

**Minutes of the Meeting
of the
Oakland University Board of Trustees
October 9, 1997**

Present: Chairman Rex E. Schlaybaugh, Jr.; Trustees David H. Doyle, David T. Fischer, Louis Grech-Cumbo, Ann V. Nicholson, and James A. Sharp, Jr.

Absent: Trustees Henry Baskin and Dennis K. Pawley

I. Call to Order

Chairman Rex E. Schlaybaugh, Jr. called the meeting to order at 3:06 p.m. in the Oakland Room of the Oakland Center.

II. Roll Call

Ms. Susan Gerrits, General Counsel and Secretary to the Board of Trustees, conducted a roll call vote. All Board members were present except Trustees Henry Baskin and Dennis K. Pawley. Ms. Gerrits confirmed that a quorum was present.

III. President's Report

President Gary D. Russi reported the following information:

- Ms. Mary A. Isaacs and Ms. Joy Green were recognized as Employees of the Month for September and October, respectively.
- Over 400 alums attended the 4th Annual Oakland University Alumni Awards Banquet held on September 12, 1997, to honor the recipients of the 1997 Oakland University Alumni Awards.
- The official 1997 fall headcount enrollment is 14,379, which is a 3 percent increase over last fall.
- The residence halls are at 100 percent capacity this fall thanks to the efforts of the Division of Student Affairs.

- Oakland's School of Business Administration is currently offering post master certificate programs in finance and international business to 20 MBA students who are studying at Chrysler. The goal is to provide a full MBA program at Chrysler in the near future.
- The WOCOUIII (Weekend of Champions at Oakland University) was very successful this year in celebration of 40 years of champions at Oakland.

President Russi introduced Ms. Theresa M. Rowe, Facilitator for the Student Billing Process Redesign Team (SBPRT), to present a Strategic Plan update relative to the SBPRT.

Ms. Rowe stated that she is reporting on behalf of Ms. Laurel Strong, Manager of Student Accounts and Chair of the SBPRT, who was unable to attend the meeting. She referred to the report distributed to the trustees and noted that the team consisted of representatives from the offices of Student Accounts, Financial Aid, Financial Aid Accounting, Cashier, Graduate Study, Dean of Students, Institutional Research, Residence Halls, new Student Programs, and Computer and Information Services.

Ms. Rowe reported that the team used the UM-Quality model to brainstorm and develop improvements in the billing process. They narrowed the process down to the following three themes to enable students to make payments in a timely fashion, and they analyzed how to improve the process without penalties to students who do not comply:

- The first theme involved a review of payment information. The team decided to provide clearer messages on billing statements, more time between billing receipt and due date, and more attention to messages on the bills.
- The second theme involved how to deal with cancellations as a good business policy. The team decided that workflow corrections were needed to process cancellations more efficiently.
- The third theme involved preventing non-payments and cancellations during regular and late registration. The team decided to institute a "one-stop-shopping" student services program and utilize the Web for student information.

Ms. Rowe reported that the elimination of large waiting lines during registration, payment, and refund processes has resulted in positive student comments. In addition, the fine-tuned billing and cancellation program has increased accuracy and timeliness.

Chairman Schlaybaugh thanked Ms. Rowe for her report.

IV. Consent Agenda

Chairman Schlaybaugh presented the following recommendations:

A. Approval of the Minutes of the Meeting of August 7, 1997

B. Approval of the Closed Minutes of the Meeting of August 7, 1997

C. University Personnel Actions

New Appointments

Gavelek, James R., Associate Professor of Education, effective August 15, 1997 (\$50,000) (New appointment filling a vacant authorized position)

Newton, Sarah E., Assistant Professor of Nursing, effective August 15, 1997 (\$48,000) (New appointment filling a vacant authorized position)

Singh, Gautam B., Assistant Professor of Engineering, effective January 1, 1998 (\$58,000) (New appointment filling a vacant authorized position) [Supersedes previous Board action of August 7, 1997, which appointed Mr. Singh effective August 15, 1997. This action is taken at Mr. Singh's request.]

