



**All University Advisory Board Meeting
November 30, 2011**

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Topics

Two Key Trends

- Michigan and County Economy
- OU Competition

OU Thriving in Turbulent Times

- Strategic Planning
- Higher Education – Gateway to Prosperity
- OU's Current (Fifth) Strategic Framework/Plan
- OU in a Time of Scarcity, Competition, and Opportunity
- National Platform and Impact
- Success Against all Odds

OU Strategic Positioning: Regional/National Prominence

- Leveraging Unique Assets
- Creating the Future II

Your Recognition

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Key Trends

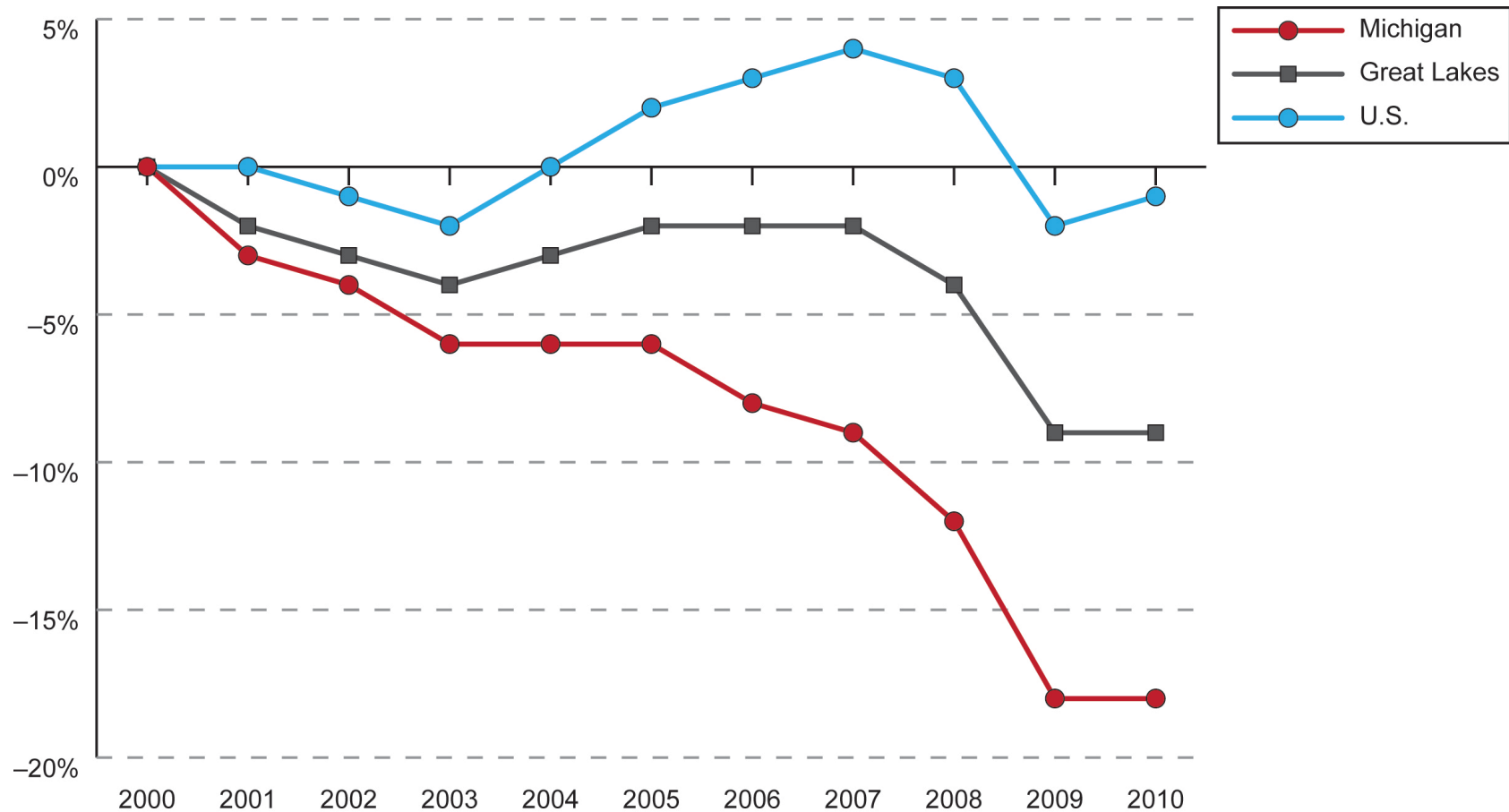
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Michigan Economy

