




# STATE OF THE UNIVERSITY

OAKLAND UNIVERSITY

*September 28, 2023*



A background image of a lush green campus with large trees and students walking on a path. The text 'LEADERSHIP TEAM' is overlaid in large white letters on the left side.

# LEADERSHIP TEAM

- **Britt Rios-Ellis**, Exec. VP, Academic Affairs & Provost
- **Glenn McIntosh**, Senior VP, Student Affairs & Chief Diversity Officer
- **Dawn Aubry**, VP, Enrollment Management
- **Rochelle Black**, VP, Gov't & Comm. Relations
- **Boyd Farnum**, Chief Legal Counsel
- **Steve Mackey**, VP, Finance & Adm.
- **Joshua Merchant**, Chief of Staff
- **Steve Waterfield**, Director, Athletics Adm.
- **Mike Westfall**, VP, Advancement
- **John Young**, VP, Communications & Marketing



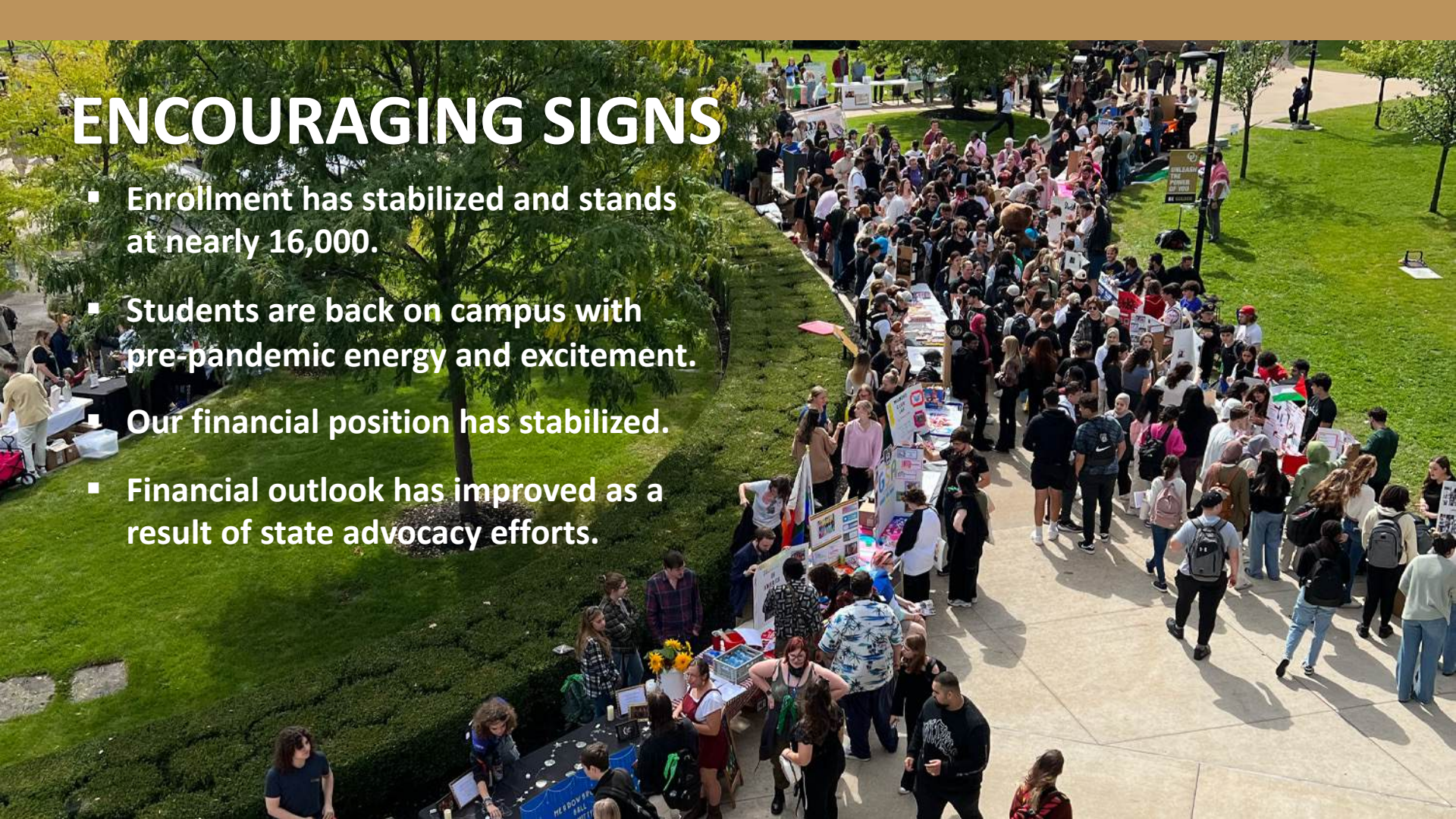


**WELCOME**  
**Oakland University Charter Class**  
**60th Anniversary**



# ENCOURAGING SIGNS

- Enrollment has stabilized and stands at nearly 16,000.
- Students are back on campus with pre-pandemic energy and excitement.
- Our financial position has stabilized.
- Financial outlook has improved as a result of state advocacy efforts.





# IMPACT OF ADVOCACY



- Our efforts led to an increase in state appropriations “floor funding.”
- Success of “Strive for 45” translates to an additional \$11.5M in FY2024.
- Thank you to Gov. Whitmer, and higher education subcommittee chairs Rep. Steckloff and Sen. McCann.
- Thank you to our trustees, and all of you who supported our campaign.

