

President's Report



OAKLAND UNIVERSITY **2014-15**



***“We want to be
part of something
wonderful, and all
of us are confident
that we will be.”***

— **Petra Knoche, CAS '02**, assistant director of the International Student and Scholars Office and Administrative Professional Assembly president.



President's Report

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MISSION STATEMENT

OAKLAND UNIVERSITY IS ...

“... a preeminent **metropolitan university** that is recognized as a **student-centered, doctoral research institution** with a **global perspective**. We engage students in distinctive educational experiences that connect to the unique and diverse opportunities within our region and beyond.

“Through faculty-driven and student-engaged research, scholarship and creative activity, Oakland University advances knowledge and art in a diverse and inclusive environment. Oakland University is an active community partner providing thriving civic, cultural and recreational opportunities and valuable public service.”



Goals

As a University, we aspire to:

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

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

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



Reflections from President Hynd

At the Presidential Inauguration in April, Board of Trustees Chair Mark Schlusell declared this to be a propitious time for Oakland University.

I believe his assessment is correct.

At this juncture in Oakland's history, powerful indicators of success are aligning favorably. We have experienced two decades of continuous growth. Our positive visibility with the public has increased significantly. We have a new strategic plan and a targeted knowledge of our critical needs.

These and other powerful indicators of success that have occurred during the past year foretell a future in which Oakland will thrive.

By now we have grown accustomed to the familiar, soothing sound of the Elliott Tower's bells signaling time's passage in our daily lives on campus. For me, the bells heralded two days that left a lasting imprint from the year: the Tower dedication on September 19, 2014, and Commencement of the OU William Beaumont School of Medicine charter class on May 15, 2015.

Dedication Day for the Tower was the perfect conclusion to a project meant to bring people together, as donors R. Hugh and Nancy Elliott intended. Just as sidewalks converge at the Tower and plaza, so did everyone from the University and surrounding community on one of those perfect Michigan blue-sky September afternoons. At the conclusion, Nancy Elliott said it best: "I want you to be proud of your University, to come back after you graduate and brag about your University. I want you to enjoy it all."

On May 15, after four years of intensive study, 47 members of the charter class of the OU William Beaumont School of Medicine were awarded the degree of Doctor of Medicine. Today they are undertaking their medical residencies at many nationally prominent hospitals.

These charter class members have been and will always be pioneers. During their time with us, the students provided us with thoughtful input into everything from the medical school curriculum to the facilities design. We encourage them to share their medical school experiences out in the world and come back to share their stories with us.

We are moving forward with an aspirational strategic plan that acknowledges the input of our faculty, staff, students and the community regarding the identity of Oakland University.

We also created a list of near-term goals that we would like to accomplish within the next 12 months. Our three strategic goals form the foundation for the next five years.

Oakland students are central to the strategic plan. Our enrollment growth has been the highest in Michigan over the past 5-year and 10-year periods; we remain a first-choice destination for many students.

That is why we *must* invest in supporting a vibrant learning environment for our nearly 21,000 students. This includes achieving better retention rates, increasing our graduation rates, improving our student-to-faculty ratio and staff-to-student ratio.

All lead to improving student success. At this point in Oakland's history, the stage is set for success.

Now, it is up to us to act.

We must ENGAGE students in distinctive educational experiences that connect to the unique and diverse opportunities within our region and beyond.

How can we do this? By promoting accessibility, diversity and inclusiveness through scholarships based upon need, merit, international study abroad opportunities and athletics.

We must FOSTER a research and scholarly environment where the focus is on creative endeavors and the discovery, dissemination and use of knowledge.

How can we do this? By doubling endowed professorships to keep and attract the most productive scholars in the nation who share our commitment to engaging our students and community in transformative programs of research.

We must CREATE an engaging, enduring on-campus experience.

How can we do this? By constructing additional residential housing and state-of-the-art facilities to advance knowledge, innovation, art and athletics — and increasing relevant student programming on campus.

We must SERVE the needs and aspirations of our communities and region, and ultimately earn Carnegie Foundation recognition as a Community Engaged University.

How can we do this? Through expanded community partnerships that impact our institutional reputation, visibility and meaningful engagement.

I ask you to join me in taking Oakland into the future. ➤

Sharing the OU spirit,



George W. Hynd
President

THE YEAR IN REVIEW

2014

August



George W. Hynd Officially Begins his Tenure as the 6th President of Oakland University

At the July 9, 2014, special Board of Trustees meeting, Dr. Hynd was appointed Oakland University's sixth president, succeeding interim President Betty J. Youngblood. With

more than 40 years of educational experience, President Hynd's career includes a number of other leadership roles at such nationally recognized universities as Arizona State University, the College of Charleston (South Carolina), the Medical College of Georgia, Northern Arizona University, Purdue University and the University of Georgia.

Dr. Hynd earned an Ed.D. in psychology from the University of Northern Colorado; an M.Ed. in educational administration and supervision from the University of Guam, as well as master's and bachelor's degrees in psychology from Pepperdine University.

September

Engineering Center Grand Opening

The largest freshman class in OU Engineering history began courses in the 127,000-square-foot Engineering Center dedicated on September 12, 2014. The Center is the new home to prominent research-active faculty and outstanding students within the School of Engineering and Computer Science. The Center features state-of-the-art classrooms, a Sophomore Design Lab, Senior Design Lab, SAE Design Lab, SAE Vehicle Lab, state-of-the-art Machine Shop, clean energy rooftop, 200-seat lecture hall, and atrium entrance. A new 1,200-space parking deck is adjacent to the Center.



Elliott Tower Dedication

The Elliott Tower, standing in the heart of the OU campus between the Oakland Center, O'Dowd Hall and Kresge Library, was officially dedicated at 4 p.m. on Friday, September 19, as a part of the inaugural fall Homecoming and Reunion Weekend. The 151-foot tower and 49 carillon bells were made possible by a \$6.5 million gift from longtime University benefactors R. Hugh and Nancy Elliott. Delia Rodi, SECS '92, CEO of Niagara

Murano, master-planned the site and led the project design through to construction completion. Provost James P. Lentini, DMA, composed "Ulysses' Sail," performed on the carillon by Dennis Curry, in tribute to the University's history and mission, along with honoring the Elliotts.



Oak View Hall and Honors College Grand Opening

The ceremonial opening of the \$30-million, 504-bed Oak View Hall, the new home of the Honors College, took place on September 20, 2014, during fall Homecoming and Reunion Weekend. Guests enjoyed a reception and tours. Oak View Hall gives students a unique opportunity to combine study with access to Honors College events and activities, as well as providing apartment-style accommodations and a range of spaces for meetings, private and group study.



First Fall Homecoming and Reunion Weekend

Plenty of spirit, fun and laughs resonated throughout campus as OU students, faculty, staff, alumni, retirees and friends gathered for a memorable weekend of family-friendly campus events and activities at the start of an OU fall tradition. Oakland alumni families and friends enjoyed an array of activities and events, and the Class of 1964 reunited with classmates.

Alumni Awards Banquet

On September 19, Fox 2 News anchor/reporter Amy Andrews, CAS '02, hosted the 20th annual Alumni Awards Banquet at which the following individuals were honored:

Distinguished Alumni Service Award: Lynn Gross, SBA '87, vice president and senior estate officer, JPMorgan; Distinguished Alumni Achievement Award: Stacie Behler, CAS '92, group vice president of public affairs and communications at Meijer Inc.; Odyssey Award: Tobi Voigt, CAS '04, '98, Detroit Historical Museum chief curatorial officer; Spirit Award: Barbara Gough, SEHS '92, and Allen Gough; Outstanding Young Alumni Award: Michael Medvinsky, CAS '05, music teacher, Bloomfield Hills Schools; Alumni Community Service Award: Jennifer Valoppi, CAS '79, founder and president of Women of Tomorrow; Honorary Alumni Award: Kenneth



Hightower, Ph.D., retired dean of the School of Health Sciences; Bill Rogers, managing director of OU's Golf and Learning Center.

Pioneer Award: The Honors College Group of Arden C. Barie, Darwin J. Casler, Phillip T. Eckstrom, Paul H. Woodruff, Duane Chapman and Terry J. Smith, for their 1959 recommendations on the curriculum for the development of MSU-Oakland.

October

Oakland Deemed a "Military Friendly School" for Sixth Consecutive Year

For the sixth year in a row, Oakland University has been named a "Military Friendly School" by *G.I. Jobs* magazine, a distinction reserved for the top 15 percent of all colleges, universities and trade schools nationwide.

The work of the entire Veterans Support Services team has established the University as a leader in providing exceptional services to student veterans and their families. OU student veterans receive priority registration, in-state tuition rates (regardless of residence) and red, white, and blue honor cords at graduation. The University also offers evaluation of veterans' transcripts based on American Council on Education guidelines, an arrangement that allows service members to receive credit for courses taken as part of military training. In 2011, Oakland's Veteran Transfer Student Services program was recognized with the Michigan Association of Collegiate Registrars and Admissions Officers Outstanding Transfer Program Award.



November

OU President's Scholarship Luncheon

Students who benefit from scholarship support made possible by the generosity of benefactors had the opportunity to thank the donors at the annual President's Scholarship Luncheon.



Faculty Celebration for Promotion and Tenure

On November 17, the University honored 30 faculty members for significant milestones of promotions and tenure with a reception and dinner at Meadow Brook Hall. "Your dedication to students and the impact that you bring to teaching, scholarship and service at Oakland are exemplary," said Senior Vice President and Provost James P. Lentini. "It is gratifying to be able to recognize you for your accomplishments."



Oakland Wins 2014 Horizon League Volleyball Championship

The Golden Grizzlies secured a four-set win over Milwaukee to capture the 2014 Horizon League Volleyball Championship. The team advanced to their first-ever NCAA Volleyball Tournament in program history.

December

OU Achieves 100,000 Alumni Mark at Fall Commencement

When more than 1,900 students graduated on Saturday, December 13, 2014, at the O'rena, OU surpassed the 100,000th alumni milestone. That translates to 100,000 teachers, engineers, nurses, business entrepreneurs and other successful professionals across Metro Detroit and beyond.

THE YEAR IN REVIEW

2015

January

Athletics Dome Ribbon-Cutting Ceremony

A \$5.1-million, 108,000-square-foot, multipurpose athletic dome opened on Friday, January 30, 2015, on the Lower Fields. The new dome features a full soccer field, and baseball and softball hitting cages where student-athletes will be able to train and practice year-round. The facility, large enough to support multiple teams at one time, will be leased to the Total Sports Complex during off-hours. TSC will reimburse Oakland University over the course of a 15-year agreement.



OU Brass Band Takes Second Place in First Section of Prestigious Competition

The Oakland University Brass Band won second place out of 19 bands in the first section of the 2015 Butlins Mineworkers National Open Brass Festival in Skegness, England, earning a prize of £1,000. OU is the only university brass band in the festival's history to have ever performed at Butlins. Alumni, friends and followers raised more than \$12,000 in a crowdfunding campaign to provide the necessary travel funds for the 34 student musicians.



Keeper of the Dream Scholarship Awards

Five students who promote diversity, cultural understanding and community activism were recognized with scholarships during the 23rd annual OU Keeper of the Dream Awards Celebration honoring the legacy of Dr. Martin Luther King.

Aukury Cowart, Electrical Engineering; Chanel Daniels, STEP, History; Zienab Fahs, Social Work; Joseph Kirma, Biomedical Science and Taylor Moore, Nursing, are the 2015 awardees.



Keynote speaker Jurnee Smollett-Bell (center) meets 2015 scholarship recipients (from left) Aukury Cowart, Zienab Fahs, Taylor Moore, Joseph Kirma and Chanel Daniels.

Keynote speaker was Jurnee Smollett-Bell, an actress and humanitarian/activist, who posed a challenge to students: "Continue to be a vessel in which you broaden society's definition of who we are as young people."

