Mission and Vision

- **Mission Statement** last adopted in concert with strategic planning in 2013-14.
- This year, the Board of Trustees requested a review and update.
- The Board of Trustees asked whether a **Vision Statement** should be adopted.
- This work became a top administrative priority, as mission and vision set the stage for all work moving forward.
REVIEW PROCESS

• President and Cabinet determined that a revision was appropriate.

• The Mission Statement underwent review, debate, input and editing at numerous levels across the University.

• Review process complied with Higher Learning Commission accreditation guidelines.
Mission Statement

REVIEW PROCESS

• University leadership and stakeholders involved:
  o President’s Cabinet
  o Board of Trustees
  o Dean’s Council
  o Senate Steering Committee
  o Senate Planning and Review Committee
  o Student Congress
  o Full University Senate *(2 readings)*
“Oakland University cultivates the full potential of a diverse and inclusive community. As a public doctoral institution, we impact Michigan and the world through education, research, scholarship and creative activity.”

* Updated Mission Statement approved by University Senate on November 9, 2017.
Vision Statement

REVIEW PROCESS

• Process is not addressed within Higher Learning Commission accreditation guidelines.

• Process similar but not identical to that used for the Mission Statement.

• Final version approved by the President and the Board of Trustees.
“Oakland University will unlock potential and leave a lasting impact on the world through the transformative power of education and research.”
Goal #1

*Academic Excellence*

Foster student success through a robust teaching and learning environment and comprehensive student services.
Goal #2
Exemplary Research

Be recognized as a strong research and scholarly environment focused on creative endeavors and on the discovery, dissemination and utilization of knowledge.
University Goals

Goal #3
Community Engagement

Become a leader in serving the needs and aspirations of our communities and region through expanded community relationships and institutional reputation, visibility and engagement.
Goal #4

*Embracing Diversity*

Set a preeminent standard for maintaining diverse, welcoming and collaborative learning and work environments, as well as celebrate the enlightenment and enrichment that social diversity inspires.
Holiday Video Presentation