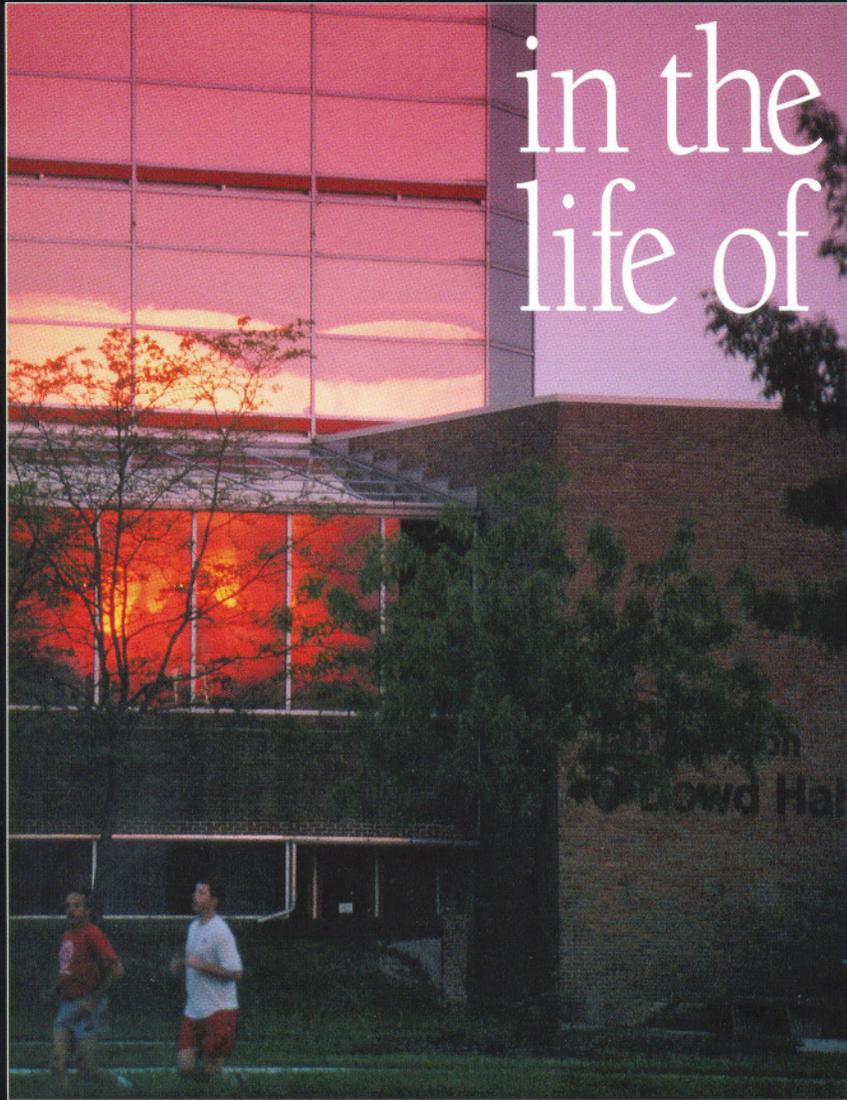


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A day in the life of



Oakland University

A community of learners



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EDITOR'S NOTE:

"A day in the life of Oakland University" was inspired by the "A Day in the Life"® series by Collins Publishers, San Francisco. Appropriate creative credit is appreciably given.

Construction nears completion on the \$37-million Recreation and Athletic Center set to open in September. With 250,000 square feet, the center features a 50-meter pool, bubble pool, spa, 3,000-seat arena, recreational gyms and track, as well as recreation areas for the mobility-impaired.



Oakland University Board of Trustees

Left to right: Ann V. Nicholson, James A. Sharp, Jr., Louis Grech-Cumbo, Rex E. Schlaybaugh, Jr. (chair), Henry Baskin, David T. Fischer, and Dennis K. Pawley. Not pictured: David J. Doyle (vice chair).

Creating a legacy of innovation, excellence and service

In 1958, some of our nation's greatest minds in education — from Harvard, Yale, Stanford, Johns Hopkins, and many others — and leaders of some of the most successful companies in the world — including General Motors, Ford and Chrysler — came together on the outskirts of the small town of Rochester, Michigan, to launch an idea whose time is now on the threshold of greatness.

They came to set forth the founding principles of a pioneering experiment in education called Oakland.

This University Report celebrates the 40th year of that experiment. We cannot help but pause as we reflect on the legacy left us by this think tank of the nation's brightest and best — a university grounded in innovation, the pursuit of excellence and service to the community.

We cannot pause long, however, for we have a legacy to create ourselves. From the vision created in those first meetings, and driven by our many achievements since, we seek to lift our university to even greater levels of excellence.

That early spirit of community partnership in Oakland University's educational enterprise has not faltered over the ensuing four decades. In fact, in 1997, we undertook a bold initiative that we hope will lead to increased community ownership in our vision and our future. Called Creating the Future, the initiative brings together hundreds of community leaders, opinion makers and university officials for one shared purpose — to make recommendations on how best to strengthen and improve Oakland University.

We believe this new venture will not only enrich our community partnerships, it will also push Oakland to the forefront as a model university for the 21st century.

This is our challenge for the years ahead. And for the learners who will inherit this model university, it will also be our legacy.



Rex E. Schlaybaugh, Jr.
Chair, Board of Trustees

Becoming the model university, one day at a time

As we approach a new fiscal year, we celebrate great success and forward thinking on behalf of the university community. Working together, we are producing the uniquely Oakland experience envisioned by our founders — an experience that sets us apart as we innovatively prepare learners for the 21st-century workplace and society.

Most importantly, we have progressed in the areas of being learner-centered, technology-enriched, strategically aligned and flexible. These are critical if we are to become the model university the North Central Association of Colleges and Schools predicted we would be by the year 2000.

And we're accomplishing it one day at a time.

A model university is also a community partner. As Board Chair Rex Schlaybaugh noted in his message, our most wide-reaching alliance is Creating the Future, a task force initiative involving nearly 300 corporate and civic leaders. By tapping their creativity and expertise, we will generate a new agenda for Oakland and define the steps we must take to realize our strategic plan. Such collaborations with numerous partners leverage our resources and open our eyes to possibilities we would not otherwise see.

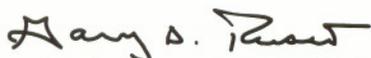
Our 40th anniversary year of 1997 was marked by the expansion of major facilities across campus — from the Honors College to the Science and Engineering Building — as well as a 15-percent increase in classroom capacity. We've implemented more than 20 new degree and academic programs since 1995, and external research and funding once again topped \$9 million.

We embraced the power of technology, applying it liberally in the delivery of learning and the instruction of its applications. We expanded student computer labs and improved our own infrastructure, beginning the implementation of BANNER, a new campuswide administrative system that will help take student service to an entirely new level.

In the coming years, Oakland must be both aggressive and adaptive in managing growth, while maintaining an unwavering commitment to quality. This past year, we again met the challenge. With 14,379 students, enrollment is at an all-time high, yet faculty have also grown to meet the expanding needs of these new students.

Our student to faculty ratio — already an excellent 19 to 1 at the beginning of the academic year — has dropped to 18 to 1, even as we have added hundreds of new students. And, our grade point average for entering freshmen rose slightly over the past seven years, during a period of 16 percent growth in head count.

Please join me in celebrating a “day” in the life of our university. You will find it to be a typical day in that all of us involved in this enterprise — this learning institution — tried a little harder to make an Oakland education a lifetime experience.



Gary D. Russi
President



President Gary D. Russi tours the Recreation and Athletic Center with Chad Harmon, construction manager, Capital Planning and Design. The \$37-million facility will come on-line fall of 1998.





Morning brings light — and life — to the expansive Oakland campus, as students greet a new day of learning. The university's classes are fuller than ever, with record enrollment at 14,379 in fall 1997. The reason? Oakland's continued emphasis on a learner-centered education, with flexible class schedules and increased facilities, student services, classroom technologies, labs, internships, co-ops, and research opportunities with corporate partners. New degree and certificate programs have also been added.



Oakland's influence reaches to the steps of the Capitol Building in Lansing, as Rochelle Black, director of Government Relations, meets with State Sen. Gary Peters (D, Bloomfield Township), on behalf of the university. State support is a critical component of Oakland's ability to deliver learning opportunities. For example, an increase in student funding can enable Oakland to install more classroom technology, add new degrees and improve current programs. Additional state funding also limits the need for tuition increases, making education more affordable. Considering OU's rapid growth rate, such legislative support is all the more essential.



