

OAKLAND
UNIVERSITY™



President's Report – Moving Forward
November 11, 2015

THANK YOU TO OUR MILITARY VETERANS



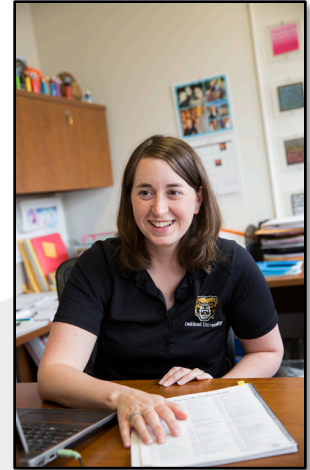
2014-15 ACCOMPLISHMENTS



- Finalization of the **Strategic Plan**
- Approval of the **FY2016 budget**
- 5-year **OU/AAUP Agreement**
- **Compensation Study** implementation
- Kick-off of **Campus Master Plan update** and addressing current facility needs

BUILDING ON OUR ACCOMPLISHMENTS

- Affirming our identity as a preeminent metropolitan university
 - Organizational response in a time of rapid change
 - Adding exemplary faculty and staff
 - Alignment of structure
 - Expanding student recruitment, retention and support



THE PRESIDENT'S EVOLVING ROLE



- Clear focus on priorities
- Increased focus on collaborating with government, community and thought leaders
- Increased focus on engaging in alumni relations
- Active role as a steward to benefactors
- Active in cultivating new major donors

2015-16 PRESIDENTIAL PRIORITIES

- University Identity
- Development and Culture of Philanthropy
- Strategic Plan, dashboards and accountability
- Organizational alignment and culture
- Research Infrastructure



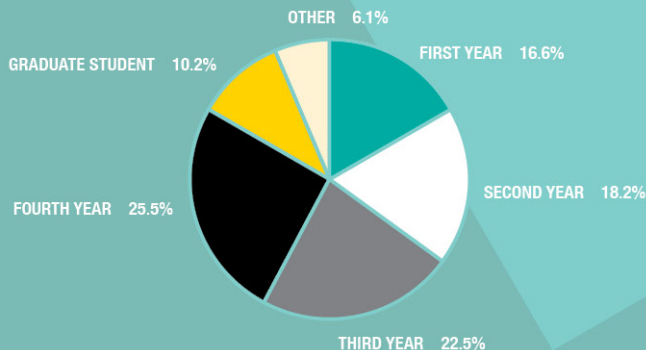
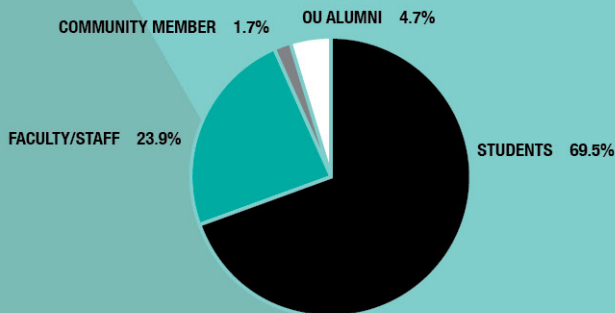
MAJOR INITIATIVES NOW UNDER WAY

- Raising our national ranking profile
- Commitment to raise our Carnegie Foundation classification
- Identifying new resources to fund continued growth
- Campus Master Plan update



CAMPUS MASTER PLAN SURVEY RESULTS

1,973 TOTAL RESPONDENTS



TOP 5 PLACES TO SHOW FRIENDS & FAMILY



- 1 Oakland Center
- 2 Elliott Tower
- 3 Library
- 4 Meadowbrook Hall
- 5 Bear lake

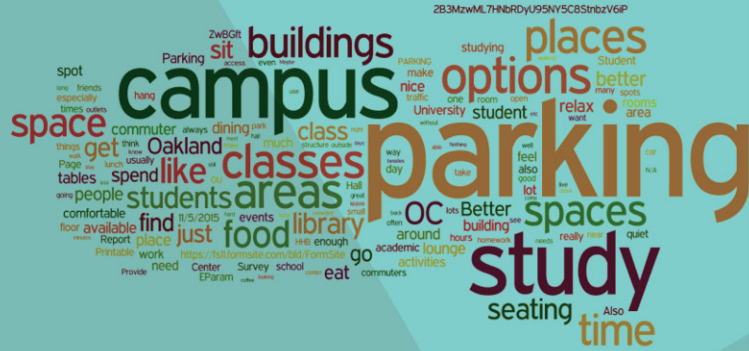
WHAT OUTDOOR CHANGES SHOULD BE MADE TO THE CAMPUS?