D. Approval of Degree Candidates List Dated August 15, 1997

E. Recommendation to Accept Gifts and Grants to Oakland University and the Oakland University Foundation for the Period of June 1 through June 30, 1997, and Gifts to Oakland University and the Oakland University Foundation for the Period of July 1 through July 31, 1997

Trustee David T. Fischer, seconded by Trustee David J. Doyle, moved approval of the consent agenda. The motion was unanimously approved by those present.

V. Finance and Personnel Advisory Committee Report

Trustee Ann V. Nicholson, Chair of the Finance and Personnel Advisory Committee, reported that the committee met on September 4, 1997, and recommended the following items for review and approval by the full Board.

A. Ratification of Faculty Collective Bargaining Agreement with the American Association of University Professors (AAUP)

Trustee Nicholson reported that a tentative agreement has been reached between Oakland University and the American Association of University Professors (AAUP). The agreement is scheduled to be ratified by the AAUP within the next two weeks. Trustee Nicholson stated that the main implications of the recommendation include salary increases of 3.15 percent in 1997-98, 3.2 percent in 1998-99, and 3.25 percent in 1999-2000. The increases include the value of the annual step increase of 1.7 percent and lifts of scale of 1.43 percent, 1.47 percent and 1.52 percent respectively. Over the three-year period of the agreement, the compounded total compensation increase is 10.03 percent.

Trustee Nicholson moved approval of the following proposed recommendation:

RESOLVED, that the Board of Trustees hereby approves the 1997-2000 contract between Oakland University and the Oakland Chapter of the American Association of University Professors, with the effective date of August 15, 1997 through August 14, 2000.

Trustee Fischer seconded the motion for approval of the recommendation. The motion was unanimously approved by those present.

B. Appointment of Brokerage Firm

Trustee Nicholson reported that this recommendation is seeking authorization for the Vice President for Finance and Administration to periodically review and establish brokerage accounts with regional firms when services and pricing are in the best interest of the university. She explained that when gifts of securities are received, the university works through a broker to sell them at an advantageous price, and the proceeds are used as the donor wishes. In 1985, the Board of Trustees authorized the administration to establish a brokerage account with National Bank of Detroit (NBD). NBD has recently relocated from Detroit to Chicago, making it difficult to do business without a full-service local office. The recommendation does not request a change in that relationship, but it does state that the university is not bound to NBD and can periodically review the brokerage service.

Trustee Nicholson moved approval of the following proposed recommendation:

RESOLVED, that the President or Vice President for Finance and Administration be authorized on behalf of Oakland University, a public corporation, to:

1. Enter into an agreement to establish an account with a brokerage firm and such account will be limited to the sale of securities; and
2. Sign any certificates, instruments or stock powers, and deliver, transfer, sell, receipt for or negotiate securities owned by this corporation in connection with sales under said agreement; and
3. Transmit sell orders and otherwise take any action or make any authorization or give any communication as contemplated or authorized by said agreement.

Trustee Fischer seconded the motion for approval of the recommendation. The motion was unanimously approved by those present.

C. Ratification of Emergency Contract and Approval of New Contract for Restoration of Vandenberg Hall Following a Flood

Trustee Nicholson reported that this item requests ratification of an emergency contract for restoration due to a flood in Vandenberg Hall that occurred in August. She noted that, under the terms of the Contracting and Employment Appointment Authority Board Policy, any expenditure for emergency repairs over \$200,000 must be ratified by the Board. The emergency repairs to Vandenberg Hall did exceed that amount, and, in addition to ratification of the existing contract in the amount of \$250,000, the Board is being asked to approve an increase in the contract amount from \$250,000 to an amount not to exceed \$360,000.

Trustee Nicholson moved approval of the following recommendation:

RESOLVED, that the Board of Trustees ratify the initial contract with Inland Waters Pollution Control, Inc. in the amount of \$250,000 for building restoration in Vandenberg Hall; and, be it further

RESOLVED, that the Vice President for Finance and Administration is authorized to amend the existing contract with Inland Waters Pollution Control, Inc. by raising the contract amount from the present sum of \$250,000 to an amount not to exceed \$360,000; and, be it further

RESOLVED, that said contract shall include all labor, equipment, materials, and supervision to complete the task of restoring Vandenberg Hall as a result of the flood of August 14, 1997, to a state of presentability and full usage; and, be it further

RESOLVED, that said task shall be accomplished on a "time and material" basis, indicating that the university is only obligated to pay the full amount of the contract after

the presentation of full and verifiable time sheets, material invoices, rental receipts, and similar appropriate documents.