The power of giving.

Stephan Sharf, director of the OU Foundation and former trustee (above, right), reviews plans for a new 18-hole golf course on OU property with Bill Rogers, managing director of golf operations. Benefactors with a personal vision for Oakland can provide a measure of excellence to university programs and facilities. Sharf's major gift to launch the \$4.5-million project is designed to encourage the growth of the President's Club and to attract future donors to Oakland.





President Gary Russi and members of an athletics support group tour the \$37-million Recreation and Athletic Center set to open in September. Among Oakland's other recent investments in student learning are the \$43-million Science and Engineering Building, which opened this fall; \$1.5-million remodeling of Hannah Hall for the School of Health Sciences; \$8.6-million energy systems upgrade across campus; and lab expansions totaling \$5.8 million. Ground will be broken yet this year on a \$17-million School of Business Building and Applied Technology Institute.



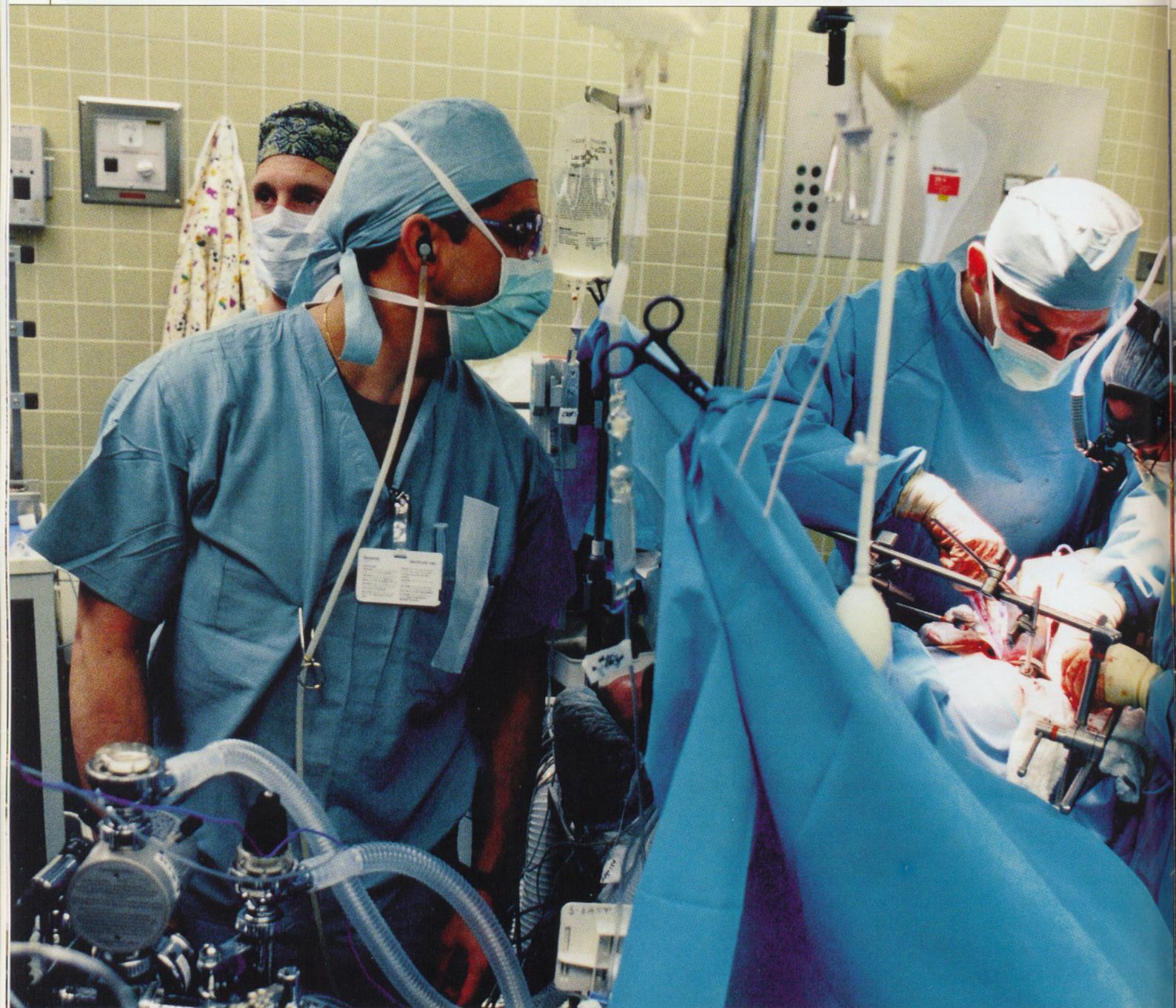
Dennis Pawley SEHS '82 (above, left), Chrysler executive vice president for Manufacturing and OU trustee, tours a School of Engineering and Computer Science lab, where Oakland students are working to construct and test high-mileage vehicles. Chrysler Corporation and Pawley himself have contributed major gifts over the past two years to set up student and faculty internships and to enrich engineering and education programs.



School of Engineering and Computer Science student Caroline Brown, here with her supervisor at the General Motors Technical Center, is among more than 500 Oakland students who worked in internships or cooperative job placements this year, generating more than \$2 million in earned wages. It's one reason more than 97 percent of OU alumni are employed within seven months after graduation. Another is Oakland's new Internet placement service, which allows employers to fill their staffing needs in record numbers. So far, OU has referred more than 40,000 student resumes to area employers through this student-focused service.



Hands-on learning. Oakland takes the classroom right into the operating room, as Oakland nursing students learn while doing at William Beaumont Hospital. A new Master of Science degree in Nursing came on-line this year with Nurse Practitioner and Adult Health Management of Populations tracks.



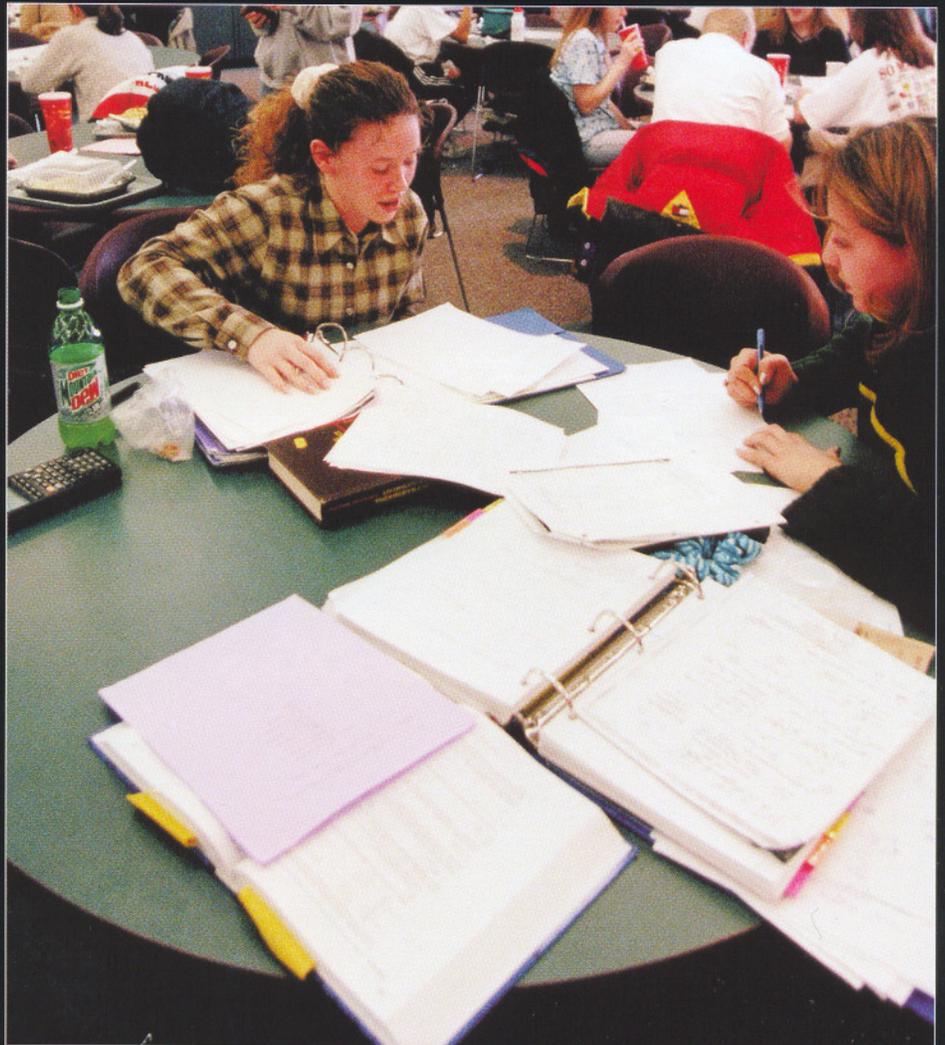
School of Nursing students prepare to change the future of health care, thanks to Oakland's partnership with Henry Ford Health System, now in its second year. The alliance, the first in the country between a state university and a private health care system, opened its new collaborative teaching facility in 1997 near HFHS headquarters in Detroit.