# APPRECIATION TO FACULTY, STUDENTS & STAFF



- 4-percent increase in staff pay
- Bonuses to faculty
- Increased hourly wage to \$15 for undergraduate and master's degree graduate student-workers
- Increased hourly wage for doctoral graduate assistants to \$25 per hour.

# The 2024 Best Colleges in America

*The Wall Street Journal, September 6, 2023*



- Oakland (189) ranks the highest among its peer institutions in Michigan, i.e. GVSU (294), CMU (313), WMU (341), WSU (347), EMU (358).
- Oakland is ranked as the “best value for investment” among our peer institutions.



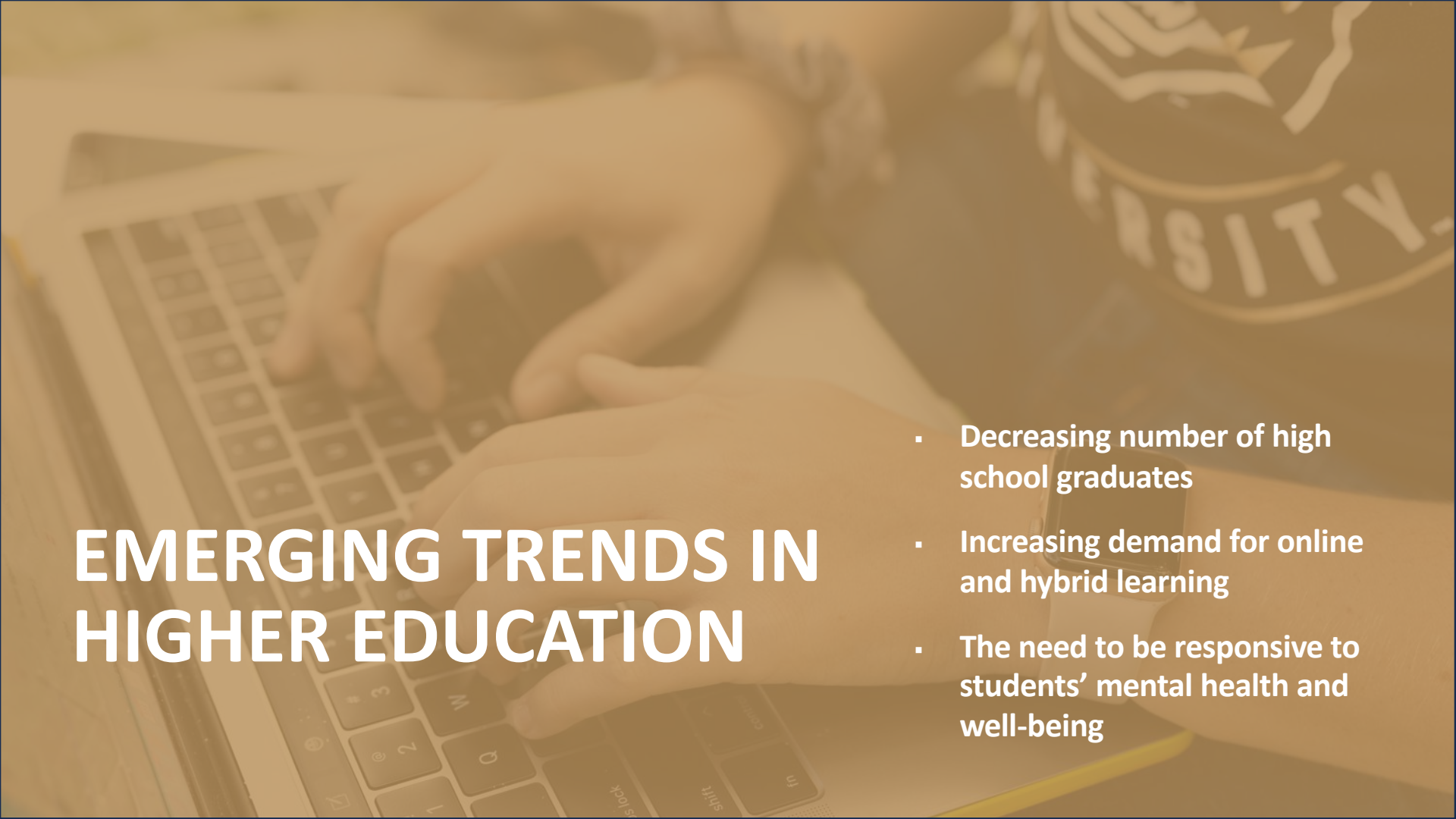
# The 2024 Best Colleges in America

*The Wall Street Journal, September 6, 2023*



- Oakland ranks first among public universities in Michigan for enhancing students' social mobility.
- Oakland ranks second after UM-Ann Arbor in preparing students for careers.



The background image is a close-up, slightly blurred shot of a person's hands typing on a laptop keyboard. The person is wearing a dark-colored t-shirt with a white logo that includes the word "UNIVERSITY" and a crest. The overall image has a warm, orange-brown tint. The text "EMERGING TRENDS IN HIGHER EDUCATION" is overlaid in large, white, bold, sans-serif capital letters on the left side of the image.

# EMERGING TRENDS IN HIGHER EDUCATION

- Decreasing number of high school graduates
- Increasing demand for online and hybrid learning
- The need to be responsive to students' mental health and well-being

The background image shows two male students in a laboratory or workshop setting. The student on the left is wearing a VR headset and holding a controller. The student on the right is wearing glasses and holding a tablet or AR device. The scene is dimly lit with some equipment visible in the background.