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Key Trends

Michigan, Percent Change in Employment, 2000–2010



Source: Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

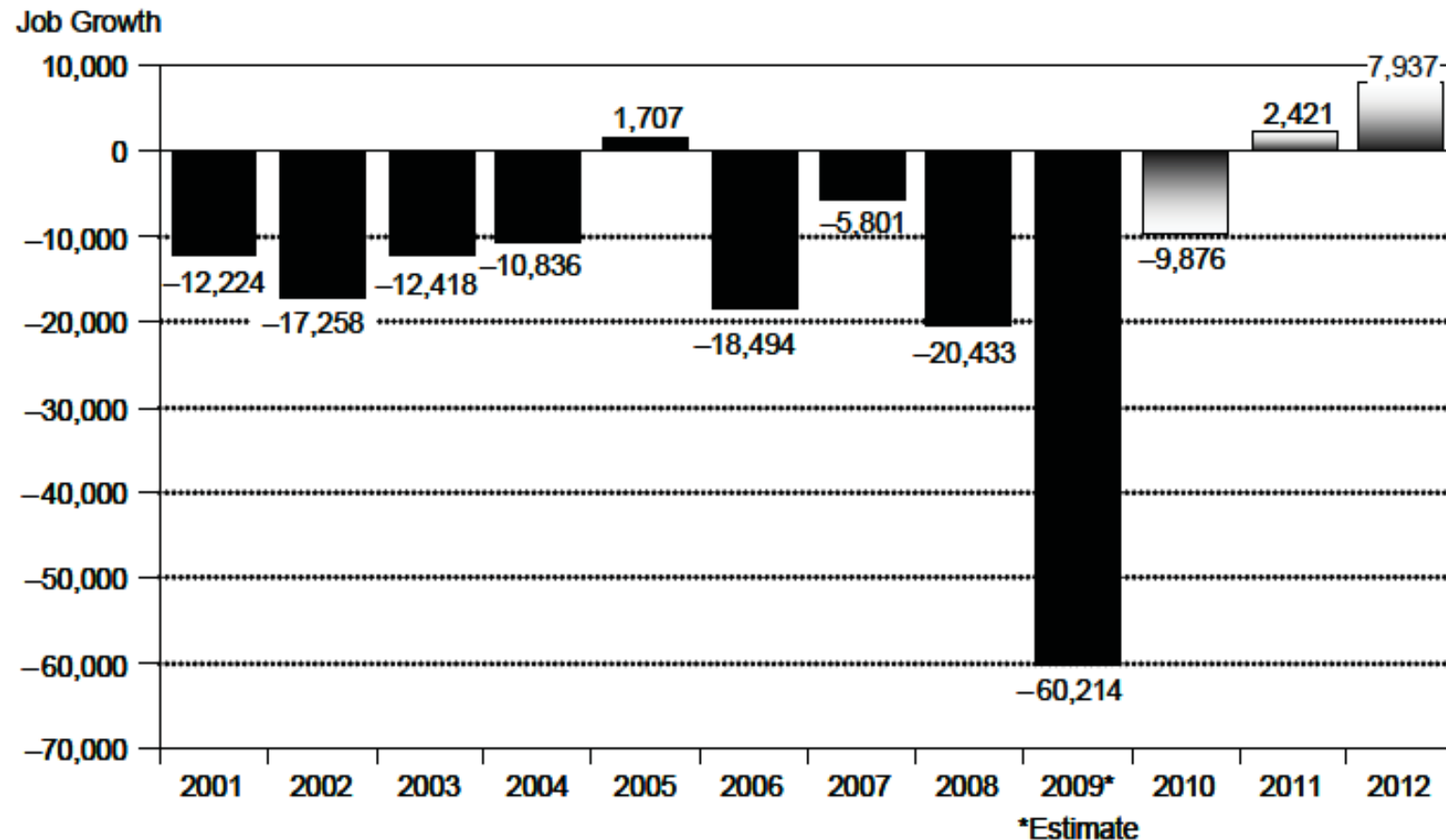
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Key Trends