More seating along pathways and in spaces	21.4%
Improve look and organization of pedestrian pathways	18.5%
More open space for socializing, dining and studying	18.2%
Landscaping improvements	10.8%
Improve accessibility circulation	10.6%
Other	8.3%
Re-zoning parking lots to allow for additional green space	7.1%
More level green space for recreation	4.6%

CAMPUS MASTER PLAN SURVEY RESULTS

WHAT COULD BE DONE TO IMPROVE YOUR EXPERIENCE AS A COMMUTER STUDENT WHILE SPENDING TIME ON CAMPUS?



WHAT COULD BE DONE TO IMPROVE YOUR EXPERIENCE AS AN
ON-CAMPUS RESIDENT,
BOTH DURING THE SCHOOL WEEK AND ON WEEKENDS?



CAMPUS MASTER PLAN

SURVEY RESULTS

1,973 TOTAL RESPONDENTS

TOP 6

INDOOR SPACES I SPEND
MY LEISURE TIME IN

- 1 Oakland Center
- 2 Kresge Library
- 3 Varner Hall
- 4 Engineering
- 5 Rec Center
- 6 Pawley

WHAT INDOOR

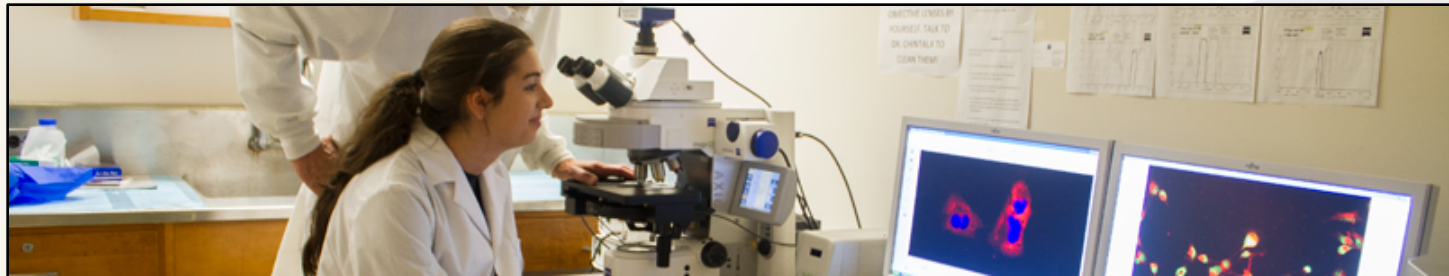


CHANGES SHOULD BE MADE TO THE CAMPUS?

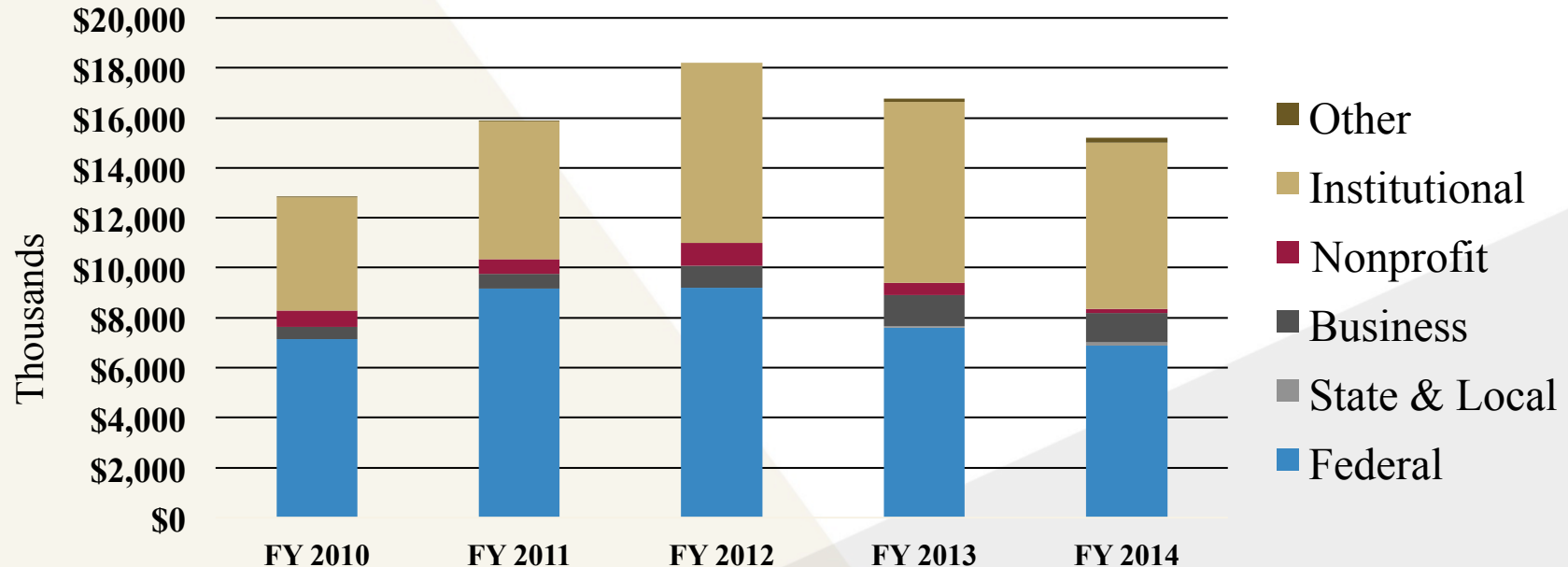
Provide more lounge and study space in academic buildings	21.8%
Update classroom interiors and furniture	17.3%
Provide more dining options	17.0%
Provide more community space on campus	12.2%
Update classroom technology	10.5%
Provide more recreation and fitness options	9.4%
Provide more lounge and study space in residence halls	5.8%
Improve accessibility circulation	5.6%