Lunch is served.

Oakland's Pioneer Court is the new eating — and meeting — place on campus. The 537-seat food court, which opened this year, offers presentation style cooking, franchise food services and a hub for campus social activity. Future plans for the Oakland Center include a campus information center, mail and copy center, and computer lab. It's all part of Oakland's focus on improving student services.



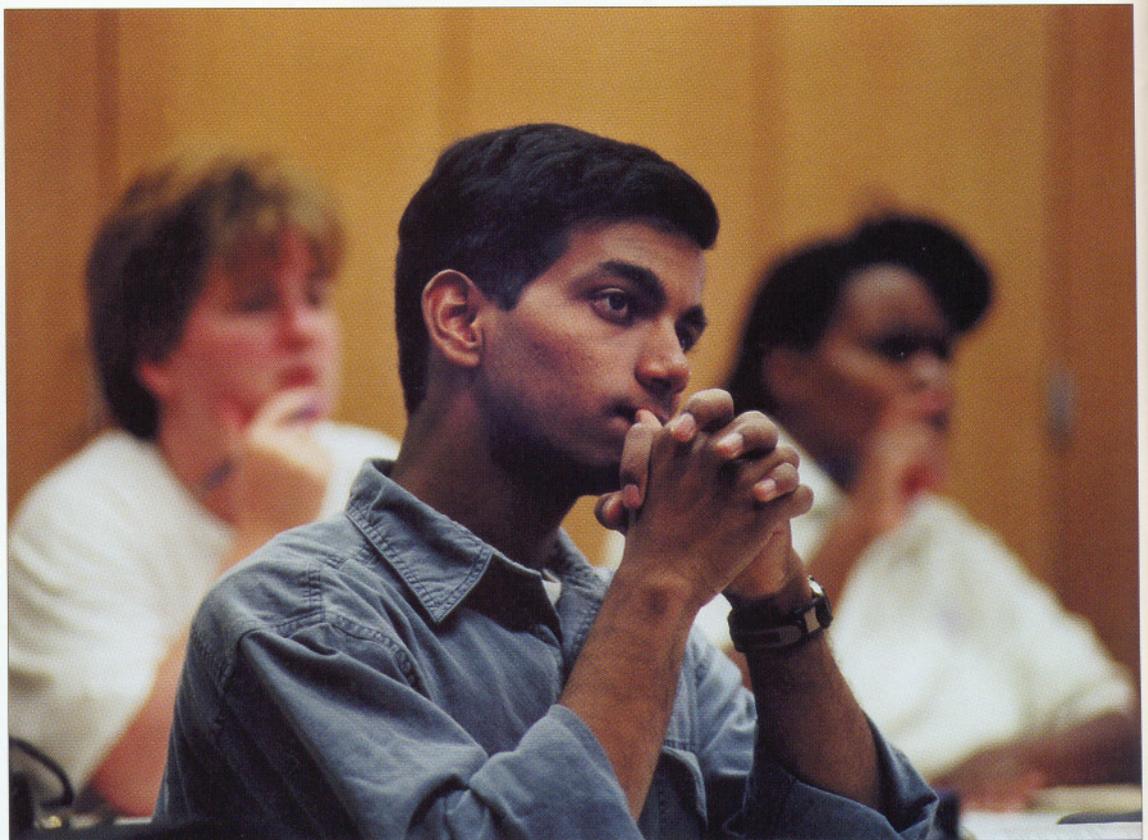






First impressions. Alumni Ambassador Michael Simon CAS '96 (top right) encourages potential students to choose Oakland during an orientation program that emphasizes academics and student life (left). The university reshaped and refocused the volunteer force in 1997, recruiting 100 ambassadors who provide about 4,000 hours of service to OU annually. The ambassador program has made a strong contribution to Oakland's record enrollment increases.

Students in a public finance class absorb information they'll later apply in internships or co-op placements that prepare them for the 21st-century workplace. 97 percent of Oakland graduates find employment within seven months of graduation.

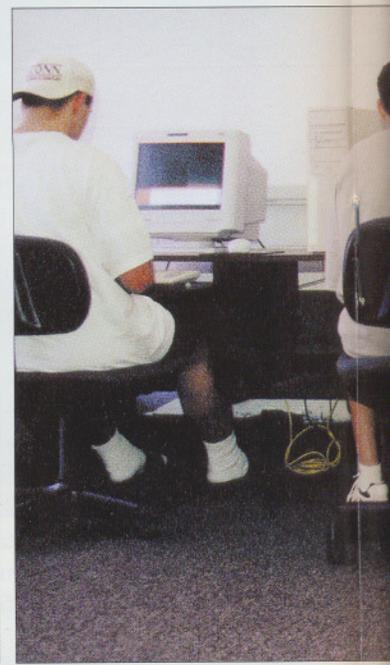


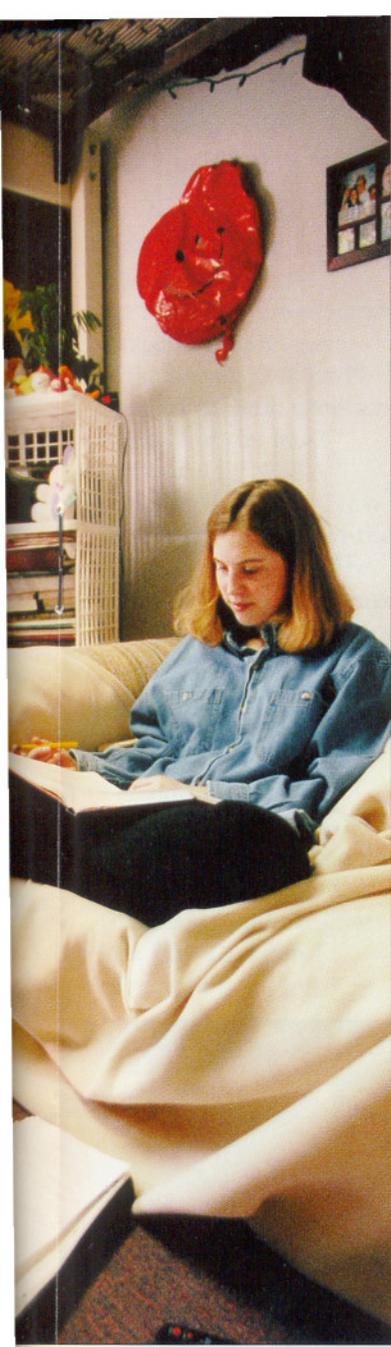


Even universities need to practice
good study skills.

Claire Rammel, director, Graduate Study, listens in as Oakland's North Central Accreditation Committee gathers information about all major functions of the university. The committee is studying how various areas of the campus community work together to create a total learning environment for students. OU is undergoing a comprehensive self-study, using its strategic plan as a framework, in preparation for the February 1999 review by the North Central Association. The visit is necessary for Oakland to maintain accreditation. The committee is encouraging input through departmental visits, open forums and a Web page.