# EMERGING TRENDS IN HIGHER EDUCATION

- Improving students' career readiness
- Integrating AI, virtual reality and augmented reality into the educational experience
- Confronting skepticism about the value of a college degree



# Welcome to the Oakland University Student Success Dashboard

## Faculty Dashboard



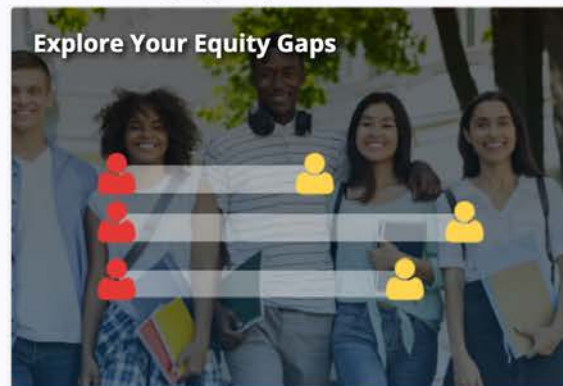
Find out how students in your major are doing. ➔

## Oakland by the Numbers



Get insight into your historic graduation rate and equity gap trends. ➔

## Equity Gaps Dashboard



Find out what you can do to narrow equity gaps on your campus. ➔



# PRIORITIES

- Improving student success and increasing student retention.
- Being a “student ready” campus, and support the needs of our students.





# RECOGNIZING AND SUPPORTING OAKLAND'S OUTSTANDING FACULTY



# EXEMPLARY



## DR. ANNA SPAGNUOLO

Professor of Mathematics is a recipient of the Distinguished Professor of the Year, an annual award presented by the Michigan Association of State Universities.



## DR. BARBARA OAKLEY

Professor of Engineering is recipient of the Harold W. McGraw, Jr. Prize in Education for her innovative approaches to teaching and learning





# **RESEARCH**

## **External funding for FY 2023**

- Record of \$28.9M, includes research funding of \$13.6M

## **Since President's Research Retreat in 2019**

- Total annual funding has more than tripled and research funding has doubled

**Building on a culture of shared governance  
and deepening our collaboration with our  
faculty in advancing Oakland University.**





**Maintaining a safe and healthy campus that strives to be a model of diversity, equity and inclusion.**



## PRIORITIES

- Promoting the impressive return on investment of an OU education
- Elevating our leadership in healthcare and health-services education





A person is wearing a VR headset, looking down at their hands which are positioned in front of them. The background is dark with some blue and purple light sources, creating a futuristic or tech-oriented atmosphere. The person is wearing a dark-colored long-sleeved shirt.

## PRIORITIES

- Highlight internships and experiential learning opportunities for all students
- Advocate for civility in discussions about the issues shaping our democracy

A photograph of the Oakland University campus at sunset. The sky is a mix of purple, pink, and orange. In the foreground, a pond with a large fountain is visible. The university buildings, which are multi-story brick structures with many windows, are in the background. The water in the pond reflects the colors of the sky and the lights from the buildings.

## **NEW INITIATIVES**

- **Refresh of Oakland University Strategic Plan (2030)**
- **Building on our partnership with the OU-Pontiac Initiative and expanding our role as a Steward of Place throughout the region**



A scenic view of a pond at sunset. The sky is filled with soft, pink and orange clouds. The sun is low on the horizon, casting a warm glow over the scene. In the foreground, a large fountain sprays water upwards, creating a misty effect. A small bridge with a railing spans the pond in the middle ground. To the left, there are modern buildings with large windows. To the right, a tall, pointed tower is visible in the distance. The water in the pond reflects the colors of the sky and the lights from the buildings.

## **NEW INITIATIVES**

- **Establishing the OU Center for Sustainability**
- **Creating an AI taskforce**