February

OU Winter College

President George Hynd hosted alumni and friends at the 5th Annual Winter College in Bonita Springs, Florida, February 5-7. OU faculty members led interactive classes and shared topics of their expertise.



OUWB Receives Full Accreditation From the LCME

The Liaison Committee on Medical Education (LCME) granted the Oakland University William Beaumont School of Medicine (OUWB) full accreditation for five years.



The LCME, sponsored by the Association of American Medical Colleges and the American Medical Association, is the nationally recognized accrediting authority for medical education programs leading to a medical degree in the United States and Canada.

March

Board of Trustees Approves New Mission Statement and Strategic Plan

On March 6, the Board of Trustees approved the University's strategic plan. On March 25, 100 people began their roles on goal and task force committees. President Hynd visited the schools and college to gain a better appreciation of their resources and needs, present the plan and relate how their goals advance the strategic plan. In the near term, strategic plan strategies are being developed to achieve the plan's three main goals. College and school strategic plans and priorities are being developed and existing resources are being aligned with key strategic initiatives.

Successful Med School Match Day

On the brink of finishing four years of rigorous medical education, 47 charter class students celebrated the school's first Match Day, gathering with OUWB leaders to learn where they would serve their residency programs. Students were assigned to residencies in more than a dozen specialty areas at health systems in Metro Detroit and around the country. Medical residencies run for varying time periods, depending on the specialty and are required to become a physician in the United States.



April



Oakland Hosts Second Annual Diversity Conference

World-renowned poet, writer, activist and educator Nikki Giovanni was the keynote speaker on April 2 during "Leveraging Diversity: Creating a Culture of Inclusive Excellence," the University's second annual diversity conference. Faculty and staff heard from leading experts about creating a culture of inclusion at the University.

Faculty Recognition Luncheon

Faculty members were honored at a Founders' Day luncheon on April 15 for scholarly achievements, dedication, path-breaking discoveries in research and critical teaching roles in educating the leaders of tomorrow. Founders' Day honors the memory of University benefactors Alfred and Matilda Dodge Wilson, whose gift of 1,400 acres and \$2 million has enriched the lives of thousands of people since Oakland University's founding in 1957.



Presidential Inauguration

The inauguration of OU's sixth president, George W. Hynd, took place in the O'rena on April 29, 2015. The inauguration was immediately followed by a community reception — faculty, staff, students, alumni, community members and university delegates from across the country attending.

Black and Gold Athletic Awards



Oakland University Athletics hosted the inaugural Black and Gold Awards on Monday, April 20 at the Fox Theatre in downtown Detroit. The BGAs recognized academic, athletic and community service achievements of the student-athletes over the last year (2014-15). Nineteen awards were handed out to 14 individual student-athletes, as well as six teams.

President George Hynd presented the President's Award, given to the student-athlete with the best combination of athletic success, academic prowess and leadership characteristics. Provost James Lentini presented the Hollie L. Lepley Award recognizing senior student-athletes with high achievement in athletics, academics and in the community.

May

Spring Commencement

Doctoral and master's degree candidates received degrees on Friday, May 1, 2015, at the O'rena. Major General Gwendolyn Bingham, Commanding General U.S. Army TACOM Life Cycle Management Command, was the guest speaker.

Undergraduate ceremonies took place on Saturday, May 2, 2015. Guest speakers at the three ceremonies were The Honorable Gary Peters, United States Senator representing Michigan; Frank McGeorge, M.D., WDIV Channel 4 Good Health correspondent; and Jane Lauren Dixon, OU student speaker.



THE YEAR IN REVIEW

2015

May



First Master of Public Health Graduates

During May commencement, 12 students earned degrees in the new Master of Public Health program. Patricia Wren, Ph.D., associate professor and program director, says the MPH courses are a “tremendous example of the seamless integration of teaching, research and service in a way that yields student success and improves health outcomes for our region.”

Dr. Wren and program leaders will grow the new degree slowly and modestly in the future, and plan to enroll 16 new students in the fall.



Three Student Leaders Recognized With Prestigious University Honors

The Board of Trustees each spring recognizes three students for distinguishing themselves as outstanding scholars and leaders on campus and in the community.

2015 Alfred G. Wilson Award to Spencer Marentette. A senior majoring in creative writing, Marentette holds a 3.97 GPA and has appeared on the Dean's List every semester. He was named to the All-Horizon League Academic Team in 2014 and the All-Summit League Academic Team in 2013.

Marentette is a captain of the Oakland University baseball team, a member of the Student-Athlete Academic Advisory Committee, co-founder of the Grizzlies Outstanding Leadership Development Program, and a member of the Fellowship of Christian Athletes. He has helped enrich the campus and surrounding community through various volunteer and service activities.

2015 Matilda R. Wilson Award to Kayla Fike. Fike has exhibited strong leadership through her work in a number of service organizations on campus and beyond. While balancing a busy schedule, she has maintained a 3.81 GPA and has served as a research assistant in OU's Department of Psychology. Fike has been on the Dean's List for seven consecutive semesters and received the Wade H. McRee Incentive Scholarship.

2015 Human Relations Award to Brittany Hall. She has served on numerous Oakland University campus committees, including the Internal Branding Taskforce, Yearbook Club, 2014 Winter Homecoming and the Campus Development and Environment Committee. She has also assumed leadership roles on the Student Program Board, University Housing and OU Student Congress, along with serving as co-president of the Grizz Gang. Around the community, Hall has supported the efforts of the Baldwin Center, Gleaners Food Bank, American Cancer Society and a family-run animal shelter. Her academic achievements include maintaining a 3.36 GPA and winning first place in the 2014 “Creative Expression for Communication and Journalism Undergraduate Showcase.”

Dissertation Award Winner



Crystal VanKooten, Ph.D., an assistant professor of Writing and Rhetoric, received the 2014 Hugh Burns Best Dissertation Award from the journal *Computers and Composition*. The award, presented annually since 1990, promotes scholarship, research and teaching in the field of computers and composition.

Dr. VanKooten teaches first-year composition courses and courses in digital media writing and rhetoric. Her dissertation, “Developing Meta-Awareness about Composition through New Media in the First-Year Writing Classroom,” explores how college writing courses can use digital composition assignments, such as composing a digital video, to support student learning.

Honorary Degrees Awarded



The Board of Trustees confers honorary degrees to persons with records of accomplishment in such areas as academe, business, government, the professions, or civic, cultural, humanitarian or public affairs. Examples include original and creative accomplishments within one or more academic disciplines or significant contributions to humankind's intellectual, cultural, commercial,

aesthetic, social or civic betterment. The following individuals received honorary degrees from the University during 2014-2015:

2015

- Joseph “Joey” Travolta, Doctor of Arts
- Ann V. Nicholson, Doctor of Humanities
- Mary Fisher, Doctor of Humanities

2014

- Lana Pollack, Doctor of Laws
- Terry M. Blackhawk, Doctor of Humanities
- Gebran S. Anton, Doctor of Science



Mary Fisher



OUWB Charter Class Graduation

OU history was made on May 15 as 47 fourth-year students of the Oakland University William Beaumont School of Medicine (OUWB) received the degree of Doctor of Medicine. Likely one of Oakland's greatest accomplishments, the Commencement is the result of a relationship begun in 2008 between the University and the Beaumont Health System.

President Hynd commended the charter class for agreeing to do more than simply become students at a medical school.

"You have set a high bar for the academic performance of all of the classes that will succeed you. Have no doubt: Each of you is and will always be a pioneer."

Glenn McIntosh Named Vice President for Student Affairs

Glenn McIntosh was appointed vice president for student affairs. He had served as interim vice president for student affairs and enrollment management since May 2013 and has been with the University since 1994.



McIntosh founded the Center for Multicultural Initiatives in 1994 and served as its director until 2001. Concurrently, he founded the Advising Resource Center and served as the center's director from 1998 to 2001. From 2001 to 2013, he was the assistant vice president for student affairs and dean of students.



June

Claudia A. Petrescu Named Dean of Graduate Education

Claudia A. Petrescu, Ph.D., was named dean of graduate education, at the University.



Dr. Petrescu will encourage a culture of service to OU's graduate students and academic units. She will also develop new strategies for recruitment, enrollment and retention of a diverse student body; oversee initiatives to maintain and enhance program quality; and work to broaden awareness and recognition of OU's graduate program strengths.

Dr. Petrescu joins OU from Eastern Michigan University, where she was a professor of public administration and nonprofit management.

July

Jon Margerum-Leys Named Dean of School of Education and Human Services



Jon Margerum-Leys, Ph.D., has joined Oakland University as dean of the School of Education and Human Services (SEHS).

He comes to OU from California Polytechnic State University at San Luis Obispo, where he was dean of the School of Education. He brings to Oakland University more than a decade of expertise in academic administration and nearly three decades of scholarship in educational media, technology and teaching at the K-12 level.

Oakland University Choral Ensemble Performs With the Rolling Stones

The Oakland University Chorale was among select college choirs chosen to perform on the Rolling Stones' 2015 North American ZIP Code tour. Talented chorale members and Chorale Conductor and

Professor of Music Michael Mitchell shared the stage with the iconic group on July 8 at Comerica Park in Detroit. The chorale is the elite touring choral ensemble in the Department of Music, Theatre and Dance. The group maintains a busy concert schedule, which includes frequent appearances with the University's resident orchestra, the Oakland Symphony Orchestra. The chorale has toured extensively throughout the state and region, as well as to New York and Texas in recent years.



The turnaround team of 2015 with President George W. Hynd.



Men's Swimming and Diving



Women's Swimming and Diving

Athletes Triumph!

In just the second year in their new conference, the Golden Grizzlies have won the 2014-15 Horizon League all-sports championship, symbolized by the McCafferty Trophy.

This first league all-sports trophy in 40 years of Oakland University Athletics league competition should wipe away any concerns about how the Grizzlies would fare after leaving the Summit League.

In addition to winning the overall competition by a large margin over runner up and defending champion Milwaukee, both the men's and women's programs won their respective competitions and received trophies in recognition of that accomplishment.

In the inaugural head-to-head, all-sports Metro Series with Detroit, Oakland won convincingly by a 36-10 score.

The Golden Grizzlies finished in the top three in 13 of the 18 Horizon League sports. Oakland took home both regular season and league tournament titles in volleyball, men's soccer and softball, along with first-place finishes at both the men's and women's swimming and diving championships. In

golf, the men's and women's teams finished second in their respective sports.

The Golden Grizzlies also put the student in student-athlete. They have been at the head of the Horizon League class in academic achievements, placing the most student-athletes on the league's Honor Roll in each of the four semesters since joining the conference.

Oakland also has claimed three of the league's four post-graduate scholarship winners during that time: Miche'le Lipari (men's soccer) in 2014, and Spencer Marentette (baseball) and Julianne Boyle (women's soccer) in 2015.

That balance of academic and athletic achievement is exactly what Athletic Director Jeff Konya says he hopes to see in Oakland Athletics.

"When you combine that with our 3.21 grade point average and all the academic accolades on top of all the athletic success, it really suggests that Oakland is performing both the 'student' and 'athlete' part of the student-athlete experience."



GO, GOLDEN GRIZZLIES!

Men's Soccer



Volleyball



Oakland student-athletes lead Horizon League with four straight semesters of top Honor Roll selections

For the fourth consecutive semester, Oakland paced the Horizon League with 125 student-athletes meeting Honor Roll criteria. The 2015 Spring Academic Honor Roll is composed of 813 student-athletes representing all nine Horizon League institutions and each of the 19 league-sponsored sports.

Candidates for the Honor Roll must meet three criteria in order to qualify: 1) participate in at least one of the League's 19 sports during the most recent (or current) season; 2) complete three semesters (or four quarters, where applicable) as a full-time student at the same member institution; and 3) have a cumulative grade-point average of at least 3.2 (on a 4.00 scale).