Trustee Fischer seconded the motion for approval of the recommendation. The motion was carried with five affirmative votes and one abstention by Trustee Sharp.

D. Report of Contract Over \$100,000

Trustee Nicholson stated that according to Board policy, the university must report all contracts over \$100,000 at the next regularly scheduled Board of Trustees meeting. She reported the awarding of a contract for \$157,800 to re-roof Hamlin Hall.

VI. University Affairs Advisory Committee Report

Trustee David J. Doyle, Chair of the University Affairs Advisory Committee, reported that the committee met on September 9, 1997, and recommended the following items for review and approval by the full Board.

A. Approval and Ratification of Articles of Incorporation for Clark and Nsoroma Academies and Ratification of Other Public School Academies

Trustee Doyle reported that on August 30, 1996, the Board of Trustees of Oakland University approved the applications to charter Elbert Thomas Clark Academy and Nsoroma Institute, consistent with the Public School Academies statute, Part 6B of the Revised School Code. The Michigan legislation permitting the establishment of public school academies is contained in Parts 6A and 6B of the Revised School Code. As a result of litigation, on July 30, 1997, the Michigan Supreme Court upheld the constitutionality of Part 6A and repealed Part 6B of the Code. This action has caused an unusual situation which has negatively affected the attempts by the academies to obtain bond financing and other funding. Therefore, the university is asking the Board to re-ratify the Articles of Incorporation for the academies.

Trustee Doyle moved approval of the following proposed recommendation:

WHEREAS, Oakland adopted Articles of Incorporation for Clark and Nsoroma under Part 6B of the Revised School Code; and

WHEREAS, Part 6B of the Revised School Code was repealed and Part 6A was upheld as constitutional by the Michigan Supreme Court's decision in *Council of Organizations and Others for Education About Parchiaid, Inc. et al., v John Engler*; and

WHEREAS, Nsoroma and Clark have filed the Articles of Incorporation for Nsoroma and Clark consistent with Part 6A of the Revised School Code; and

WHEREAS, it is also appropriate for the Board to ratify its approval of Oakland's other public school academies; now, therefore be it

RESOLVED, that the Board approves the Articles of Incorporation of Clark and Nsoroma, copies of which Articles of Incorporation are on file with the Secretary to the Board; and, be it further

RESOLVED, that the filing of Clark and Nsoroma's Articles of Incorporation with the Michigan Department of Consumer and Industry Services is ratified and that those Articles shall supersede the Articles of Incorporation for Clark and Nsoroma previously adopted by the Board; and, be it further

RESOLVED, that the Board ratifies its prior approval of the applications to charter public school academies and the Articles of Incorporation for Academy of Michigan, Dove Academy, Edison Public School Academy and Turtle Island Learning Circle of Westland as being consistent with Part 6A of the Revised School Code; and, be it further

RESOLVED, that the Board ratifies as consistent with Part A of the Revised School Code the Agreements to Organize and Administer a Public School Academy that have been entered into between Oakland and the public school academies and directs Oakland to revise these Agreements as necessary to ensure compliance with the Revised School Code; and, be it further

RESOLVED, that the Board ratifies any other actions that have been taken with respect to the public school academies as being consistent with Part 6A of the Revised School Code.

Trustee Sharp seconded the motion for approval of the recommendation. The motion was unanimously approved by those present.

B. Delegation of Authority Concerning Public School Academies

Trustee Doyle reported that the Board is currently the authorizing body for six public school academies. Pursuant to the law on Public School Academies, Part 6A of the Revised School Code, the authorizing body has certain oversight responsibilities with respect to the academies. As the academies commence operations, the university is finding that many types of issues arise,

such as bank loan application or change in location, for which the academies must seek approval from the university as the authorizing body. In order to facilitate the smooth operation of this process, the University Affairs Advisory Committee supports the recommendation that full power and authority be delegated to the President to carry out certain administrative functions with respect to the public school academies, in accordance with the law.