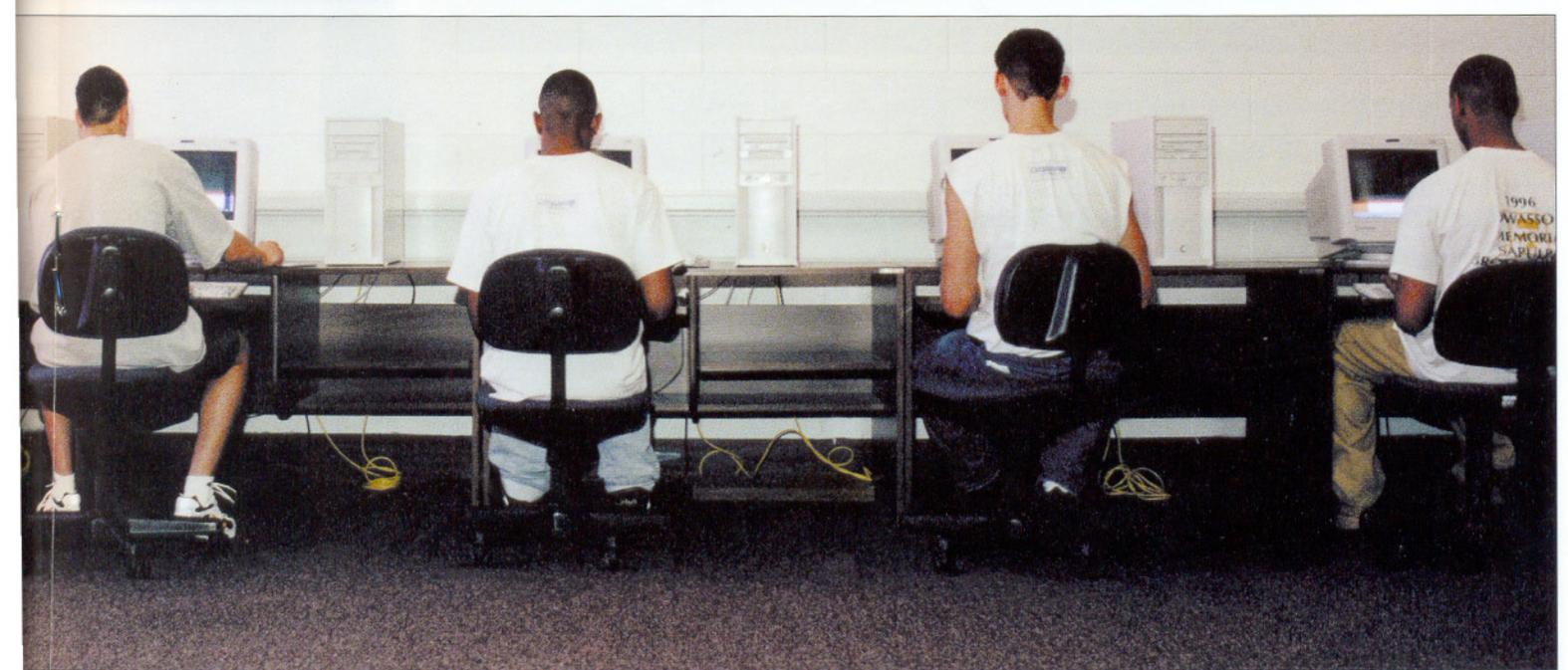


Residence hall students
catch up on e-mail and finish
homework assignments

in Vandenberg Hall's computer lab. A second residence hall computer lab will soon come on-line in Hamlin Hall. These are just a few of the technology enhancements new to campus for student use and benefit. With residence halls full to capacity, the university is studying the feasibility of having a management firm construct on-campus apartments to accommodate housing needs.

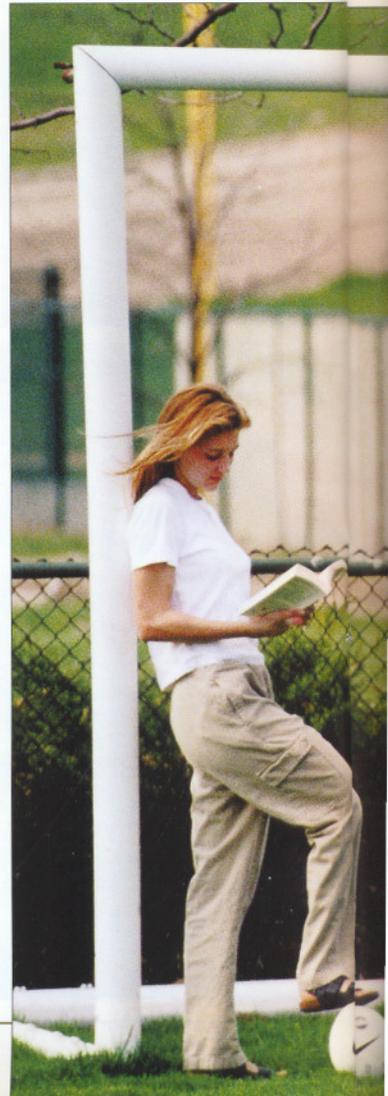
\$500,000 in residence hall roof renovations and replacements are also under way.

A new student identification and access card will be available in fall of 1998. The card will provide universal access to various services throughout campus, including Kresge Library, bank ATMs, Pioneer Court and more.

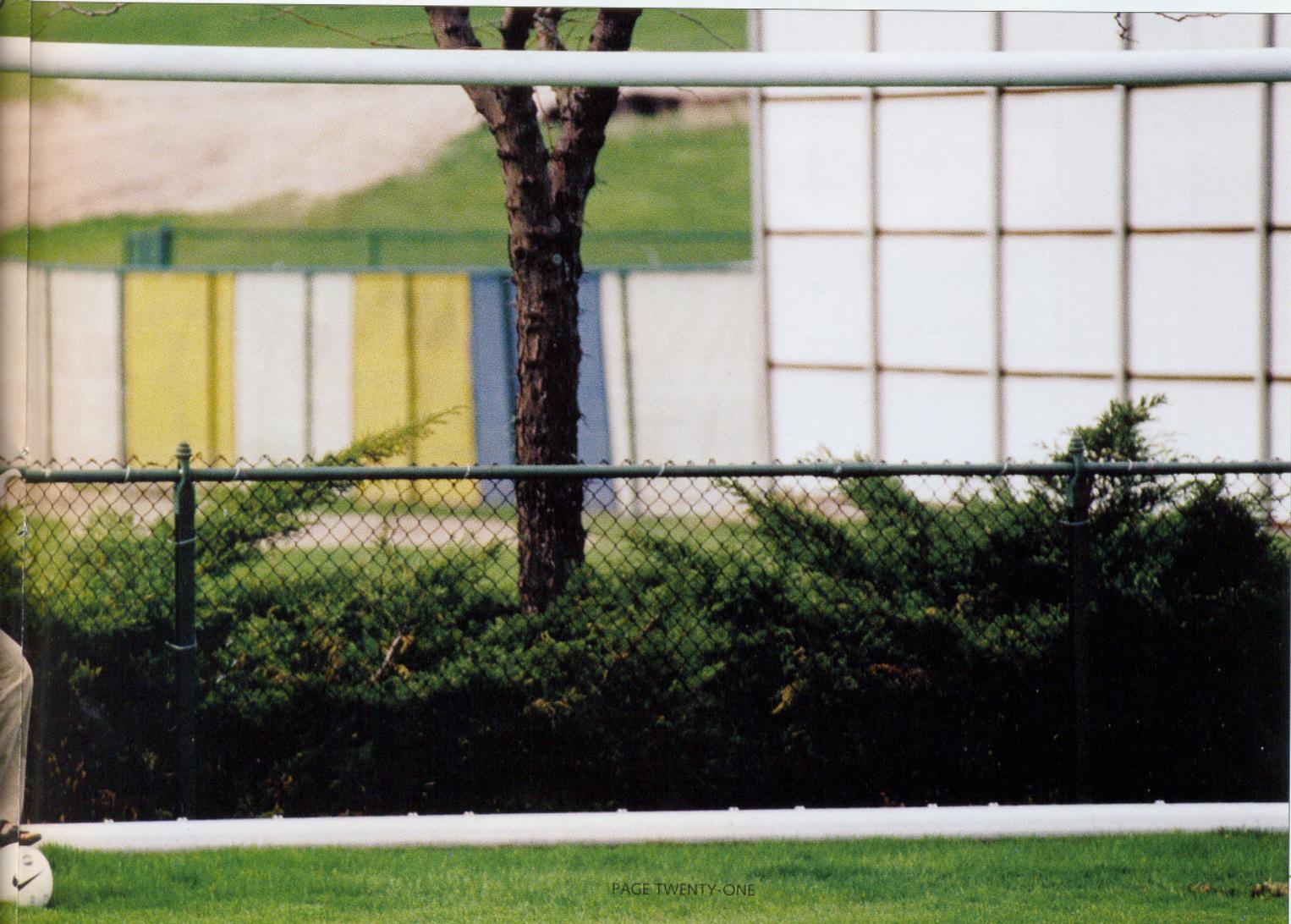
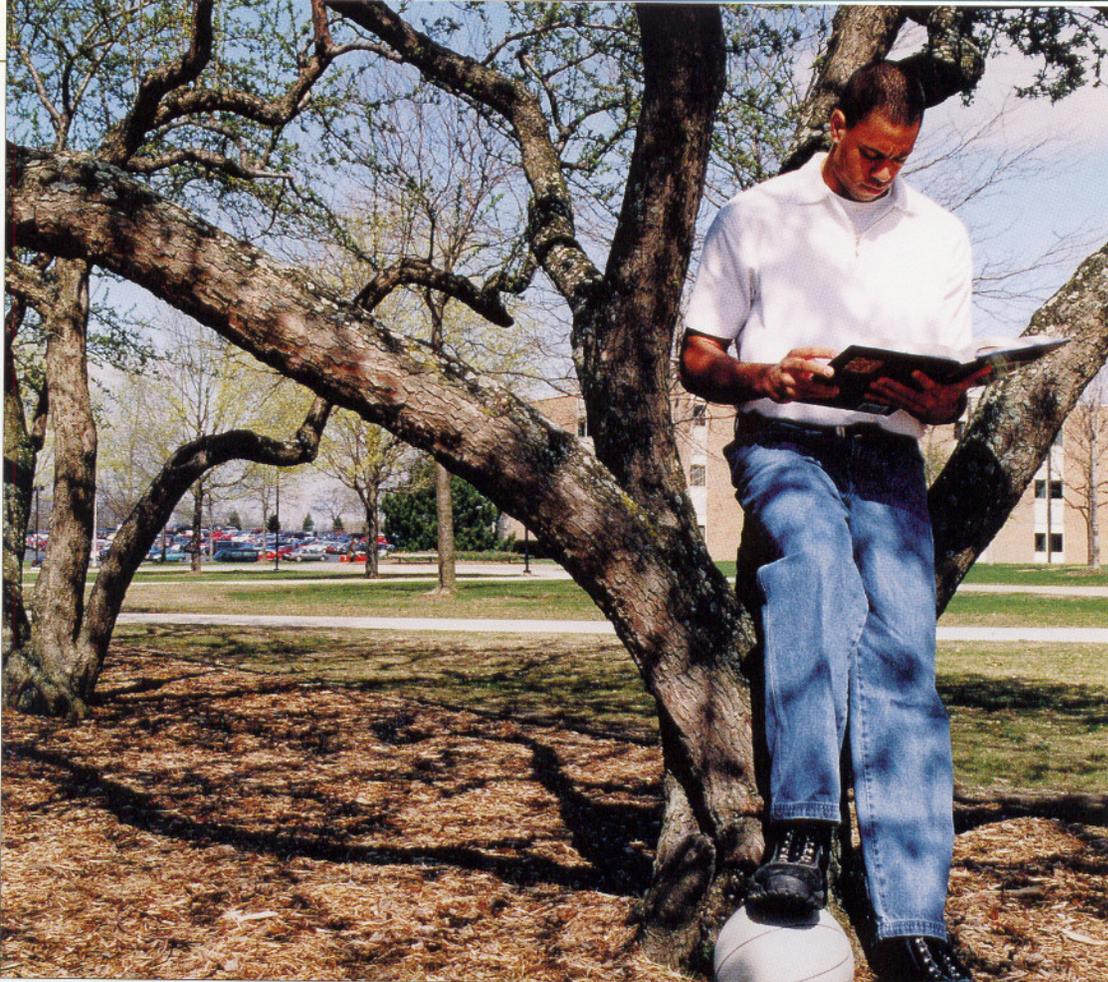




