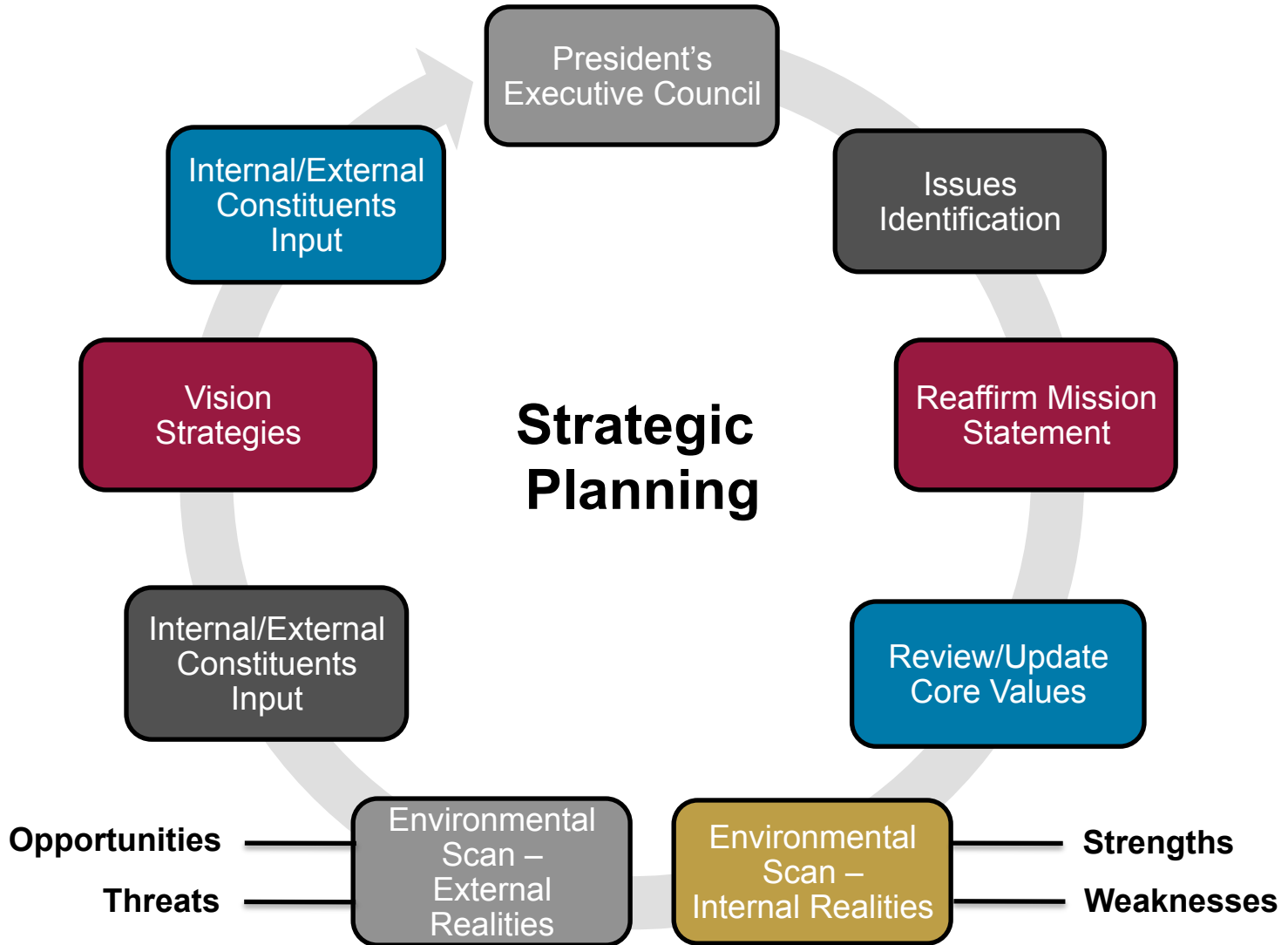


# Oakland University



# Oakland University

## Strategic Plan

### Passion

Transforming lives and society through learning, discovery and engagement for the public good

### Resource Driver/Economic Engine

Tuition, state and federal funding, philanthropy, funded research, alumni, advocates, reputation, partnerships, volunteers and auxiliaries