# *Campus Transformation*







**Engineering Research Building**



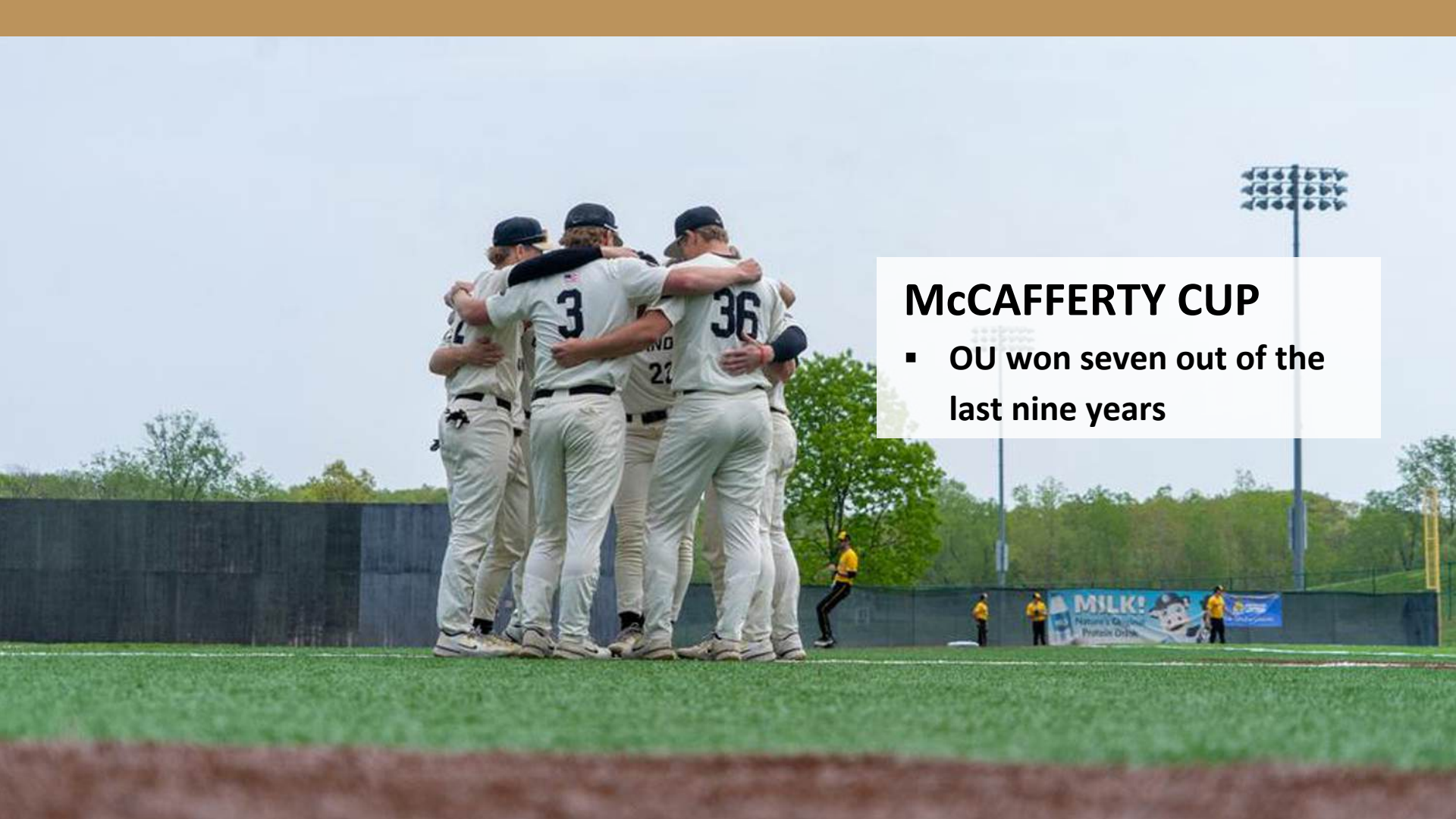
**Meadow Brook Hall  
Visitor Center  
Under Construction**



**OU WEST CAMPUS  
Auburn Hills/ Pontiac  
Occupied/ Renovation**







## McCAFFERTY CUP

- OU won seven out of the last nine years



# Student-Athlete Success

- Overall Student-Athlete GPA: 3.34
- 157 student-athletes named to Spring Horizon League Academic Honor Roll (3rd most in Horizon League)
- Student-athletes exceed academic performance of NCAA Freshman-Cohort Graduation Rate







# SAFE CAMPUS: Committed & Vigilant



**Since February, \$655,000  
investment to improve security.**







# HEALTHY CAMPUS RESOURCES

- **GREEN BANDANA PROJECT**
- **iPAUSE**
- **BRIGHT LIGHT THERAPY**
- **PET THERAPY**
- **MENTAL HEALTH FIRST-AID TRAINING**
- **STUDENT WELLNESS TRAINING**
- **OU COUNSELING CENTER**

## **What does it mean to be a part of The Bandana Project?**



1. You are a safe person to talk to, and can provide a safe space for anyone in the campus community experiencing mental health hardships.
2. You are a mental health advocate for the community of individuals who struggle with their mental health.
3. You are aware of, and can recommend, mental health resources on campus to those who need them.
4. You are a responsible campus community member, who can encourage/inspire others to become a member of The Bandana Project.

Scan the QR code to join!





# ***Making a difference***









# FISCAL RESPONSIBILITY

- More than three-quarters of revenue comes from tuition. A decrease in enrollment impacts the bottom line.
- Despite decreasing revenue attributed to declining enrollment, the 2023-24 budget is balanced.







# BALANCED BUDGET

- Implementation of the second of a three-phase across-the-board 10.4% budget reduction.
- Stabilizing enrollment
- A successful advocacy strategy in Lansing that led to unprecedented state funding

# Oakland University

*The University of Choice*



## AFFORDABILITY

- 19% of undergraduates\* have their tuition fully covered
- 43% of incoming class\* will have their tuition fully covered

*\* To be eligible, students must complete a FAFSA.*



# Oakland University

*The University of Choice*



## AFFORDABILITY

- **74% of students\* with family incomes under \$70K will have tuition covered fully by the Golden Guarantee**
- **57% of incoming class\* with family incomes under \$70K and qualify for OU Housing Grant will pay nothing for tuition or housing**

*\* To be eligible, students must complete a FAFSA.*

# Oakland University

## *The University of Choice*



## ADDRESSING STUDENT DEBT

- 56% of OU's new undergraduate students leave with no student debt
- The Golden Grizzlies Graduate supports students complete their degree, including those who have prior debt.
- To date, 451 students have participated and 265 of those students have earned degrees.



# COLLEGE DEGREE ADVOCACY

- OU supports MICHIGAN's GOAL OF 60% of the population earning a degree or certificate by 2030.
  - OU supports OAKLAND COUNTY's GOAL OF 80% of population earning a degree or certificate by the end of the decade.
- OU plays a leading role in DETROIT DRIVES DEGREES campaign to close the gap for URM success and encourage residents in the tri-county metro area to complete a college degree.



# IMPROVING COLLEGE COMPLETION RATES

- Diploma Equity Project
- Ballmer Foundation
- Rocket Foundation
- Amazon
- Corewell Health
- Easterseals MORC





An aerial photograph of a university campus during the "golden hour" of sunset. On the left, a tall, white clock tower with a pointed roof stands prominently. The sun is low on the horizon, creating a bright glow and casting long shadows across the campus. Various university buildings, parking lots filled with cars, and green trees are visible in the background.