ACCELERATING RESEARCH

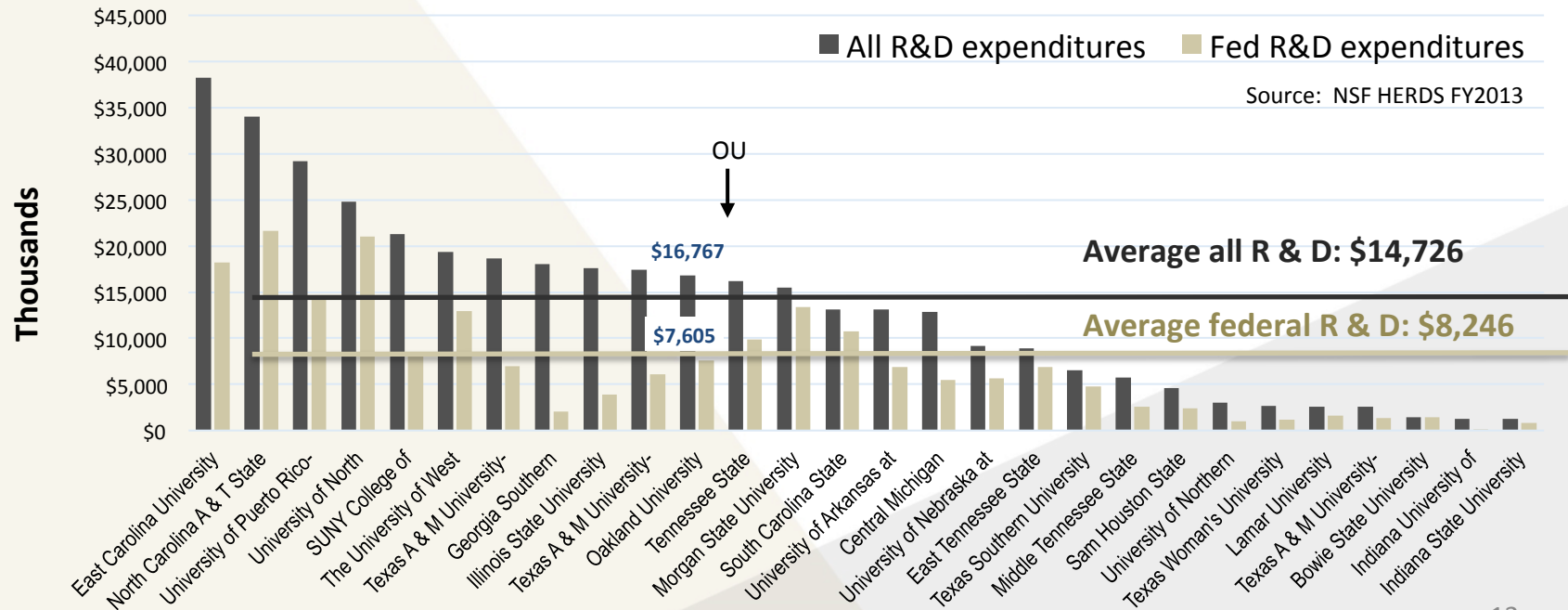
- Advancing our position as a doctoral research university
- Focusing on faculty driven, student engaged initiatives
- Expanding available resources and support



HISTORY OF RESEARCH FUNDING SOURCES



2013 RESEARCH FUNDING VS. DRU PEERS



RESEARCH EXPENDITURE RANKINGS

Among National Peer Institutions*

<u>Institution</u>	<u>Ranking</u>	<u>Percentile</u>
Illinois State	278	43
Texas A&M – Corpus Christi	279	43
Rosalind Franklin	280	44
Delaware State	281	44
Oakland	282	44
Fayetteville State	283	44
UNC – Greensboro	284	44
Emery-Riddle	285	44
Fisk	286	44