The Golden Grizzlies have led the Horizon League in Honor Roll selections in every semester since joining the conference last year.

Women's soccer, with 107 student-athletes garnering accolades, led all Horizon League sports on the Spring Honor Roll. Women's track and field/cross country ranked second with 97, and men's track and field/cross country placed 73 to lead all male sports. Contributing 72, men's soccer was the fourth-highest sport represented, and women's swimming and diving was right behind with 67.

Softball positioned 63 student-athletes, with baseball and men's swimming and diving next on the list each with 56, respectively. Contributing at least 30 student-athletes, women's tennis (39), women's basketball (33) and women's golf (31) closed out the female sports. Men's golf (29), men's tennis (26) and men's basketball (13) rounded out the League-sponsored sports. ➤



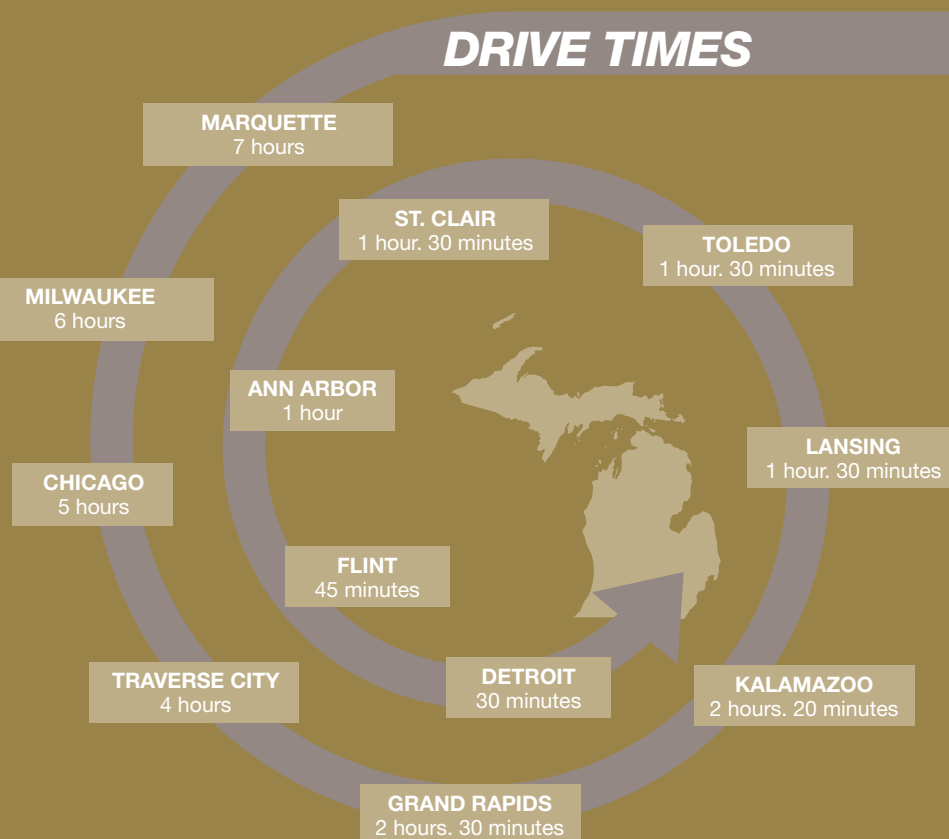
Oakland University scholar athletes have led the Horizon League Honor Roll in every semester since joining the league.



OAKLAND UNIVERSITY IS ...

“ ... a preeminent metropolitan university

DRIVE TIMES



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as a student-centered,
doctoral research institution
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As a **metropolitan university**, we are an anchor and a resource to our neighbors in the community. We direct our learning, teaching and research to the complex problems and concerns of our region. Our learning is also mutually beneficial: we learn from the surrounding area. We want to:

- Increase our visibility and preeminence among business and government leaders.
- Position the University as a leading resource for the arts and community activities.
- Further develop partnerships, internships and collaborations that benefit students and increase opportunities for service learning.
- Help solve local and regional issues, including regional economic and workforce development.
- Strengthen collaborations and partnerships with K-12 schools.
- Build and support an institutional culture of philanthropy. ➤



Living our mission as a metropolitan university

Becoming engaged with neighboring communities will become a way of life at Oakland as we fulfill our mission as a metropolitan university. Last November, we expanded our role as a metropolitan university by forming the Oakland University Pontiac Community Initiative with our neighbor city of Pontiac.

The partnership is a perfect example of what a metropolitan university is all about.

As I told the *Oakland Press* in February, “While there’s lots of encouragement to get involved in Detroit — and Oakland University is involved in Detroit — it seemed to me more reasonable to really look in our own backyard.”

Oakland’s roots with Pontiac go back 30 years to a variety of programs. Our student teachers have long been placed in Pontiac schools. We hope to be able to play a role with the Pontiac Schools that is similar to our partnerships involving the Oakland University William Beaumont School of Medicine, the School of Education and Human Services and the Avondale School District.

Robert Maxfield, Ed.D., special assistant to the President and Provost, former interim dean of the School of Education and Human Services, and former school superintendent in the Farmington and Berkley Schools, coordinates the partnership.

From the outset, he says, “we needed to determine how we could complement what the city is doing, to work with — rather than for — Pontiac.”

Enthusiasm for the partnership is high among participants and the two organization’s leaders — myself and Pontiac Mayor Deirdre Waterman. People describe Mayor Waterman as a catalyst for the revitalization of Pontiac and a mayor who understands that Pontiac needs connections all around it.





Oakland Journalism Professor Garry Gilbert really believes in what Mayor Waterman is doing. “I spent 29 of my years working in downtown Pontiac,” he says. “Mayor Waterman really cares about the city and its residents.”

In November and January, nearly 150 enthusiastic participants devoted Saturday mornings to attend meetings at Welcome Missionary Baptist Church to explore how Pontiac and Oakland University could meet their reciprocal needs. In December, 30 to 40 people interrupted their holiday plans and formed a writing team to produce discussion points that ultimately resulted in four task forces. Each has an OU and a Pontiac co-chair.

1. Service Learning
2. College Readiness
3. Economic Development
4. Communications

Political Science Professor Dave Dulio says his students were enthusiastic about contributing to the partnership.

“The City of Pontiac has roughly 60,000 residents and roughly 25 employees, so the prospects for a great experience for our students were terrific,” he says. “Six undergraduates and three graduate students came forward.”

Students created “Spirit of Pontiac,” a quarterly newsletter. They updated the city’s website and have started to review the city charter, shadow the mayor and create school millage support communication.

Professor Gilbert’s journalism students assist the mayor as writers and editors. “Mayor Waterman tells us what she needs, and we provide that,” he says. “Counsel, writing and editing and getting the story told. Students will be able to say they were communication directors for a city of 60,000 people.”

College readiness is a key goal of the Oakland University Pontiac Community Initiative.

This summer, Pontiac School District students attended free camps at Oakland’s campus to learn algebra skills and explore the world of business. Seventh-grade students attending the OU Advanced Via Individual Determination (AVID) Summer Institute lived on campus, learned math skills in algebra they will need in the fall, enhanced their writing skills and sampled the college experience.

“This new outreach program builds upon our commitment to Pontiac,” says Patricia Dolly, senior advisor to the President for Diversity, Equity and Inclusion.

School of Business Administration lecturer Frank Cardimen guided students entering grades 10 and 11 through Explore the World of Business, a five-day camp. “Our whole purpose was to expose these students to the business world and to what it takes to be a good businessperson,” he says.

Students learned about the fundamentals of a business education, leadership in business, the global business environment, accounting, economics, marketing, operations management, management information systems, human resources management and finance.

This year, students interacted with professional business leaders, visited Meadow Brook Hall and Krispy Kreme Doughnuts and worked on group dynamics and presentation development.

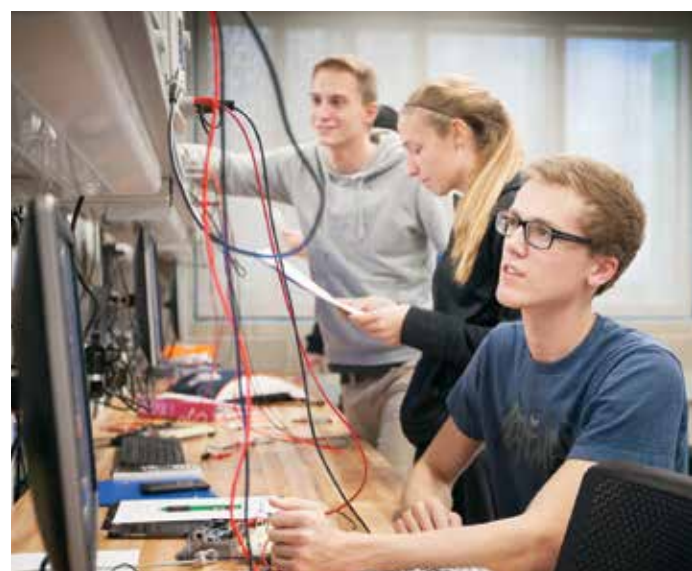
In Pontiac, Creative Writing students have been conducting six-week workshops at the Baldwin Center since 2013 through a grant secured by Associate Professor of English Annette Gilson. Professor Gilson notes that most of the Oakland students who do the workshops “come back for a second, third and sometimes fourth semester, because the experience is so rich and fulfilling.”

Oakland also contributes to helping the Pontiac community to eat healthy, get active and live tobacco-free through the county’s Healthy Pontiac, We Can! program.

Assistant Professor of Health Sciences Jennifer Lucarelli oversees a three-year, \$1.95-million grant from the Centers for Disease Control and Prevention’s National Center for Chronic Disease Prevention and Health Promotion.

The grant is to increase access to healthy foods and promote physical activity, as well as strengthen culturally relevant health programs for Pontiac’s Hispanic residents. The Save-A-Lot Food Stores Pontiac Summer Youth Soccer Program is an example of filling the gap for kids who join a team or league and those who get no exercise.

Dr. Maxfield anticipates the mutual benefits of the partnership and its positive impact on the community. “We will become a better University because of this partnership,” he says. “Oakland needs Pontiac as much as they need us.” ➤





OAKLAND UNIVERSITY IS ...

“... a preeminent metropolitan university

that is recognized as a

student-centered,

doctoral research institution

with a global perspective.”



“I want OU to be the first choice for students in the metro Detroit area.”

— President George W. Hynd



Distinctive educational experiences connecting to unique and diverse opportunities

Student success is at the heart of what we do. Our definition of student success is retaining our students and keeping them on track to graduate.

Right now, we are simultaneously examining all University areas that have an impact on retention and graduation rates. These areas include: curriculum, course schedules, sequences and prerequisites, academic advising, career services, faculty and staff and online courses.

The quality of these programs, services and initiatives must be reassessed, realigned, strengthened and linked with our priorities and resources.

The end result will be a comprehensive plan for all learning environments: main campus, online learning, Macomb and other locations, by identifying each environment's purpose, technology plan, market direction and resources required for student success and state-of-the-art operation.

Plans are in place to recruit and support our international, transfer and graduate students. We are also developing a comprehensive and strategic enrollment plan anchored with significantly more financial aid — merit and need-based scholarships. Within The Honors College, which welcomed the largest freshman class in its history in September 2014, we are creating a nationally recognized Presidential Scholars program. The Honors College is housed in Oak View Hall, a \$30-million living and learning residence, which features premiere student accommodation and teaching facilities.

Individual schools and the college also have particular focus: the School of Health Sciences is enriching the student environment to foster student success, higher recruitment and retention. The School of Engineering and Computer Science wants to increase the percentage of underrepresented groups in its undergraduate programs.