# UNIVERSITY ADVANCEMENT

- **FY23 fundraising: More than \$36.1M is a record for OU.**

- **The “Aspire. Advance. Achieve.” campaign is at 95% of its \$150M fundraising goal.**



# EDUCATED, PREPARED & EMPLOYED

- **OU Career and Life Design Center reports 72% of graduating seniors are employed within a year and 98% of those students work in Michigan.**
- **86% of seniors have at least one paid internship.**
- **The Detroit News reported that Oakland is the leading “brain gain” public university in the state.**





# RISE TO THE CHALLENGE

**Seventy percent of URM students attend universities similar to Oakland where the focus is on access, affordability and pathways to opportunity and social mobility.**





# DIVERSE STUDENT POPULATION



- 37 percent of full-time students are Pell Grant eligible
- 36 percent are first-generation college students

# INCREASING NUMBER OF URM<sub>s</sub>



- 26.2% of FTIACs are URM<sub>s</sub>
- The Latinx FTIAC population has more than doubled in the past 10 years.
- The African American population nearly doubled in the past 10 years.

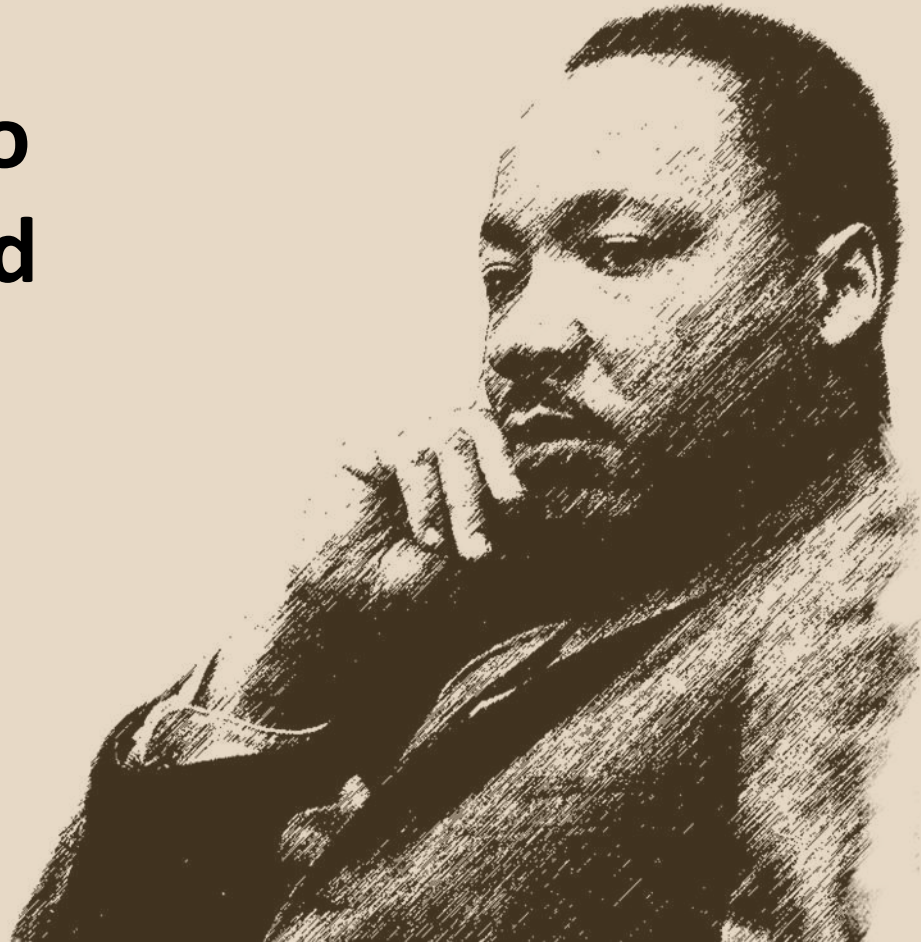


# UNDERREPRESENTED MINORITIES (URMs)

- **Faculty: 9.1%**
- **Staff: 17.7%**
- **With the support of the Black Faculty Association, and the Latinx Faculty Association, we are working for even greater diversity.**



**Our commitment to  
diversity, equity and  
inclusion must be  
affirmed each day.**







**Hosted by the College of Arts and Sciences and  
the School of Education and Human Services**

**Attended by more than 200 educators  
from across southeast Michigan.**

**THANK YOU**

**James Naus, Robert Anderson, Jeff Insko, Elaine Carey,  
Jon Margerum-Leys, Joe Shively, Lori Marsh and Glenn McIntosh**