Trustee Doyle moved approval of the following proposed recommendation:

WHEREAS, the Board of Trustees of Oakland University wishes and intends to authorize and delegate to the President of Oakland University certain powers and authority as may be necessary and appropriate to carry out the policies of the Board of Trustees and to administer the business of Oakland University in accordance with such policies and directives as may be promulgated from time to time by the Board of Trustees; and

WHEREAS, the Board of Trustees wishes and intends by this resolution to delegate to the President of Oakland University full power and authority to carry out certain administrative functions of the university while retaining unto itself all legislative and discretionary powers which are not subject to delegation under law; now, therefore be it

RESOLVED, that the President or his designee is hereby authorized and directed to amend the contracts between the Board and the Public School Academies and take any other such action as may be necessary and appropriate to carry out the business of Oakland University as authorizing body of the public school academies consistent with the Board policy on Public School Academies and the Criteria for Evaluation of Applications, the educational goals as set forth in the public school academy applications, and the law; and, be it further

RESOLVED, that an annual report on the status of the public school academies shall be presented to the Board of Trustees.

Trustee Nicholson seconded the motion for approval of the recommendation.

Chairman Schlaybaugh referred to a copy of his proposed amendment to this recommendation placed before the trustees. He moved approval of the following amendment to the recommendation (changes are highlighted in bold type):

RESOLVED, that **upon the recommendation of the university's Public School Academy Advisory Review Committee**, the President or his designee is hereby authorized and directed to amend the contracts between the Board and the public School

Academies and take any other such action as may be necessary and appropriate to carry out the business of Oakland University as authorizing body of the public school academies consistent with the Board Policy on Public School Academies and the Criteria for Evaluation of Applications, the educational goals as set forth in the public school academy applications, and the law; and, be it further

RESOLVED, that any such amendment or other action of a material nature be reported to the University Affairs Advisory Committee at the first meeting following the amendment or action; and, be it further

RESOLVED, that an annual report on the status of the public school academies shall be presented to the Board of Trustees **at a regularly scheduled Board meeting.**

Trustee Grech-Cumbo seconded the motion for approval of the amended recommendation.

Mr. David Lingholm, Student Liaison, stated that he concurred with Chairman Schlaybaugh's amendments to the recommendation. He noted that he had been concerned that the university may not have as conscientious a president in the future as President Russi, and he was encouraged with the strong Board oversight role proposed in the amendment.

The motion to amend the recommendation was unanimously approved by those present.

Trustee Sharp expressed concern regarding the Board's constitutional fiduciary responsibility to the institution and whether a delegation of authority to the President to carry out the university's public school academies business would increase the university's obligations and liabilities. After a general discussion, Ms. Gerrits suggested the addition of the following amendment to the amended recommendation to reflect Trustee Sharp's intent:

RESOLVED, that no such amendment or other action shall increase the liability or obligation of the university.

Trustee Sharp, seconded by Trustee Doyle, moved the amendment to the amended recommendation. The amendment to the amended motion was unanimously approved by those present.

Trustee Sharp moved approval of the following original recommendation incorporating the two amendments:

WHEREAS, the Board of Trustees of Oakland University wishes and intends to authorize and delegate to the President of Oakland University certain powers and authority as may be necessary and appropriate to carry out the policies of the Board of

Trustees and to administer the business of Oakland University in accordance with such policies and directives as may be promulgated from time to time by the Board of Trustees; and

WHEREAS, the Board of Trustees wishes and intends by this resolution to delegate to the President of Oakland University full power and authority to carry out certain administrative functions of the university while retaining unto itself all legislative and discretionary powers which are not subject to delegation under law; now, therefore be it

RESOLVED, that upon the recommendation of the university's Public School Academy Advisory Review Committee, the President or his designee is hereby authorized and directed to amend the contracts between the Board and the public school academies and take any other such action as may be necessary and appropriate to carry out the business of Oakland University as authorizing body of the public school academies consistent with the Board Policy on Public School Academies and the Criteria for Evaluation of Applications, the educational goals as set forth in the public school academy applications, and the law; and, be it further

RESOLVED, that any such amendment or other action of a material nature be reported to the University Affairs Advisory Committee at the first meeting following the amendment or action; and, be it further

RESOLVED, that no amendment shall increase the liability or obligation of the university; and, be it further

RESOLVED, that an annual report on the status of the public school academies shall be presented to the Board of Trustees at a regularly scheduled Board meeting.