Keeping students on campus

The educational experience at a university is defined by student and residential campus life. Those things that bring people together on campus help to create a sense of campus identity that is so important to the student experience. Whether they commute or live in a residence hall, we want Oakland students to understand that this is their community. The transition to this new environment and culture will help them to graduate from college and move on to a career.

That is why we direct our focus at keeping students on campus. A goal is to enhance our students' involvement in extracurricular or co-curricular activities by providing and supporting a range of campus experiences and opportunities for engagement and participation.

At Oakland, 14 percent of our students currently live on campus. Our goal is to see that number increase to 25 percent of the resident student population over the long term. This will also go a long way toward increasing our retention rate, another key goal.

OU plans for the long range

Significantly increased student satisfaction



Four- to six-year
GRADUATION RATES
CONSISTENTLY GREATER THAN

50 percent



RETENTION RATES
GREATER THAN

80 percent



25 percent

INCREASE
IN THE NUMBER
OF RESIDENTIAL
STUDENTS



Experiential learning is focus of business data analysis lab

Ten dual-screen financial terminals line Room 327, clocks on the wall mark the world's time zones and a stock market ticker glows overhead.

The business data analysis lab in the School of Business Administration's Elliott Hall is not unlike a given corner of a top financial investment firm. Only here, students from multiple business disciplines take courses designed around the real world to prepare them for that given corner of a top investment firm.



Managing Investment Funds, which is being taught this fall, was designed for the lab, says Nivedita Mukherji, Ph.D., associate dean of the School of Business Administration and an associate professor of Economics.

“This will be teaching investment to Finance students with the hope that they will use the knowledge they gain from the course to start to make investment decisions that can be applied anywhere,” Dr. Mukherji says. “Other courses are probably more theoretical in nature, while this will be bringing the theory closer to how financial analysts actually practice using data and making investment decisions. It’s a hands-on experience of what financial analysts do.”

Using the Bloomberg Professional service at the terminals, students can search current and historical financial data on individual equities, stock market indices, fixed-income securities, currencies, commodities, futures and foreign exchange for international and domestic markets. Worldwide financial market data, company profiles,

“Other courses are probably more theoretical in nature, while this will be bringing the theory closer to how financial analysts actually practice using data and making investment decisions. It’s a hands-on experience of what financial analysts do.”

— **Nivedita Mukherji, Ph.D.**, associate dean of the School of Business Administration and associate professor of Economics

company financial statements and filings, top analysts’ forecasts and news interviews by leaders in business and finance are also readily available.

Although the data is provided by the terminals following a search, the service is only available in the lab. Dr. Mukherji says the data lab’s various uses have put it in high demand. “We are keeping it open on weekends during the regular semester due to the heavy usage.”

Interest in the lab is increasing during a growing trend across all fields in data analytics, Dr. Mukherji says. “Big data is everywhere.”

“We are also starting a minor in Business Analytics and a master’s-level track for it,” she continues. “That area is very much into how to access and process large amounts of data and information and make decisions based on that. This lab is also a perfect fit for that program.”

Students are not the only ones looking forward to using the terminals. Most business school faculty members such as Finance Professor Ellen Zhu, Ph.D., are already using — and preparing to use — the lab in their classes.

“I use data to teach students to build financial models with Excel spreadsheets,” Dr. Zhu says. “In my Financial Modeling class, students work on building models to evaluate securities and then create an optimized investment portfolio. And because our data set (in the lab) is so powerful, students should be able to focus on both international and domestic markets.

“The idea is simple,” she continues. “They will get the data from the lab and apply the skills they learn in class to build the best portfolio by themselves. I think students will benefit from it.”

Just as classroom work uses real-world data, the benefits of the lab once students are outside the classroom will be exponential, Dr. Mukherji says. Students can also become certified in their use of Bloomberg Professional — an easy resume addition for students who already need to learn the program.

“There are many modules and resources within the Bloomberg terminals,” Dr. Mukherji says. “If you go through all these resources, you can take a series of tests and get Bloomberg certification. Then you can put that on your resume.

“Students don’t need to be taught for that; they can just complete the whole sequence,” she notes. “And someone going into a finance-related field would find it to be very useful. It may give them a leg up finding jobs once they graduate.” ➤

We must foster student success through a robust teaching and learning environment.



Oakland University's 2015 Distinguished Professors

Edward Haworth Hoeppner, Ph.D.

Professor of English

Dr. Edward Haworth Hoeppner joined the Oakland University faculty in August 1990 and was promoted to the rank of professor in 2001. In his 25 years of service, he has quietly made his mark on the institution, his students and his discipline. He is an award-winning poet, a respected scholar, a gifted teacher and mentor and a hard-working member of Oakland's academic community.

Dr. Hoeppner is an established scholar and well-known poet who has published three highly acclaimed collections of poems: *Rain Through High Windows*, *Ancestral Radio* and *Blood Prism*. *Blood Prism* received the Charles Wheeler Prize for Poetry from The Ohio State University Press. He also was one of three finalists for the prestigious Kingsley Tufts Poetry Award in 2013.

Dr. Hoeppner has mentored a new generation of poets whose work is achieving recognition. Among his former students are Terry Blackhawk, a 2013 Kresge Artist Literary Fellow; Molly Brodak, winner

of the 2009 Iowa Poetry Prize; and David Hornibrook, a recipient of the 2013 Pushcart Prize. Students recognize and appreciate Dr. Hoeppner's love of poetry — even in introductory general education courses. Student evaluations contain high praise for his classes and his passion for his subject.

As a colleague, Dr. Hoeppner has demonstrated his willingness to lead and contribute to the development of Oakland University and the profession. He has left a lasting mark on the institution through his work to develop the Creative Writing major proposal in the Department of English. Long desired by students, the Creative Writing program enrollment has grown to more than 70 majors in just three years. The Maurice F. Brown, Jr. Memorial Poetry Reading has grown in stature and importance due to his leadership and his ability to attract contemporary poets, including two poets laureate, to come to Oakland University to read their work. ➤



Jacqueline H. Wiggins, Ed.D.

Professor of Music

Dr. Jacqueline H. Wiggins is a noted scholar, a committed and inspirational teacher and a hard-working member of the Oakland University community. She joined the Oakland faculty in 1994 following a 22-year career as a music teacher in various school districts in New York. She was promoted to professor in 2002 and has been department chair of Music, Theatre and Dance since January 2004.

Dr. Wiggins is an expert in the application of constructivist learning theory in music education and is at the forefront in reshaping music education in the United States and around the world. Her work is lauded by music educators due to the quality of her scholarship and her ability to translate her research for use by music teachers at all levels of education. Her book, *Teaching for Musical Understanding*, has been described as one of the most important and influential books about teaching music in the world and is used in music education programs across the United States and in South America, Africa, Europe, Asia and Australia.

Dr. Wiggins conducted teacher workshops around the state, the country and the world. She is a reviewer for numerous journals and a member of the editorial board of several highly respected journals. Along with her colleagues, she established the Center for Applied Research in Musical Understanding (CARMU), creating an opportunity for researchers from around the world to discuss their work. In addition, she is credited with the development of a rich and vibrant elementary and middle school education community in Michigan.

Described as an extraordinary classroom presence, Dr. Wiggins' contributions are noteworthy and voluminous. Dr. Wiggins has championed her department, music education and the arts as a member of the Oakland University community. In recent years, her attention has largely been on the graduate programs in music with a particular focus on Ph.D. students. She is credited for leading the doctoral program in music education to a status alongside the best programs in the nation. Oakland University recognized the quality of her mentorship by awarding her the first ever Graduate Mentor Award in 2014. 🐾



Meir Shillor, Ph.D.

Professor of Mathematics

Dr. Meir (Fiki) Shillor joined Oakland University in 1988 as an associate professor and was promoted to professor in 1993. He is a world renowned mathematician whose work has been applied to research questions in biology, engineering and other fields.

Dr. Shillor's productivity as a scholar is undeniable. He has more than 175 published articles to date in addition to numerous papers in print. He has given more than 50 research presentations at conferences and universities around the globe.

His specialty is mathematical modelling using partial differential equations and dynamic systems. His work can be applied to contact mechanics, biology, geophysics and industry. Dr. Shillor is an international expert in contact mechanics, the study of the motion of objects that may come into contact with one another. This work has implications for the understanding of friction, adhesion, wear, heat generation and material damage and thus much relevance to industry, but also to the understanding of tectonic plates.

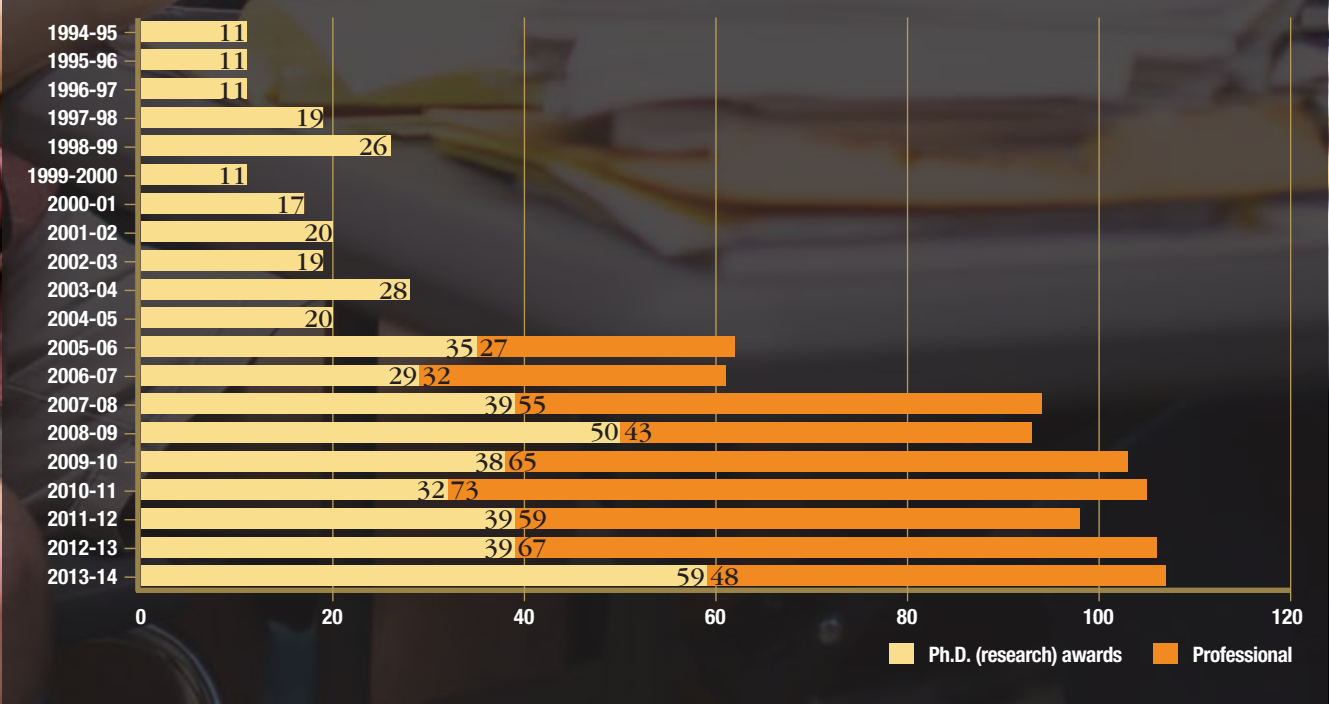
The scope of Dr. Shillor's contributions is perhaps underscored by the large number of co-authors and topics covered by his research. He has more than 80 co-authors spanning the range of topics he investigates; many of these co-authors are from countries other than the United States, lending further support to his status as an internationally known scholar.

He is a lead investigator on the European Grant Marie Curie International Research Staff Exchange Scheme, which is the only grant in applied mathematics funded by the European Community in 2012. This grant brings together six universities from France, Poland, China and the United States and involves more than 50 researchers and 30 Ph.D. students.

