

FOCUS

MACOMB COUNTY

OAKLAND
UNIVERSITY™



“Approximately one third of OU’s student population calls Macomb County home.”

MAKING AN IMPACT IN MACOMB COUNTY

Macomb County is my home. It’s where I grew up. It’s where I live. And, alongside an amazing Oakland University team, it’s where I work.



Julie M. Trube

Macomb County is one of the fastest-growing counties in our state, and access to higher education options is integral to its continued growth. OU has always responded to the needs of Macomb County and is making an impact in the lives of our students and alumni, in our community, with our

businesses and with the high school students who will lead our future.

PROVIDING HIGHER EDUCATION OPTIONS

Like me, approximately one third of OU’s student population calls Macomb County home. Over the last year, more than 2,000 students attended classes at OU’s Macomb County locations. In May, we welcomed the Accelerated Second-Degree in Nursing program at the Anton/Frankel Center. In July, we opened the doors to a new academic advising office at the Macomb University Center.

NURTURING THE COLLEGE-GOING CULTURE

Macomb County’s college attainment has been steadily increasing. Yet, as of the last census, its 22.1 percent rate falls just shy of the state’s average of 25.5 percent. Last year, more than 200 high school students participated in OU’s college-readiness programs, financial aid workshops and career exploration summer camps. The summer camps help high school students explore current

and emerging career fields through interactive skill-building activities, field trips and more.

ENGAGING IN THE COMMUNITY

OU is actively engaged with the local communities in Macomb County. We support several key chamber and community events such as the State of the County, the Mt. Clemens Fireworks, the Let’s Move Festival of Races, the Macomb County Santa Parade and several others. More than 300 students, staff, faculty and alumni participated in these events.

SUPPORTING ECONOMIC DEVELOPMENT

Through the Macomb-OU INCubator, a partnership between OU, the City of Sterling Heights and Macomb County, OU supports economic development. In September, the MAC-OU INC partnered with the Michigan Defense Center to become home to an International Landing Zone which will support defense and homeland security companies wishing to expand their operations in the United States.

In this year’s *Oakland University Macomb County FOCUS*, you’ll learn more about how OU is making an impact in Macomb County so that our residents can live, work and also learn here. For the OU team in Macomb County, 2014 was a great year. I look forward to many more accomplishments in 2015. ➤

Julie M. Trube is interim executive director for Oakland University in Macomb County.



The Grizz, OU's mascot, welcomed Mount Clemens Mayor Barb Dempsey and her husband, Neil, at OU's rooftop party. "Our Independence Day Fireworks attracts over 60,000 attendees, is the largest fireworks display in Macomb County and has developed into a tradition over the past 30 years," says Mayor Dempsey.

Food and refreshments were provided entirely from local Mount Clemens eateries, including Seeburger's Cheeseburgers, Sorrento Pizza and Orleans Sports Café.



ABC Magic shop provided family-friendly entertainment, including face painters, balloon artists and magicians.

BOOM ... WITH A VIEW

June 27, 2014

OU hosts rooftop party at Mount Clemens Independence Day Fireworks

Over 200 Oakland University alumni and their families joined OU staff, community leaders and event sponsors to enjoy the Mount Clemens Independence Day Fireworks with a rooftop view. OU's private event was held atop the Macomb County parking garage in downtown Mount Clemens.

"The event was held in partnership with OU's office of alumni and community engagement. We felt this was a great way to connect with our alumni in a fun and relaxed atmosphere," says Julie M. Trube, interim executive director for Oakland University in Macomb County. 🐾



Everyone celebrated our nation's independence at this family-centered event.



Event sponsors Wayne and Joan Webber enjoyed the celebration.



OU's Macomb County team enjoyed hosting this special alumni event in Mount Clemens.





Preparing high school students for the 21st-century workplace

As part of its commitment to nurturing a college-going culture, Oakland University offers summer camps for high school students in Macomb, Oakland and St. Clair counties.

The Career Exploration Camps, Nursing & Health Sciences Camps and Engineering & Computer Science Camps are designed to help college-bound students explore potential career paths while they are still in high school.

Campers take part in hands-on activities, field trips and interactive presentations with OU faculty.

In 2014, more than 160 high school students attended the camps held at the Anton/Frankel Center in Mount Clemens, the main campus in Rochester and, through a partnership with St. Clair County's Know How2Go program, at St. Clair County Community College in Port Huron.

