



OAKLAND  
UNIVERSITY™

President's Report – January 20, 2015

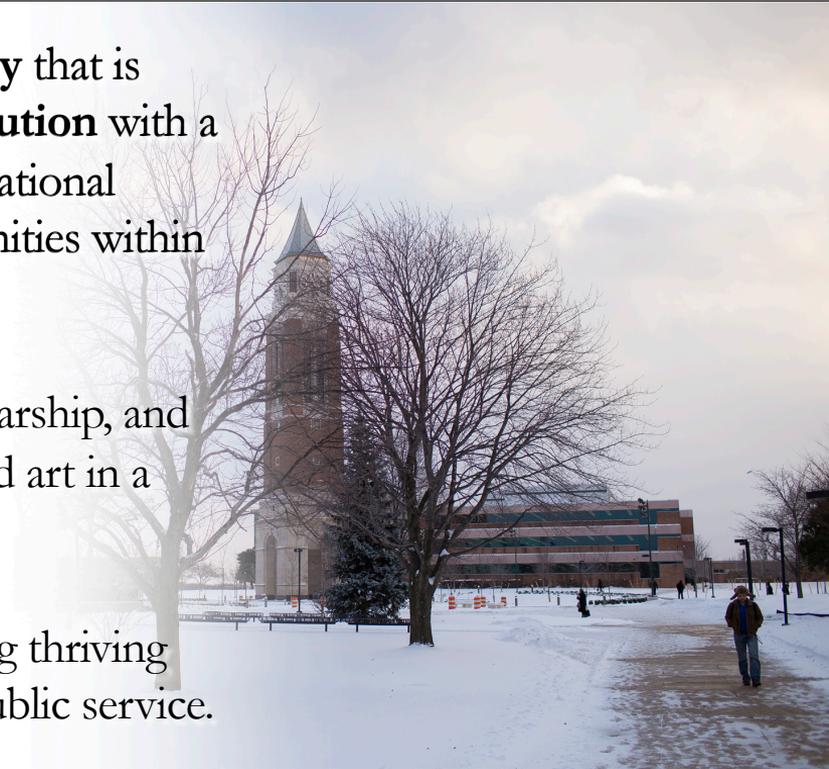
# Proposed Mission Statement



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.



# Proposed Mission Statement



## METROPOLITAN UNIVERSITY



## A Definition

Metropolitan Universities take seriously their role as “Stewards of Place.” As anchor institutions, they serve as a resource for their communities by engaging in mutually beneficial two-way interactions involving the development, exchange, and application of knowledge and talent.



## Doctoral Research Institutions

Bowie State University

Central Michigan University

East Carolina University

East Tennessee State University

Florida Agricultural and Mechanical University

Georgia Southern University

Illinois State University

Indiana State University

Middle Tennessee State University

North Carolina A & T State University

South Carolina State University

## Engaged Metropolitan Universities

Cleveland State University

Portland State University

University of Massachusetts Boston

University of Missouri St Louis

Wright State University

Indiana State University

# Metropolitan University



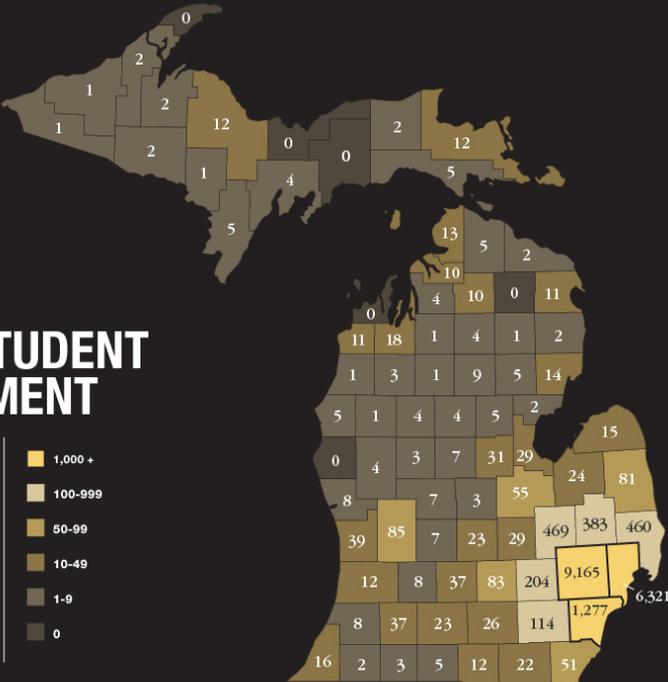
## TOTAL STUDENT ENROLLMENT

**19,437**

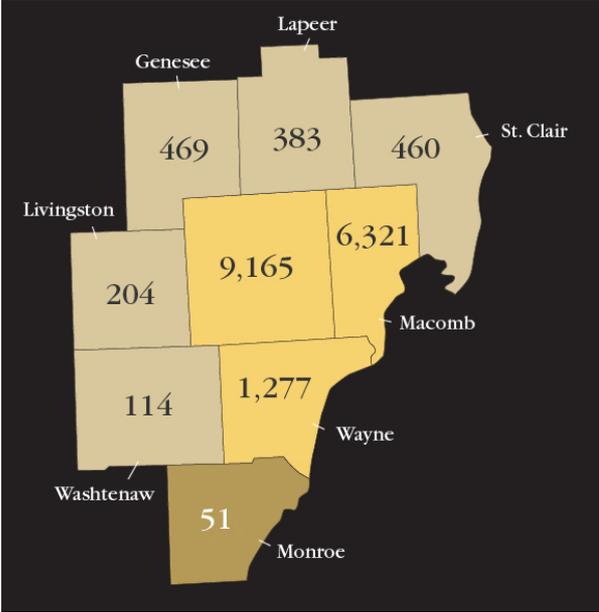
UNDERGRADUATE AND GRADUATE STUDENTS RESIDE IN MICHIGAN