Oakland County Job Trends

Figure 11

Job Growth in Oakland County, 2001–12

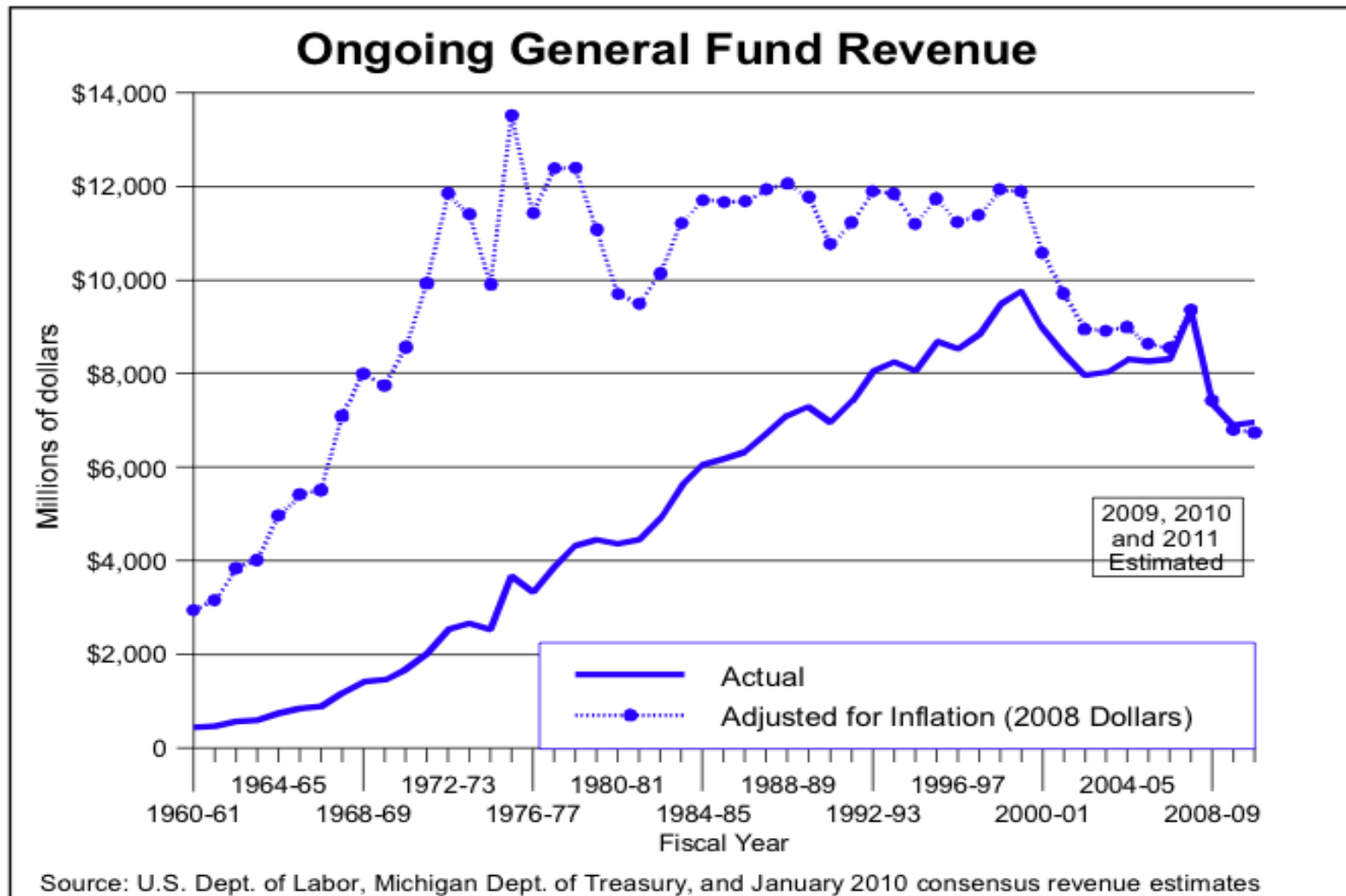


Source: Oakland County Economic Outlook Summary Report 2010-2012

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Key Trends

The State Budget (GF/GP)



