“Oakland's enrollment has grown by 6 percent in the past decade, making it the third highest growth by percentage of all Michigan universities in that time frame, trailing only U-M and MSU.”
Recent Campus Events

Varner Vitality Lecture

• Alan Weisman
  Journalist, Author, Contributing Editor, Commentator

• Symposium *Chernobyl Then and Now: A Global Perspective*
  o Serhii Plokhii, Professor of Ukrainian History and director of the Ukrainian Research Institute at Harvard University
  o Mary Mycio, JD, author of “Wormwood Forest: A Natural History of Chernobyl”
  o Adriana Petryna, Professor in Anthropology at the University of Pennsylvania

• David McMillan’s Chernobyl Exhibit
  “An Intimation of the Way the World Would End”
Recent Campus Events

Thursday, March 21

• Elissa Slotkin
  U.S. Representative for the 8th District
  300 attendees

• Elizabeth Smart
  Leading advocate child abduction prevention and recovery programs
  800 attendees

• OU Chamber Orchestra Concert
Recent Campus Events

‘The Who’s Tommy,’
Tony Award-Winning Rock Opera

Ruth E. Carter,
Oscar Winner for Best Costume Design
Recent Campus Events

Great Lakes Regional Student Success Conference

March 21-22, 2019

Dr. Susan Awbrey, GLRSSC founder and acting Dean of the OU Graduate School

Krista Malley, GLRSSC Advisory Board Chair and OU Director of Student Success
Student Success

‘Ask Ora!’

OUWB Match Day
Upcoming Campus Events

Cis Maisel Center for Judaic Studies and Community Engagement
April 8

Commencement Ceremonies
April 26-27

Recognizing and Responding to Human Trafficking Conference
April 29
Advocacy

February 28
Testimony before House Appropriations Subcommittee

March 5
Networking lunch and general session – Michigan College Access Network 2019 Conference

March 14
Post-budget briefing with area legislators

March 28
Education roundtable with Gov. Whitmer – increasing number of postsecondary degrees
Declining State Appropriations

OU General Fund Revenue Resources 1972-2018
Inequity in Support

OU Equivalent State Funding Per Degree
Sound Fiscal Management

- Among Michigan’s 15 Public Universities:
  - Fourth lowest revenue per undergraduate student
  - Fourth lowest expenditures per student
  - Lowest utility costs per square foot

- Since 2005, $50 million in base and one-time cost containment measures
## 2019-20 Revenue Scenarios

<table>
<thead>
<tr>
<th></th>
<th>State Appropriations</th>
<th>Tuition Restraint</th>
<th>Net New Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Governor’s Proposal</strong></td>
<td>3% ATB Increase</td>
<td>3.2% Cap</td>
<td>$7,984,600</td>
</tr>
<tr>
<td>Generated Revenue</td>
<td>$1,584,600</td>
<td>$6,400,000</td>
<td></td>
</tr>
<tr>
<td><strong>Hypothetical Formula Funding</strong></td>
<td>4.5% Increase</td>
<td>3.8% Cap</td>
<td>$9,972,000</td>
</tr>
<tr>
<td>Generated Revenue</td>
<td>$2,372,000</td>
<td>$7,600,000</td>
<td></td>
</tr>
</tbody>
</table>

**Projected Revenue Lost Under Governor’s Proposal**  
-$1,987,400
2018-19 Accomplishments

• Largest FY 2019 percent increase, 3.1%, in state funding versus to 2% overall increase

• Major Lame Duck Issues
  o $30M in state capital outlay support for the renovation of South Foundation Hall
  o Lobbied to protect Oakland University's existing liquor licenses
  o Successfully lobbied to prevent approval of teacher preparation bills opposed by Schools of Education
100th LEGISLATURE AND NEW ADMINISTRATION

• Meetings with members of the House and Senate Appropriations Subcommittee on Higher Education and Community Colleges, Joint Capital Outlay Subcommittee and other pertinent committees

• One-on-one with new legislators from the area and OU alums

• Meetings with members of the new administration

• Michigan Association of State Universities government relations meetings

• Coordination of President’s testimony before House Appropriations Subcommittee on Higher Education and Community Colleges
Relationship Building

- Post FY2020 budget briefing and Oakland University overview with subcommittee chairs, other elected officials – including OU alums – and staff
- 22nd Annual OU Day at the Capitol – 300 participants
- Attended the Seventh Biennial Freshman Orientation and Legislative Leadership Conference
- Attended the MASU/Dykema networking reception with elected officials and staff
Future Plans

• Continue efforts to build meaningful relationships with key legislators
• Arrange for elected officials to visit campus
• Continuously advocate and lobby for budget and policy matters favorable to Oakland University and higher education, and against those that are not
THANK YOU
GOAL 1: STUDENT SUCCESS

“Oakland University has produced some of our best nurses at Beaumont Health. We have a long-standing relationship with OU, and their nursing students join our team prepared to provide compassionate, extraordinary care every day for our patients and families.”