# VALUES INTO ACTION





# Center for Civic Engagement

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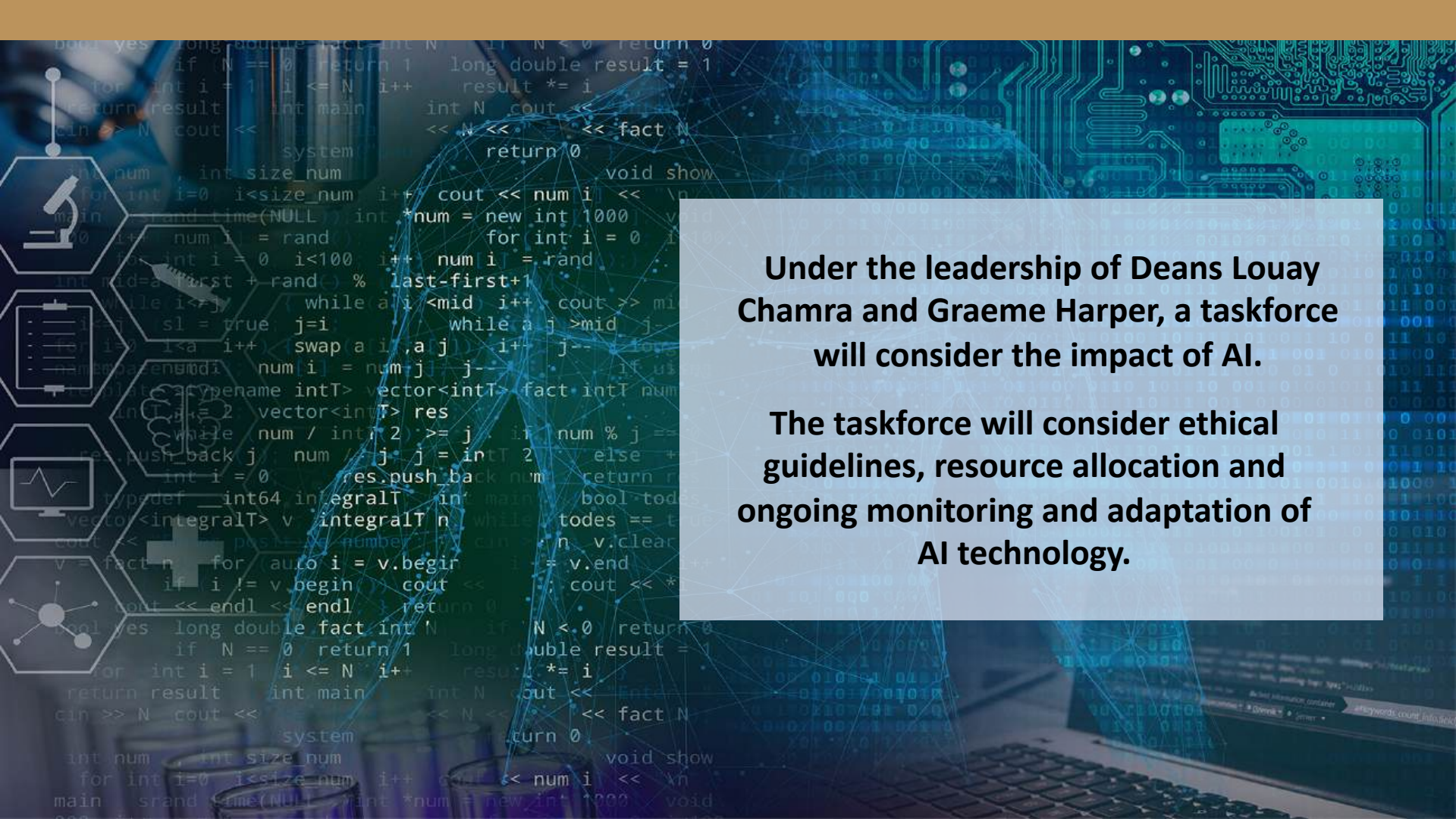
## Dennis Muchmore Public Policy Series

An annual series designed to discuss timely, critical issues in a constructive, open and civil public conversation

An American flag is shown waving in the foreground, with its stars and stripes clearly visible. The background is a blurred outdoor scene with greenery and a blue sky.

### EVENTS

- Civility, Censorship & Social Media
- Ethics in AI
- Honoring Voting Rights Advocates Who Participated in Selma march



**Under the leadership of Deans Louay Chamra and Graeme Harper, a taskforce will consider the impact of AI.**

**The taskforce will consider ethical guidelines, resource allocation and ongoing monitoring and adaptation of AI technology.**





- **The higher education landscape is shifting.**
- **We must be open to and ready for inevitable change.**
- **We must understand how a university must transform itself.**

**OU STRATEGIC PLAN**  
**The University of Choice**  
**2 0 3 0**

**Strategically position Oakland for opportunities  
in the fast-changing cultural, economic  
and higher-education landscape.**



# **OU STRATEGIC PLAN**

# **The University of Choice**

## **2 0 3 0**

**The OU Strategic Plan presents a six-year road map.**

**The plan will be reviewed and revised annually.**  
**A comprehensive assessment will be conducted every**  
**three years.**

# **OU STRATEGIC PLAN**

# **The University of Choice**

## **2 0 3 0**

**The four-phase planning process began this month and  
will be completed by next fall.**

**A team nominated by the Cabinet and Deans will oversee  
the development of the Strategic Plan.**

**The Strategic Plan is an outgrowth of the Baldrige Excellence Framework.**



# OU STRATEGIC PLAN

# The University of Choice

## 2030

## BALDRIGE CATEGORY LEADERS

*Andy Adrianse*

*Deb Cash*

*Kelly Dorner*

*Anthony Gallina*

*Jayson Hall*

*Shane Lewis*

*Todd Nucci*

*Ashley Stone*

*Dave Stone*

*Jennifer Swiatowy*

*Greg Thrasher*

*Marie VanBuskirk*

*Beth Wallis*

*Kathryn Walters*



**OU STRATEGIC PLAN**  
**The University of Choice**  
**2 0 3 0**

**Throughout the process, the OU community will have opportunities to submit their views at townhalls, online fora, and division meetings.**