Coordinator Meaghan Germana says dedicated volunteers from OU's faculty and staff join community members to facilitate the camps.

Germana says she was impressed by how engaged the students were.

"All campers made the most of the experience and were grateful for the opportunity to interact with faculty and industry professionals," she recalls.

After he attended the 2014 Career Exploration Camp, Joe Lovati realized he wanted to pursue a career in the medical field.

"I signed up for the camp because I wanted to be more knowledgeable about a larger variety of careers," says Lovati, a sophomore at Lutheran High School North in Macomb, Mich.

"My favorite part of camp was visiting the hospital, because I acquired a better understanding of how a hospital operates



and maintains organization," he says. "The camp helped me understand which classes are better to take to pursue a career in the medical field."

During a session on business careers led by Sherri Kerby, education coordinator for OU's School of Business Administration, students completed a short personal interest inventory.

"After we analyzed the results, we gave campers the opportunity to choose a business role they wished to experience for the day's activity," she says. "As a career adviser, I've found exploration is integral to helping students find careers that match their personalities, interests and goals.

"The campers learned in-depth information about a variety of careers they might not otherwise have had access to."

To learn more about 2015 career exploration camp opportunities, visit oakland.edu/careercamps. ➤

Alumna overcomes obstacles to achieve OU degree

In 2014, Lorraina Yaldo graduated with a bachelor's degree in human resource development. She attended Oakland University classes at the Macomb University Center. But Yaldo's path to degree completion wasn't without hurdles. Just three years earlier, she had a kidney transplant.



Lorraina Yaldo

Yaldo's journey at OU began in 2008, when she enrolled in the social work program. In December 2009, she experienced health issues and could no longer attend classes. After many months of testing, doctors finally diagnosed chronic kidney failure. Yaldo received dialysis treatments for the next 16 months.

"Dialysis was grueling on my body. I was unable to work or attend school," Yaldo says.

Then doctors told her she needed a kidney transplant. "Doctors tested my family, and we learned my mother was a match." She had the kidney transplant on May 9, 2011.

Along with complications from the kidney transplant — and an emergency appendectomy — it took nearly a year before she was feeling better. And once she did, she was resolved to finish her OU degree. Yaldo adds that she learned no obstacle would stop her from fulfilling her goals.

"Never let anyone or anything get in your way," Yaldo says. "Once you find your niche, stick to it and you will accomplish great things." 🐾

Mother earns third degree to follow her heart and pursue her passion

When Marilyn Schmid was a teenager, she discovered she had a passion for teaching and learning. One summer, Schmid ran a week-long summer camp in her parents' basement — complete with games, activities and snacks — for her neighborhood friends. Now, with her three children grown, she wants to pursue her passion and inspire others to find theirs.

Schmid is completing her Oakland University Master of Arts in Teaching Elementary Education degree at the Macomb Intermediate School District. She also holds a bachelor's degree in business administration from the University of Michigan (1982) and master's degree in computer science from Wayne State University (1985).

She says, "I want a career in education where I can help children reach their dreams and tap into their full potential, and OU's Macomb County cohort program was the perfect choice for me."

Schmid completed her student teaching in April 2014, and says it was one of her

biggest challenges. Several of her students had special life circumstances or received little support at home.

She comments, "It was a great learning experience, and my OU supervisor was always positive and extremely reassuring."

Inspired by the experience, she's developing a program to teach math in a creative way for struggling students.

Just two classes shy of completing her OU degree (as of this writing), Schmid is working at the Academy of Warren as a Title I math teacher for grades 3-5.

"My goal as an educator will be to do what it takes to get the family and parents excited



Marilyn Schmid

about education and involved in the classroom and school," she adds. "My desire is to get students to work hard, overcome obstacles and follow their dreams so true-life happiness can be obtained." 🐾



SUPPORTING ECONOMIC DEVELOPMENT

New partnership brings International Landing Zone to Macomb County

OU's business INCubator in Macomb County (MAC-OU INC) creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. It supports economic development in southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research and development.



Macomb County is home to Michigan's defense corridor. The industry creates \$3.4 billion in contracts for Michigan businesses and supports more than 54,000 defense-related jobs, Macomb County Executive Mark Hackel told *The Macomb Daily*.

Last fall, the MAC-OU INC staff collaborated with Macomb County and the Michigan Defense Center to create a "landing place" in its Velocity Collaboration Center home in Michigan's defense corridor.