-- Susan Grant

Executive Vice President and Chief Nursing Officer, Beaumont Health
Student Perspective
Fall Enrollment (excluding pre-nursing)

Headcount

- 2017: 1,008
- 2018: 1,088

Credit Hours

- 2017: 11,623
- 2018: 12,389
Retention Snapshot

RN-BSN

F2017 88%
W2018 97%

F2017 95%
W2018 98%

Accelerated
Second Degree

FALL TO WINTER RETENTION/12 MO. PROGRAMS
Retention Snapshot

F2014 98%
F2015 98.5%
F2016 99.5%
F2017 98.5%

BASIC BSN, FTIAC & TRANSFER, FALL-TO-FALL RETENTION (INSTITUTIONAL DATA)
New Programs/Program Innovation

SAMANTHA MUCZINSKI ’18
MSN Forensic Nursing

Cutting Edge RN-BSN

DNP Nurse Anesthesia

Online PhD

Master of Science in Nursing
Forensic Nursing
RN-BSN Outcomes

FALL-TO-FALL ENROLLMENT

F2017 46  
F2018 78

WINTER-TO-WINTER ENROLLMENT

W2018 20  
W2019 46

RN-BSN NEW STUDENT ENROLLMENT

F2017 46
F2018 78
W2018 20
W2019 46
Accelerated Second Degree BSN Program
Simulation and Clinical

BASIC BSN STUDENTS
Simulation Lab
Student Perspective
LAURA CHRISTENSEN-SAIMS
SON Academic Adviser
B.S. Oakland University 2001
Opportunities for Professional Engagement

RUTH PINTO (MSN) & RANDI KRAUSE (RNBSN)
2019 AACN Student Policy Summit
Washington, DC
Scholarships

2018 SON STUDENT AND DONOR
SCHOLARSHIP RECEPTION
Meadowbrook Hall
Student Perspective
GOAL 2: RESEARCH & SCHOLARSHIP

DR. ANNE HRANCHOOK, DNP, CRNA
Assistant Professor
Track Director DNP-NA
SON Enrollment

NATALIE STONE
SON BSN/Honors College Poster
Language of Caring Presentation
Adv. Dr. Claudia Grobbel

OLIVIA NIGHTINGALE
Midwest Nursing Research Society
BSN Poster Competition
DR. MEGHAN HARRIS, PhD, RN
Associate Professor
Director of Graduate Programs
at
Nursing/Engineering Summit
GOAL 3: COMMUNITY ENGAGEMENT

NIGHTINGALE AWARDS
May 9, 2019
Pipeline to Nursing

Certified Nurse Associate Plus
Pontiac High School

Camp RN
Metro-Detroit Middle School Students
Continuing Education

SANE Training
Animal Assisted Therapy
McLaren CE

Life-Long, Essential Learning
GOAL 4: ADVANCING DIVERSITY

DANIELL KONJA
Basic BSN
Fall Demographic Trends

GENDER

- 2017: 83% Female, 17% Male
- 2018: 83% Female, 17% Male

AGE

- 2017:
  - 17-22: 36%
  - 23-34: 47%
  - 35-44: 11%
  - 45-54: 5%
  - 55 plus: 1%
- 2018:
  - 17-22: 37%
  - 23-34: 47%
  - 35-44: 10%
  - 45-54: 5%
  - 55 plus: 1%
Faculty Recruitment

DR. ZORICA KAURIC-KLEINFELD, PhD, RN
Associate Professor
To recruit from underrepresented graduate/undergraduate students and prepare graduates to provide care to underserved populations.
Community Agency Relationships

Increased relationships with agencies working with underserved populations
FRANCESCA FRAZIER
MSN in Family Nurse Practitioner
Future Opportunities for Growth

GRADUATE ENROLLMENT

F2018

NA & DNP 39%
AGNP & FNP 47%
FN 14%

F2017
F2018

Future ??