



UNIVERSITY UPDATE

PRESIDENT GARY D. RUSSI



Thursday, January 31, 2008 • Varner Recital Hall



So what **IS**
all the excitement
about?



OAKLAND UNIVERSITY

Why is Oakland University the second fastest growing university in the state?



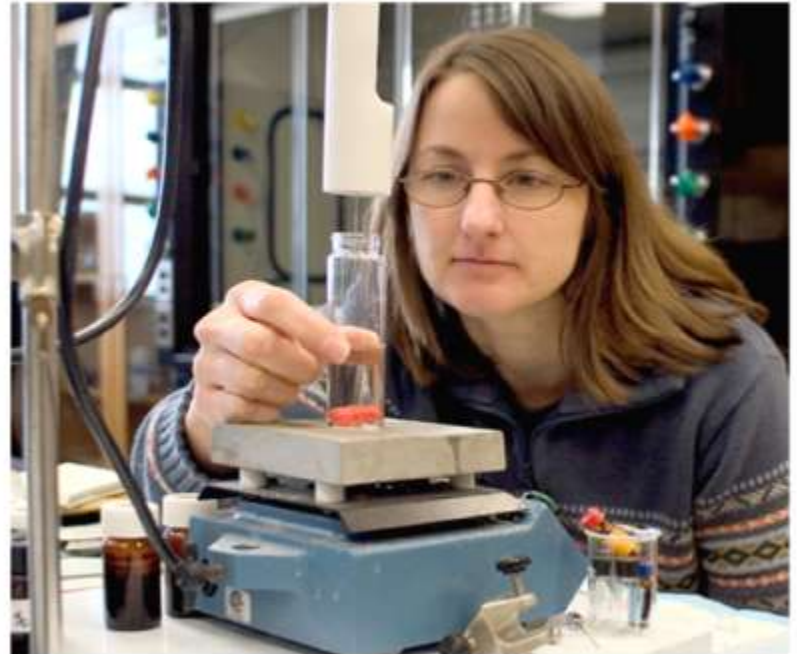
Why does Oakland have one of the lowest employee attrition rates in the state?



Why has Chrysler named Oakland as a key institution?



Why did the Carnegie Foundation name OU
a doctoral/research institution in 2005?



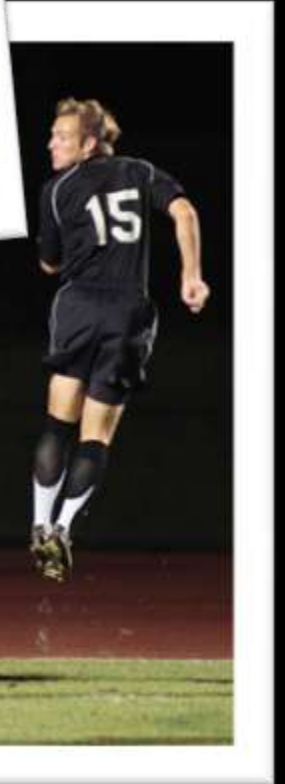
Why do we hold accreditations in dozens of disciplines?



Why are faculty securing major awards from such entities as NSF and NIH?



Why are many of our teams winning league titles and excelling in the classroom?



Why did we land a front page story in The Detroit News this past October?

The Detroit News

Tuesday, October 30, 2017

OAKLAND UNIVERSITY TRANSFORMS ITSELF



Dr. Wanda Heygaert, a medical lab science professor, leads a class at Oakland University. The school plans to build a medical school by 2010.

Charles V. Smith / The Detroit News

Once-quiet college aims for the big time

Enrollment grows as it pushes to become top-tier research hub

By Maria Schultz / The Detroit News

ROCHESTER HILLS — Oakland University was a quiet campus with students growing a little more than a decade ago. Directly visible outside the region, many students considered Oakland their second choice.

But as Oakland celebrates its 50th anniversary this year, it has become one of the fastest growing and most ambitious institutions in the state, adding more than 3,500 students in the last decade, creating more than 100 new academic programs and doing over \$60 million in sports. In one of its boldest moves yet, the university announced this year it will build a medical school with Beaumont Hospital by 2010 — joining the ranks of Michigan State University, University of Michigan and Wayne State University.

"I want to become one of the top universities in this region, for name, and gain national recognition in certain disciplines," said Gary Russi, who has helped fuel the transformation since becoming president in 1996.

With dissent for complacency, Russi is proud of Oakland's progress but cautions much more for the university.

By 2010, Russi wants Oakland flourishing as a research hub with about 25,000 students enrolling from the eighth-largest public university in the state to at least the fourth, he said.

"It goes to a different category," Russi said. "It goes to the top-tier group, like the medical school does."

From second thought to first

No longer in the shadow of its next-door neighbor university MSU, Oakland University has aggressively sought many of the pillars that set the traditional big-dog universities in the state apart — high enrollment, Division I sports teams, research, and law and medical schools.

Perhaps one of the biggest setbacks to the turnaround is its reputation among students, Russi said. A decade ago 75 percent of its students said Oakland wasn't their top choice.

"Today it's the reverse," Russi said.

Oakland was the best choice for Renee Blackburn, 28, a junior majoring in anthropology and French. Beaumont — seeking three jobs, Blackburn continues



2020 vision

Here are some goals Oakland wants to achieve by 2020:

- Expand reputation from regional university to national university
- Provide global experience to any student who wants one
- Grow to 25,000 students
- Become the applied research center of the region
- Impact economic development by expanding its business incubator, OU INC., to a network of about 50 businesses
- Create more satellite campuses
- Expand online class offerings

Source: Oakland President Gary Russi

Photo by M. Jerry Blumstein

Why do we consistently break enrollment records, topping out at 18,082 this year?



Why are major donors entrusting portions of their wealth to this university?