# Oakland University

## Strategic Plan

### Mission Statement

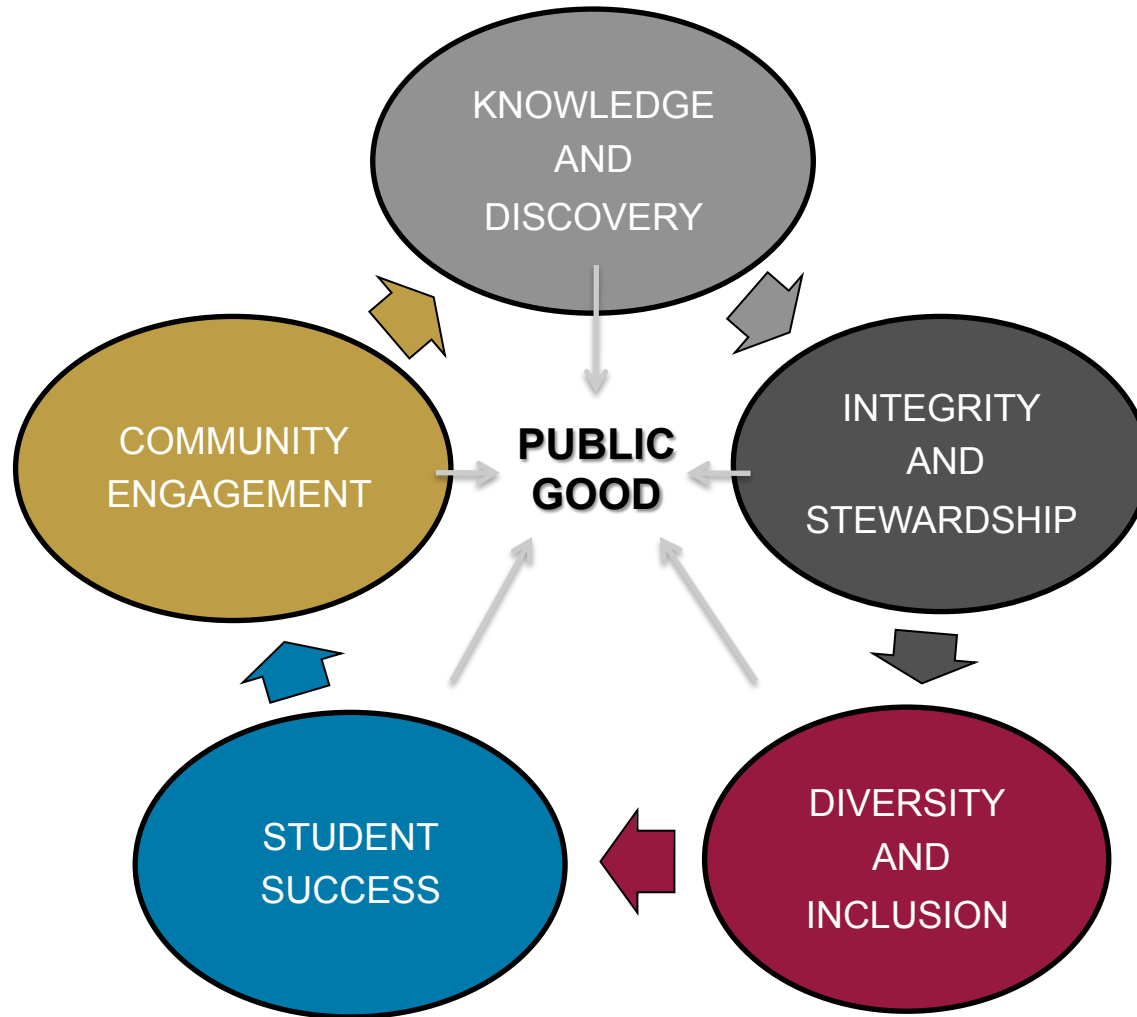
As a state-supported institution of higher education, Oakland University has a three-fold mission. It offers instructional programs of high quality **in a diverse and inclusive environment** that lead to degrees at the baccalaureate, master's, and doctoral levels as well as programs in continuing education; it advances knowledge and promotes the arts, through research, scholarship, and creative activity; and it renders significant public service. In all its activities, the university strives to exemplify educational leadership.