Glenn McIntosh, director, Office of Equity, is developing future leaders by mentoring students through Oakland's Student Leadership Seminars. Oakland has developed innovative programs such as the leadership seminars and the Trustee Academic Success Scholarship, which help racially, ethnically and economically diverse students excel while promoting respect for cultural differences. Students also receive peer support and encouragement through regular group meetings.



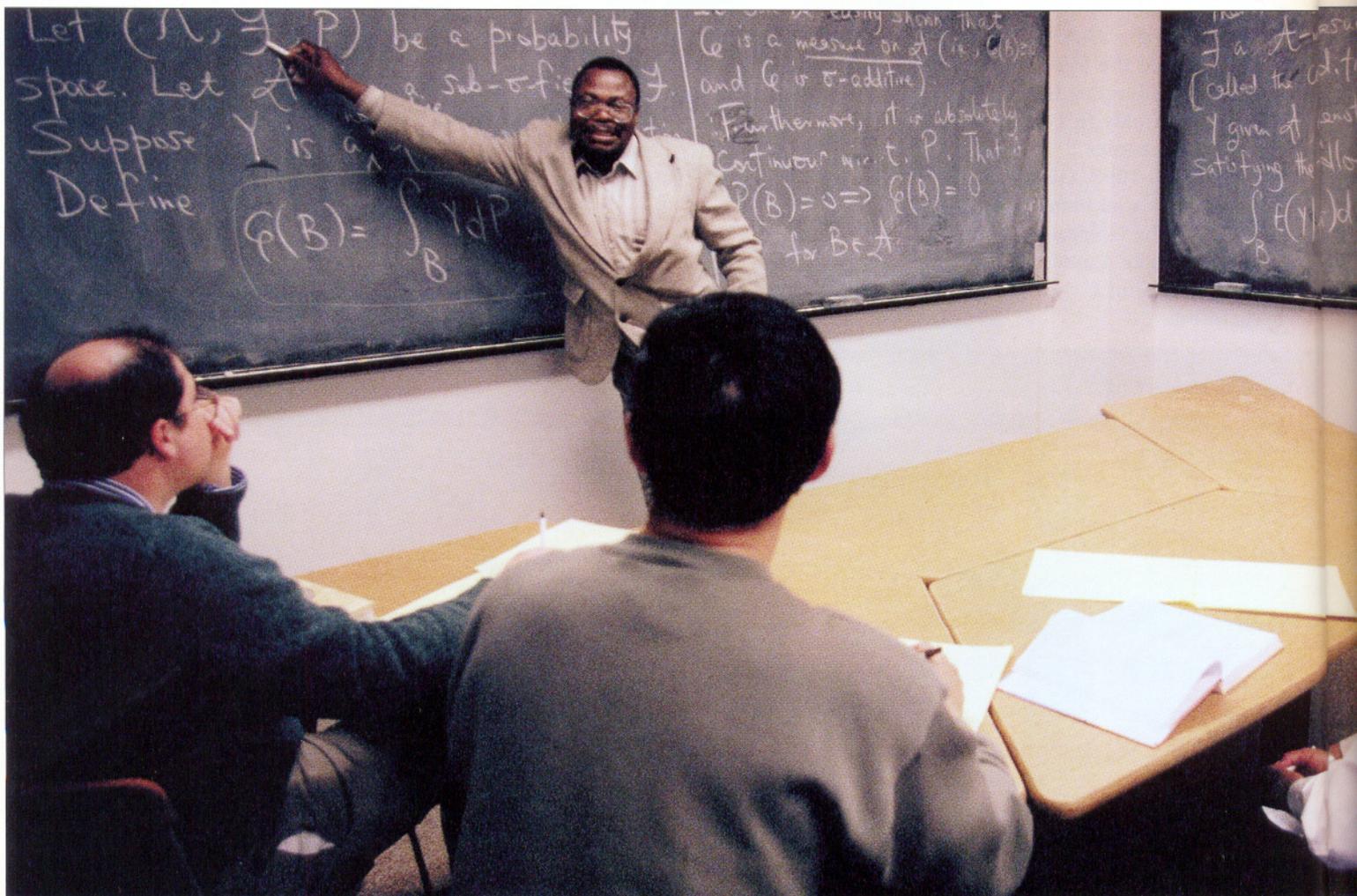
Learning comes first for Oakland's scholar-athletes, Myke Thom and Anna Muccino. Both are outstanding students and competitors, and part of the reason Oakland's 13-sport athletic program was one of the most successful in NCAA Division II history. Now these top athletes and their 200-plus teammates are ready for a new challenge, as OU moves the program to NCAA Division I-AAA. Oakland joined the Mid-Continent Conference in 1997 and will play full Division I schedules beginning Fall 1998. OU adopted a new nickname and mascot, the Golden Grizzlies, to take a new look into Division I competition.