Trustee Fischer seconded the motion for approval of the amended original recommendation. The motion was unanimously approved by those present.

Trustee Doyle noted that Ms. Angelete M. Melhado, Coordinator for Urban Partnerships and Public School Academies, presented a charter schools status report at the University Affairs Advisory Committee meeting.

C. University ID Card Contract

Trustee Doyle stated that for the past two years, a campus-wide committee has been exploring the development of a university identification card for faculty, staff, and students. The card would serve as an access card for the new recreation center, declining balance food card, library

card, bank card, and telephone card. In the future, building security, vending, and laundry machine applications may be added. After extensive research on what other universities are doing with ID cards, requests for proposals were sent to prospective vendors. Twelve vendors responded to the proposal, of which four were selected for further review. As a result, the review committee is recommending entering into a relationship with ATT to provide the system and its maintenance, Michigan State University Federal Credit Union to provide banking services, and a long distance telephone service provider yet to be determined. The first year, ATT contract cost will be approximately \$181,000, and the credit union will provide a \$35,000 commission to Oakland University. The long distance provider will also provide a commission to the university. The ID card system is expected to cost \$320,000 to install and operate in the first year, which will be partially offset by those commissions. Staffing and operations will be \$115,000 in the first year, and \$85,000 in subsequent years. These will be covered by Presidential discretionary allocations resulting from realized budget efficiencies, not to exceed \$115,000 in the first year and \$85,000 in the second year.

Trustee Doyle moved approval of the following proposed recommendation:

WHEREAS, the students of Oakland University have requested the development of a university picture ID card; and,

WHEREAS, the security and financial services of the university would be enhanced through an interactive ID card system; now, therefore be it

RESOLVED, that the Vice President for Student Affairs be authorized to enter into contracts with ATT, the Michigan State University Federal Credit Union, and a long distance telephone company, to provide a combined university identification card, and telephone card, with the ATT contract, for the system and its maintenance, not to exceed \$337,000 over five years; and, be it further

RESOLVED, that each contract will be for a period not to exceed five years, with provisions for technological and service enhancements throughout the contract; and, be it further

RESOLVED, that the contracts be reviewed by the Office of General Counsel.

Trustee Sharp seconded the motion for approval of the recommendation.

Mr. Lingholm asked if a long distance provider has been determined, and Dr. Snyder responded that Sprint has backed out, but the university is working with ATT on a competitive proposal. Mr. Lingholm expressed concern about the acclimation process for the ID cards. Dr. Snyder

stated that an extensive marketing campaign is planned for March, April, and May of 1998, with the assistance of the credit union and ATT.

Trustee Nicholson inquired whether the new ID card would replace the existing cards, and Dr. Snyder replied that the card will serve as one card for all purposes, replacing the current food card and registration card.

The motion was unanimously approved by those present.