**16,763**

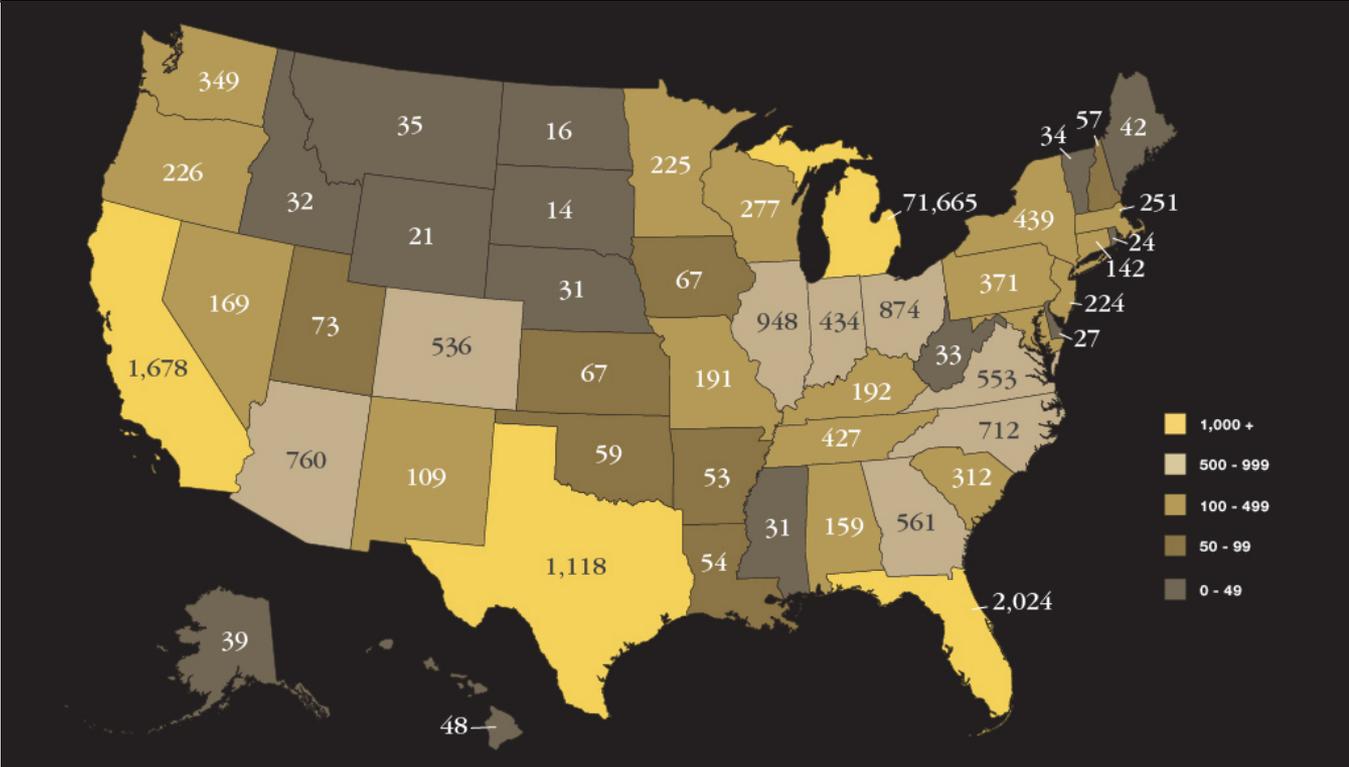
MICHIGAN STUDENTS RESIDE IN OAKLAND, MACOMB AND WAYNE COUNTIES (86.2%)



## Enrollment By County



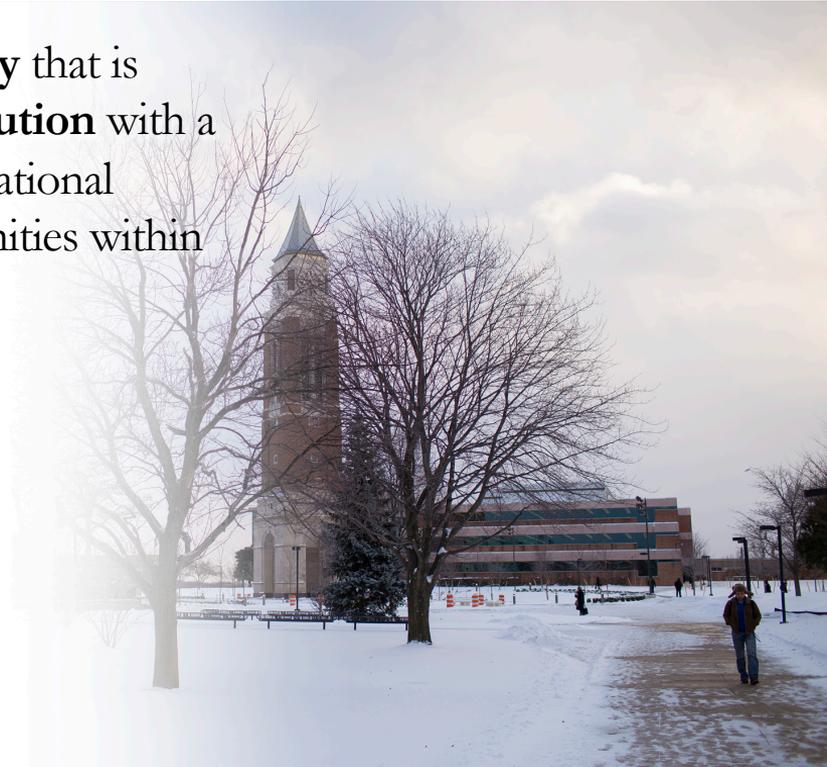
## Alumni Distribution in the U.S.



