



Oakland University Role and Mission Statement

The following role and mission statement for the university was adopted by the Oakland University Board of Trustees on July 21, 1982. It emphasizes four essential ingredients for the direction of the university: excellent and relevant instruction; high-quality basic and applied research and scholarship; responsive and effective public and community service; and a comprehensive schedule of student development activities.

As a state-supported institution of higher education, Oakland University has a three-fold mission. It offers instructional programs of high quality 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. [Full Statement...](#)

Specific Unit Goals

For a complete look at the university goals that will achieve the 2020 vision, as outlined by each university unit, visit the [University Unit Goals](#) Web page.

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Vision Statement

Oakland University fulfills its distinctive role among Michigan public universities by steadily enhancing an intellectual and ethical environment that prepares students to lead and serve in the local and world communities.

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University Principal Objective

Oakland University offers individualized academic student experiences linking theory and research with community engagement to produce graduates whose critical thinking skills and problem-solving spirit make them highly valued in the workplace and society.

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University Passion Statement

Making a difference in people's lives by creating opportunities for them to succeed.

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Core Values:

- Stewardship
- Innovation and Creativity
- Integrity
- Excellence
- Student Success
- Diversity
- External Community Engagement
- Knowledge and Discovery

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Core Components of the 2020 Vision:

National University

Oakland University will continue to develop, enhance and support areas of excellence to achieve national recognition as a university of distinction in teaching, learning, research and the arts as well as cultural and social experiences. OU will be a destination school known for its distinctive undergraduate experience. OU will be known as a university that prepares students to make meaningful and substantial contributions to society and the workplace.

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Global Experiences

Through exposure to a diverse learning environment and opportunities to study and live abroad, Oakland University graduates will develop a keen sense of the global community. International exchange, international curricula, study abroad endowments and research collaboratives will expose students to an appreciation of diversity as well as the global environment in which we live and work. OU graduates will be prepared as leaders for the workforce of today and tomorrow.

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Professional Schools

Oakland University will expand its wide range and depth of professional programs to meet marketplace demands while continuing to maintain and support a strong liberal studies program. These programs will have the capacity to deliver highly effective graduates who contribute directly to economic growth in the local community, region, state and nation. Building on these professional programs, while maintaining a strong liberal educational foundation, is critical to enrollment growth and to achieving a widespread reputation for distinction.

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Engaged/Partnership

Oakland University will engage with communities to develop partnerships that form solutions to community needs, will resonate in the business and philanthropic communities, and will create and expand experiential opportunities for OU students. Through a multitude of partnerships with hospitals, Fortune 500 companies, individuals, cities, government agencies and educational institutions, Oakland will continue to help the community solve problems and build thriving sustainable businesses. These associations also reward students with internship opportunities and university researchers with access to the latest technology resources.

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Research Intensive

OU will broaden a research-intensive agenda to enhance undergraduate, graduate and faculty research opportunities, meet the needs of corporate partners, effectively expand external and internal funding, and increase the university's presence in the global research community. OU will advance in reputation for its program of applied research that directly impacts society and advances the frontiers of knowledge.

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Student-Centered

Oakland will offer a student-centered education with flexible learning methods and improved classroom and housing facilities, student services, classroom technologies, labs, internships, undergraduate and graduate research opportunities and challenging degree programs. Oakland will create unique and distinctive learning experiences, resources and environments that will provide students with a rich and well-rounded education. Graduates entering the workplace will be able to think critically and creatively, communicate effectively, manage and use information technology, and interact well with others.

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25,000 Students

Future growth and enrollment will continue toward a 25,000 student target with growth also in faculty, staff, campus and student services and technology enhancements. Oakland will provide a high-quality educational experience within an environment rich in human diversity, with dedicated support services, extensive non-classroom activities and outstanding instructional, residential, cultural and recreational sport facilities.

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Satellite Campuses

OU will continue to extend its reach into the community through the development of satellite campuses and partnerships with other institutions of higher learning. Oakland will build collaborative relationships with other educational institutions to offer students convenient, effective opportunities for learning. OU will extend these opportunities into other communities and expand student enrollment and opportunities for an Oakland education.

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For-Profit Programs

OU will provide opportunities for entrepreneurship through additional resources and programs to meet corporate training needs. Oakland University's SmartZone Business Incubator (OU INC) will continue to offer entrepreneurial resources and strategic business solutions to develop intellectual property. The incubator will engage faculty, students and partners in support of existing and growing new technology-based and life science businesses using university resources, decision support technology, business counseling services and financial/capital acquisition assistance.

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OU in 2020

University Unit Goals

Each Oakland University unit is dedicated to moving forward the vision of OU in 2020. Individual unit goals include:

[Academic Affairs](#) | [College of Arts and Sciences](#) | [School of Business Administration](#) | [School of Education and Human Services](#) | [School of Engineering and Computer Science](#) | [School of Health Sciences](#) | [School of Nursing](#) | [Outreach](#) | [Kresge Library](#) | [Finance and Administration](#) | [Student Affairs and Enrollment Management](#) | [University Relations](#)

Academic Affairs

Principal Objective:

Academic Affairs prepares students for leadership in liberal arts and professional disciplines by promoting opportunity for all students to engage in distinctive academic experiences in basic and applied research, creative learning and civic responsibility.