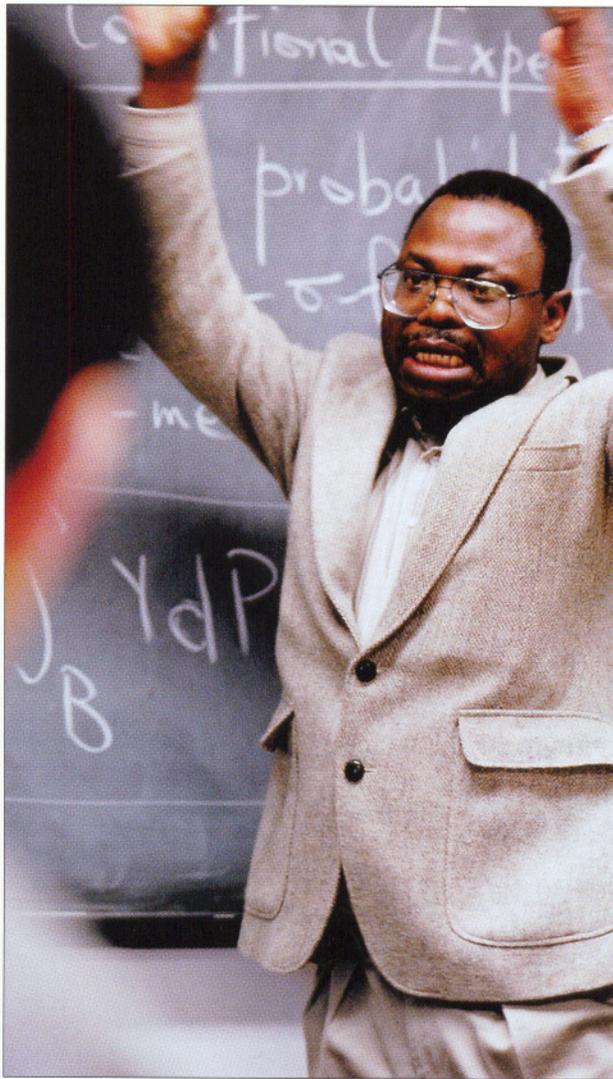




Associate Professor Olabode Ogunyemi
brings excitement

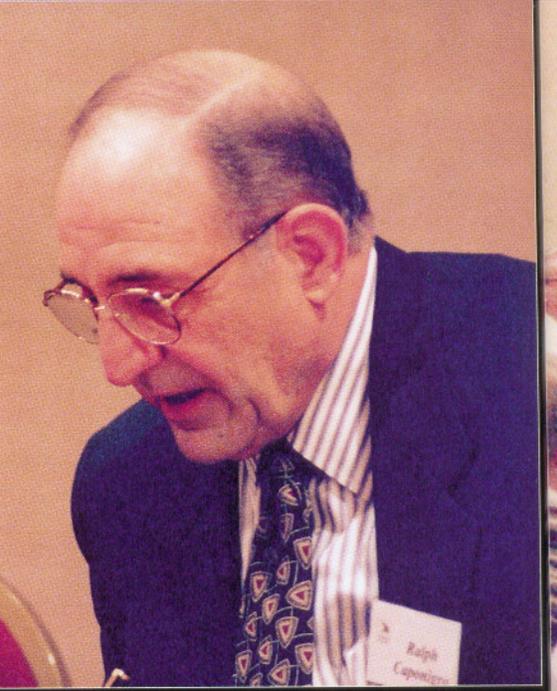
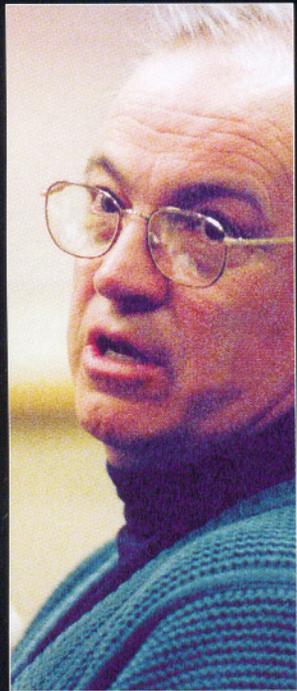
to Oakland's Ph.D. program in Applied Mathematical Sciences in the College of Arts and Sciences, one of the new learner-centered programs Oakland has introduced. Among other new degree programs are a Master of Science in Training and Development, Master of Biology and Master of Science in Chemistry. Oakland also introduced a graduate certificate program in Pediatric Rehabilitation within the physical therapy program.





Educational delivery takes on new meaning during a Mechanical Engineering lecture in the new Science and Engineering Building. The classroom, along with 10 others, has a combination of VCRs, televisions and video/data projection systems. During class, instructors may access the World Wide Web using a laptop or through a personal computer. Images on the computer screen may be shown on TVs or projected onto a movie-type screen. Instructors may also access other computers on the Internet, from Tokyo to Toledo. The technology provides more classroom teaching tools and students benefit from the vast array of information and interactive capabilities.







The future takes on a new direction as the OU initiative, "Creating the Future," invites a veritable "Who's Who" of executives and community leaders to chart its path into the 21st century. More than 300 community and business leaders, in nine task forces, are making recommendations in 1998 on how best to strengthen and improve OU.





Learning takes center stage

at the Studio Theatre in Varner Hall, as Music, Theatre and Dance students audition the new adjustable, folding seats made possible by a community fund-raising effort. New this year, was a unique partnership between Meadow Brook Theatre and the College of Arts and Sciences' Department of Music, Theatre and Dance, offering students the opportunity to take part in a professional theatre production — the critically acclaimed production of Tony Kushner's *Angels in America*.





The new \$43-million Science and Engineering Building was dedicated during the university's first Founders' Day in 1997. Classes are now up and running in this state-of-the-art facility.



A year in the life of Oakland University

Highlights from 1997-98

OU again ranks as the nation's best

For the second year in a row, Oakland University was recognized by *The Student Guide to America's 100 Best College Buys* for its quality and value.

Oakland has consistently ranked among the nation's best in recent years, rating 24th in academic reputation among the 123 top Midwestern regional colleges and universities for 1998 by *U.S. News & World Report*.

Hispanic Outlook in Higher Education included OU in its 1997 list of colleges and universities nationwide that offer outstanding opportunities to Hispanic students.

Community leaders create the future for Oakland University

1997 marked a watershed moment in Oakland's history, as the university introduced a pioneering effort that will chart its path into the 21st century.

The Board of Trustees unveiled "Creating the Future," establishing nine task forces of outstanding community leaders and opinion makers that made recommendations on how best to strengthen and improve OU. More than 300 people were

involved in the project, which draws from the Oakland University Strategic Plan 1995-2005.

Creating the Future will redefine Oakland University and its programs, while building integral partnerships that will lead to greater educational opportunities for the more than 14,000 students attending OU each year. The task forces merged the university's strengths with the needs of the community.



PDMC Director and OU faculty member Patrick Dessert views the PDMC as a catalyst to make southeast Michigan and the American automotive industry more successful.

OU launches center for product engineering development

Oakland opened a new Product Development and Manufacturing Center through a partnership between the university's School of Engineering and Computer Science and Deloitte and Touche Consulting Group.

The center establishes the school as an international leader in automotive product engineering, development

and manufacturing education, research and applications. It also reflects the wave of the future — educating engineering and computer science students by directly exposing them to real-world industrial research and problem solving, and funding university labs through industry and university partnerships.

Oakland introduces degree programs

Oakland introduced new market-driven degree programs in 1997-98. The programs started or approved this year are:

UNDERGRADUATE MAJORS

- Secondary Education Major in English
- Bachelor of Arts, Music - Northwestern Michigan College (off campus)

UNDERGRADUATE MINORS

- Computing
- Japanese Language and Culture

SPECIALIZATIONS

- Public Administration Non-profit Concentration
- Theatre Performance
- Theatre Production

GRADUATE CERTIFICATES

- Pediatric Rehabilitation
- Educational Administration
- Statistical Methods
- Microcomputer Applications in Education

GRADUATE DEGREE PROGRAMS AND TRACKS

- Master of Science in Nursing, Nurse Practitioner track
- Master of Science in Nursing, Adult Health Management of Populations track
- Master of Arts, Biology
- Master of Science, Chemistry, non-thesis track
- Master of Science, Software Engineering (off campus)
- Master of Science, Training and Development
- Master of Business Administration - Seaholm (off campus)
- M.Ed. in Curriculum, Instruction and Leadership (off campus)
- Ph.D. in Education with three tracks - Educational Leadership, Counseling, and Early Childhood Education



Distance learning initiative reaches to France

Oakland has taken distance learning to new heights — and new distances. The university is now headquarters for the Mercury Project in the College of Arts and Sciences, a consortium of distance learning projects in the United States, Canada and France.