In addition, Dr. Shillor is also generous with his time within Oakland University. He has led the graduate program within the Department of Mathematics and Statistics and has served on the Graduate Council. He has served on more than 50 dissertation committees. Dr. Shillor's work as a mentor and teacher applies to students and faculty alike. 🐾



Doctoral Degrees awarded 1994-2014





OAKLAND UNIVERSITY IS ...

**“... a preeminent metropolitan university
that is recognized as a student-centered,**

**doctoral research
institution**

with a global perspective.”

We must encourage a strong research and scholarly environment.

Psychology students study growth after trauma

Associate Professor of Psychology Kanako Taku, Ph.D., is a leading scholar on post-traumatic growth (PTG). As a clinical psychologist certified in Japan, she has conducted a series of cross-cultural research on the subject for 14 years on how people change psychologically, cognitively, socially and spiritually after traumatic events.

In her PTG Lab, undergraduate psychology students can join the exploration of this relatively uncharted territory. They have been visiting local high schools for the past four years to further examine PTG and whether growth can be experienced not only after being hurt but also after inflicting harm on others in youth populations.

"I'm looking at how their perception of growth might change from the adults and find a different way to measure PTG with adolescents," says undergraduate Psychology student Leah McDiarmid.

Fellow student Aundreah Walenski says she finds the topic fascinating. "When it comes to traumatic events, we don't tend to think of younger victims or wrongdoers the same way as adults, particularly when it comes to bullying."

The data they are currently analyzing explores this and a previously unasked question: victims or survivors may be able to experience PTG, but can those who inflict the damage?

By working with Dr. Taku, OU undergraduate students have made a total of 68 presentations and publications at state, regional, national, and international conferences, thus far. ➤



Student's research seeks catalyst to convert carbon dioxide into a sustainable energy source

Badrinath Dhakal is examining how the activation of carbon dioxide (CO_2) and its conversion into liquid fuel or a fuel precursor has the potential to address issues related to climate change, global warming and declining fossil fuel reserves.

Dhakal is a doctoral candidate in Biomedical Sciences: Health and Environmental Chemistry.

"Conversion of CO_2 into any useful products is very challenging and requires a huge amount of energy," he says. "We are trying to develop suitable catalysts which would make it possible to use this widely available gas as a feedstock to make valuable chemicals and liquid fuels, and eventually help power the planet without damaging the environment."

He adds, "Our research is mainly focusing on the development of earth-abundant transition metal-based electro-catalysts which could efficiently convert carbon dioxide into value-added products. We have already discovered a number of catalytic systems for this novel reaction and gained better insights about the catalytic mechanisms which will guide us in finding better catalysts in the future."

For the past three years, Dhakal has conducted his research with Assistant Professor of Chemistry Greg Felton, Ph.D. Dr. Felton encouraged him to apply to the summer school program and submitted a nomination letter on his behalf.

"Badrinath's long hours in the lab are yielding intriguing results that we will publish shortly," Dr. Felton says. "Further exposure to green and sustainable chemistry concepts will help inform his research, which was clearly a great fit for this summer school." ➤

Student and professor team up for economic research

When senior Accounting major Laura Tack was considering her college goals, the opportunity to collaborate with professors was at the top of her list.

Exemplary high school grades earned her an OU Presidential Scholarship, covering full tuition and opening a path to achieving her goals.

As a research assistant for Economics Professor Jonathan Silberman, Ph.D., Tack has helped compile monthly reports on local, national and international economic trends. In July, she conducted the data analysis and wrote the Insight Commentary under Dr. Silberman's direction.

"It has given me an appreciation for the broader aspects of the economy," Tack says of the project. "These economic reports look at what is happening in the business environment as a whole."

The reports are featured in the "Insights" of the School of Business Administration's Data Center, a website Dr. Silberman is developing on a variety of economics and business topics. The Data Center will have a wider range of topics and will be updated continuously, so the data is always current.

With her research endeavors, Tack is an Honors College member and participates in the School of Business Administration's Scholars Program and Global Business Brigades chapter. A summer internship with accounting firm Plante Moran resulted in a full-time job offer. She plans to start working at the firm after she earns a graduate degree from OU.

Tack is also developing her Honors College thesis on the subject of business ethics and co-authoring a case study with OU Management Professor Mark Simon about her experiences on a Business Brigade assisting an entrepreneur in rural Panama. ➤



Dr. Jonathan Silberman and Laura Tack



Rachel J. Hunt

Prestigious programs select science scholars

Two OU students have been selected to participate in competitive prestigious scientific programs.

The National Institutes of Health (NIH) Medical Research Scholars Program selected OUWB School of Medicine student Rachel J. Hunt as one of 55 U.S. students to participate in a year-long residential program designed to train the next generation of clinician-scientists and biomedical researchers. Students are placed in NIH laboratories and clinics, including within the NIH Clinical Center, to conduct basic, clinical or translational research in areas that match their career interests and research goals.

Scholars are assigned a tutor/advisor who provides guidance in defining a well-articulated career development plan and in selecting a dedicated NIH research mentor. Mentors are full-time NIH investigators with established basic, clinical or translational research programs.

The National Science Foundation has awarded Medical Physics graduate student Rachel Kathleen Surowiec with a three-year FastLane Graduate Research Fellowship, one of the most prestigious offered in the science and engineering fields. She is one of 2,000 U.S. students selected from among 16,500 applicants to receive the award. The fellowship will enable Surowiec, who studies the physics of living systems, to pursue her education and research interests and professional development. ➤

We must double endowed professorships to attract productive scholars who share our commitment to engage students in transformative research.

NIH renews Eye Research Institute Director Frank Giblin's grant for 36th year

The National Institutes of Health (NIH) has renewed Eye Research Institute Director Frank Giblin's grant to study proteins of normal and cataractous lenses for another four years.

His award number is R01EY002027-36.

For those unfamiliar with the NIH grant numbering system, the "R01" indicates this is an investigator-initiated Research Project Grant (often the most sought-after type of award). The "EY" stands for the National Eye Institute, the particular institute among the National Institutes of Health that provided the funding. The "002027" is the grant number and the "-36" is the year of the award (so "-01" would be the first year, "-02" the second, etc.).

Dr. Giblin's award is in its 36th year. Nearly 40 years of continuous funding is a remarkable achievement for any biomedical researcher, particularly in the current challenging funding environment. The amount for 2014 alone is \$353,569. The research, begun in 1977, is funded through summer 2018.

Dr. Giblin's research is providing new knowledge about cataracts in the lens of the eye, and has great clinical relevance. The funding will provide research opportunities in Dr. Giblin's laboratory for several OU students through the ERI's Summer Undergraduate Program in Eye Research (SUPER).

"This application concerns the mechanism of formation of human nuclear cataract, the most common type of lens opacity in older adults, and the type most likely to require surgery," he explains.

"The proposed work will investigate factors leading to severe aggregation of proteins within the center of the lens, causing cataract. Understanding mechanisms involved in aggregation of proteins in the lens will aid in developing therapeutic agents to slow the process, and delay the onset of both maturity-onset and vitrectomy-induced nuclear cataract." ➤



Through his research, visiting professor Terrance McClain found that a desire to disprove racial stereotypes was a driving force for high school students who had turned their grades around.

Research explores intersection of academic achievement and racial identity in African American males

Recent statistics reveal that African American males have the lowest high school graduation rate in the United States. Through a study of 11 African American high school juniors and seniors who had risen from academic failure to achieve a B average or better, Terrance McClain, Ph.D., sought to find out how the students reconciled their racial identity and academic identity.

The students came to see education as critical to their success and wanted to disprove racial stereotypes by doing well in school, he concluded. Their parents also promoted academic excellence, regardless of their own level of education.

Dr. McClain, a visiting professor in Oakland University's Department of Counseling, interviewed the students for his dissertation, "African American Racial Identity and its Intersection with Academic Achievement in Adolescent Males."

African American students in general, and males in particular, he says, "feel forced to make a choice between fitting in as an African American and being successful in school." He noted that other researchers have dubbed this dilemma as "the burden of acting white."

"These young men saw identity as fluid," Dr. McClain says. "They had to decide internally, and in their relationships with others, who they were going to be. Being successful, making their parents proud and taking pride in themselves rose to the top of their decisions."

Throughout his life, Dr. McClain has mentored adolescents through his work as a minister, community leader, varsity basketball coach and school board member. Although he sees promise for the future, Dr. McClain says there is plenty of work to be done.

"There are still far too many of our young people being lost," Dr. McClain says. "This study is my attempt to bridge the gap and tap into the greatness that simply needs to be mined and cultivated." ➤

Distinguished professor receives award for stroke research

While obtaining his Ph.D. in physics, Dr. Michael Chopp did not foresee the profound impact he would one day have on biomedical research. His contributions to the medical community derived from an extensive knowledge of physics and a passion for medical research.

"I rapidly transitioned from research in pure physics to biomedical research because of a serendipitous event of being invited by a neurosurgeon friend to watch a medical procedure involving a patient with enlarged ventricles (fluid filled cavities) in the brain," Dr. Chopp says.

"I noted pulsations in the fluid pressure in the brain and realized that the frequency components of the pulsations may contain important biological information. Within two weeks, my medical colleague and I set up a lab at Oakland to begin studying that process."

For nearly 39 years, Dr. Chopp has been sharing his expertise at Oakland University.

"I think what distinguishes Oakland University from other academic institutions is the culture of openness and flexibility," Dr. Chopp says.

He was appointed an assistant professor of Physics and Health Sciences and associate director of the Medical Physics program in 1976. Presently, he is a Distinguished Professor of Physics.

Oakland's support and openness in Dr. Chopp's research gave him the opportunity and resources to investigate neurological diseases.

He has uncovered therapeutic approaches for injured brain tissue that can significantly reduce neurological damage and neurological deficits arising from stroke, neural injury and degeneration. These novel therapeutic approaches are focused on developing treatments to salvage brain tissue after injury and damage, and to remodel and rewire the nervous system.

"We realized that a very effective way to enhance neurological function outcome after neural injury and onset of disease was not to treat the damage, but to help the body augment endogenous restorative processes," he says. "This represents a transformative and paradigm shift on how neurological disease and injury should be treated and managed."

"We discovered that after you have a stroke or neural injury, there are neurovascular changes that include generation of new brain cells and



An internationally recognized expert in the development and treatment of stroke, traumatic brain injury and cerebrovascular neurodegenerative diseases, Dr. Chopp has been awarded the prestigious 2015 Thomas Willis Lecture Award by the American Heart Association.

blood vessels and neural rewiring. The entire body responds to a stroke or neural injury to try and remodel and restructure itself," he continues. "We've found that you can treat neurological injury and diseases with an array of restorative, cell-based and pharmacological therapies that greatly amplify these endogenous restorative processes and enhance neurological recovery."

"Much of our recent work has been invested in how cell-based therapies promote neurological recovery. We have discovered that stem cells provide therapeutic benefit and act by emitting nanometer-sized particles (exosomes) which contain specific sets of proteins and master genetic switches and regulators," Dr. Chopp explains. "These exosomes and their cargo promote remodeling and revitalize the affected tissue. By using exosomes and tailoring their content, we will be able to effectively treat many diseases, neurological diseases as well as cancers."

This year, the American Heart Association recognized Dr. Chopp's work with the prestigious 2015 Thomas Willis Lecture Award.

The award, he says, "shows that the international community has recognized our very major contributions for the treatment of neurological diseases."

OU graduate students benefit tremendously from Dr. Chopp's scholarly accomplishments and by having a researcher of his caliber as a mentor.

Although the Thomas Willis Lecture Award was granted primarily to recognize Dr. Chopp's contributions to stroke research, it also reflects his role as a teacher and mentor of graduate students who subsequently become his collaborators in his quest to improve treatments for debilitating illnesses.