*President's Executive Council, Approved March 22, 2011*

# Oakland University

## Strategic Plan

### Core Values



# Oakland University

## Strategic Plan

### Strengths

- Accredited and nationally ranked academic programs
- Collaboration and partnerships
- Commitment to teaching, learning and discovery
- Cultural offerings
- High quality, committed faculty and staff
- Location and campus setting
- Stable leadership
- Successful graduates

# Oakland University

## Strategic Plan

### Weaknesses

- Lack of a consistent image/identity or an OU brand
- Inflexible cultures
- Resource constraints
- Student retention and graduation
- Leadership-authority, responsibility and accountability

# Oakland University

## Strategic Plan

### Opportunities

- Collaboration/alliances/partnerships
- Compete for extramural funding
- Deliver a curriculum using high impact practices
- Develop and leverage distinctive cross-disciplinary programs
- Increase fundraising
- Increase diversity of university community
- Increase retention and graduation
- Institute alternative delivery system
- Serving the needs of Detroit and other urban areas
- Location, location, location
- National recognition for selected programs
- Out of classroom educational experiences
- Brand OU
- Building a new or effective town-gown relationship

# Oakland University

## Strategic Plan

### Threats

- Alternative delivery methods
- Demographics
- Destructive competition
- Economic fluctuation
- Environmental threats
- Federal and state regulations and requirements
- Higher education funding
- Potential for a domino impact, or fallout from Detroit's inner challenges
- Public trust and perception
- Rapid rate of technology change
- The change in the nature of business in SE Michigan
- Lack of a sturdy image/identity
- Faculty and student engagement
- Decline in federal research funding
- Higher Ed restructuring



# Oakland University

## Strategic Plan

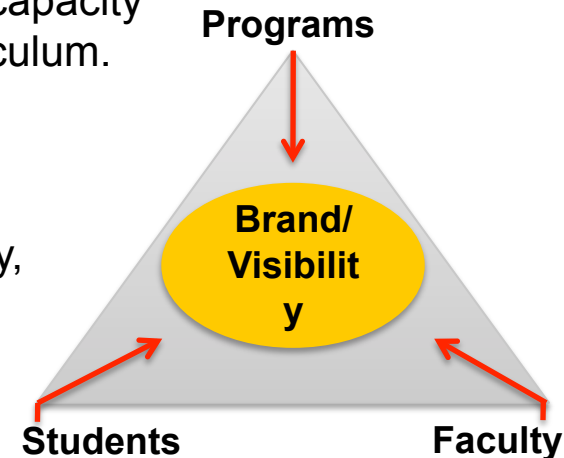
### Vision Statement

Building on our legacy of academic excellence, Oakland University will be recognized for leveraging university and community assets to create distinctive faculty/student experiences.

# Environmental Scanning – Situation Analysis

## Institutional Priority 1: Create Productive Student and Faculty Experiences

- Students – focus on education quality and support services
  - Gauge student success in measurable categories such as enrollment, retention, graduation rate, and placement
  - Increase services that support student academic achievement
- Program – focus on program quality, delivery and distinction
  - Offer high quality academic programs centered on student success
  - Encourage innovation in curriculum and use of high impact educational practices to achieve the best student learning outcomes
  - Commit resources to those academic programs that have the capacity to achieve distinction while maintaining a comprehensive curriculum.
- Faculty – focus on recognition and support
  - Promote and reward excellence in teaching and learning
  - Facilitate faculty development, research, scholarship, discovery, creativity, and engagement
- Brand/Visibility – focus on getting the word out about our successes
  - Demonstrate the quality of an OU education through student and faculty success



# Environmental Scanning – Situation Analysis

## Key Goals And Action Steps

### Institutional Priority 2: Engage OU and Community Resources for public good

- Engage OU-Community resources for public good
  - Create an OU Portal – *Window to connect OU and Community*
  - Use the OU Portal and connect
    - OU to Community to enhance faculty-student experiences (research and experiential learning) that help public needs
    - Community to OU to get faculty, students and staff engaged in activities that help public needs
- Enhance OU interactions with government