Passion Statement:

Academic Affairs is passionate about academic excellence and civic responsibility.

Goals:

- Promote opportunities for undergraduate research.
- Promote Graduate Education and scholarship.
- Increase opportunities for programs in healthcare with life sciences initiatives.
- Use technology to enhance the learning environment and administrative/academic infrastructure.
- Advance the level of research by Oakland University faculty. ([return to top](#))

College of Arts and Sciences

Principal Objective:

The intellectual and creative capacity of the College of Arts and Sciences provides students with multiple opportunities to develop distinctive individualized academic and cultural experiences, serving as a foundation for professional goals, civic engagement, creative problem-solving, and entrepreneurial impulses.

Passion Statement:

We are passionate about the intellectual and creative empowerment of individuals.

Goals:

- Expand applied research, especially in social sciences, statistics, and environmental science.
- Full time faculty deliver 70% of Student Credit Hours
- Occupy new facilities for fine and performing arts
- Expand offerings in interdisciplinary and international studies and languages
- Become a vital player in biomedical research and education ([return to top](#))

School of Business Administration

Principal Objective:

The mission of the School of Business Administration is to advance knowledge and enhance students' abilities to manage in a global business environment. The mission is achieved through a synergistic combination of teaching, scholarship and professional service, with emphasis on the linkage of theory and practice, and the application and management of technology. Toward the achievement of these ends, the SBA promotes collaborative relationships among students, faculty, administrators and employers.

Passion Statement:

The School of Business Administration at Oakland University is passionate about expanding our knowledge base and providing opportunities for our students to learn and grow.

Goals:

- Improve Programs - The SBA will continuously improve programs so graduates can make an immediate, effective contribution to their employer. The SBA has developed programs such as ACHIEVE, Scholars, Global projects and ELI to provide unique career development, leadership, and global experience to students. Their ability to find jobs is the ultimate measure.
- Partnerships for Research - The SBA will produce student and faculty research valued by business practice and work collaboratively with other units on externally funded research projects.
- Partnership to Revitalize Michigan Economy - The SBA will focus on using student and faculty expertise to revitalize, transform and grow Michigan business. The SBA will work collaboratively with other units on campus to solve real world problems.

- Global Experience - The SBA has started to develop pilot programs in China to expose students to global issues, and engage in research that is focused on globalization. The focus of student experience is building an understanding of global issues and knowledge to operate in a global market, work with global teams, study abroad opportunities and internships in global firms.
- Distinction - After receiving accreditation, the goal now is to receive national attention for SBA. Using the center (CIBRE), we hope to excel in select areas in research and support the economic development in this area. We will continue to strive to maintain International Accreditation for business and accounting. [\(return to top\)](#)

School of Education and Human Services

Principal Objective:

The School of Education and Human Services integrates human resource development with counseling and education to prepare collaborative leaders, capable of, and committed to, empowering others and promoting an inclusive society.

Passion Statement:

The School of Education and Human Services is passionate about empowering human potential.

Goals:

- Create an Institute for the Study of Chinese Language in conjunction with the School of Business Administration and thereby increase the number of Chinese students studying at Oakland University.
- Work with higher level administration to plan, deliver and coordinate the offering of courses outside the campus area. (Currently there are two people reporting to the Provost's office who are listed as responsible for outreach activities plus one vice president with the same function in her title.)
- Continue the development of Oakland University's national reputation for leadership in the education of citizens with autistic spectrum disorders. This will include research already under way by OU faculty in Korea.
- Expand program offerings at the school so as to be less dependent on teacher training for enrollment stability. Such programs might include health and physical education, athletics administration, food service management, special education administration and other topics. Some of these programs could be offered in conjunction with other schools; for example, the School of Health Sciences.
- Build an ongoing research and program delivery agenda with faculty at other schools and college including the medical school. Some of SEHS faculty have already been identified by the medical school as supplementary members of their faculty. [\(return to top\)](#)

School of Engineering and Computer Science

Principal Objective:

Impact Engineering and Computer Science Practice Worldwide through School-Industry Collaboration.

Passion Statement:

SECS is passionate about providing leadership in technology that would enable Michigan based industry to maintain and enhance its competitive advantage globally.

Goals:

- Research Intensive status will bring a national reputation and does not require specialized action on the part of SECS.
- Continue to develop research niches to recruit international students and scholars.
- Development or recruitment of research based professionals schools (academic units in SECS).
- SECS 2003 internal Strategic Plan calls for: A re-structuring of the graduate degree offerings in SECS.
- Engineering Center Funding! [\(return to top\)](#)

School of Health Sciences

Principal Objective:

To provide an exceptional environment of collaborative academic and clinical learning that helps transform students into leaders impacting the health needs of our communities in diverse wellness and health-related practices.