"Research and mentoring is all part of the same process of interacting and exchanging ideas," he says. "As a mentor to graduate students, I learn from them and they learn from me. A major ingredient for the contributions to medicine and science that we have made derives from my mentoring and working with OU students." 🐾



Professor recognized for excellence in engineering education

Professor of Industrial and Systems Engineering Barbara Oakley, Ph.D., P.E., is determined to help students understand and appreciate the field of engineering. Throughout her career she has worked to make engineering accessible to all students, including those without an engineering background.

The American Society for Engineering Education (ASEE) recognized her recently for her work as an engineering educator.

Dr. Oakley received the 2015 Chester F. Carlson Award, which honors innovation in engineering education, and the Theo C. Pilkington Award for exemplary work in bioengineering education.

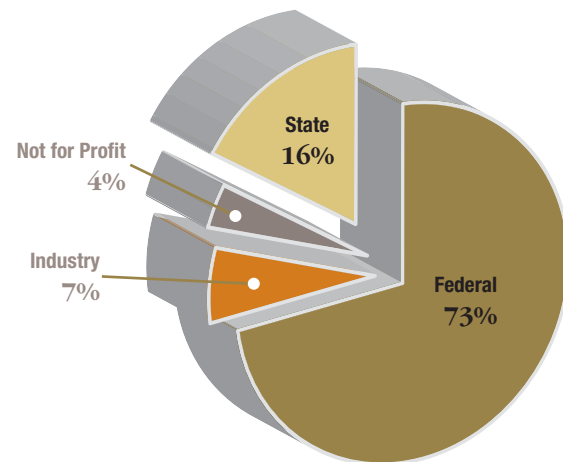
At OU, she created “How Things Work,” a course to help non-engineering students understand basic engineering concepts. The course drew praise from the National Science Foundation at the 2007 Technological Literacy of Undergraduates workshop held at the National Academy of Engineering.

Dr. Oakley, who earned her Ph.D. in systems engineering from Oakland in 1998, has received the Teaching Excellence Award, OU’s top teaching award for tenured faculty, and was a featured speaker at Oakland’s 2014 TEDx Conference.

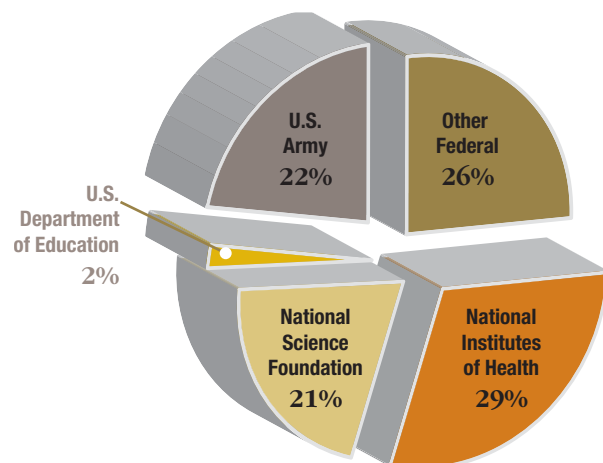
Judy Ableser, director of OU’s Center for Excellence in Teaching and Learning, calls Dr. Oakley a model for other teachers. “She’s what we’d like all faculty to model after in terms of style and approach.”

Dr. Oakley designed a Massive Open Online Course (MOOC) through the University of San Diego-Coursera that introduces students to learning techniques that help them understand difficult concepts in the STEM disciplines. More than 500,000 students enrolled in the course, which proved so effective that President Obama included it in an announcement of a handful of MOOCs to be accepted as continuing education credit for K-12 teachers in the United States.

Her book, *Career Development in Bioengineering and Biotechnology* has earned praise from nationally respected scholars. Her latest release, *A Mind for Numbers: How to Excel at Math and Science (Even If You Flunked Algebra)* became a *New York Times* best-selling science book. ➤

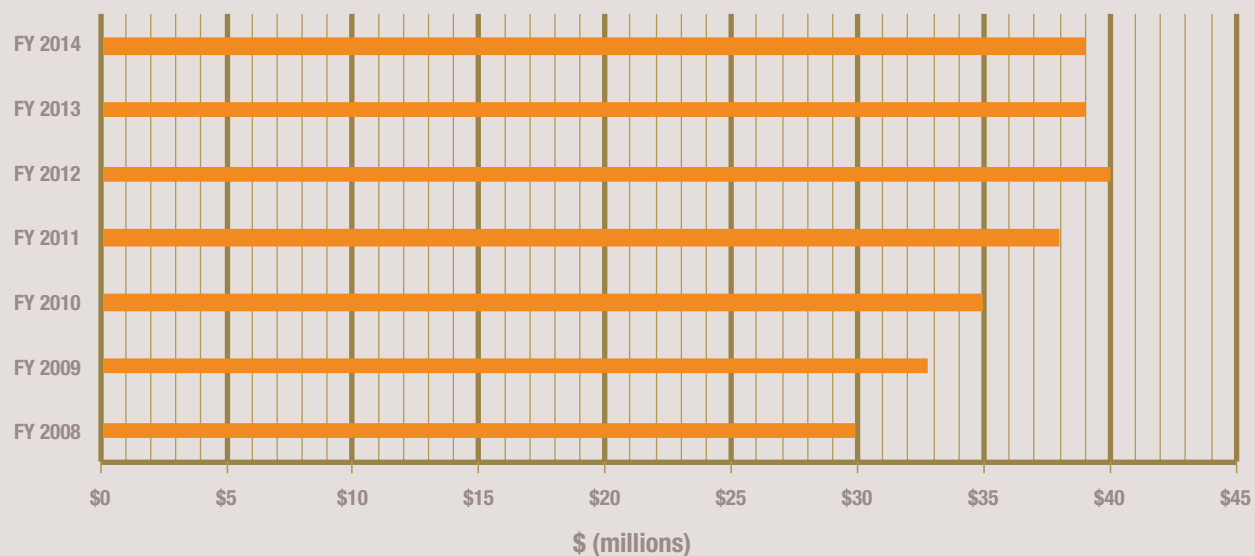


Research Awards by Sources

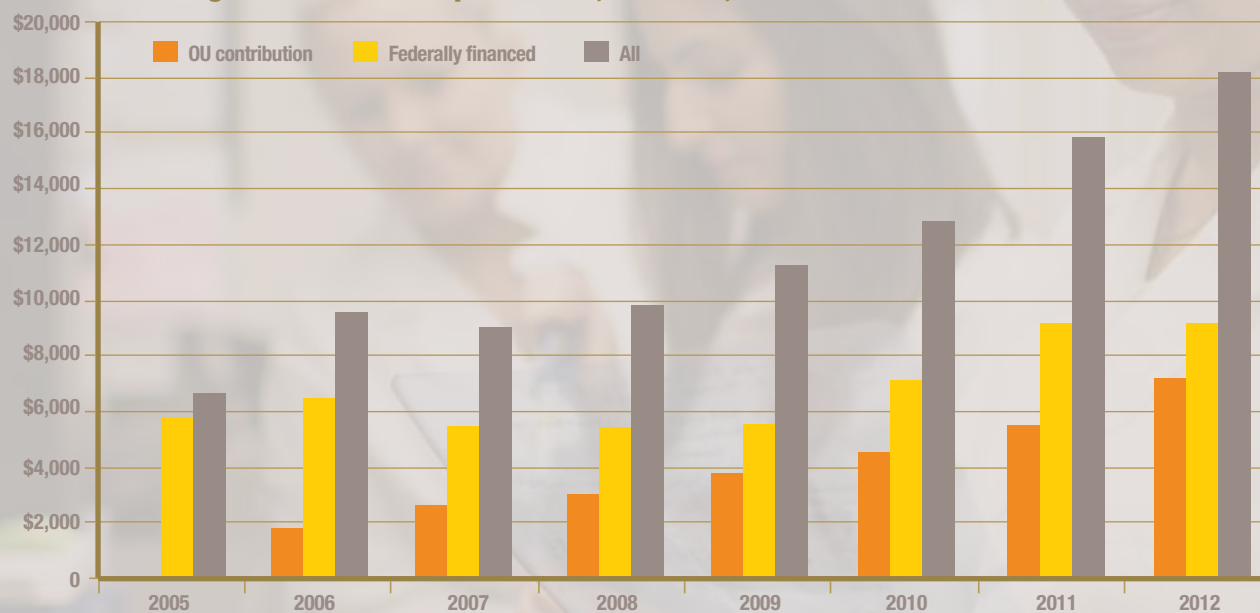


Federal Research Awards by Agencies

Research Expenditures from all Sources (external and internal)



Funding Trend – R & D Expenditures, 2005-12, dollars in thousands







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that is recognized as a student-centered,
doctoral research institution**

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The Executive MBA group visits with Mark Scher, SBA '90 (FIN/ECN/ACC), a senior investment advisor for Maseco Private Wealth in London.





The MBA 2015 program cohort visits the Czech National Bank with host John Salga, Secretariat, Czech National Bank.



LEARN ABROAD COURSES FOR UNDERGRADUATES

Undergraduate students will travel to Dublin and Budapest in February 2016 as part of the Legal Environment of Business course taught by Jennifer Cordon Thor, J.D., assistant professor of Management; and the Management Strategies and Policies course taught by Joy Jiang, Ph.D., associate professor of Management.

Business students learn firsthand about world economies

What is the best way to learn about and prepare for a career in a global economy?

Go global.

In June, nine School of Business Administration (SBA) MBA/Executive MBA students did just that with Frank Cardimen, Jr., their professor. He believes in teaching students the importance of understanding international business firsthand by leading them on trips to overseas companies, meeting high-ranking executives, politicians and U.S. embassy personnel.

Since 1999, he has been helping master's students acquire this knowledge. This trip, his 13th, reflects the SBA's "excellence through integration" philosophy.

The group visited representatives from the American Embassy in Budapest, IBM and the director of governmental affairs in Hungary, the Czech National Bank and Rigaku Innovative Technologies in Prague and AT&T in London, among others.

The focus was making a "hands-on evaluation of the status of the European Union today, what it will look like in the future and what American companies looking to expand need to know," Professor Cardimen explains.

Why?

"Because the European Union (EU) is struggling right now," he says. "Two of the most recent entries, Hungary and the Czech Republic, have joined, but not joined the Eurozone. We want to find out why."

Germany is the current strength of the EU, he notes. "We want to see if their support will continue. We also want to evaluate if the UK will drop out of the European Union and what effect that might have."

A thorough comprehension of the global marketplace is essential for MBA and Executive MBA students, Professor Cardimen says.

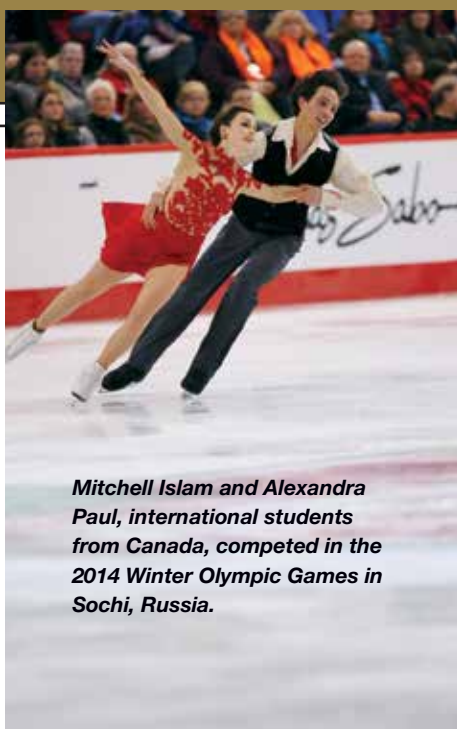
"You must experience it, not just talk about it. And that includes all aspects of the country: the history, the culture, the language, the currency. Each country does business differently, and to be a successful part of it you must understand how they do business."