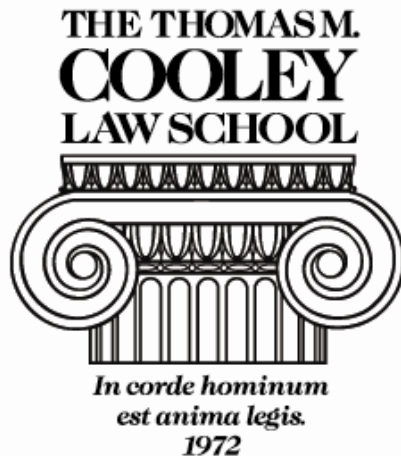


Why are other universities seeking us out as a partner?



Northern
Michigan
University

WAYNE STATE
UNIVERSITY



THE THOMAS M.
COOLEY
LAW SCHOOL

*In corde hominum
est anima legis.*
1972

MICHIGAN STATE
UNIVERSITY

Why is Beaumont Hospitals partnering with OU to educate future doctors?

THE FRIDAY OAKLAND PRESS

My News — My Paper

April 6 2007 ☆☆☆

50 cents

\$8 A DAY SO DOWN
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1234 Main St. Suite 100

OU to open county's first medical school

By DAVE GROVES
Of The Oakland Press

Oakland University and William Beaumont Hospital will create a privately funded, comprehensive medical school that will welcome an inaugural class of 50 to 100 students in 2010.

Thursday's announcement represents the realization of a vision established by university leaders decades ago.

"I'm all choked up," said Dr. Moon J. Pak, who was hired about 30 years ago to establish a medical education program at Oakland.

Since that time, highly recognized nurse anesthesia, health sciences and biomedical research programs have evolved.

"There's an old Korean proverb that says, 'If you live long enough, you will see everything,'" Pak said.

The facility, which will be on the university's 1,800-acre campus, is proposed to both address projections for a drastic shortage of physicians throughout the country and foster a major economic boon in southeastern Michigan.

University President Gary Russi said the partnership between

Oakland and Beaumont is ideally suited for the development of a successful medical school. This is because Oakland already has well-established and respected health sciences programs and facilities, he said.

Meanwhile, Beaumont is heralded as the largest private-staff teaching hospital in the nation and boasts a surgical learning center with Level 1 status awarded by the American College of Surgeons.

Russi added that the school will



Oakland University President Gary Russi (left), and Kenneth J. Matzick, president and chief operating officer of Beaumont Hospitals, announced the new medical school.

The Oakland Press/
DOUG BALMAN

PLEASE SEE OU/A-7

Why are 22,000+ of our alums staying connected to their alma mater?



It's because of
you, and our
planning.

starting to gain
momentum...

others are taking
notice.

Vision 2010



Vision 2010



- **Strategies approved by OU Senate 5/2/02:**
 - **Quality Academic Programs**
 - **Inspired Faculty**
 - **Scholarly Community Strengthened by Diversity**
 - **Community Outreach and Partnerships**
- **Thousands of initiatives completed.**
- **NCA Self study leading to re-accreditation in 2008/09**

Budget Challenges



January 2008 Economic Forecast



- **The MI economy has shown little improvement since the 2001 recession.**
- **Since the MI employment peak in June 2000, MI wage and salary employment has declined by 448,100 jobs or 9.5%.**
- **MI wage and salary employment is expected to decline, by 1.9% in 2008 and 0.8% in 2009. 09 estimated decline marks 9th straight year of employment decline in MI.**

Source: Senate Fiscal Agency

Population in 2017

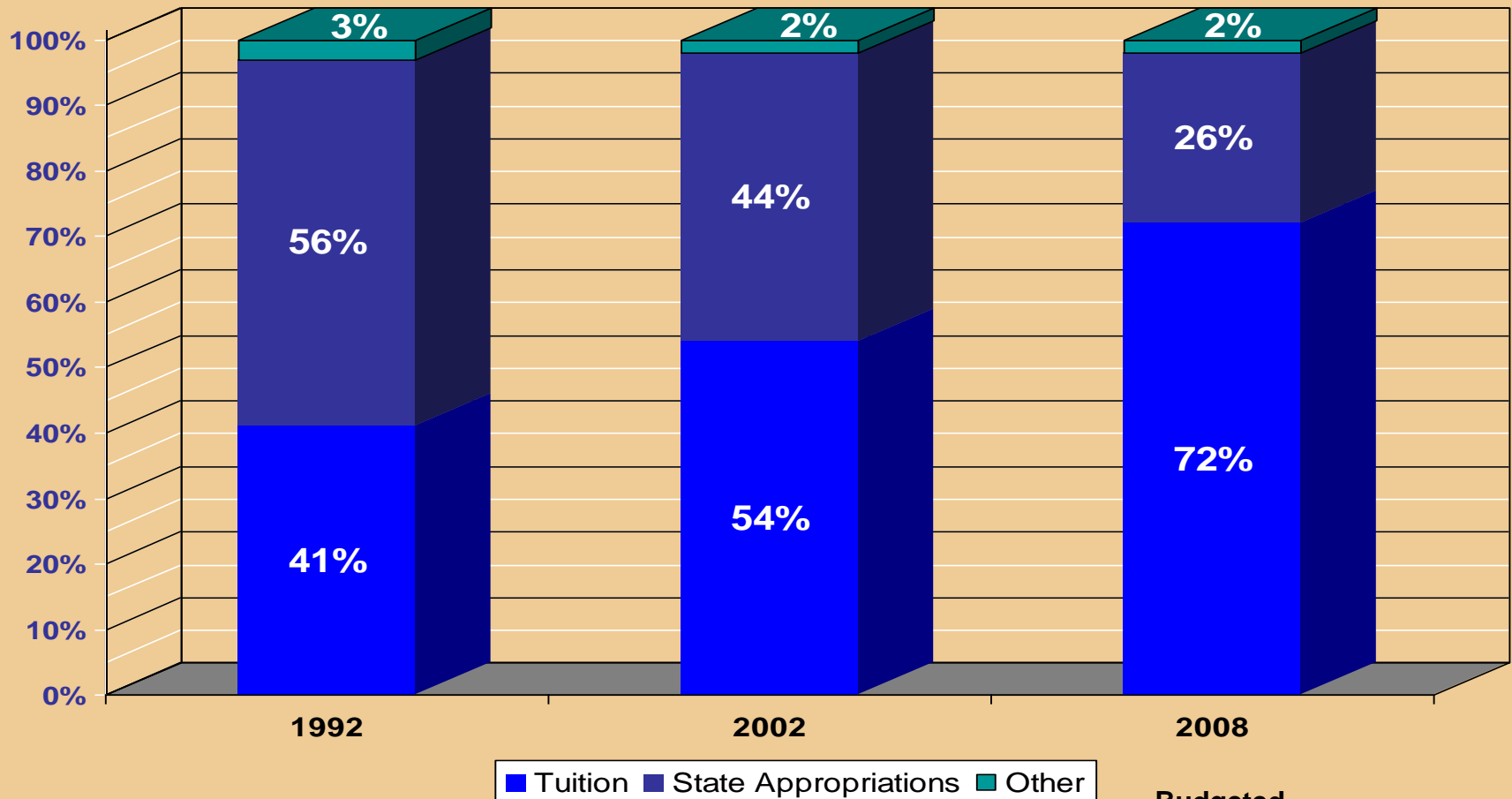
Major Changes in Demographic Composition Ahead