Among Michigan Publics*

<u>Institution</u>	<u>Ranking</u>	<u>Percentile</u>
Michigan	2	1
Michigan State	36	6
Wayne State	93	15
Western	271	42
Oakland	282	44
Central	301	47
Grand Valley	333	52

* Among 643 institutions ranked

Source:

RESEARCH SUPPORT INITIATIVES UNDER WAY

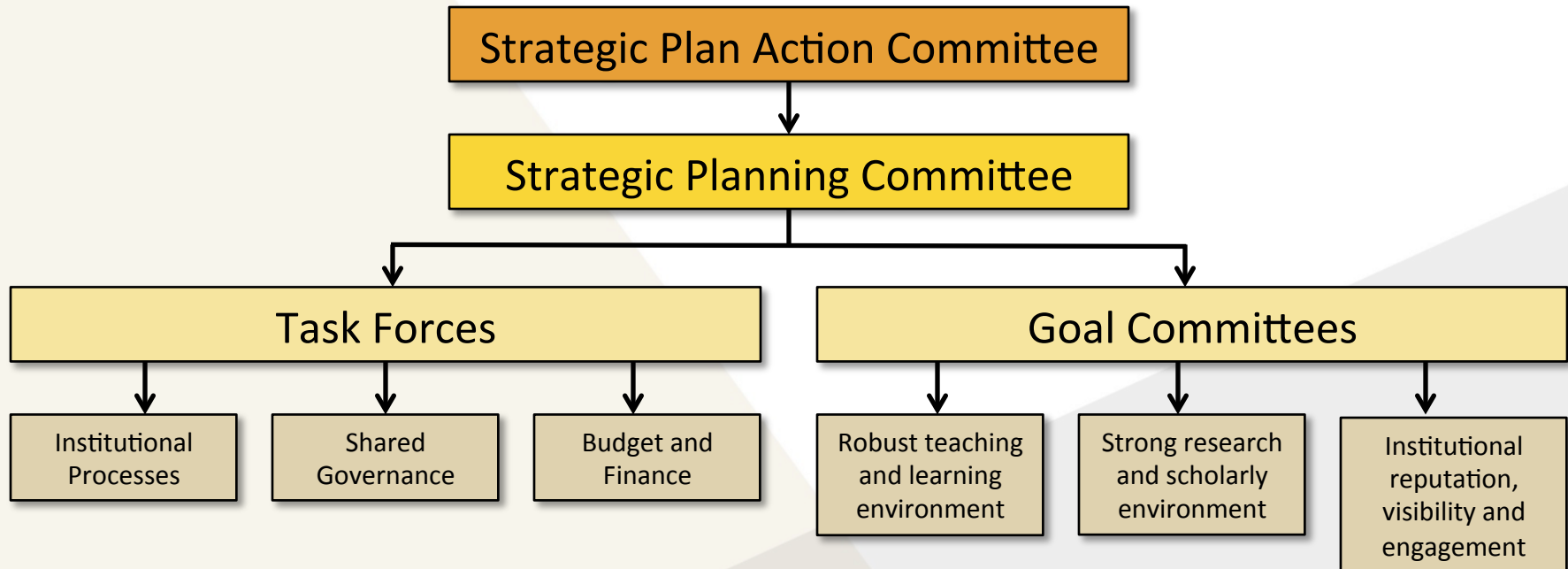
- AVP for Research position posted in The Chronicle
- New faculty research proposals in the approval process
- External review of OU Incubators in process
- Research mentor-in-residence being hired
- Expanded assistance in identifying funding sources, managing awards and compliance
- Call for proposals for new centers, institutes to be released next week

THE FOUNDATION OF OUR STRATEGIC PLAN

- Distinctive educational experiences
- Regional resource with a global perspective
- Faculty driven and student engaged research, scholarship and creative activity
- Community engagement through civic, cultural, recreational and public service opportunities.



STRATEGIC PLAN LEADERSHIP



STRATEGIC PLAN ACTION COMMITTEE

- **George W. Hynd**, president
- **James P. Lentini**, senior vice president for academic affairs and provost
- **Betty J. Youngblood**, vice president for strategic planning and Macomb outreach
- **John W. Beaghan**, vice president for finance and administration
- **Scott G. Kunselman**, chief operating officer

CHIEF OPERATING OFFICER – SCOTT KUNSELMAN

- MBA and M.S. in mechanical engineering from the University of Michigan
- B.S. in mechanical engineering from Carnegie Mellon University
- 30-year career, moving from product engineer at Chrysler Corporation to senior vice president with FCA North America
- Oakland University Board of Trustees – August 2012 until October 2015, served as chair of the Facilities Committee



Moving Forward



WE ARE NO LONGER A HIDDEN GEM!