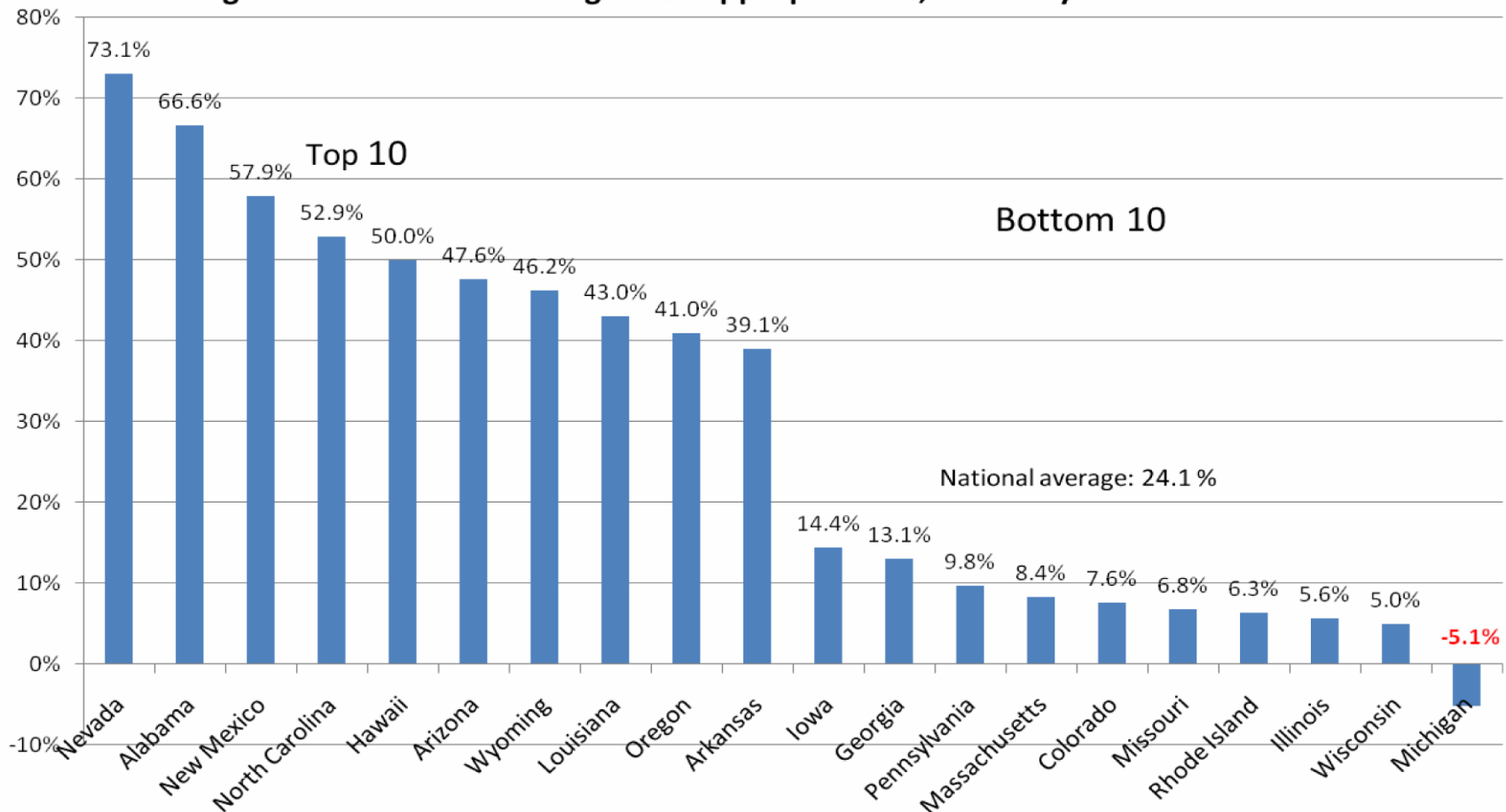
Source: 10 Year Review of Michigan's Economy, Senate Fiscal Agency, April 2010
and Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