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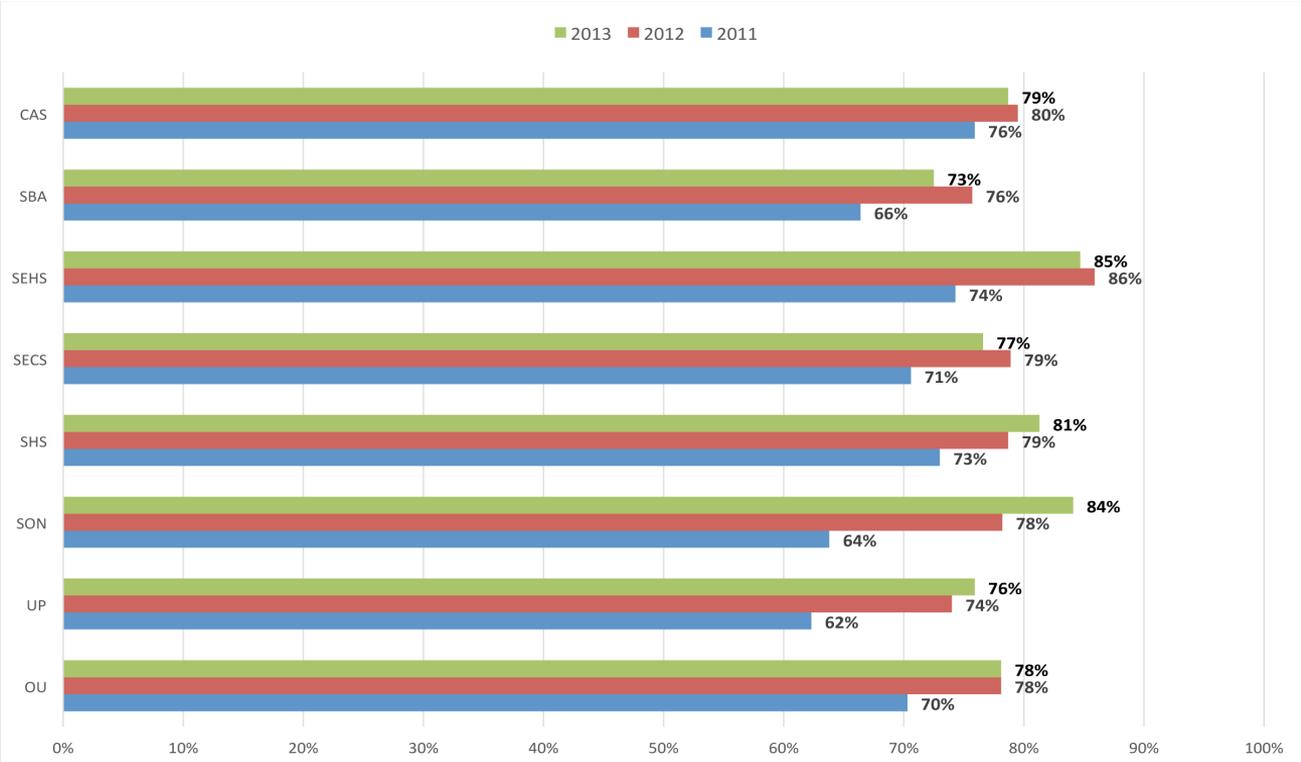
## STUDENT-CENTERED UNIVERSITY



# Student-Centered



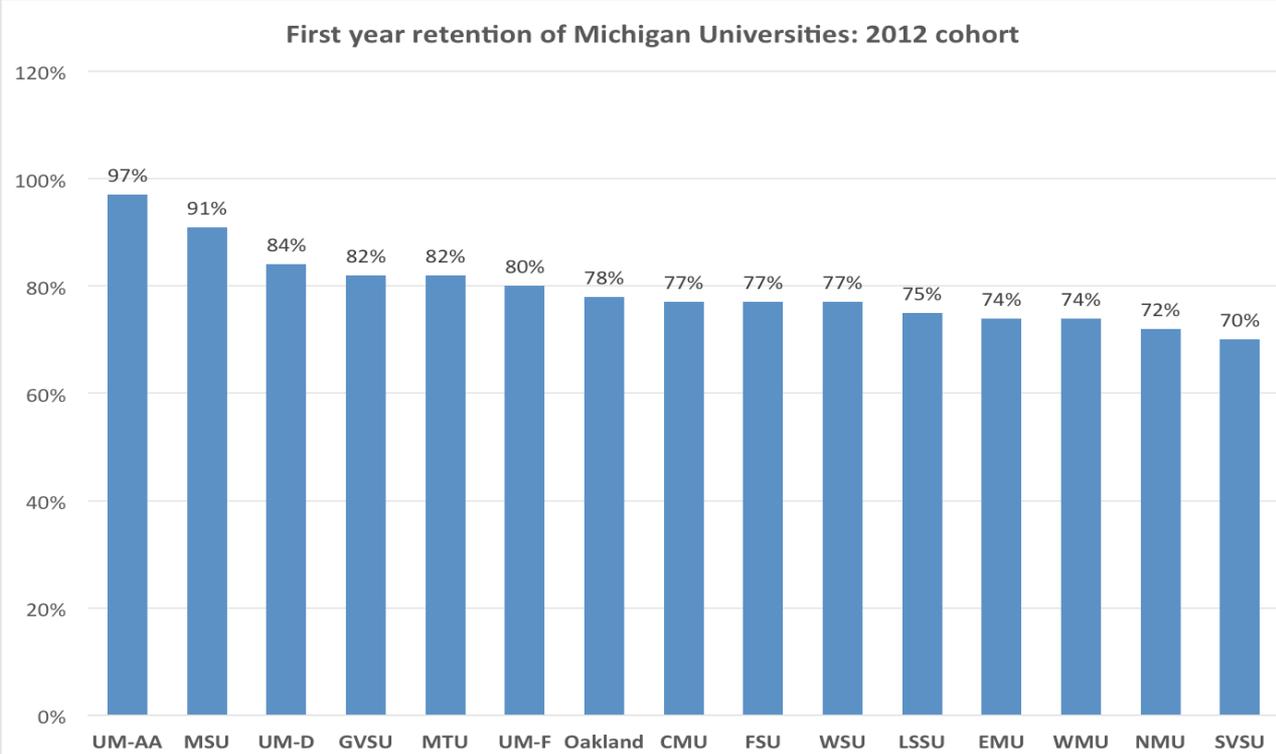
## Student Retention by School/College



# Student-Centered



## Student Retention at Michigan's Public Universities



## How We Are Improving Retention and Graduation Rates

### Programs Targeting all students

- **Advising** – FYAC & second year experience
- Emphasis on **first semester enrollment in 16 credits** – 63% of 2013 FTIACs were sophomores in their second year, compared to 41% in 2003 )
- **Focus on the Finish Line** – Communicates with students about how to be successful at OU