# **OU STRATEGIC PLAN**

# **The University of Choice**

## **2 0 3 0**

***Daniel Aloï***

***Adrienne Bass***

***Berkley Browne***

***Christopher Coleman***

***Caress Dean***

***Kelly Dorner***

***Red Douglas***

***Darlene Groomes***

***John Jasinski***

***Steve Mackey***

***Joshua Merchant***

***Cynthia Miree***

***Lauren Jeske***

***Robert King***

***Kristin Landis-Piwowar***

***Gerard Madlambayan***

***Brandy Randall***

***Joe Shivley***

***Beth Wallis***

***Steve Waterfield***





**OU STRATEGIC PLAN**  
**The University of Choice**  
**2030**

***Making a difference***



# OU-Pontiac Leadership Team

## *A Partnership Built on Trust*



# OU-Pontiac Leadership Team

**OU President Ora Hirsch Pescovitz**

**Mayor Tim Greimel**

**Glenn McIntosh**

**Thomas E. Kimble**

**Khalfani Stephens**

**Teresa Rodges**

**Douglas P. Jones**

**Wayne Thibodeau**

**Samino Scott**

**Deborah Younger**

**John Young**

**Jean Ann Miller**

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***A Partnership Built on Trust***

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**David Bowman**

**Jon Margerum-Leys**

**Angela Powell**

**Susan Harding**

**David Dulio**

**Tonya Bailey**

**Audra Pieknik**

**Derrick McDonald**

**Vernita DuVall**

**Irma Hayes**

**Terry Dibble**

**Joseph Petrosky**

**Mark Stone**

**Tanesha Taylor**

**Kelley Williams**





The graphic features a large tan circle on the left containing the text 'OU-PONTIAC INITIATIVE' and 'Pillar Areas'. To the right of the circle are seven horizontal, slightly angled stripes in various shades of orange, grey, and yellow. Each stripe contains text representing a pillar area. The background is a solid tan color.

# **OU-PONTIAC INITIATIVE**

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## ***Pillar Areas***

**Nonprofits and Neighborhoods**

**PK-16 Education**

**Civic Engagement**

**Economic and Workforce Development**

**Health Care and Wellness**

**Arts and Culture**





**Oakland University is recipient of AASCU's Excellence and Innovation Award for Stewards of Place.**

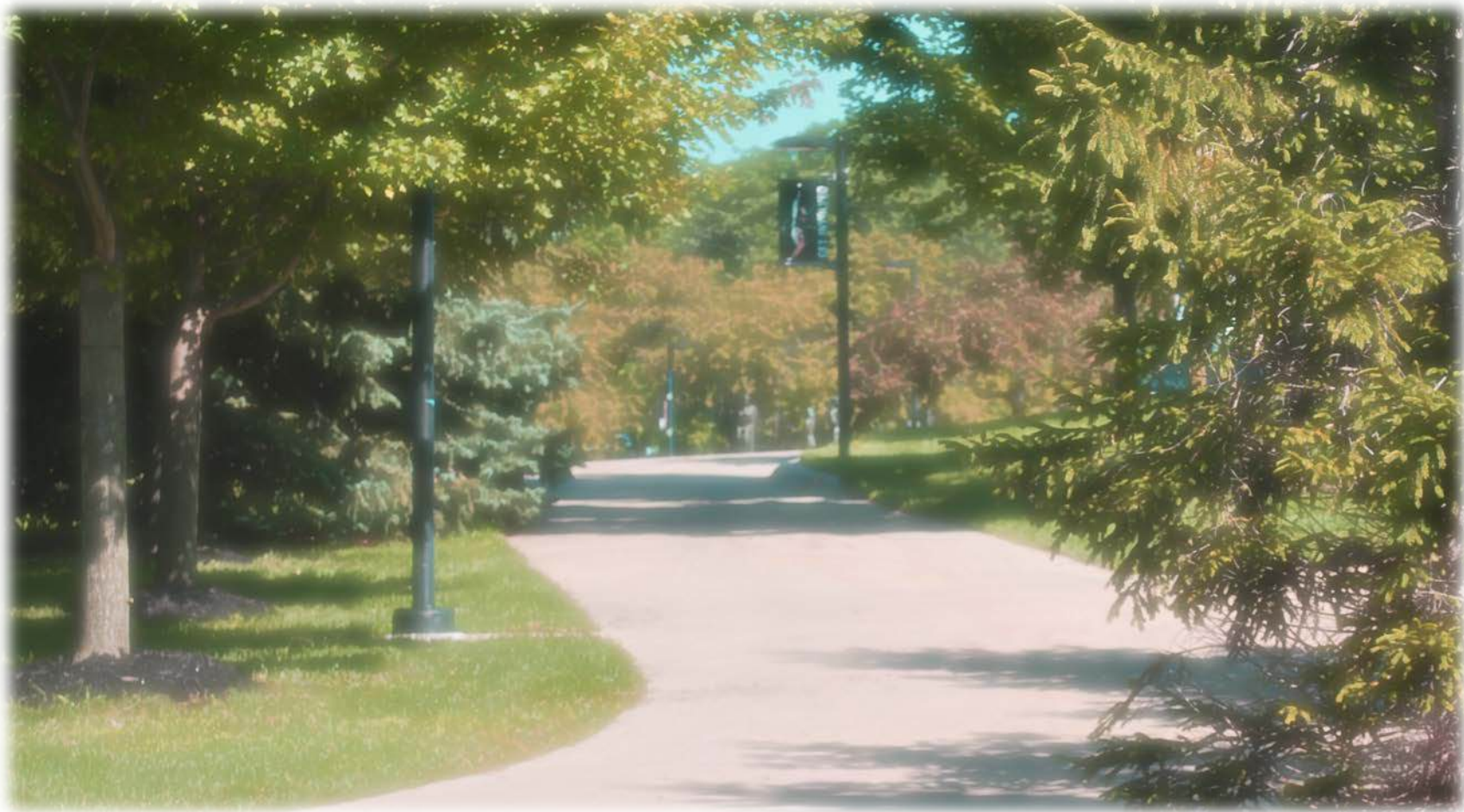
**The award cites Oakland as a national model of civic engagement.**