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Key Trends

Disinvestment in Higher Education

Michigan last in increases in higher ed appropriations, last five years combined



Growing states like Nevada, Alabama and North Carolina are stepping up investment in higher education

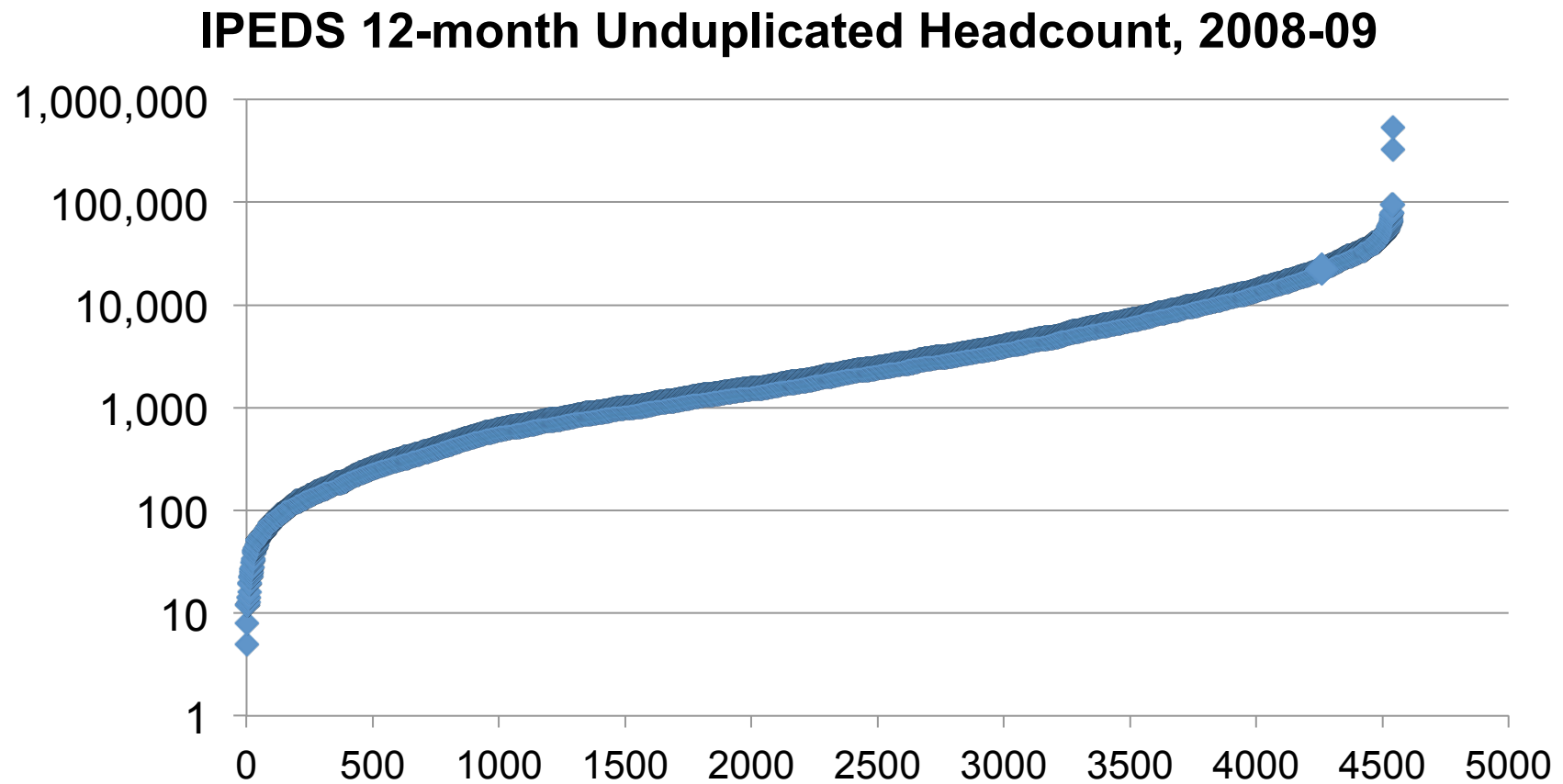
Source: Illinois State University's "Grapevine Project"
<http://www.grapevine.ilstu.edu/>