### Targeting sub-groups of students

- **OU trustee success program (OUTAS)**
- **CORE**
- **Programs in University Housing**

*NOTE: We maybe nearing peak success with these programs. New ideas to boost retention/graduation rates are welcome!*

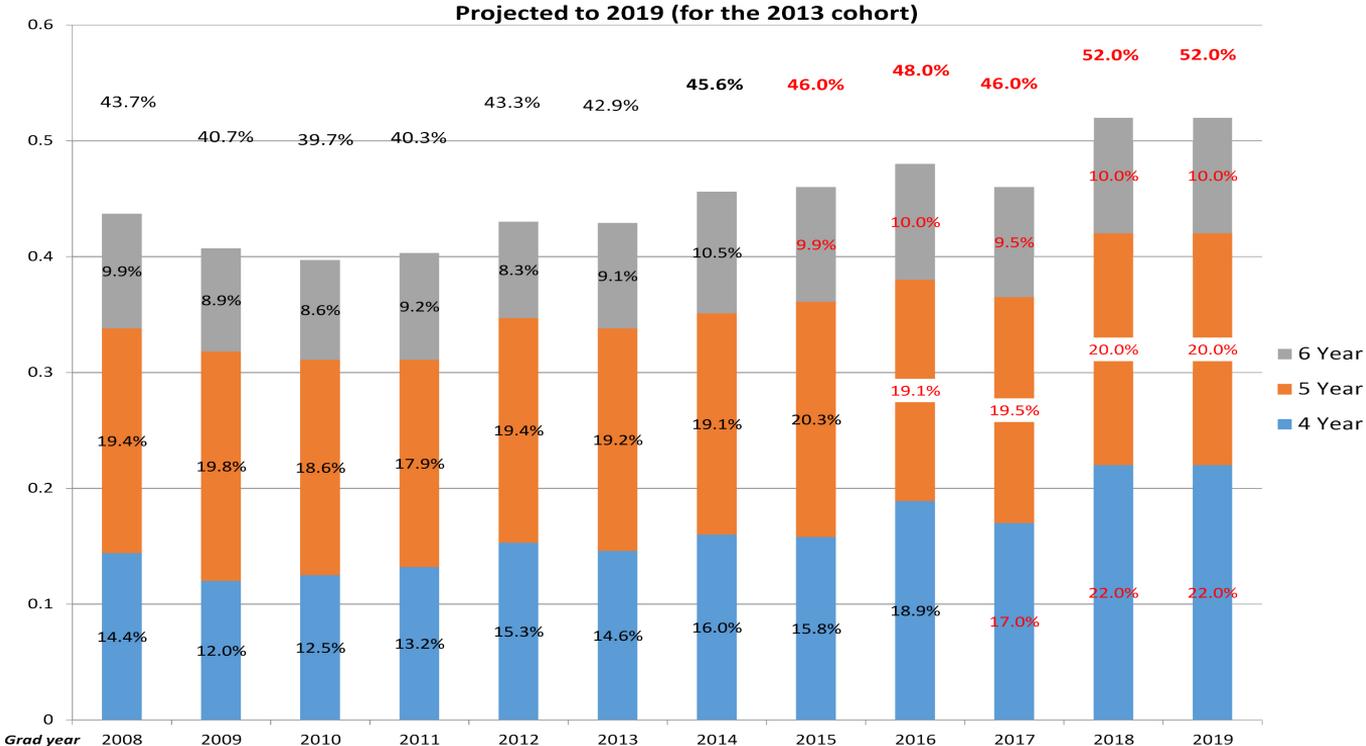
# Student-Centered



## Graduation Rate Projections

(Based on retention and progress to date)

OIRA



## What NSSE Data Tells Us

Areas where Oakland is doing well/improving:

### **First-year advising**

Oakland first-year student average responses were higher than the comparison on every question about advising.

### **Experiences of diversity**

Higher proportions of both first-year students and seniors report having discussions with people of different races or ethnicities.



## What NSSE Data Tells Us

### Areas where we could focus attention:

#### Upper level advising

Seniors responses to the NSSE advising survey were below the comparison on every question

Oakland students report spending less time on studying than the comparisons - but more time working

Only 19% of Oakland seniors report working with a faculty member on a research project

