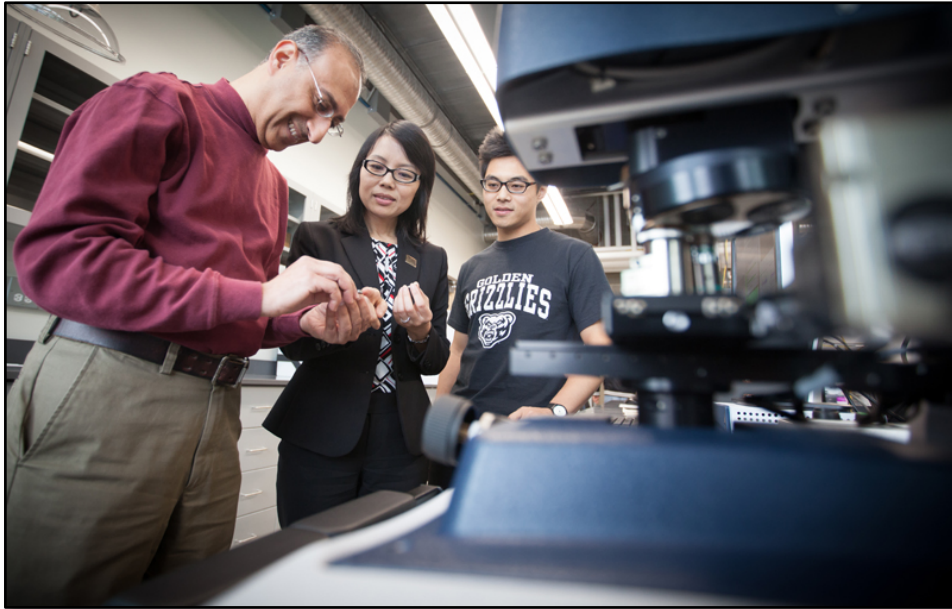
Work Continues on Key Activities for 2016



- **University Identity**
 - Establish Database for Community Engagement
 - Develop a Three-year Marketing Strategy Based on Reputational Survey
- **Development & Campaign Preparation**
 - Continue to Refine Campaign Readiness
 - Increase Alumni Giving & Major Gift Commitments
 - Establish Campaign Case Statement
 - Establish Campaign Steering Committee & Priorities

Moving Forward in 2016

Work Continues on Key Activities for 2016



- **Strategic Plan**
 - Publish Strategic Plan Document with Action Plans and Dashboard Metrics
- **Refine Organizational Structure**
 - Focus on Key Institutional Objectives
- **Enhance Research/Scholarly Infrastructure**