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OU Competition

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Oakland University Competition



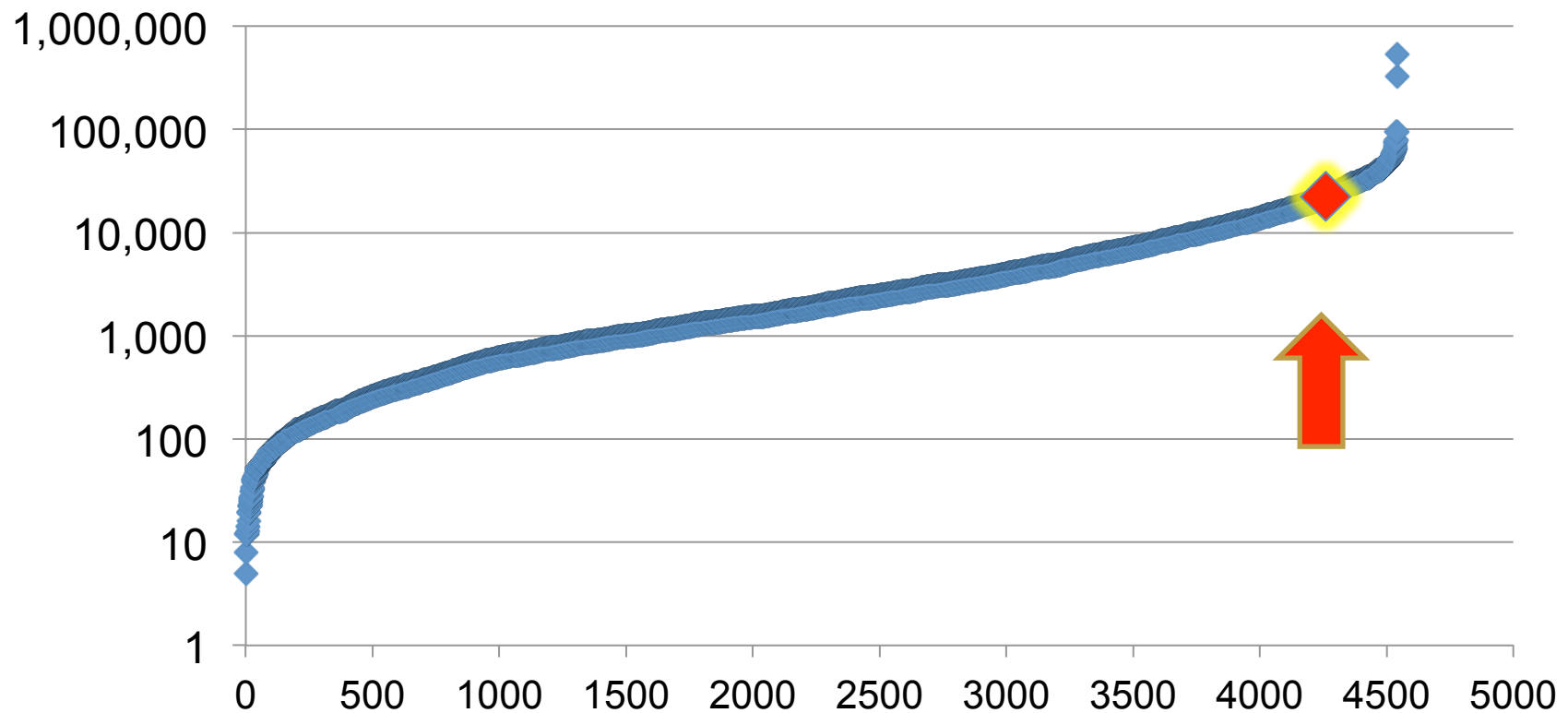
Source: Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

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Oakland University Competition

