President’s Report to the Board of Trustees

December 9, 2019
Ora Hirsch Pescovitz, M.D.
I. State of the University – Recap

II. Community Engagement

III. University Accolades

IV. Community Service Recognition Initiative
   Mike Westfall, Vice President, Advancement

V. School of Music, Theatre and Dance Update
   Amy Tully, Director, SMTD, Associate Dean, CAS
State of the University: Recap

- FTIAC apps, admissions and enrollments at record highs
- New transfers up 10% over 2018 and among the most academically successful ever
- R-2 (research) designation held by just 3.1% of universities
- Research goals include expanding OU’s regional economic impact and improving quality of life
State of the University: Strong

- **Moody’s Rating**: A1 Stable
- **Endowment**: $106.5 million
- **Endowment Returns**
  - 1-year: OU – 9.9% Peers – 7.8%
  - 5 year: OU – 8.1% Peers – 7%
Making an Impact Through Engagement

OU Center for Civic Engagement Events
Making an Impact Through Engagement

Braun Lecture featuring Maria Magdalena Campos-Pons
CASE Awards

• **GOLD** award for the “Aspire. Advance. Achieve. Comprehensive Campaign” Case Statement Package

• **GOLD** award for the "Aspire. Advance. Achieve. The Campaign for Oakland University" Launch Video

• **SILVER** award for "A Visit with Curtis Armstrong"

• **BRONZE** award for "Results of a Legacy: The Linzi Hobbs Story"
AASCU Award

Oakland University Leadership Academy

2019 Excellence and Innovation Award for Leadership Development and Diversity
HOLIDAY VIDEO
Community Service Recognition Initiative

Michael Westfall
Vice President, University Advancement
Project Objectives

• President’s charge was to develop a university peer-based recognition program that spotlights community service

• Recognition of otherwise unheralded good work

• Strengthen the culture of community service on OU’s campus

• Support continuing efforts to advance Strategic Goal #3
Execution

• Advancement and Human Resources partnered with app developers to create a scalable solution
• Launched pilot over the summer for APs
• Secured $50K in sponsorship underwriting from Oakland University Credit Union to cover all expenses
• Developed marketing plan for all-campus launch in January
The App
Nominate
Nominate
Nominate

I Wish to Recognize:
Robert Baker

Community Service Category:
Helping Hunger & Homeless

My Comments:
I saw Robert volunteer this weekend at the soup kitchen in downtown Detroit.
Nominate
Redeem
Redeem
Congratulations! You received an OU Community Service Award!

Today at 9:59 AM

$5.00

To: Michael Joseph Antaran

From: rewardcards@carrotwellness.com

Redeem

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Redeem
Next Steps

• January all-campus launch
• Implement marketing and promotion efforts
• Raise broader awareness of OU’s innovative community service program approach via OU media relations team
School of Music, Theatre and Dance Update

Amy Tully, D.M.A.
Director, SMTD
Associate Dean, CAS
The School of Music, Theatre and Dance provides pre-professional, professional, liberal arts, and general education in the performing arts through artistically-grounded academic programs and diverse performance opportunities.

Our work is kinetic, alive, visceral – occurring collaboratively among learners and teachers, realizing learner potential, cultivating unique artistic voices – in artistically rigorous, authentic, interactive environments.
Purpose - Career Preparation

Music

- Music education
- Orchestral and solo performing
- Conductor
- Recording engineer
- Concert and event organizer
- Recording industry
- Music business
- Music technology
- Film/video game composer
- Music journalism
- Sacred music
- Music health and music therapy
- Music merchandising
- Instrumental repair/piano tuning
- DJ
Purpose - Career Preparation

Theatre

- Actor
- Director
- Producer
- Arts administration
- Theatre education
- Scenic designer
- Carpenter
- Scenic artist
- Box office manager
- Lighting designer
- Drama therapist
- Voice-over artist
- Hair/makeup artist
- Costume designer
- Stage manager
- Acting coach
- Casting director
- Dramaturg
- Publicist
- Booking agent
- Musical director
- Choreographer
Purpose - Career Preparation