- **Total Population - Down 41,000 (0.4%)**
- **School Age (5-17) - Down 257,000 (14%)**
- **Higher Education (18-24) - Down 84,000 (9%)**
- **Labor Force (16-64) - Down 262,000 (4%)**
- **Seniors (65+) - Up 413,000 (31%)**

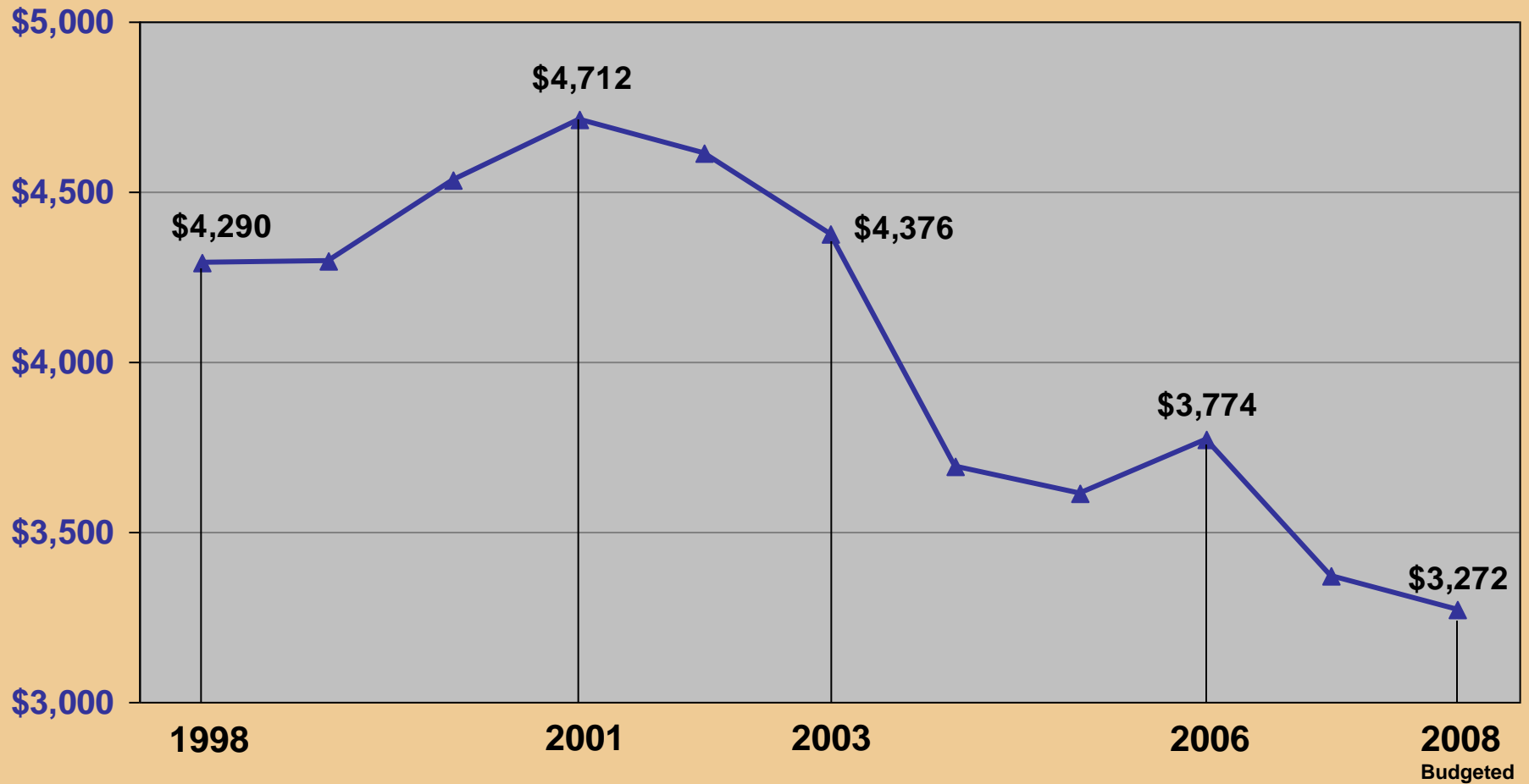
Source: Citizens Research Council of Michigan, *Michigan's Fiscal Future: Long-term Analysis of Michigan's Economy and State Budget*, September 2007

Comparison of General Fund Revenue Sources FY 1992, FY 2002 and FY 2008 Budget



Since 1992, Oakland University's relative reliance on tuition and fees in the General Fund has grown from 41% to a budgeted 72% in 2008.

