

# President's Report



March 30, 2015

# Building on our Strategic Foundation

- Strategic Plan Approved by the Board of Trustees on March 6, 2015
- Goal Committees & Task Force Committees Kick Off on March 25
- Connecting On Campus:
  - College & School Visits
  - Physical Facilities Tour
- College & School Visits
  - Arts & Sciences
  - Business Administration ✓✓
  - Education & Human Services
  - Engineering & Computer Sciences ✓
  - Health Sciences ✓
  - Honors ✓
  - Medicine
  - Nursing



# Purpose of Visits

- To gain a better appreciation of the resources and needs of the colleges & schools
- Discuss the ambitions of the dean for their college or school
- Hear from the faculty and students their thoughts and ideas
- Present and discuss the strategic plan and how the goals of the college & schools relate to advancing our strategic plan and comprehensive campaign
- Typical visit schedule:
  - Meet with dean
  - Meet with leadership team
  - Meet with new faculty
  - Meet with undergraduate & graduate students
  - Presentation of strategic plan and discussion



# Linking our Strategic Plans

## Need for an overarching strategic plan and college & school-specific strategic plans

- Communicates vision
- Provides a structure for strategic direction
- Engages campus community
- Being aspirational it creates a sense of action
- Serves as basis for the establishment of campus-wide priorities
- Provides a vehicle for communication
- Serves as the foundation for a comprehensive campaign



# Strategic Planning



## 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 and beyond our region.**

**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.**

## GOAL #1

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

### Examples of college- & school-specific goals

- Increase percentage of under-represented groups in SECS UG programs (SECS)
- Increase industry partnerships with UG instruction (SECS)
- Developing the Oakland “in majors” honors program and university-wide collaborations (HC)
- Creating a nationally recognized Presidential Scholars program (HC)
- Enrich student environment to foster student success, higher recruitment and retention (SHS)
- High quality education both at the undergraduate and graduate level (SBA)

## GOAL #2

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

### Examples of college- & school-specific goals

- Providing the university's hub for undergraduate research (HC)
- Build research teams of multidisciplinary faculty with focus on translational research (SHS)
- Increase total school research funding (SECS)
- High impact publications (SBA)
- Collaborative research efforts (SBA)

## GOAL #3

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

### Examples of college- & school-specific goals

- Stay relevant through community assessment (SHS)
- Inspire alumni to maintain a lifelong connection with the school (SECS)
- Furthering industry and community partnerships (HC)
- Alumni engagement with current students (SBA)
- Relationships with local organizations (SBA)

# In the Near Term

- Strategic Plan strategies developed to achieve goals
- Benchmarks & dashboards developed
- Companion college/school strategic plans & priorities developed
- Existing resources aligned with key strategic initiatives
- Strategic communication plan implemented
- Campaign steering committee developed
- Campaign for Oakland University launched