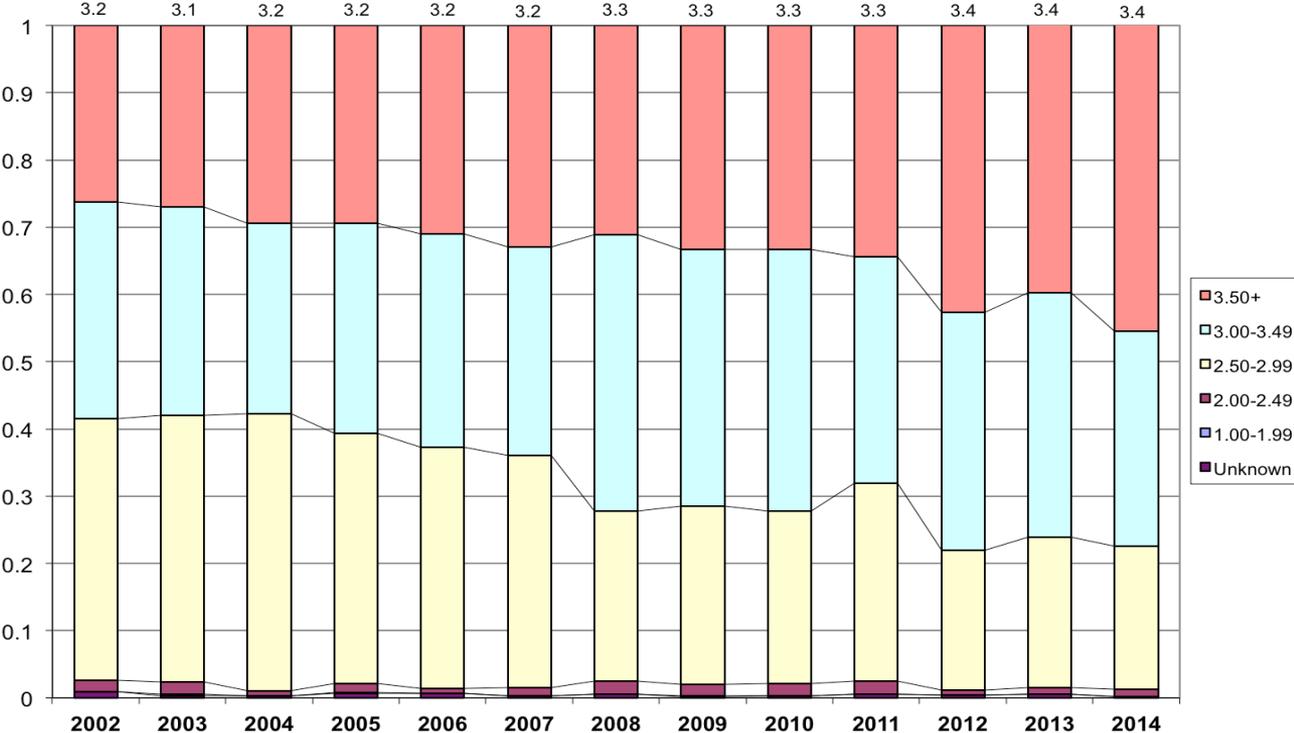


# Student-Centered

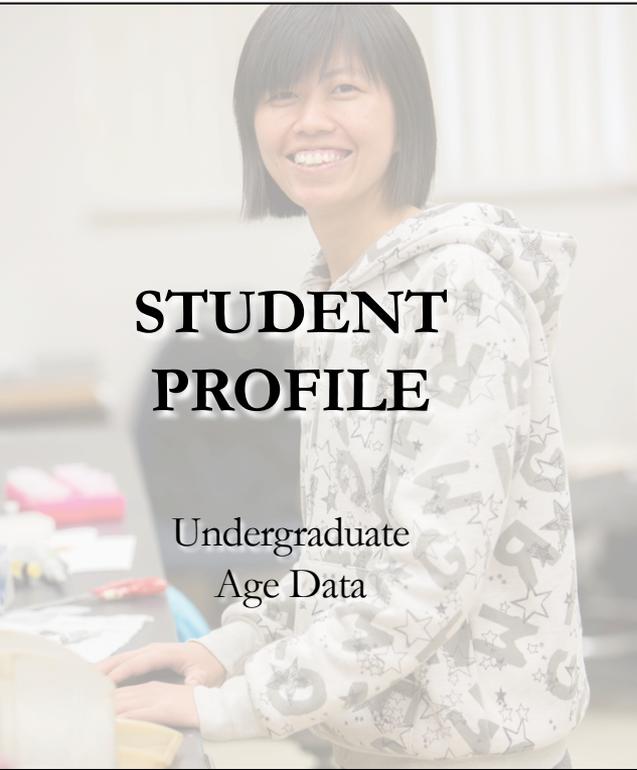


## STUDENT PROFILE

Distribution of High School GPA of Incoming FT FTIACs

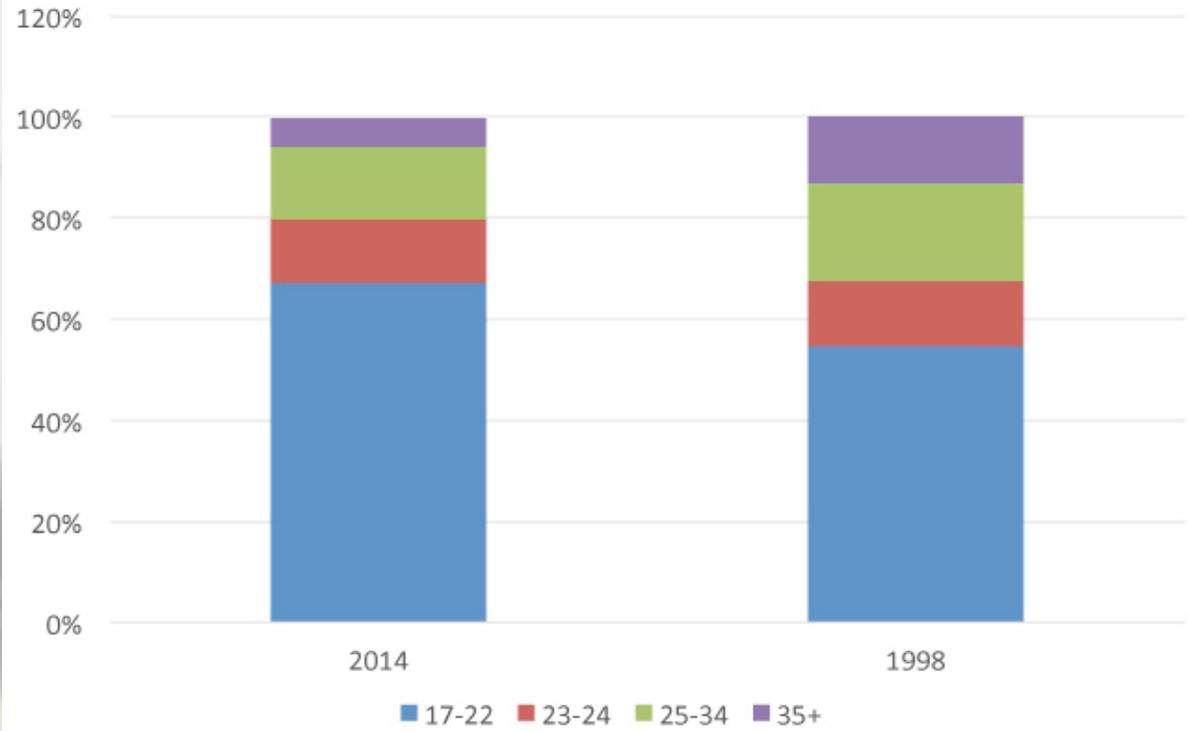


# Student-Centered



## STUDENT PROFILE

Undergraduate  
Age Data

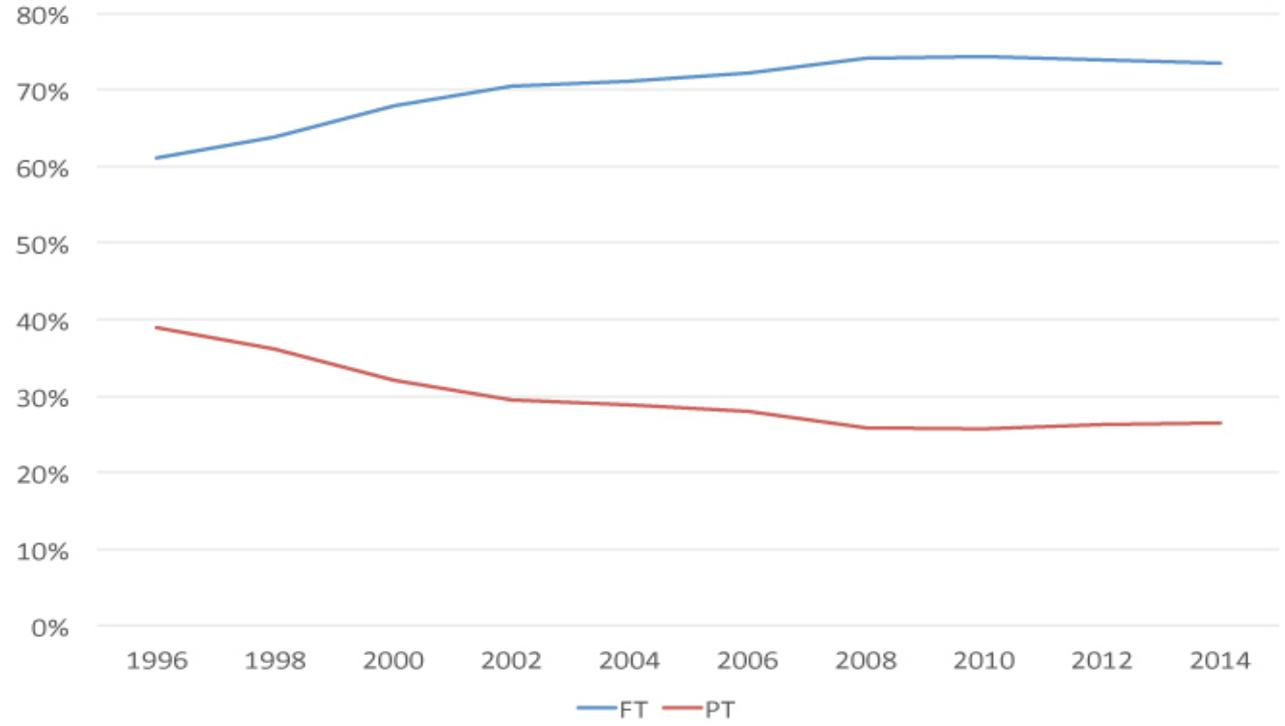


# Student-Centered



## STUDENT PROFILE

Full-Time and Part-Time Status

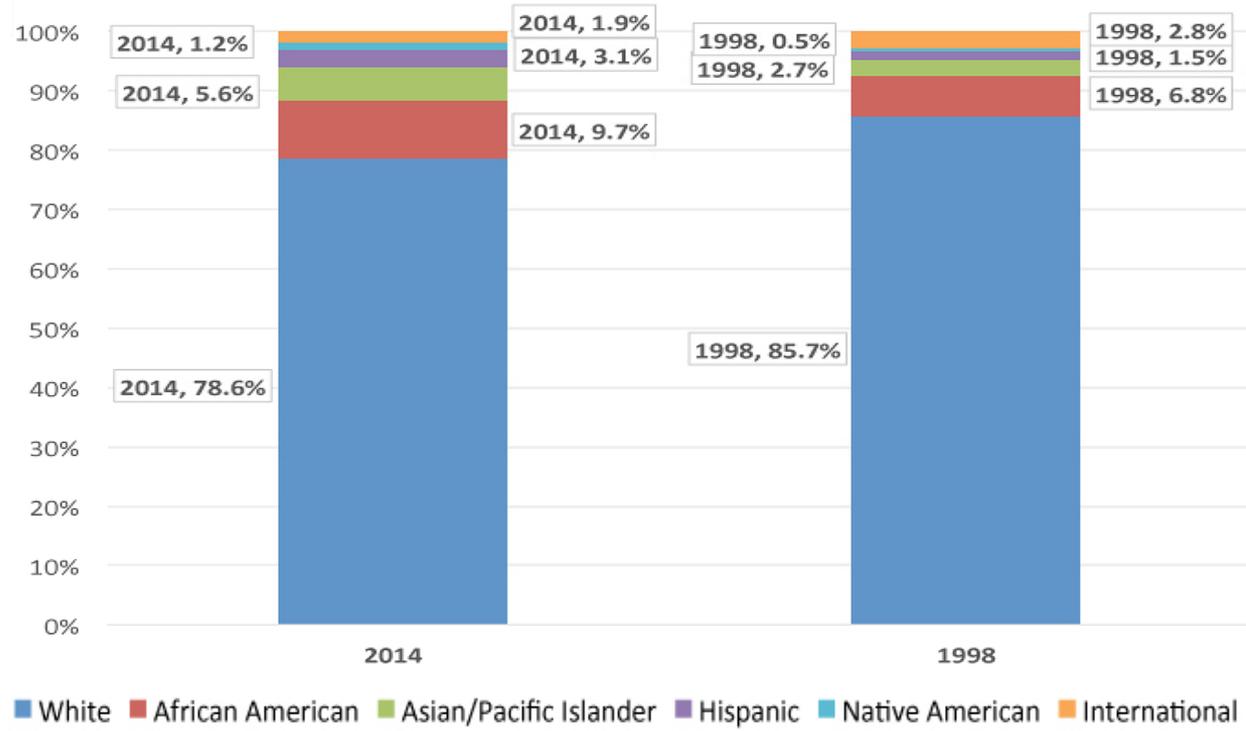


# Student-Centered



## STUDENT PROFILE

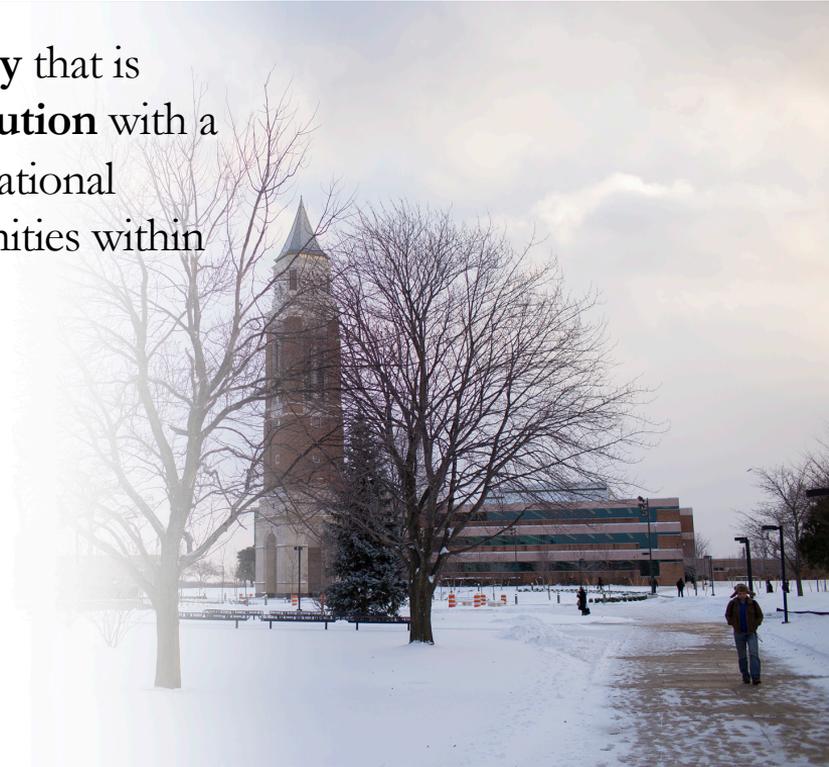
Enrollment by Race



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# President's Report



## RESEARCH INSTITUTION



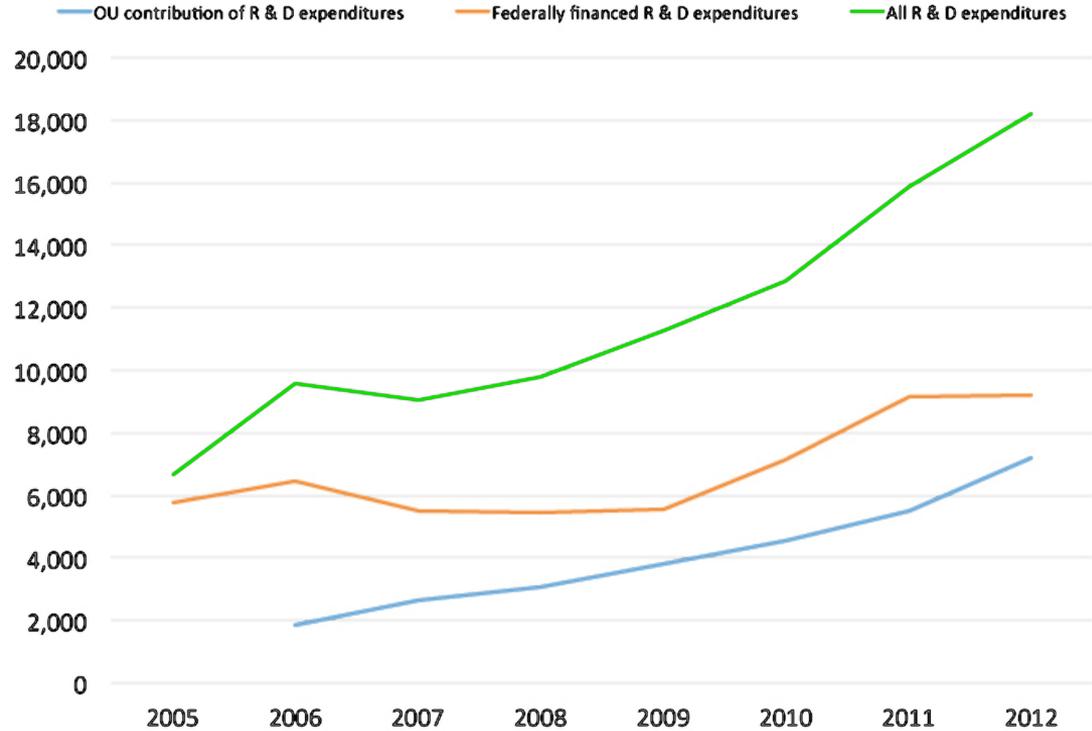