The consortium allows the universities to exchange lectures, readings, demonstrations, presentations and performances by writers, artists, scholars, researchers and other experts.

In a similar initiative, off-site students become active learners through classrooms and labs that combine the Internet and interactive video. The program is based in Wilson Hall, where a classroom has been

Oakland charters eighth school

A leader in developing new educational opportunities, Oakland University chartered its seventh and eighth public school academies this year with approval of charters for Weston Technical Academy and High Scope Academy. Instructional strategies will include providing computers in every classroom, using paraprofessionals and parent volunteers, and grouping students in "nongraded" environments.

equipped as a multi-faceted distance learning environment. In the center is seminar-style seating, surrounded by 15 networked computers.

OU draws international experts

Nearly 120 engineering experts from 23 countries met at Oakland to learn about the latest advances in technology, design and automation during the Fourth International Conference on Concurrent Engineering. Concurrent engineering is a multidisciplinary team approach in which a product's producers — from marketers to designers — work on the project from its inception.

Competition for hosting the event was strong. Last year's concurrent engineering conference was in Toronto; the 1998 event will be in Tokyo.

Oakland became the international center for algebraic combinatorics as the best in the field came to campus to present their latest research, and new applications for science, industry and society.

The unique mix of minds from academia and industry drew speakers from Europe, Asia and North America, and more than 100 participants. Held by the College of Arts and Sciences' Department of Mathematics and Statistics, the event was supported by both external and internal sponsors.

Committee makes Oakland more accessible

The university committee charged with implementing the Americans with Disabilities Act (ADA) moved quickly last year to make Oakland more accessible to students. The group secured assistive listening devices, fire alarm upgrades, curb cuts and initial upgrades to elevators and restrooms. Future projects include better library access, removal of hallway hazards and public phones equipped to offer full physical access and hearing assistive devices.



New Eye Research Institute director shares her vision

Oakland recruited Janet Blanks as new director of its world-renowned Eye Research Institute. Bringing her extensive national experience to the university, Blanks plans to attract more faculty to Oakland's renowned center and to expand external partnerships. She also hopes to secure funding from private foundations.

Major gifts enhance OU programs

Oakland University received several major gifts in the 1997-98 year, enabling the university to expand student programs and scholarship opportunities.

Chrysler Executive Vice President of Manufacturing Dennis Pawley and his wife, Carlotta, made a \$2-million gift commitment to OU. The gift will benefit Oakland's schools of Education and Human Services, and Engineering and Computer Science. Mr. Pawley is a 1982 graduate of Oakland, receiving his degree in Human Resource Development from the School of Education and Human Services.

Long-time OU supporter and former trustee David Handleman and his wife, Marion, created a major scholarship endowment to students who demonstrate leadership and academic promise. The David and Marion Handleman Scholarship Endowment will initially fund 25 half-tuition scholarships and will go to students with financial need.

Stephan Sharf, retired Chrysler executive vice president of Manufacturing, and his wife, Rita, have been long-time supporters of Oakland University. Their recent \$2-million gift to the OU Foundation to launch the construction of a second golf course on Oakland's property will have lasting benefits in the years to come.

A past member of Oakland's Board of Trustees, Steve has served on countless boards and committees. Rita continues her commitment to Oakland's arts programs.

Putting a new face on Oakland

From food service to academics, Oakland was busy in 1997 reshaping how it delivers learning.

A new \$43-million Science and Engineering Complex pools student, faculty, corporate and governmental resources to develop breakthrough solutions in engineering and computer science. The complex opened in the fall of 1997.

Oakland also renovated the Oakland Center, transforming it into an aesthetically pleasing meeting place that has quickly become a campus hub. The Crockery multipurpose space is gone. In its place is a bustling food court that quickly met with student approval.

And it's only the beginning for the new Oakland Center. Future plans include a new campus information center, copy and mail center, lounge, game room, computer lab and leadership seminar space.

Don't leave dorm without it

Students will find services at Oakland more convenient when the university soon introduces a campuswide identification card. Students can use the pocket-size picture card as a meal card, and as a debit card through the Oakland University Credit Union. The new ID will also provide access to the library, the new Recreation and Athletic Center, campus facilities and long-distance calling.



OU keys in on new computer labs

Oakland has brought technology to residence hall students, creating a computer lab soon to open in Hamlin Hall that improves computer accessibility for homework, research projects or e-mail. A similar computer lab was built in Vandenberg Hall last year.

Technology goes to head of the class

Oakland committed more than \$2 million this year to integrate new technologies into the classroom. National authorities are brought right into classes, the worksite or the desktop through interactive video. A pilot program at OU now uses three-dimensional virtual reality software to explore applications for K-12 education. And nursing and science students use interactive video simulations and video disk programs to better understand human anatomy and clinical care methods.

New Web site makes job hunting faster

A new Web site feature at OU gave students and employers an advantage by speeding up hiring and job-seeking. Employers can now review complete resumes of candidates anytime, rather than waiting for resumes by fax or mail.

Oakland provides employers with a password to view the student database, which contains almost 1,000 students and alumni. Employers can search for candidates by categories such as major, graduation date and skill. OU is among only a handful of Michigan universities offering the service.

SEHS combines technology with teaching

Oakland students and faculty joined together to develop innovative uses for technology in the School of Education and Human Services' initiative, "Testing the Dream." The program integrates interactive multimedia, the Internet and distance learning technology into classrooms, creating unique learning environments.

The mobile technology classroom creates a user-friendly system for faculty to work with students, with 20 Macintosh Powerbooks networked together. Computers with overhead projection capabilities allow faculty to enhance classroom presentations by bringing the World Wide Web to the desktops of students in their classrooms. The approach provides a model for how K-12 teachers can use technology in their own schools.

Oakland athletes are Golden Grizzlies

Oakland's mascot changed from the Pioneers to the Golden Grizzlies after a six-month-long process of name and image testing with university students, alumni, faculty, staff and fans. With the university's move to Division I intercollegiate athletics and the opening of the new Recreation and Athletic Center in the fall of 1998, it was an ideal time for a mascot change. A new mascot character will be on the court fall of 1998 — when the Golden Grizzlies begin their Division I basketball competition in a new arena.



Reaching first-year students — they made it!

"Each one, reach one" was the battle cry of Oakland's campaign to enroll 1,500 first-year students, a record-high goal, for the fall 1997 term. The university's admissions staff developed the 1500 Club

campaign to compete in the hot market for "first time in any college" students. Efforts included increased personal service, recruiting in northern Ohio and faster processing time.

Oakland creates Center for Biomedical Research

Oakland's new Center for Biomedical Research in the College of Arts and Sciences holds great promise for advancing biomedical research and education at the university.

Biomedical research at Oakland is recognized as an area of academic excellence and one of the university's greatest strengths. The new center augments those efforts by fostering collaborative research and education, enhancing Oakland's ability to recruit and retain outstanding biomedical scientists. The center also brings together researchers currently scattered throughout the university, while expanding activities initiated by Oakland's Institute for Biochemistry and Biotechnology, which it replaces.

The center will also develop gift, grant and contract support for biomedical research programs, graduate and undergraduate training, and core facilities and equipment.

New computer systems create a culture change at OU

New, efficient and economical computer systems phased in over the next four years will make sweeping changes in how OU employees work. The new BANNER systems will provide staff and students with better access to financial, registration, advising and academic records.

The switch will create a complete business culture change at Oakland, as paperwork is eliminated and administrative functions take less time. The bottom line? Faster information and better service for students.

Nursing celebrates a decade of Nightingales

The School of Nursing this year hosted its 10th annual Nightingale Awards for Excellence in Nursing.

Instituted in 1989 by the School of Nursing and its Board of Visitors, the awards event recognizes registered nurses for excellence achieved in the areas of administration, education, practice, research and long-term care. New this year was an award for home health care, a practice area that needs more nurses.