OU is here

IPEDS 12-month Unduplicated Headcount, 2008-09



Source: Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

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OU Thriving in Turbulent Times

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OU Thriving in Turbulent Times

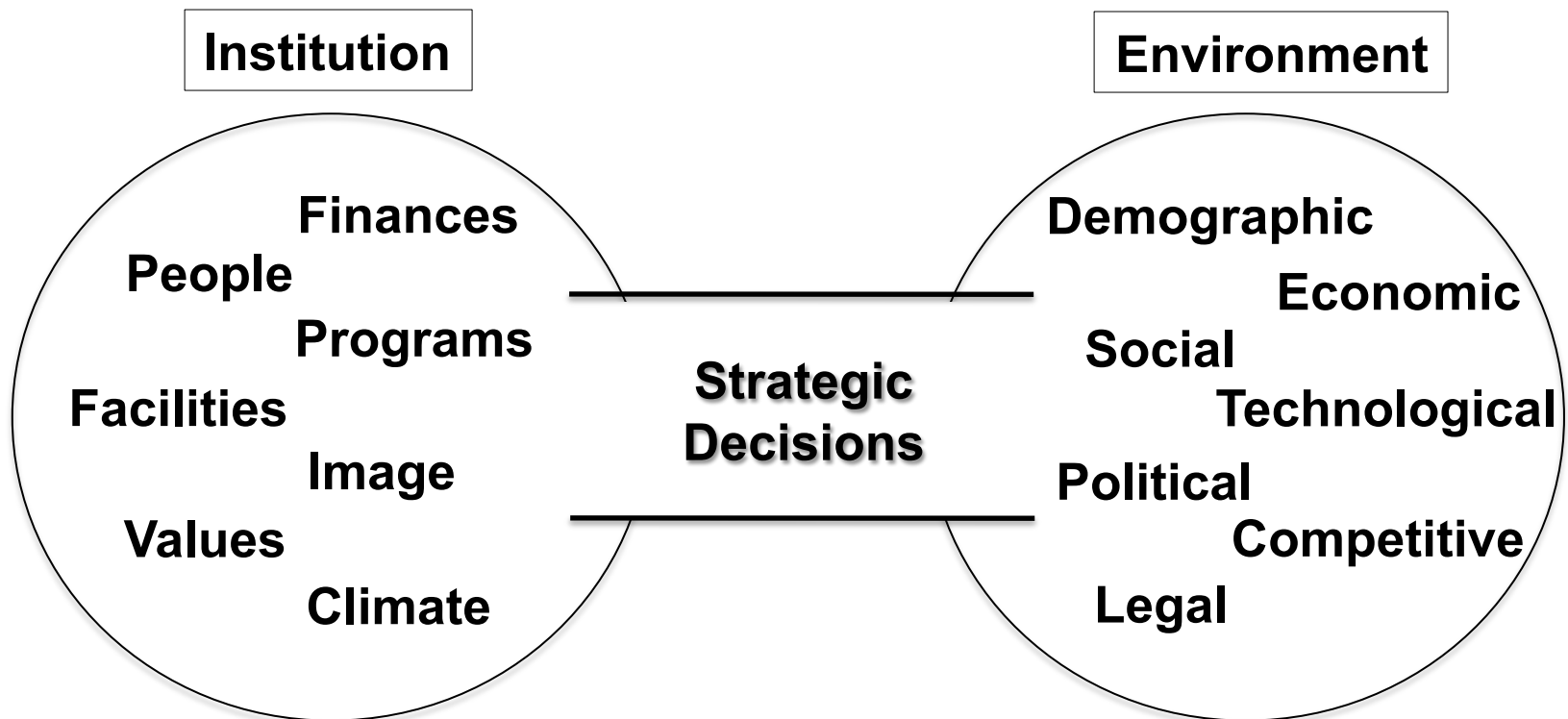
Strategic Planning

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OU Thriving in Turbulent Times