# **OU CENTER FOR SUSTAINABILITY**

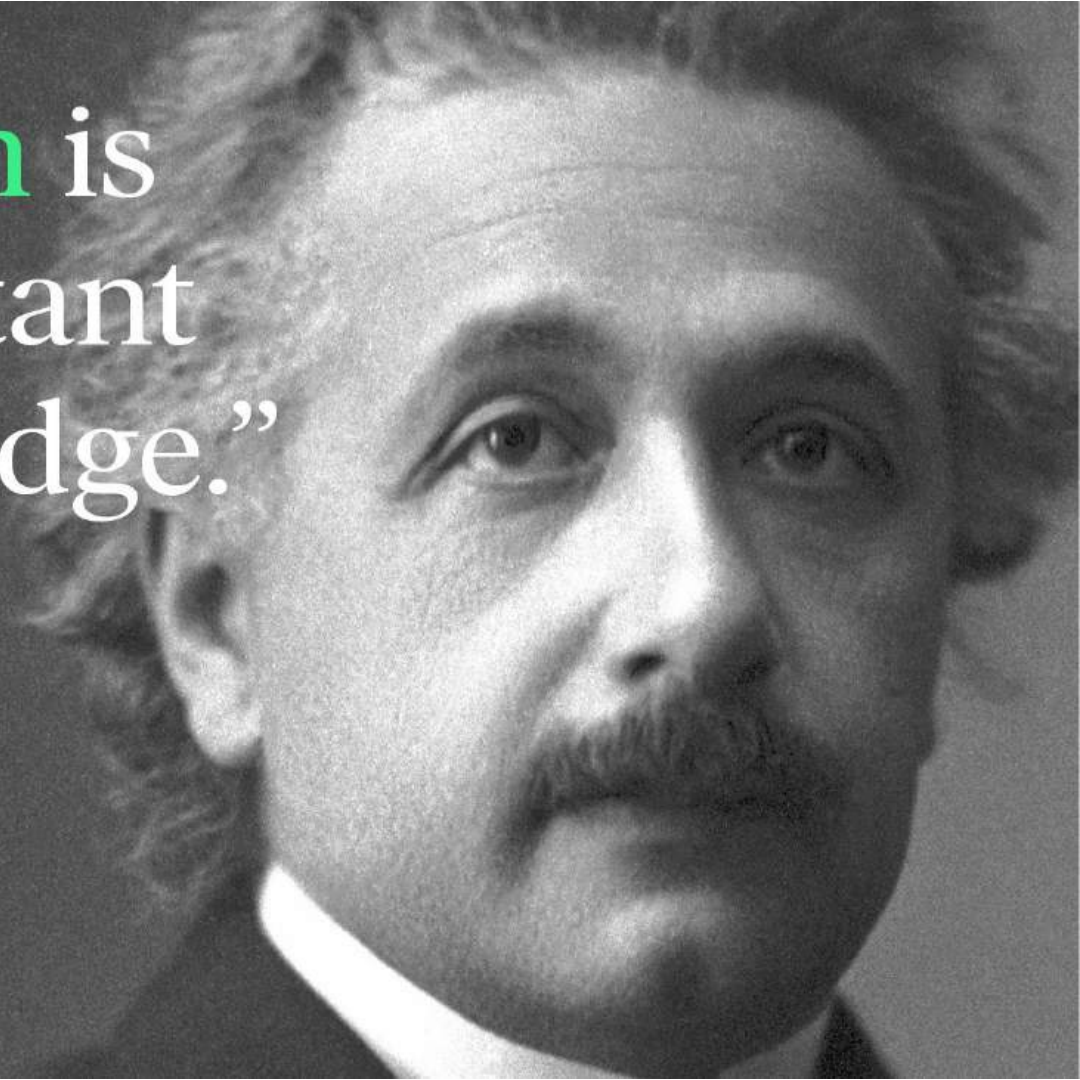
- **A founding director will lead the Center, funded by a \$1M gift from the OU Credit Union.**
- **The director will lead a collaborative effort to develop a comprehensive sustainability campus plan.**
- **Sustainability Team: Amy Banes-Berceli, Jeff Insko, Lily Mendoza, Mozhgon Rajaei, Chris Reed, Steve Stanton, Scott Tiegs, Mike Westfall along with Louay Chamra, Chris Kobus, and Steve Waterfield**





“Imagination is  
more important  
than knowledge.”

ALBERT EINSTEIN  
Nobel Prize in Physics 1921







**“To attempt great things is to expect great things.”**







# **THANK YOU SOTU TEAM**

**Dawn Aubry  
Adrienne Bass  
Kathy Boersma  
Xander  
Buckingham  
Ryan Cotter  
Susan Dawson  
Patty Gillespie  
Terry Herald**

**Renee Kazirut  
Jenessa Kreiner  
Debra Lashbrook  
Doug LaLone  
Glenn McIntosh  
Josh Merchant  
Vernita Parker  
Frank Provenzano  
John Young**

**OU BRASS QUINTET Carlos Perez-Hijar, trumpet; Amanda Ross, trumpet;  
Jessie Pruehs, horn; Levi Hardy, trombone; and, Brian Wiik, tuba**





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