Making a dream come true

Growing commitment to celebrating diversity was behind the explosion in popularity of OU's annual Keeper of the Dream Banquet, honoring the legacy of Dr. Martin Luther King, Jr. The event has grown from about 350 people in 1993, its first year, to more than 800 in 1998. This year's event featured Chrysler Corporation Chairman and Chief Executive Officer Robert Eaton, culminating Oakland's observation of African-American Celebration Month.

Certificate program targets practicing physical therapists

The School of Health Sciences' physical therapy program continued its remarkable growth with the addition of a graduate certificate in orthopedic manual physical therapy. Working physical therapists can pursue the certificate and choose to pursue a master's degree by completing further coursework and either a thesis or comprehensive exam.

The program has grown tremendously over the last several years, particularly since the Master of Science in Physical Therapy was begun in 1996. Seven students received master's degrees that year, becoming the first to complete Oakland's new program for practicing physical therapists.

With the development of the master's program, other concentrations have developed, including a graduate certificate in pediatric rehabilitation for both physical therapists and occupational therapists. Oakland is also developing a concentration in neurological rehabilitation for physical therapists.

fall, scan most of the central campus, particularly the parking lots. OU police monitor the cameras 24 hours a day, as well as patrolling by foot, bicycle and car.



Keeping a close eye on campus

The university installed four new closed-circuit TV cameras to help provide students with a safe university environment. The cameras, installed last

New SEHS doctoral program educates the educators

Oakland's School of Education and Human Services announced it will begin offering a new doctoral program leading to a Ph.D. in education with specialties in counseling, early childhood education, and educational leadership

next fall. The multitrack program will make Oakland one of only two Michigan universities to offer a Ph.D. with a specialty exclusively in early childhood education.



Oakland opens two labs

Oakland dedicated two laboratories, one to improve software reliability and another for studying automotive systems.

The first, created with a \$200,000 gift from Electronic Data Systems, is called the EDS Software Verification and Testing Laboratory. This teaching, research and consulting center will serve area industries by studying the development and testing of safety-critical software.

The General Dynamics Land Systems Virtual Vehicle System Simulation Laboratory is new this year to the School of Engineering and Computer Science. Sponsored by General Dynamics Land Systems, the lab focuses on making and evaluating computer models of automotive systems such as engine controls.

The laboratory is another reason why Oakland's School of Engineering and Computer Science is becoming the automotive school for the Big Three.

Education on-line

The School of Engineering and Computer Science is at the forefront of technological teaching with a \$150,000 experimental program that uses the Internet for long-distance and multimedia teaching. The system will allow lectures, charts, photos and multimedia to easily be put together on computers for Internet viewing. SECS also will soon offer two new courses related to the development of digital learning systems.

Innovative business partnership

The Applied Technology in Business (ATiB) program is a minor that combines rigorous education in business administration with hands-on training in information technology.

Corporate sponsors assign real-world projects to students, allowing them to apply their skills to the firms' computer problems.

Student projects can vary from process analysis and feasibility studies to developing prototypes for new technology exploration. Projects can also involve students conducting research and benchmarking studies.

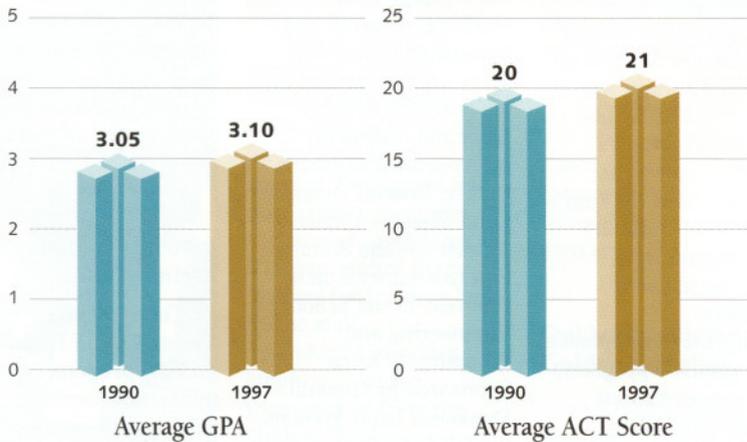
The relationships that students make with partnering firms often lead to full-time jobs after graduation.

Oakland University Enrollment



Total enrollment has increased 16 percent over the past seven years, during a time when most other Michigan universities experienced modest increases or, in some cases, declines. Graduate headcount has increased 39 percent and undergraduate, 11 percent, reflecting Oakland's success in adding market-driven degree programs and producing work-ready graduates.

Entering Freshman Students



Oakland's growth is measured, and has not occurred at the expense of the quality of its students or programs. Even while numbers of students have increased, the statistical quality of Oakland's entering freshman classes has improved over the past seven years.

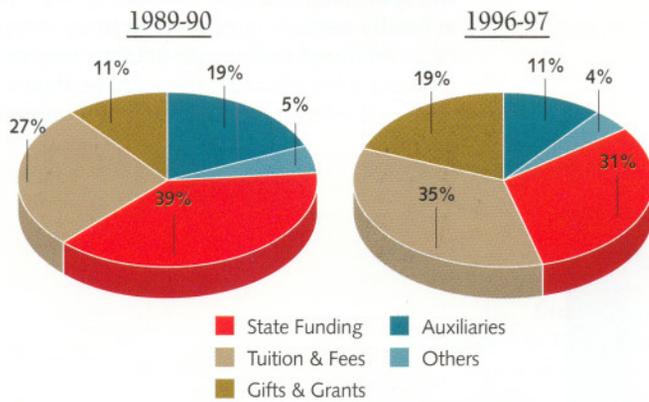
Faculty Growth

(number of full-time faculty)



The ratio of faculty to students has kept pace with the increase in student headcount. In fact, an already low 19:1 student/faculty ratio improved in FY '98 to 18:1.

Revenue Sources



The percentages of Oakland's budget coming from state appropriations and from auxiliary enterprises, chiefly the Meadow Brooks, have decreased during the decade. Tuition and fees and gifts and grants have made up the difference.

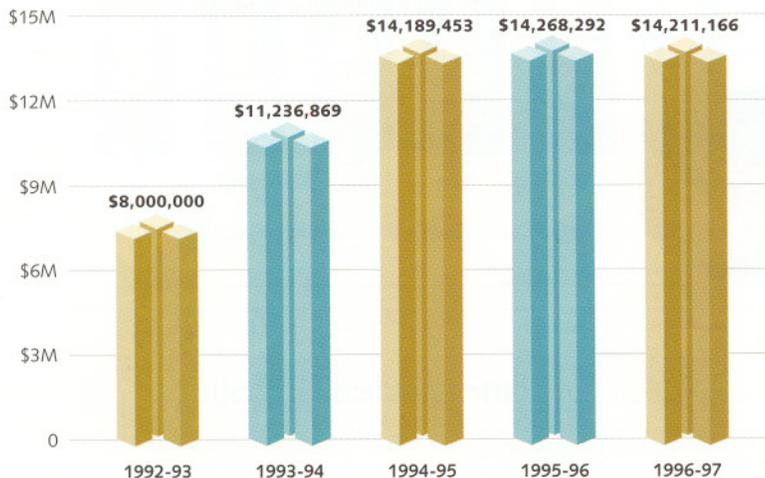
State Appropriations per FYES

Actual and CPI Adjusted



In the last decade, state funding per fiscal-year-equated-student (FYES) has not kept pace with the rate of inflation. Had Oakland's appropriations per FYES grown at the same rate as the CPI, its appropriations by 1997/98 would be \$5,800 instead of its actual appropriation of \$4,053.

Gifts, Grants, Contracts and Sponsored Research



In step with increased programmatic activity, growth in construction and emphasis on community outreach and partnerships, Oakland has experienced a large jump in revenue from gifts, grants, contracts and sponsored research. Oakland's excellent record in faculty research is continuing to be recognized by government and private funding sources and Oakland's friends and partners have shown increased interest in investing in the university's growth.

Oakland University Expenditures By Program

(Dollars Shown in Millions)



Over the last five years, Oakland has spent an increased amount of money on instruction, academic support, student services and infrastructure, allowing the university to maintain a high level of quality instruction and an environment rich in student support.

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NON-CIRCULATING



Meadow Brook Hall by night. Phase II of the Oakland University Meadow Brook Hall driveway and landscape restoration project included enhancement of the entrance gates and arrival avenue, and a redesigned front courtyard, including new lighting. Meadow Brook Hall is the historic home of university founders Alfred and Matilda Dodge Wilson. The project was made possible by a \$2.3-million grant from the Matilda R. Wilson Fund.