# Strategic Timeline



2014

2015

2016

2017

2018

2019

2020

## Oakland University Strategic Plan

Master Facility Plan

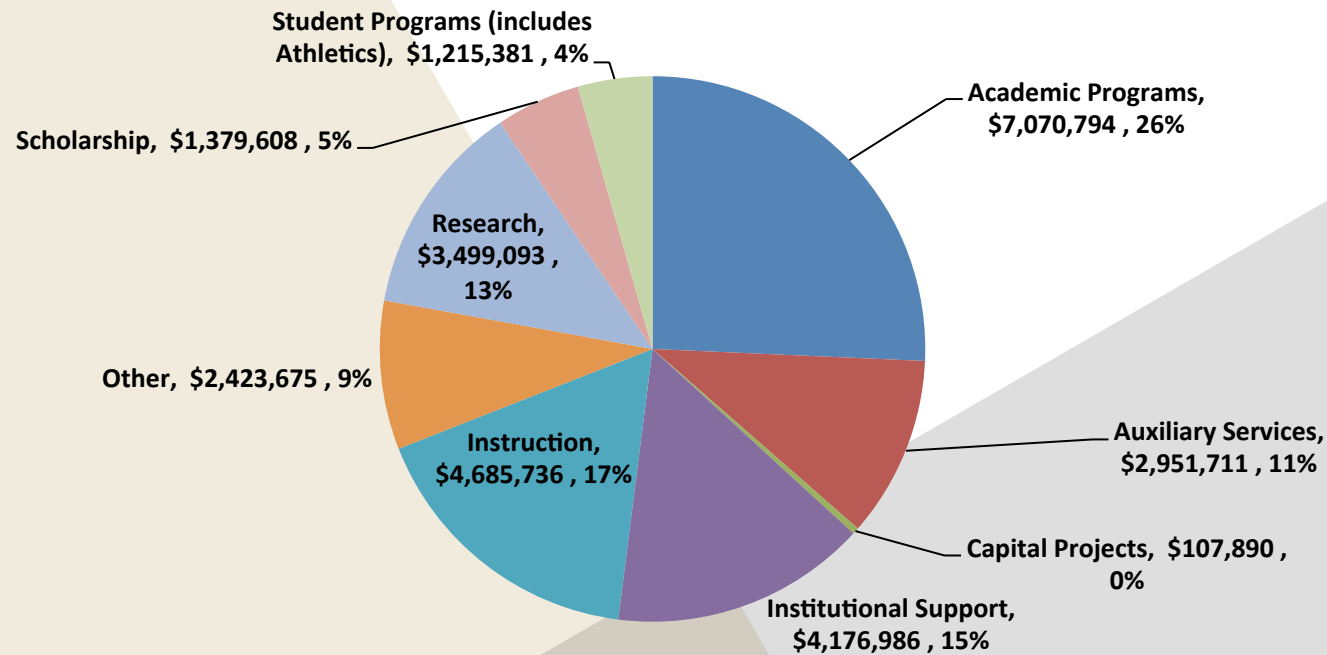
Comprehensive Campaign Plan

Strategic Communication Plan

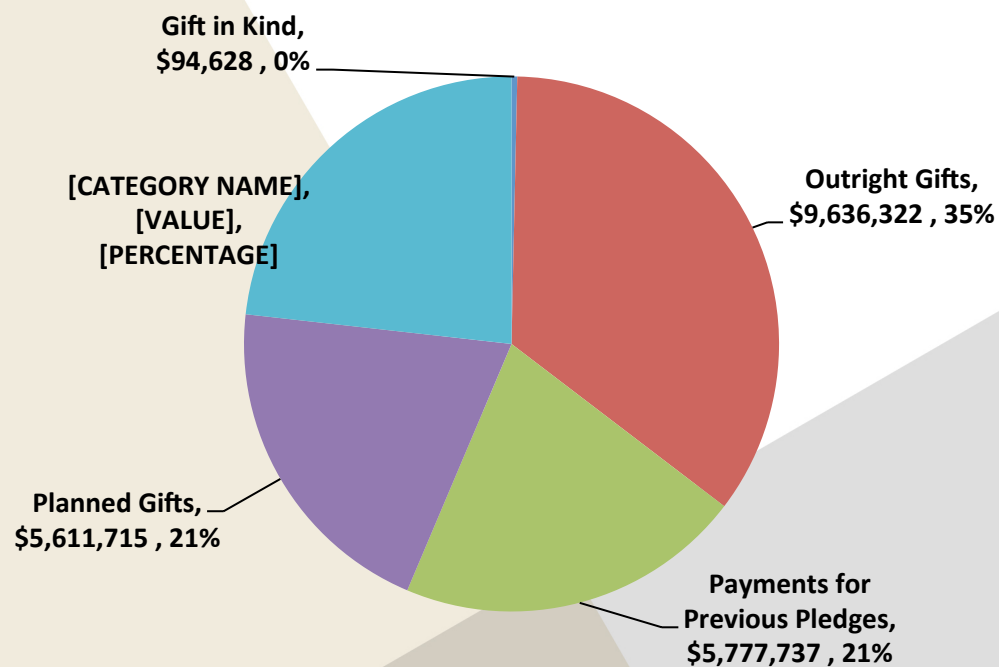
# Philanthropy



## FY14 Institutional Philanthropy by Program Support

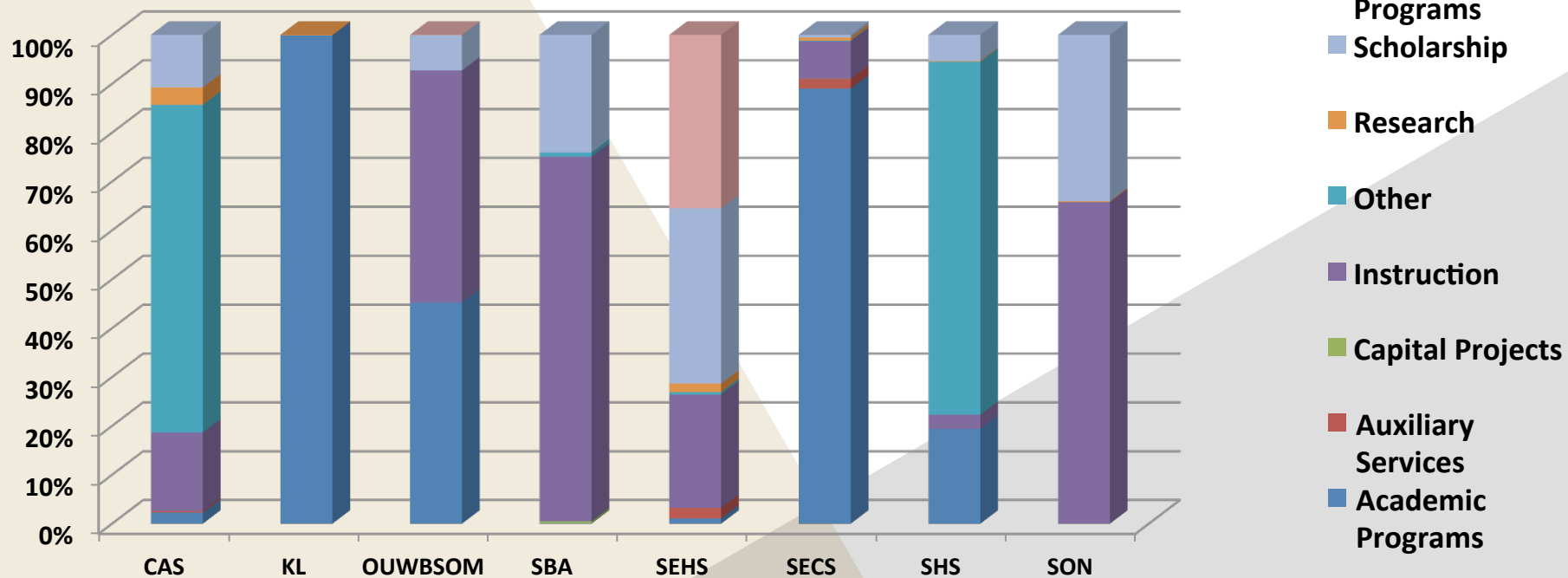


## FY14 Institutional Philanthropy by Gift Type



# Philanthropy

**FY14 Philanthropy by Academic Unit and Program Support**



# On the Horizon



- The Campaign for OU will be successfully completed
- OU will be the first choice for undergraduates in the Detroit metropolitan area
- Oakland will be recognized as a Community Engaged University by the Carnegie Foundation
- Retention rates will be > 80%
- 4-6 year graduation rates will consistently be > 50%
- Endowed professorships will double in number
- External funding for research will double
- Need and merit-based scholarships will significantly increase
- Student satisfaction will increase significantly
- The number of students pursuing study abroad will increase by 300%
- Number of residential students will increase 25%

## Key Constituents

FACULTY, STAFF, AND STUDENTS

ALUMNI

UNIVERSITY PARTNERS

BUSINESS AND POLITICAL LEADERS

SUPPORTERS AND FRIENDS



# President's Report

An aerial photograph of the Oakland University campus, showing various academic buildings, green spaces, and parking lots. The image is slightly faded to allow the text to stand out.

## Questions?

March 30, 2015