Appropriation per FYES



Oakland University's FY 2008 appropriation per FYES is budgeted to be \$1,018 per FYES less than the FY 1998 level.

Financial Stewardship

Budget Reductions and Cost Containment

Cumulative FY 2003-2008



Category	Base	One-Time
Budget Reductions	\$ 6,412,400	\$ 6,096,000
Cost Containment	<u>9,809,757</u>	<u>3,295,138</u>
Total Reductions/Containment	<u><u>\$16,222,157</u></u>	<u><u>\$9,391,138</u></u>

A Story of Success



Faculty Excellence



- **13 Distinguished Professors**
- **36 Teaching Excellence Awardees**
- **24 Research Excellence Awardees**
- **12 New Investigator Research Awardees**
- **6 Excellence in Teaching Awardees**
- **Hundreds of faculty honored at faculty recognition program**

Staff Commitment



- **More than 706 staff recognized from 1998 - 2007 for ten, twenty, thirty and forty years of service.**

Growth in Degree Programs



53 new degree programs since 1995:

- **19 Bachelors**
- **23 Masters**
- **11 Doctoral**
- **34 Graduate Certificates**

New in 2006



- **Master of Science in Safety Management**
- **Doctor of Nursing Practice**
- **Doctor of Philosophy in Music Education**
- **Doctor of Biomedical Sciences in Biological Communication**
- **Studio Art Specialization in New Media**
- **Studio Art K-12 (all specializations)**
- **Bachelor of Science in Operations Management**

New in 2007



- **Bachelor of Arts in International Relations**
- **Bachelor of Science in Production/Operations Management**
- **Bachelor of Science in Applied Health Sciences**
- **Bachelor of Social Work**
- **Bachelor of Fine Arts in Dance**
- **Bachelor of Fine Arts in Musical Theatre**

New in 2007 cont...



- **Bachelor of Science in Radiological Technology**
- **Bachelor of Science in Engineering Biology**
- **Master of Science in Software Engineering and Information Technology**
- **Master of Science in Industrial and Systems Engineering**
- **Masters of Education in Teacher Leadership**
- **Doctorate in Computer Science and Informatics**

Infrastructure Improvements



New Buildings since 1998:

- **Science and Engineering Building**
- **Elliott Hall, housing SBA**
- **Pawley Hall, housing SEHS**
- **Student Recreation and Athletics Center**
- **Student Apartments**
- **Parking structure and expanded lots**
- **Honors College space expansion**
- **Student Technology Center**
- **Multitude of laboratories**

Building Renovations



- **Hannah Hall**
- **Oakland Center**
- **O'Dowd Hall**
- **Meadow Brook Hall**
- **North and South Foundation Halls**