The international program last year received a boost with a \$50,000 gift from OU SBA alumni Ann and Craig Stinson to establish the Frank Cardimen International Initiatives Fund. The Stinsons' gift will support the existing travel program and allow additional opportunities that enhance students' international business experience. ➤

STUDY ABROAD STUDENTS IN

18 COUNTRIES

ARGENTINA, AUSTRALIA, BONAIRE, CHINA,
COSTA RICA, CZECH REPUBLIC, FRANCE,
GERMANY, GREECE, IRELAND, ISRAEL, ITALY,
JAPAN, NETHERLANDS, SPAIN,
SWITZERLAND, TANZANIA AND
UNITED KINGDOM



Mitchell Islam and Alexandra Paul, international students from Canada, competed in the 2014 Winter Olympic Games in Sochi, Russia.

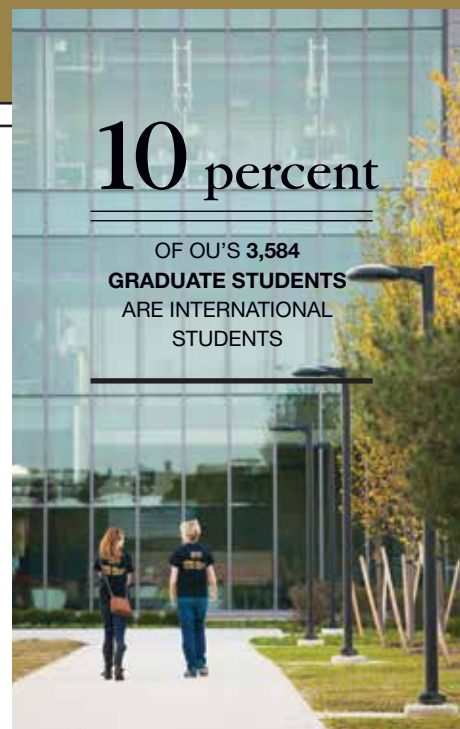


SINCE 2008 OU HAS
WELCOMED

seven

Fulbright Students
and Scholars

FROM YEMEN, SOUTH
AFRICA, IRAQ AND KOSOVO.



10 percent

OF OU'S 3,584
GRADUATE STUDENTS
ARE INTERNATIONAL
STUDENTS

International Student Representation

1.9%

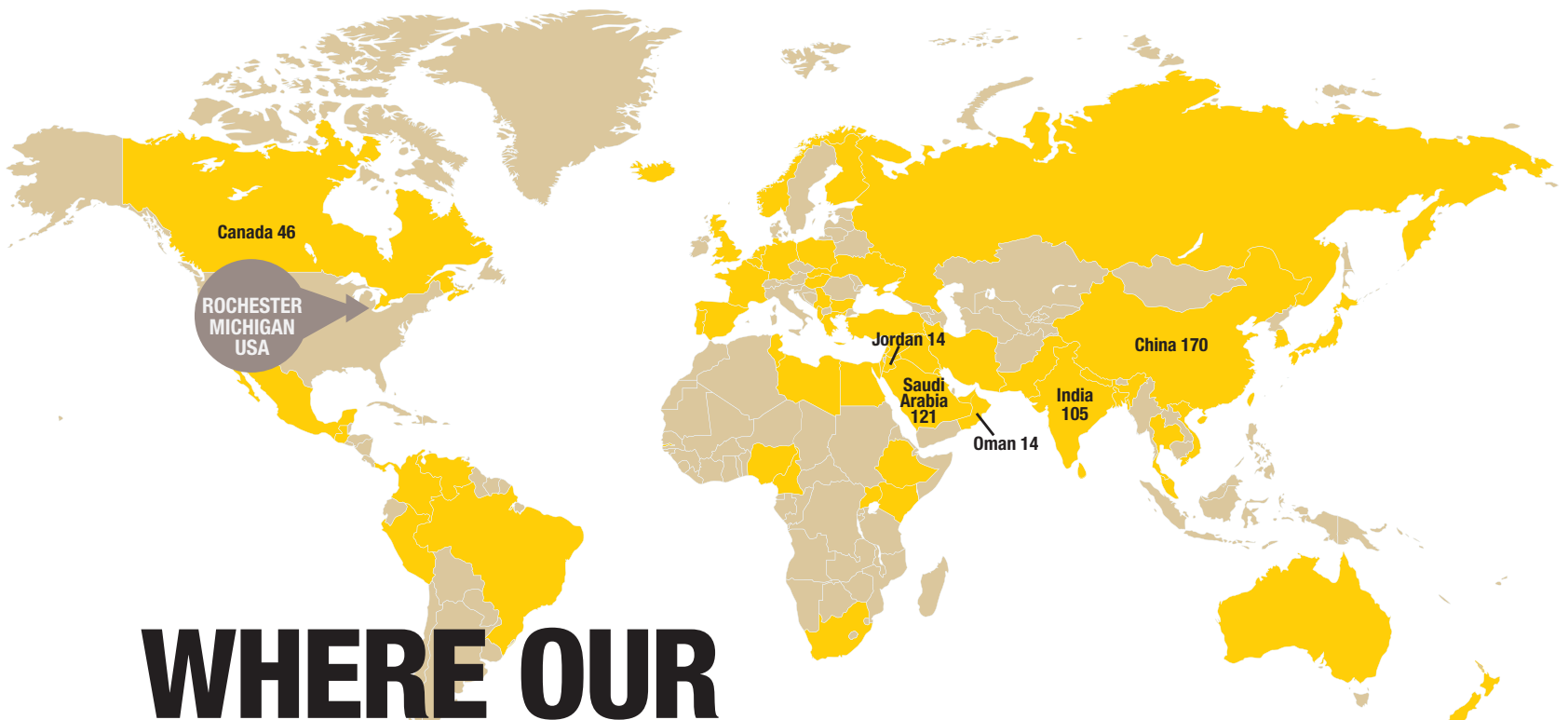
UNDERGRADUATE STUDENTS

10%

GRADUATE STUDENTS

2.5%

TOTAL REPRESENTATION



WHERE OUR STUDENTS ORIGINATE

OU's International Students and Scholars office serves 598 students and 26 scholars, as well as 117 dependents from 64 countries.

FALL 2014 CENSUS BY COUNTRIES WITH FEWER THAN 10 STUDENTS (UNLESS OTHERWISE NOTED).

Albania	Ethiopia	India (105)	Mexico	Russia	Thailand
Australia	Finland	Iran	Nepal	Saudi Arabia (121)	Tunisia
Bangladesh	France	Iraq	Netherlands	Serbia	Turkey
Belgium	Gambia	Israel	New Zealand	Slovakia	Uganda
Brazil	Germany	Japan	Nigeria	South Africa	Ukraine
Bulgaria	Great Britain	Jordan (14)	Norway	South Korea	United Arab Emirates
Cameroon	Greece	Kenya	Oman (14)	Spain	United Kingdom
Canada (46)	Guatemala	Kuwait	Pakistan	Sri Lanka	Venezuela
China (170)	Hong Kong	Lebanon	Peru	Sweden	Vietnam
Colombia	Hungary	Libya	Poland	Syria	
Egypt	Iceland	Malaysia	Portugal	Taiwan	



Study abroad donor encourages ‘investigating the world’

To hear Patti Finnegan Sharf describe the places she has visited is like listening to the plot of a good adventure book. As a young woman, she bicycled across Europe with friends, hitching a ride once the group reached the hills of Bavaria. She swam in the Amazon and in Africa taught young children who she says were “glad to have someone educate them, even if it was on dirt floors.”

These and other journeys, Finnegan Sharf says, are more than vacations — they are eye-opening experiences that foster an appreciation of one’s own and other cultures. Finnegan Sharf recently created a \$550,000 planned endowment for Oakland University’s Study Abroad programs.

“Opening one’s experiences is important to making them aware of the world and really appreciating what they have,” says Finnegan Sharf, whose late husband Stephan Sharf pledged more than \$21 million to the University in the past 15 years. “My hope is that when the students come back, they’ll educate others here and help over there.”

Philanthropy

Providing funds to establish a scholarship or endowed fund to support a specific educational endeavor makes a lasting difference in the life of a deserving student. As Oakland steadily grows, we are compelled to increase need- and merit-based scholarships for our students. We also plan to build and support an institutional culture of philanthropy, including a support structure for leaders to ensure more successful philanthropy.

300%

PROJECTED INCREASE

LONG-RANGE OU PLAN
FOR THE NUMBER OF
STUDENTS PURSUING
STUDY ABROAD

Her aspirations align with the University's mission to increase enrollment in study abroad programs. President George Hynd's long-term goal as part of the University's strategic plan is a 300 percent increase.

"Oakland University has had a commitment to understanding the non-Western world since our founding," President Hynd says. "With nearly 30 different study abroad programs today, our focus is to continue on that path. Patti's gift will significantly help the University expand its global reach to better prepare our students for careers in a global environment. We thank her for that."

Finnegan Sharf recently met three students who were ready to embark on summer study abroad programs made possible with her gift.

Justin Jones, majoring in environmental science and Japanese language and literature, stayed in the Japanese city of Hikone for eight

months. Jones says he jumped for joy on discovering he received Finnegan Sharf's scholarship.

"To get the scholarship literally means everything to me," says Jones, who added that he planned to use his time in Japan to increase his understanding of the Japanese language. "I want to walk away with a deeper understanding of Japanese culture and a broader outlook on society as a whole."

Khayriyyah Muhammad Smith, an international relations and French major, travelled to Paris for two purposes: write her Honors College thesis on French political parties and how they attract youth, and brush up on her French.

"There's not really a lot of primary research for my (thesis) topic since it's such a new thing, so I'm going over there to be able to do interviews with youth for this political party, and that's really exciting," she says, "because I never thought I would be doing international research."

The third student, Ian Lancaster, travelled to Orléans, France. He said he could not wait to become immersed in the culture. "I have a proclivity toward languages," says Lancaster, who speaks French and also knows some German. He planned to collect data in different areas in France for a philosophy research paper.

Finnegan Sharf says she gets excited by students who are truly interested in their endeavors. "I want students to have that kind of enthusiasm, and to incite people to investigate the world." 🌍



Krompart-Hildebrand Digitization Fund ensures OU past is not forgotten



A generous gift from Library Professor Emerita Janet Krompart (right) and her family will enable OU school newspapers to be digitally preserved.

Professors Emerita Linda Hildebrand, CAS '79, and Janet Krompart first met during a job interview in 1976, developing a friendship that flourished as they worked together at the Kresge Library until 1996.

"She has a great sense of humor, a big heart, a warm and loving personality and the wonderful ability to make and keep friends," Hildebrand says of her friend.

Krompart's son, Lee, says, "Linda has been an important part of our life. We spent many Thanksgivings together, and up until 2012 when my mom moved to the Chicago area near us, Linda was always there."

Krompart held several different positions at OU over the years, but her expertise in Asian studies served her well as she catalogued all the Chinese language publications that were added to support academic programs.

With knowledge of several Asian languages, Krompart had worked as a translator of captured Chinese documents in post-war Japan during the Korean Conflict. After her discharge from the Army, she worked at the East Asian Library at UC-Berkeley, her alma mater. She moved to

the Detroit area in 1968, driving with her husband at the time and two children (her daughter Lucia died in 2001) in a VW Beetle.

At the time of her retirement in 2013, Hildebrand was the coordinator of Special Collections and Archives. Today she volunteers at the Archives, inventorying and organizing various collections under the direction of the current archivist, Dominique Daniel, Ph.D., associate professor, University Libraries.

Lee and Leona Krompart wanted to honor Hildebrand's longtime friendship with their mother, but were not sure how.

"When we decided to do something as a thank you, we knew she would not take anything for herself," Lee says. "Kerry Burke (Development Officer at Kresge Library) gave us the idea for a donation to the library honoring their friendship."