VII. Other Items that May Come Before the Board

Chairman Schlaybaugh referred to the "Creating the Future" binder provided to the trustees at the table. He stressed the importance of the "Creating the Future" Strategic Plan initiative for preparing Oakland University to enter the 21st Century as a vibrant and exciting institution. The initiative will engage all aspects of the university, through the creation of college and school task forces, to make recommendations to the Board in shaping Oakland's future. Chairman Schlaybaugh stated that competition for quality students, limited state funding, private sector partnering opportunities, and funding sources pose significant challenges to institutions of higher learning. Universities that differentiate themselves by being market driven and delivering educational excellence will continue to survive in this environment. Chairman Schlaybaugh stated that during his four years on the Board, he believes Oakland University has started down the path of becoming such an institution. Oakland's location in the heart of Oakland County, one of the fastest growing economic centers in the country, positions it well to take advantage of the economic opportunities that are afforded to the students. Approximately \$160 million of construction funds have been appropriated for the new Science and Engineering Building, Honors College, food court, Student Recreation Center, and Business and Technology Building. All of these improvements will enrich the physical characteristics of the campus as well as offer state-of-the-art facilities for the students and faculty. Added to those physical improvements are Oakland University's record enrollment, recognition as one of the top 100 best buys in higher education, recognition as a technology leader, movement to Division I Athletics, and collegiate athletics championships. Chairman Schlaybaugh commented that with the support and enthusiasm of Oakland University's leaders, he believes that the institution is capable of completing the "Creating the Future" planning process to continue to propel the university to the forefront of higher education. He asked each trustee to join him and President Russi in positioning Oakland for the 21st Century. Chairman Schlaybaugh stated that Oakland University is actually selling a product, which is education. The initiative is not a race for endowment or grant dollars, but rather a race to produce the best educational product to the young women and men that attend Oakland.

Trustee Sharp commented that the "Creating the Future" recommendation is an excellent Strategic Plan initiative, and he congratulated President Russi for providing the leadership to bring it before the Board. Trustee Sharp moved approval of the following proposed recommendation:

RESOLVED, that the Board of Trustees endorse and establish the "Creating the Future" planning initiative to help the university build on the *Oakland University Strategic Plan: 1995-2005* and nine task forces charged with making recommendations for the further strengthening and improvement of the university. The President will serve as an ex-officio member of each task force; and, be it further

RESOLVED, that the Board of Trustees will receive task force recommendations on the future advancement of the university no later than the end of May 1998; and, be it further

RESOLVED, that the Board of Trustees will review the task force recommendations in 1998-1999; and, be it further

RESOLVED, that the President will report on the status of the "Creating the Future" planning initiative at the February and April 1998 Board of Trustees meetings.

Trustee Fischer seconded the motion for approval of the recommendation.

Chairman Schlaybaugh asked President Russi to share his thoughts on the initiative and explain the procedural aspects as to how it will be organized.

A. Creating the Future

President Russi stated that the Oakland University campus came together in 1995 with a notion about Oakland's future through drafting the Strategic Plan for 1995-2005. The administration's responsibility was to recognize that plan and to move quickly to implement it. President Russi stated that he is proud to announce that to date 978 steps have been taken and recorded in the plan's implementation process.

President Russi made a power point presentation with the following highlights on the "Creating the Future" Strategic Plan initiative:

- To move Oakland University into the 21st Century, it is critical that the institution begins to build on some of its strengths, such as people, programs, finances, facilities, image, values, and climate, to become interactive with the external community. External input through strategic decisions is important to the university's future.

- The “Creating the Future” initiative will enable Oakland to become a model university for the 21st Century by integrating liberal and professional education to become a learner-centered, technology-enriched, institution with partnerships and collaborations with educational institutions, government, business, and industry.
- The “Creating the Future” purpose is to develop task forces comprised of outstanding leaders to help the university to fulfill the dream of truly becoming a comprehensive learner-centered, technology-enriched university and to best serve the students.
- The initiative will benefit Oakland University by elevating the institution’s profile in the community, leveraging internal and external expertise, and building friends.
- The mission of the task forces is to produce a report based on faculty, staff, student, and community input and to make recommendations on the future advancement of Oakland within a six-month period.
- Each task force management will consist of a volunteer leader facilitated by a senior university official. The task forces will vary in size from 15 to 30 members.
- The following nine task forces are being proposed: College of Arts & Sciences; School of Business Administration; School of Education & Human Services; School of Engineering & Computer Science; School of Health Sciences; School of Nursing; Information Systems, Library & Learning Resources; Student Affairs & Campus Life; and Market Positioning & Visibility.
- The college and schools task forces will focus on creating an academic vision and hope for the future. The Information Systems, Library & Learning Resources Task Force will focus on the integration of the library into information systems and management and learning resources. The Student Affairs and Campus Life Task Force will focus on intercollegiate athletics, campus climate, community service, learning through involvement, recreation and intramurals, and support services to the students. The Market Positioning and Visibility Task Force will focus on advertising, marketing, image, perception, visibility, alumni involvement, fund raising, and the Meadow Brooks.
- Community members unable to participate in the task force initiative will be invited to events, hosted by trustees and President Russi, designed to inform them of the progress and ambitions of the university. Up to 500 individuals will be introduced in this manner to Oakland University over the course of a year.