RECENT ACCREDITATIONS



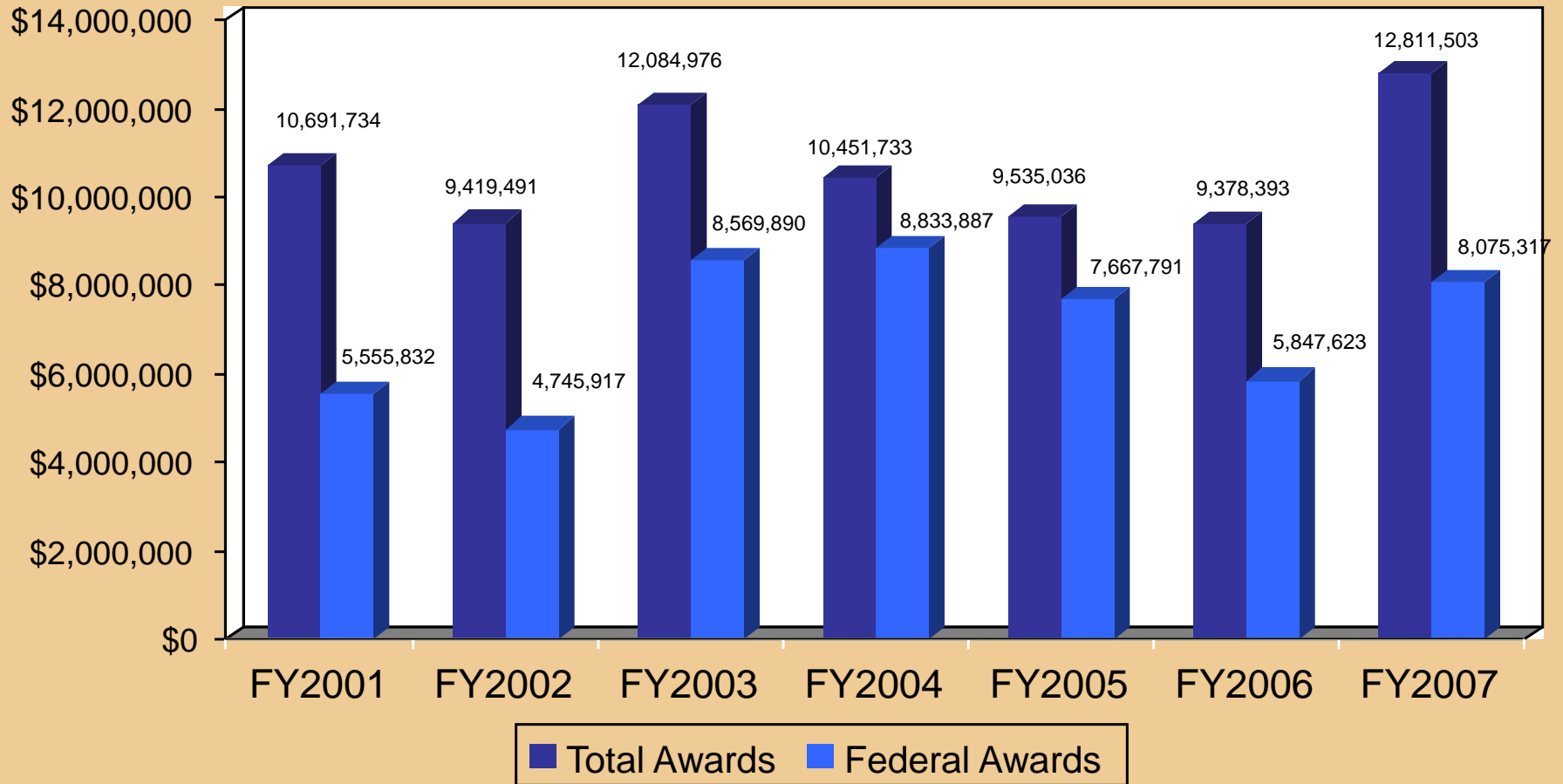
Recent Accreditations



- **CAS**
 - Music – NASM accreditation (Fall 2006)
 - Theatre – NAST accreditation (Fall 2007)
 - Dance – NASD accreditation (Fall 2007)
 - Social Work – CSWE accreditation (Fall 2007)
- **SEHS**
 - Counseling – CACREP accreditation (Summer 2007)
 - Teacher Development and Educational Studies - TEAC accreditation (spring 2007) and MDE Title II Report Card with exemplary status (winter 2007)

OU Grant and Contract Activity

Fiscal Years 2001 - 2007



OU INCubator

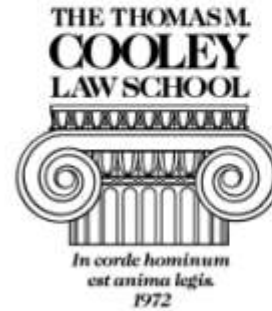


- **Six emerging companies:**
 - **Retained 70 employees in 2007**
 - **Created 17 new jobs in 2007**
 - **Nine OU UG and grad students in place as interns**
- **\$424,000 in external grants and corporate sponsorships received for OU INC in 2007.**
- **Launching technology-based “collaboratory” with decision support systems for early stage Michigan companies.**