The International Landing Zone is a place where international companies with proven and tested technologies can explore the feasibility of opening or expanding their operations in the United States.

To mark the occasion, the City of Sterling Heights and Macomb County brought legislators, government officials, community leaders and notable defense-industry professionals together for a "Michigan Defense Industry Matters" reception on Sept. 26, 2014, at the center.

Highlights of the event included remarks by Hackel, Sterling Heights Mayor Pro Tem Michael Taylor and MAC-OU INC Executive Director Julie Gustafson. The event also included an overview of the Michigan Defense Center's new app by Sean Carlson, Michigan Defense Center director; and a ribbon-cutting ceremony for the Michigan Defense Center's International Landing Zone.

Carol Cain, host of CBS's *Michigan Matters*, moderated a panel discussion on why the defense industry matters to Michigan, with panelists Major General Gwen Bingham, commander, TACOM LCMC at the Detroit Arsenal; Scott Badenoch, founder and CEO, Badenoch LLC; Sean Carlson; and Sonya Sepahban, senior vice president, engineering and technology, General Dynamics Land Systems.

The Oct. 5, 2014, archive of *Michigan Matters* is available online at CBS.com. Cain's column in the Oct. 5 edition of the *Detroit Free Press* also highlights this essential topic with various government, industry and small business perspectives.

For more information, visit oakland.edu/macombouinc.

A MESSAGE FROM OU'S PRESIDENT

With record enrollments, outstanding academics and several enhancements and additions to campus, President George Hynd is eager to share Oakland University's story.



"I'm very excited and committed to making sure that OU's story is told in all spheres of influence," Dr. Hynd says. "I want to make sure that our faculty members have the resources to be successful and involve students in their scholarship."

One of the stories Dr. Hynd is excited about sharing is OU's rich history in Macomb County.

"Macomb County has been an integral part of the University's growth and success since its founding more than 50 years ago," Dr. Hynd says. With more than 6,000 students from Macomb County enrolled, Oakland University has become Macomb County's largest provider of university education.

"We're proud of this accomplishment and continue to work hard to hold this honor," Dr. Hynd says. "OU is committed to serving Macomb County residents and businesses through programming and services that nurture the college-going culture, educating those seeking higher education and supporting economic development and community engagement."

With three successful educational sites, the Macomb-OU INCubator and valued partnerships and collaborations with Macomb County, the cities of Sterling Heights and Mount Clemens, Macomb Community College and the Macomb Intermediate School District, to name a few, Dr. Hynd now turns an eye to the future.

"University leaders and our Board of Trustees are exploring opportunities for the University to expand its physical presence and program offerings in the county," Dr. Hynd says. "Macomb County is one of the nation's largest counties without a four-year university within its borders, and Oakland University is well-positioned to fill that void." ➤



Oakland University President Dr. George Hynd greets Macomb County Executive Mark Hackel (right) and Macomb County Sheriff Anthony Wickersham at the OU VIP reception held at Andiamo Italia in Warren on Dec. 10, 2014.



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MAKING AN IMPACT IN MACOMB COUNTY



As Macomb County's largest provider of university education, Oakland University is committed to engaging and making an impact in our community by:

- **Providing educational options:** OU offers 25 bachelor's and master's degree programs — and certificates and endorsements — in the hottest and highest-paying career fields at its locations in Macomb County.
- **Nurturing a college-going culture:** College readiness programs and summer camps for 14-to-18 year olds are held every year so students can explore current and emerging career fields through hands-on skill-building activities, field trips and interactive presentations.
- **Supporting economic development:** Through the Macomb-Oakland University INCubator, OU works to cultivate academic innovation, provide entrepreneurial resources, and encourage research and development in Macomb County.
- **Engaging in and with our community:** OU supports — and our faculty, staff, students and alumni volunteer for and participate — in many Macomb County events, projects, initiatives and activities benefiting our community.

OAKLAND UNIVERSITY IN MACOMB COUNTY

Anton/Frankel Center
20 South Main Street
Mount Clemens

Macomb University Center
44575 Garfield Road
Clinton Township

**Macomb Intermediate School
District (MISD) Building**
44001 Garfield Road
Clinton Township

**Macomb-OU INCubator
Velocity Collaboration Center**
6633 Eighteen Mile Road
Sterling Heights



**OU is invested in Macomb County.
LIVE HERE. WORK HERE. LEARN HERE.**

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