Through a generous donation from the Krompart family, the University Libraries will be able to digitize OU school newspapers dating back 55 years. Nancy Bulgarelli, associate professor and interim dean, University Libraries, says the \$50,000 donation will fund digital projects and collections, which may include new equipment, hiring student assistants, or outfitting the space to better function as a digital lab.

"This is a special project of Linda Hildebrand, since so much of the University's history is contained in these student newspapers," Bulgarelli adds. "Another high-priority project will be to digitize approximately 1,000 historical photographs from the Archive's collections."

The first project using the funds will be to digitize, edit and preserve 100 selected student newspapers and create descriptive data and other metadata about the records. The collection will cover several titles, including the *Oakland Observer* (1965-69), *Focus Oakland* (1969-74), *Oakland Sail* (1975-87), and *Oakland Post* (1987-present), and consist of nearly 26,400 scanned pages.

Digitizing the collections and making them available online will provide easily accessible information for students, researchers, University offices and anyone interested in the history of the University.

When she learned that the Kromparts wanted to make the donation honoring her friendship with their mother, Hildebrand was stunned.

"Lee and Leona Krompart deserve to be recognized and lauded for their decision to make this gift to Oakland," she says. "I am amazed and honored that the donation would recognize my long and special friendship with Janet."

Hildebrand is also thrilled that OU's past will be preserved through the digitization. "The student newspapers provide a treasure trove of information on student concerns, their activities and all sorts of campus events, all presented from a student's point of view," she says. "Even the advertisements are informative." 🐾

Professor Emerita Linda Hildebrand reviews an OU student newspaper that will live on digitally through a gift from dear friend and fellow Professor Emerita Janet Krompart. The women met at the Kresge Library in 1976 and worked together until 1996.



The path to caring ...

Scholarship established for non-traditional nursing students

Sometimes when you make a plan, life gets in the way. That doesn't mean, however, that a dream to devote a career to caring for others won't pan out.

Even if you have to begin again at 40.

Entering the field straight out of high school as a licensed practical nurse, Marlene A. Kucinski, BSN, RN, spent part of her 38-year nursing career in the St. John Hospital System, with the last 13 years as a medical psychiatric nurse. She also worked as a case manager at Blue Cross Blue Shield.

"When I was 17, I obtained my LPN at Detroit Practical School of Nursing immediately after high school," Kucinski says. "Eventually, I realized I wanted more education to advance in my career and to expand what I could do for others."

Working full time, raising children and the responsibilities of a family made it a slow-going process, but at 40, Kucinski obtained her RN degree at Macomb Community College. Then she entered Oakland University's RN-BSN program, taking one class at a time, and graduating in 2000.

Admiring her sister's determination and perseverance as a non-traditional student, Dianne May established a \$50,000 endowment in Marlene's name through the Edwin and Jeanette May Foundation of Bonita Springs, Florida. The first Marlene A. Kucinski RN-BSN Endowed Scholarship in the School of Nursing will be awarded in September.

"The award is designed to encourage individuals to pursue their goals, even at a later age ... to let people know you can do it, even if the plan takes a detour," Kucinski says. "You can't stop learning. You don't have to be a 17-year-old to begin or enhance your career. People have full lives, and it may take doing just a class or two at a time, but it can be done."

School of Nursing Interim Dean Gary Moore, Ph.D., RN, says the award will lighten the financial stress of pursuing the dream of a nursing career.

"Nursing school, with its technologically advanced simulation labs and state-mandated faculty-to-student ratios, can be more costly than other programs," Dr. Moore says. "Working while in college is the number one reason for attrition. Scholarships remove some of the financial pressures for students, making academic achievement the main focus. Additionally, it rewards the hard work of conscientious students."

Students who are bilingual will be given preference for the award.

"We want to enrich cultural competence in the nursing profession," Kucinski explains. "It is essential for patients who do not speak English to be able to communicate how they feel and understand what is happening."

Kucinski is thrilled to be connected with the award. "It really makes me feel good to know this scholarship will be helping others who are working and striving to become more educated to fulfill their dreams, even — and especially — later in life." 🐾

Marlene Kucinski earned her RN-BSN from OU's School of Nursing in 2000 while working full time, raising children and taking one course at a time. In tribute to Marlene's perseverance, her sister established an endowment that will enable students who return to school later in life to pursue their dreams of a nursing career.





\$741.96 FIRST PAYCHECK TO OU

"OU prepared me for anything and everything. My time at the University may have been short compared to the time that is in front of me — and I owe everything that is in front of me to OU."

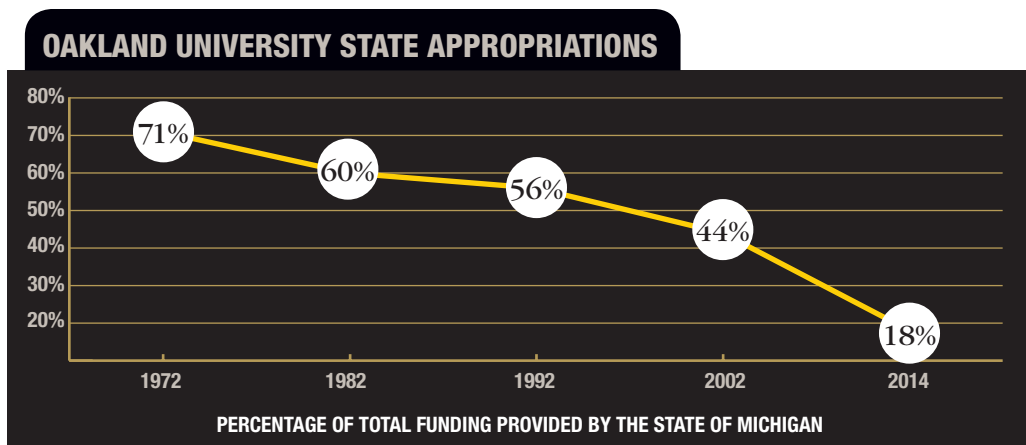
— Samantha Wolf, CAS '14

Samantha Wolf, CAS '14, made good on a promise she made to donate her first paycheck to Oakland University. Photo courtesy of Tim Thompson/The Oakland Press

For Oakland students who aspire to rise, your gift is a crossing over from long-held dreams to very real possibilities.

For students who ASPIRE TO RISE, your gift says, "I can."

TOTAL NUMBER OF DONORS MAKING NEW COMMITMENTS: 8,177
NEW GIFT COMMITMENTS TO OU: \$6.8 Million
36% OF ALL GIFTS ARE \$100 OR LESS
FACULTY, STAFF AND RETIREE DONORS: 786
TOTAL SUPPORT FROM FACULTY, STAFF AND RETIREE DONORS: \$388,814



20,519

NUMBER OF
STUDENTS ENROLLED

380

PRESIDENTIAL SCHOLARS



600,000

VISITS TO THE LIBRARY



93%

FULL-TIME FACULTY
WITH A TERMINAL DEGREE



2,798

NUMBER OF STUDENTS SERVED
IN THE TUTORING CENTER



840

STUDENTS IN
THE HONORS COLLEGE



2,466

NUMBER OF STUDENTS SERVED
BY CAREER SERVICES



2,206

STUDENTS IN
RESIDENCE HALLS



101,803

NUMBER OF ALUMNI

52k

Pioneers

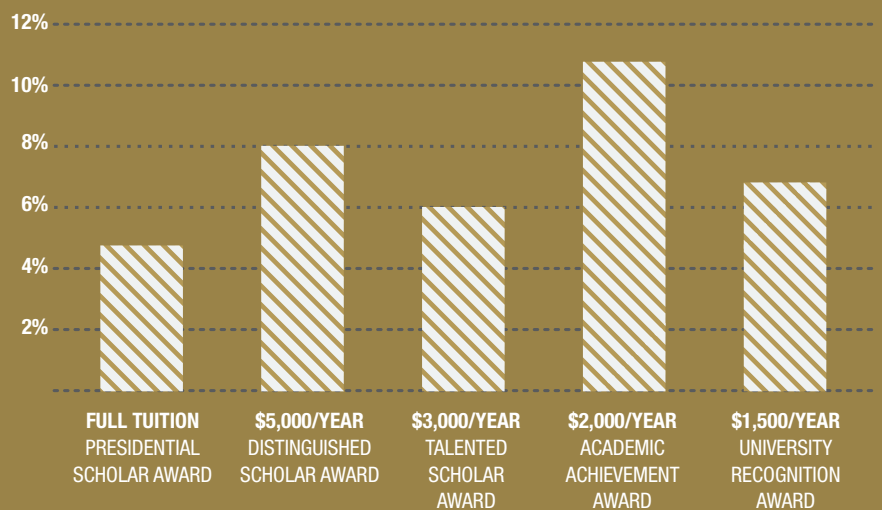


49k

FRESHMEN SCHOLARSHIPS

STUDENTS ARE AUTOMATICALLY CONSIDERED FOR MERIT
SCHOLARSHIPS WHEN THEY COMPLETE THEIR APPLICATIONS
FOR ADMISSION.

PERCENTAGE OF 2014 FIRST TIME IN ANY COLLEGE
COHORT RECEIVING A SCHOLARSHIP



GIVING SOCIETIES

Oakland University recognizes you through membership in one of several giving societies.

The Oakland Circle

Individual donors whose total annual giving equals \$1,000 or more during the year. Qualifying gifts may be made through a one-time donation or multiple gifts throughout the year that total \$1,000 within one year.

Black & Gold Loyalty Society

Formed in 2011 for Oakland's most loyal donors, this society honors those who have made annual gifts of any amount to any area of the University for three or more consecutive years.

Lifetime Giving Societies

The 1957 Society

Cumulative gifts of \$10,000 – \$24,999. This society, formerly known as President's Club, commemorates the founding year of MSU-Oakland, now Oakland University.

The Alfred G. Wilson Society

Cumulative gifts of \$25,000 – \$49,999. This society is named in honor of Alfred G. Wilson, whose vision and financial commitment led to the establishment of Oakland University.

The Matilda R. Wilson Society

Cumulative gifts of \$50,000 – \$99,999. The Matilda R. Wilson Society is a tribute to Matilda Wilson and the value she placed on education and community service.

The O'Dowd Society

Cumulative gifts of \$100,000 – \$249,999. This society, formerly known as President's Council, recognizes Oakland University's first president, Donald O'Dowd, and his wife, Jan, for their 20 years of service to Oakland University.

The Pioneer Society

Cumulative gifts of \$250,000 – \$499,999. Those graduating from Oakland University prior to 1998 are known as Pioneers, named for Pioneer Pete, OU's first mascot for the NCAA Division II Pioneers. The Grizz was adopted in 1998 after OU athletic teams changed to the Division I Golden Grizzlies.

The Meadow Brook Society

Cumulative gifts of \$500,000 – \$999,999. Benefactors Alfred G. and Matilda R. Wilson donated their estate, which was called Meadow Brook, and \$2 million to establish MSU-Oakland, now Oakland University. This society is a tribute to their gift, which made OU possible.

The Golden Oaks Society

Cumulative gifts of \$1,000,000 – \$4,999,999. This society is named in honor of Oakland University's charter faculty members, who often referred to themselves as "The Old Oaks."

The Varner Society

Cumulative gifts of \$5,000,000 – \$9,999,999. The Varner Society recognizes Oakland University's founding chancellor, Woody Varner, and his leadership and vision for OU.

The Matilda Wilson Founders Society

Cumulative gifts of \$10,000,000 or more. This society honors Oakland University benefactor and founder Matilda R. Wilson and pays homage to her commitment as a University founder. Her visionary gift donating the 1,500-acre Meadow Brook estate and \$2 million established MSU-Oakland.

The Vision Society

This society honors those who have made thoughtful provisions to Oakland University through estate planning or deferred giving options.



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