RECENT PARTNERSHIPS



WAYNE STATE
UNIVERSITY

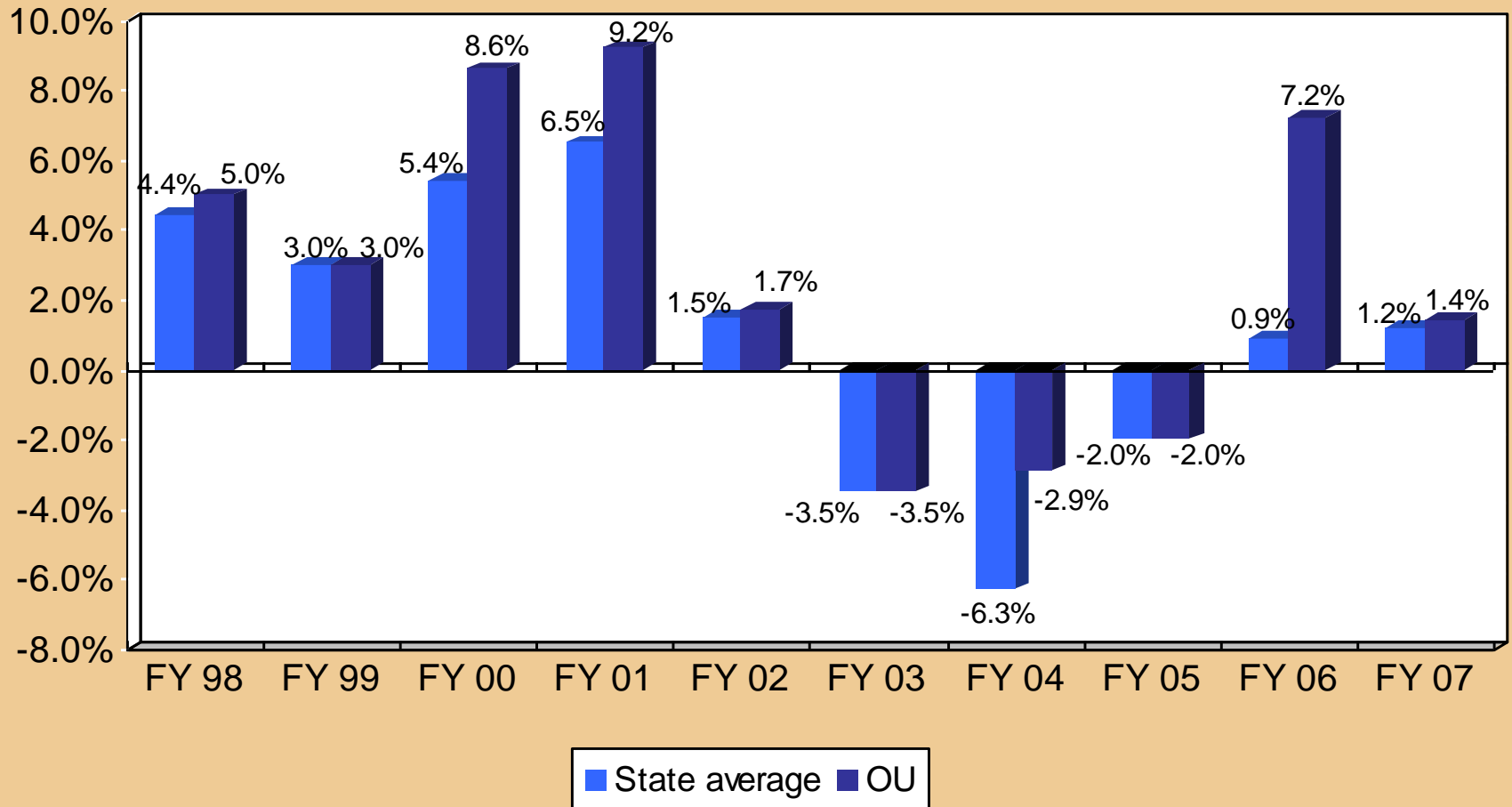


**CRITTENTON HOSPITAL
MEDICAL CENTER**

Beaumont Hospitals®

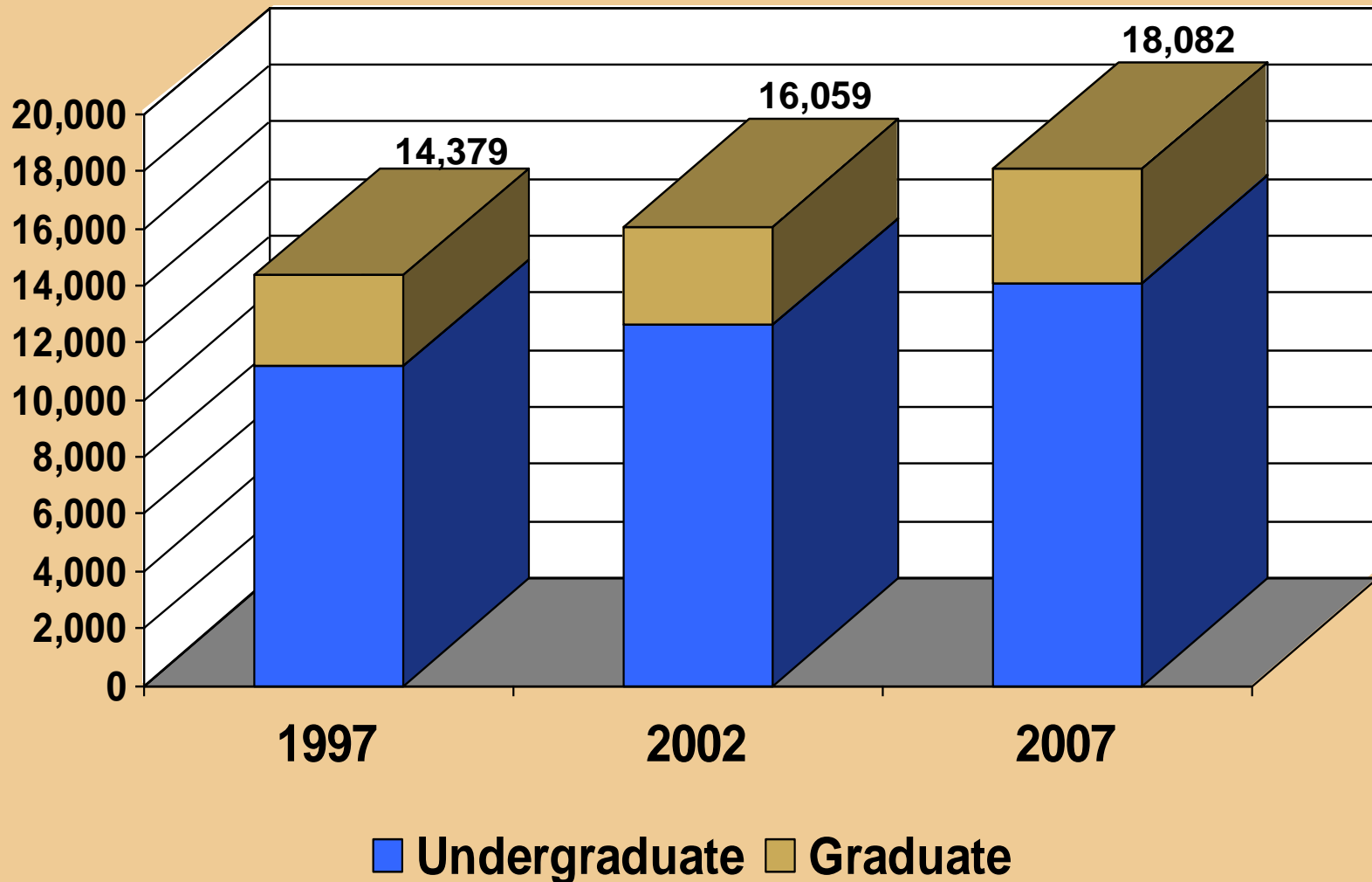


Comparison of State Appropriation Average Percentage Increase Versus OU Percentage