Passion Statement:

SHS is passionate about providing students with the best science-based health education, high-quality academic preparation, interdisciplinary teaching and excellence in instruction in the classroom and clinical laboratory.

Goals:

- Position SHS as a leader in the community of health care and wellness professions.
- Enrich academic programs i. stay relevant through community assessment ii. evaluate trends nationally and regionally to determine new program development directions

- Obtain an integrated learning, teaching and research focus in SHS: accomplished by new Human Health Building)....a new emphasis capitalizing on the new medical school venture will now assume a bigger role in this unifying concept. Being under one roof, with new and modern facilities to accommodate currently crowded conditions should help keep us competitive.
- Strive for higher (and more visible) levels of expertise in the health and wellness field....primarily achieved through recruitment efforts of new, research-based faculty and clinically-based faculty who can provide top notch learning environments. International students are more likely to apply for our specialized graduate programs if excellence and distinction are evident
- Enrich student environment to foster more success, higher recruitment and retention....examples include priorities on community environments within the new building for students and faculty to congregate as well as research laboratories that foster collaboration. In addition, expansion of programs at Macomb would encourage and expand our Macomb student base and take advantage of available spaces at Macomb. [\(return to top\)](#)

School of Nursing

Principal Objective:

To prepare nurse leaders using innovative educational models, evidence-based research and collaborative partnerships.

Passion Statement:

Faculty of the School of Nursing are passionate about becoming one of the premiere nursing schools in the Midwest and dedicated to innovative approaches to educating nurse leaders who are influential in shaping and delivering health care in the 21st century.

Goals:

- Use evidence-based research to establish a program of scholarship and research funding.
- Establish collaborative partnerships to support the advancement of the SON through academic, entrepreneurial and community outreach programs.
- Secure adequate resources to support program initiatives with a focus on teaching, research and practice.
- Prepare nurse leaders to shape and influence the overall discipline of nursing and the healthcare delivery environment locally, nationally and internationally.
- Develop educational innovations to expand access to high quality nursing education. [\(return to top\)](#)

Outreach

Principal Objective:

Through engaged community partnerships, Oakland University Outreach utilizes traditional and innovative models to create greater access to educational, research, and public service opportunities.

Passion Statement:

Oakland University Outreach is passionate about improving educational access.

Goals:

- Enhance the university's presence in Southeastern Michigan and the Thumb.
- Facilitate the continued evolution of Oakland University – Macomb by providing comprehensive academic programs and student support services in Macomb County.
- Develop long-term strategic relationships with community colleges and other educational providers.
- Provide site-based degree credit coursework and professional development programs in response to identified community needs.
- Serve as a link between the intellectual capacity of the university and the professional, social and economic development needs of the communities being served by Oakland University. [\(return to top\)](#)

Kresge Library

Principal Objective:

Kresge Library will be a teaching library with an outstanding student-centered information literacy program.

Passion Statement:

Kresge Library is passionate about teaching students to be information literate lifelong learners.

Goals:

- KL will teach all OU students the information literacy skills they need to identify, access, apply, and evaluate information effectively, to use information ethically, and to become successful lifelong learners.
- KL will acquire, organize, and provide access to digital collections, and offer virtual services, to meet the information and research needs of the university community.
- KL will seek partnerships and collaborations to strengthen the library as an academic center for the support of technology-enhanced research, learning, and instruction. [\(return to top\)](#)

Finance and Administration

Principal Objective:

The Finance and Administration Division consistently supports and enhances the campus community and related constituencies with integrity, adding value through excellent service, leadership, innovation and wise stewardship of the University's human, financial and physical resources.

Passion Statement:

In all things: integrity, ethics, accountability, service, communication, teamwork, ownership, value.

Goals:

- Support facility and administrative needs of new professional schools, satellite campuses, and for profit programs.
- Invest in resolution of deferred maintenance needs to improve facilities and campus beautification.
- Support design and construction of new facilities to accommodate enrollment growth and research initiatives.
- Improve student services via online web based processing of financial transactions. ([return to top](#))

Student Affairs and Enrollment Management

Principal Objective:

Student Affairs adopts best co-curricular practices to improve all students' chances of achieving success in their academic, personal and career pursuits

Passion Statement:

Student Affairs helps students succeed, one student at a time

Goals:

- Through enrollment planning, ensure strategic university recruitment retention and outcomes.
- Foster student learning in all co-curricular and first-year experiences.
- Create campus conditions that build strong satisfaction and affiliation with OU.
- Ensure all programs and services including auxiliaries contribute to student retention.
- Steward funds to achieve strategic goals and superior financial results. ([return to top](#))

University Relations

Principal Objective:

University Relations fosters life long relationships that encourage students, faculty, staff, alumni and friends to share their resources of time, talents and financial support to advance the mission of Oakland University.

Passion Statement:

We exist to nurture people's spirit of generosity and stewardship so that our students are enriched by the power that education provides.

Goals:

- Lifelong Relationship Building
- Increased Commitments to the University
- Effective Stewardship
- Exceptional Customer Service ([return to top](#))