- The timetable includes the following action steps and target completion dates:

OU Board of Trustees	October 1997
Recruit chairs of task forces	October 1997
Recruit task force members	October-November 1997
Task force recommendation development meetings (4)	January-June 1998
Task forces present recommendations to the OU Board of Trustees	June 1998
Hold celebration event	June 1998
OU Board of Trustees review recommendations	September-December 1998

Trustee Fischer expressed his support of the "Creating the Future" initiative. He stated that he believed it will be particularly challenging for the task forces to achieve a balance between the institution's aspirations and the internal and external conditions and goals. Trustee Fischer commented that the realization that strategic planning is important has grown among campuses; and, in addition to traditions, academic freedoms, devotion to ideas, internal preferences, money markets, competitors, internal and external forces, everything matters in this process. In order to emerge as a stronger and proactive institution in the years ahead, Oakland University needs a strategy that builds on its values, assets, traditions, and strengths and that will be in step with the changing environment and long-term vitality of the university.

Ms. Green asked how the task force members will be selected and how many students will be chosen to serve on each team. President Russi stated that the members will be selected through a consultation process with faculty, staff, students, and community leaders. Consultations will also be conducted with the advisory committees of each college and school and the University Student Congress President, Bryan Barnett. President Russi stated that there will be one or two students selected to serve on each task force.

Chairman Schlaybaugh added that the college and schools have been encouraged to consider the framework of their volunteer groups and to recommend up to 250 community and business leaders with the brightest minds and the energy to help Oakland plot a course.

Trustee Doyle joined in supporting the "Creating the Future" initiative, noting that he has seen more activity at Oakland in the last year than during his four years at the institution as a student in the 1970s. He expressed excitement over the campus growth and leadership that focuses on the institution's future.

The motion was unanimously approved by those present.

Chairman Schlaybaugh called on Dr. Philip Singer, Professor of Health and Behavioral Sciences, who had requested to address the Board.

Dr. Singer stated that Ms. Gerrits has duplicated and distributed the document about which he wished to speak. He referred to certain restrictions contained in the university's Communications and Marketing Handbook for faculty and staff titled "Dealing with the News Media." He quoted from the fourth paragraph of page 1 which reads "All inquiries from news media, and all approaches to the media, *must* be channeled through the Media Relations Office." Dr. Singer also pointed out the statement in the sixth paragraph of page 2 which reads "Do not, as an individual, engage in the process without first consulting the Media Relations Office." He expressed concern that the handbook could be used selectively against faculty who have communicated with the media, and asked for the Board of Trustees reaction on that issue.

Chairman Schlaybaugh responded that the Board has just been provided this information and does not have a reaction at this time. He noted that, as a policy matter, it is a prudent business practice that, for anyone attempting to speak on behalf of the university, a coordinated effort through media relations officials is appropriate.

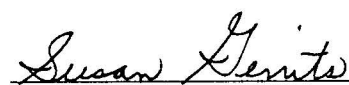
Dr. Singer noted that in most instances when dealing with the media "faculty speak as faculty first and then identify with the university to the extent that they are associated with it." He stated that he was concerned with the faculty's First Amendment free speech rights, and asked for a clarification of the handbook statements.

Chairman Schlaybaugh instructed President Russi and Ms. Gerrits to review the issue and respond to Dr. Singer's concerns.

VIII. Adjournment ●

Trustee Fischer, seconded by Trustee Grech-Cumbo, moved adjournment of the meeting. The motion was unanimously approved by those present. The meeting adjourned at 4:23 p.m.

Submitted,



Susan Gerrits
General Counsel and
Secretary to the Board of Trustees

Approved,



Rex E. Schlaybaugh, Jr.
Chairman