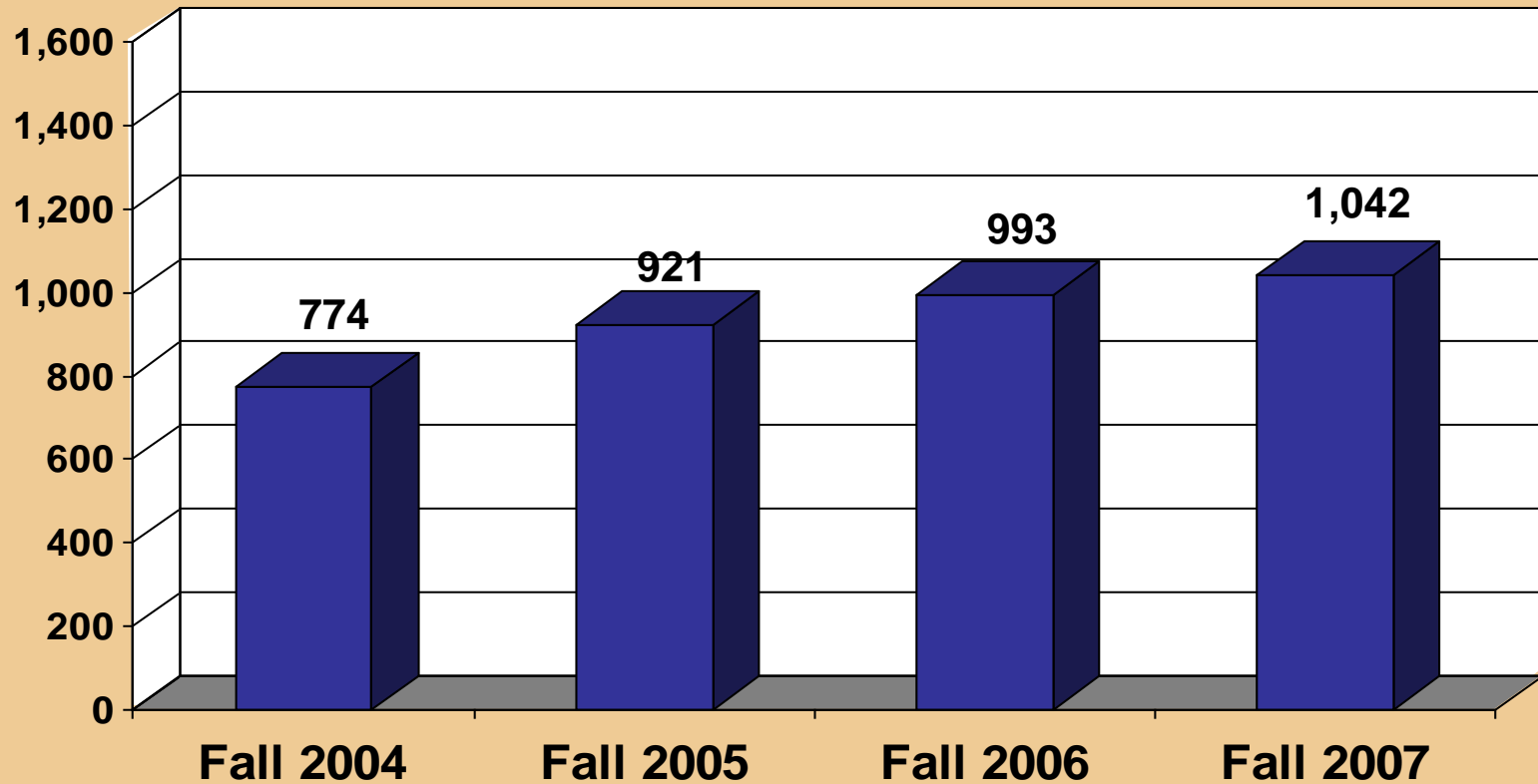
Source: Per original enacted state appropriation bills

Fall Enrollment Growth



Macomb Expansion

Total Students



Marketing & Visibility



Marketing, communications, media relations:

- UG and grad student recruitment ad campaigns, regionally and in out-state markets.
- Building OU brand regionally, nationally... Strengthening position among competitors.
- Fundraising communications to advance campaign, institutional vision, grow donor and alumni base.



Marketing & Visibility



OU Athletics:

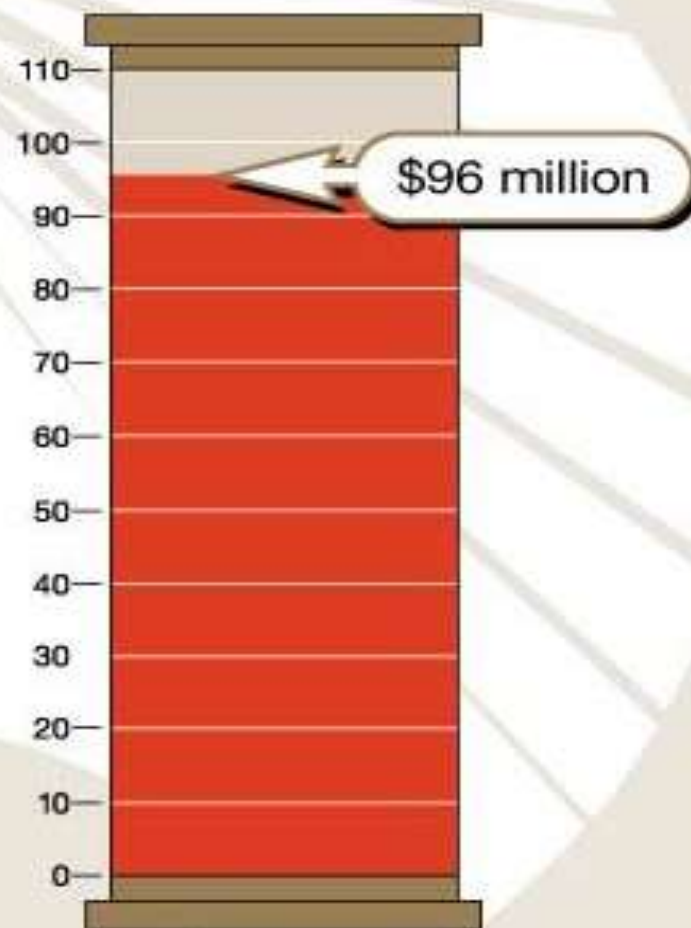
- **Moved from D-II to D-I competition in 1997, joining the Summit League, formerly the Mid-Con.**
- **103 student-athletes recognized on 2007 Summit Conference List of Academic Excellence – the second most among league members.**
- **NCAA Tournament – Women's b-ball, 2002 and 2006. Men's b-ball, 2005. Women's b-ball NIT 2007.**



INNOVATION AND OPPORTUNITY

The Campaign for Oakland University

CAMPAIGN
GOAL
\$110 million



Capital Campaign Dollars to Units

January 18, 2008



• College of Arts and Sciences	\$8,318,645
• School of Business Administration	5,240,408
• School of Education and Human Services	6,925,954
• School of Engineering and Computer Science	25,980,882
• School of Health Sciences	293,888
• School of Nursing	5,725,293
• Academic Affairs - other	11,115,220
• Athletics	1,267,803
• Student Affairs	670,886
• Office of the President	1,594,198
• Auxiliaries	8,631,343
• Other (Scholarships, Research and Programs)	<u>19,867,821</u>
Total	\$95,632,341

a special kind of history

shape traditions,
establish an identity,
create infrastructure,
develop strengths,
make headlines...