# Research Institution



## Funding Trend

Oakland University R & D Expenditures 2005 - 2012

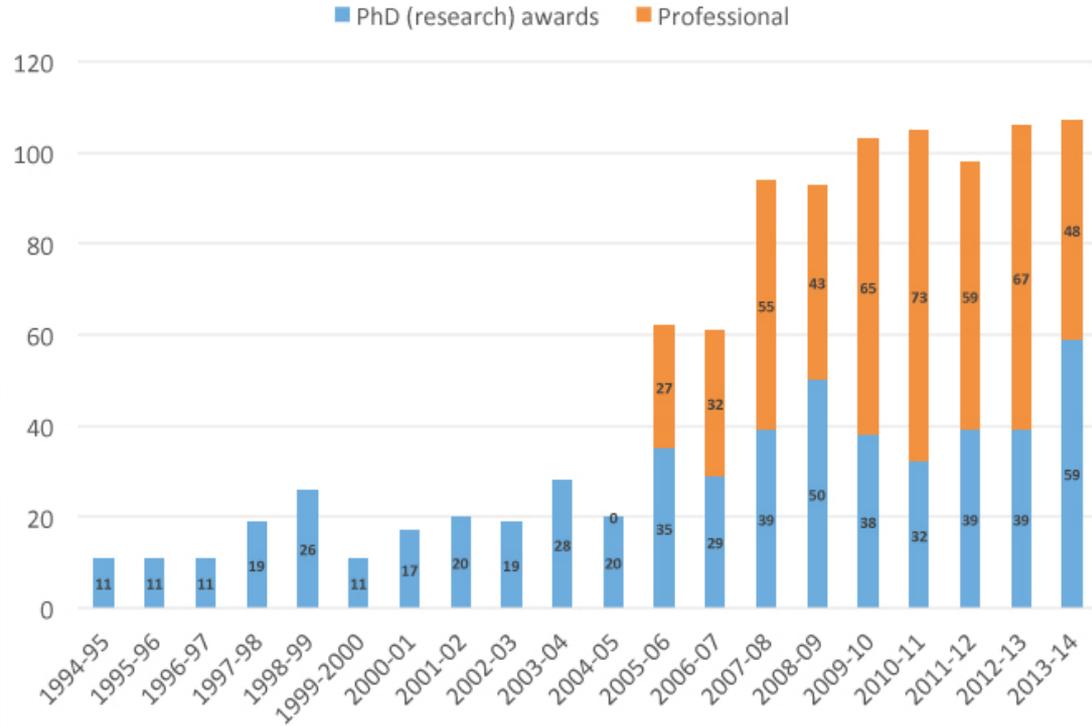
\$ in thousands



# Research Institution

## Doctoral Degrees Awarded

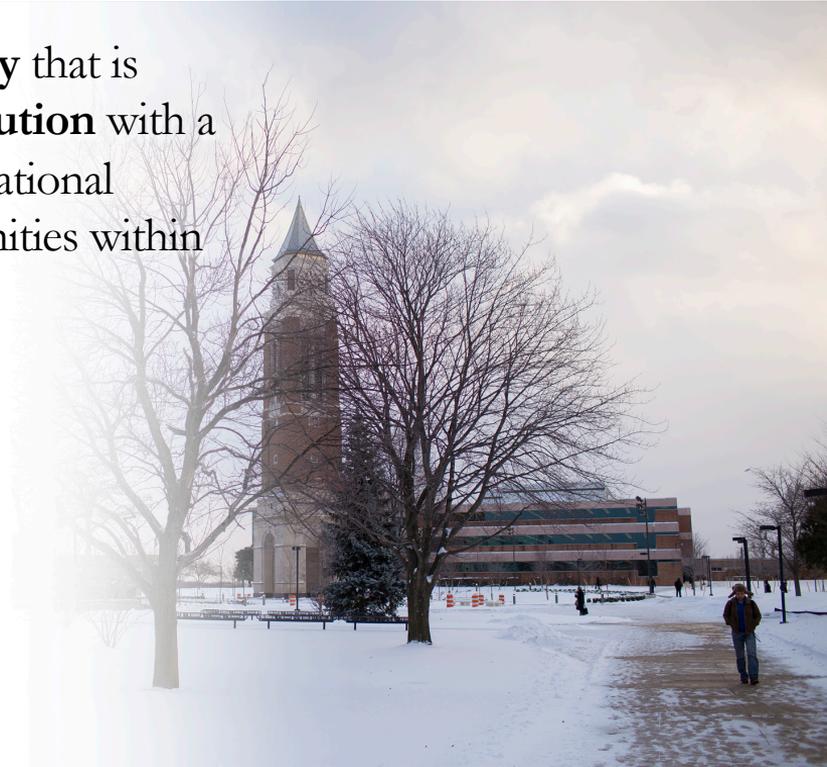
1994-2014



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# President's Report



## GLOBAL PERSPECTIVE



## OU's Long-Term Commitment to International Learning

- At the Time of Oakland's founding, curriculum developers described student understanding of the non-western world as crucial for the leadership of the next generation.
- Oakland was one of the first institutions to make a required study of non-Western cultures. According to history professor George Matthews:

“At one point we were graduating more students who had a required course in China than any other university in the country.”

- OU's renewed general education, implemented in 2005, continues the tradition of providing students global learning experiences, primarily through Foreign Language and Culture, and Global Perspective courses and programs.

## International Focus of OU Student Learning

All undergraduate students must complete both a foreign language and culture course and a global perspectives course in order to graduate from OU.

In the 2013-14 academic year

Global Perspectives course sections offered

154

Foreign Language & Culture course sections offered

107

Each year, about **6,000** different students enroll in these courses.

## OU's Student Engagement Abroad

More than **120** students  
participated in study abroad  
experiences in 2013-14

Nearly **30** different academic  
programs currently being offered.



## Countries to Which OU students Travel



## International Student Presence at Oakland



Undergraduate Students

**1.9%**

Graduate Students

**7.9%**

Total Representation

**2.5%**

## Top 5 Countries that OU's International Students Call Home

Number of  
Students at OU

Country

China	139
India	138
Saudi Arabia	109
Canada	78
Mexico	15



# Summary



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.

**Thank You**



# QUESTIONS