Dance

- Choreographer
- Dance educator
- Personal trainer
- Costume designer
- Dance writer/historian
- Physical therapist
- Fitness or Pilates instructor
- Arts administration
- Dance therapy/medicine
- Set designer
- Dance company manager
- Massage therapy
- Director/producer
- Orthopedist or kinesiologist
Economic Impact of the Arts

**Nationally in 2017**
- 673,656 businesses (4%)
- 3.5M employees (2%

**Statewide in 2018**
- 28.8% of adults attended music, theater and dance performances
- 24.5% of adults attended art exhibits
- $14B in revenue
- 130,040 workers
- 2.8% of state economy
- $7.7B in wages
2018-19 Employment Rates

- Music education graduates: 100%
- Theatre design technology graduates: 100%
- Theatre graduates: 90%
- Students employed in summer pre-professional summer pre-professional career opportunities: 70%+
Creative and Academic Opportunities for Non-Performing Arts Majors

- General education classes in music, theatre and dance appreciation
- Participation in music ensembles
- Participation and casting in plays and musicals
- Participation in dance classes and performances

Sustained learning in music and theater correlates strongly with higher achievement in both math and reading.
SMTD Student Profile

- 400 undergraduate and graduate performing arts majors
- 250+ performances annually
- 91% FTIAC retention rate
- 83% returning student retention rate, including transfers

Academic Years 2018 through 2020
- 25% increase in freshmen enrollment
- 30% increase in transfer students
SMTD Community Engagement

Pontiac Initiative
• Strand Theater performances
• Music lessons, acting and dance workshops in local schools
• Regina Carter jazz and improvisation workshops

OU Community Music
Summer music camps
Continuing Education workshops
SMTD Community Engagement

• Synergy on Stage
  o Interpretation and sign language translation

• Annual Children’s Theatre every May and June

• Summer Theatre Camp
Dance for Parkinson’s Disease

Program develops participants’ artistry and grace while addressing concerns such as balance, flexibility, coordination, isolation and depression.
SMTD Alumni Highlights

• Dr. Alex Ruthmann (MM ‘02, PhD ‘06) Assoc. Prof. of music, NYU
• Dr. Sharon Davis (PhD ‘08) Asst. Prof. of music, Lebanon Valley College
• Jacquelyn Wagner (BM ‘03) Soprano, Opera National de Paris
• British Burnett (BM ‘06) Vocal coach with Detroit Youth Choir
• Regina Carter (BA ‘85) Violinist, McArthur Genius
• Devin Price (BFA Musical Theatre ‘15) Actor (Kinky Boots, Motown the Musical)
• Sam Rohloff (BFA ‘13) Actor (West Side Story, Kinky Boots) national tour

• Krysty Swann, mezzo soprano Chicago Lyric Opera
• Jayne Houdyshell (ADA/Theatre ‘74) Actor and Tony Award Winner
• Curtis Armstrong (ADA/Theatre ‘75) Actor
• Joanne Danto (Dance/Art) Dancer and philanthropist
• Matt Wagner (BFA Dance ‘15) Dancer in DIAVOLO
• Craig Miller (BA Dance ‘09) Co-choreographer of Billy Elliot Chicago tour
SMTD Student Engagement

• Research presented at professional conferences
• World percussion performance at Percussive Arts Society International Conference
• Theatre competition winners
• Brass Band named Grand Champions of Dublin Festival of Brass 2017-19
• Study Abroad:
  o Dance in Berlin
  o Chorale in Eastern Europe
  o Theatre in Greece
  o World Percussion in Ghana, Uganda and St. Lucia
SMTD Goals

• Increase enrollment in all 3 departments
• Increase FTIAC retention rate to 94%
• Increase total retention rate to 85%
• Increase philanthropy to support merit and need-based scholarships
• Increase alumni engagement
• Strengthen graduate programs
  o Through faculty hires
  o Through regional and national exposure of our faculty and student research, competitions and performances
SMTD in Action

“Anything You Can Do”

Irving Berlin
“Annie Get your Gun”

Leonard Bernstein
“West Side Story”

Dr. Alta Boover, Assistant Professor of Music
Josh Young, Assistant Professor of Theatre
Lois Kaare, Special Lecturer in Music
THANK YOU