2020 VISION



OU in 2020



Mission Statement

- Three-fold mission:
 - offering instructional programs of high quality that lead to degrees at the baccalaureate, master's and doctoral levels as well as programs in continuing education;
 - advancing knowledge and promoting the arts through research, scholarship and creative activity;
 - rendering significant public service.
- In all activities, the university strives to exemplify educational leadership.

OU in 2020



- 135 separate planning sessions among all units and divisions from 2005 - 2007 to discuss and formulate 2020 including:
 - academic council meetings,
 - faculty assemblies,
 - all-staff meetings,
 - division retreats,
 - department head meetings.

OU in 2020



Vision Statement:

Oakland University fulfills its distinctive role among Michigan public universities by steadily enhancing an intellectual and ethical environment that prepares students to lead and serve in the local and world communities.

OU in 2020



University Passion Statement:

Making a difference in people's lives by
creating opportunities for them to succeed.

OU in 2020



Core Values

- Stewardship
- Innovation and creativity
- Integrity
- Excellence
- Student success
- Diversity
- External community engagement
- Knowledge and discovery

Core Components of the 2020 Vision



- National University
- Global Experiences
- Professional Schools
- Engaged/Partnership
- Research Intensive
- Student-Centered
- 25,000 Students
- Satellite Campuses
- For Profit Programs

UNIT SUCCESSES



Academic Affairs



Passion Statement: Academic Affairs is passionate about academic excellence and civic responsibility.

Key Successes:

- Provost's Research Awards honored Physics and Mechanical Engineering departments.
- OU/Beaumont Multi-disciplinary Research awards.
- Provosts Research Grant award to UG and grad students.
- Emeriti professional development program.
- Instructional laboratory renovation.

College of Arts and Sciences



Passion Statement: We are passionate about the intellectual and creative empowerment of individuals.

Key Successes:

- Center for International Studies expanded.
- Writing programs expanded.
- New Center for Liberal and Interdisciplinary Studies.
- NSF Research Experience for Undergraduates grant.
- NSF Supercomputer Award.
- Regina Carter appointed artist in residence.

School of Business Administration



Passion Statement: The SBA is passionate about student and business success.

Key Successes:

- Introduced SBA Scholars program.
- Approved ACHIEVE program.
- 50% increase in accounting master's degree enrollment.
- Executive MBA program revitalization plan completed.

School of Education and Human Services



Passion Statement: The School of Education and Human Services is passionate about empowering human potential.

Key Successes:

- Programs, services and course work that support the inclusion and education of students with mild cognitive disorders and with autism spectrum disorders.
- A partnership with Avondale Schools and OCC to support student preparation, access and retention in higher education.

School of Engineering and Computer Science



Passion Statement: SECS is passionate about providing leadership in technology that would enable Michigan based industry to maintain and enhance its competitive advantage globally.

Key Successes:

- Ctr of Excellence designation possible for FAJRI - U.S. Army.
- Mechanical Engineering shared OU Research Department Award.
- Chrysler Laboratory for Multi-Robot Research completed and operational.

School of Health Sciences



Passion Statement: SHS is passionate about providing students with the best science-based health education, high quality academic preparation, interdisciplinary teaching and excellence in instruction in the classroom and clinical laboratory.

Key Successes:

- Applied Health Sciences major added.
- Seamless continuation for Macomb associate's degree students.
- Nutrition and health minor created.
- Prevention Research Center launched.

School of Nursing



Passion Statement: Faculty of the SON are passionate about becoming one of the premier nursing schools in the Midwest and dedicated to innovative approaches to educating nurse leaders who are influential in shaping and delivering health care in the 21st century.

Key Successes:

- DAWN program (Displaced Auto Workers to Nursing) in partnership with Henry Ford Hospital.
- Crittenton Endowed Professorship (\$2 million). Developing Crittenton staff as health care leaders.
- Graduated first class of Doctor of Nursing Practice students -- first class in the State of Michigan.

Kresge Library



Passion Statement: Kresge Library is passionate about teaching students to be information literate lifelong learners.

Key Successes:

- Information literacy sessions taught to 5,400+ OU students.
- Continuing Education course launched to external community.
- Increased in-depth online instruction.

Finance & Administration



Passion Statement: In all things: integrity, ethics, accountability, service, communication, teamwork, ownership, value.

Key Successes:

- Clearly Act Compliance to protect students, employees in case of emergency.
- Pandemic Preparedness
- Lean projects completed (hiring, performance management), saving thousands of dollars and hundreds of hours of work.

Student Affairs



Passion Statement: Student Affairs helps students succeed, one student at a time.

Key Successes:

- Student Tech Center visited 36,000+ times this fall by OU students.
- All students now eligible for financial aid by changing academic calendar to three semesters.
- Major upgrade of student safety measures in residence halls.

University Relations



Passion Statement: We exist to nurture people's spirit of generosity and stewardship so that our students are enriched by the power that education provides.

Key Successes:

- Presidents Campaign Council hosted events in the community.
- Hosted donor gala in April 2007.
- AUFD – 7% increase in participants.
- CASE award for Endowment Stewardship program.
- 35% increase in alumni memberships.

It's because of
you, and our
planning.

THAT'S what all
the excitement
is about!



OAKLAND UNIVERSITY