Strategic Planning

The Institution – Environment Connection



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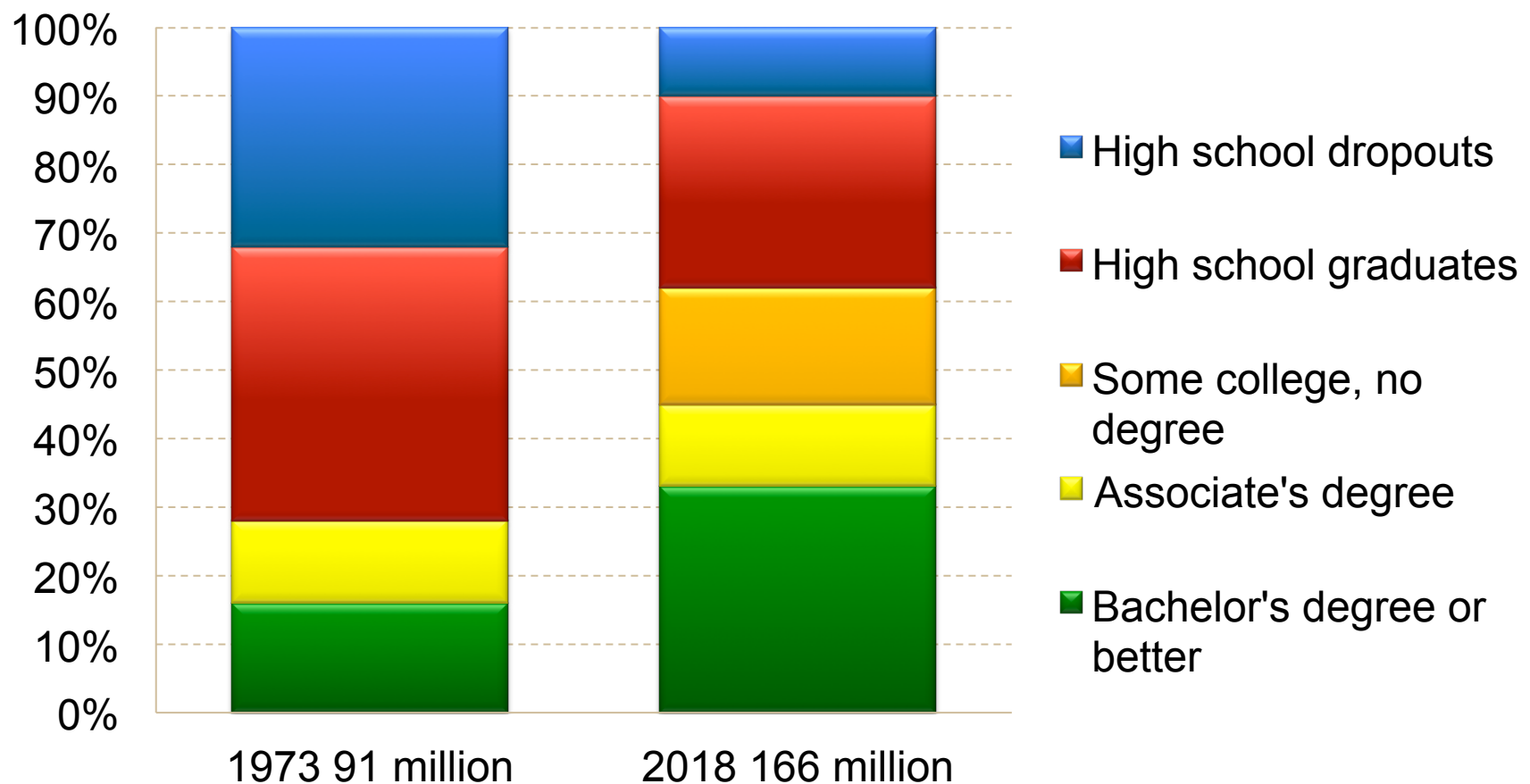
Higher Education – Gateway to Prosperity

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Higher Education is the Gateway to the New Economy

U.S. Jobs Available by Educational Attainment



Source: Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

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Michigan Economic and Job Trends Higher Education's Critical Role

- Between 2008 and 2018, new jobs in Michigan requiring postsecondary education and training will grow by 116,000, while jobs for high school graduates and dropouts will grow by 22,000.
- 62% of Michigan's jobs in 2018 will require postsecondary training.
- There will be no shortage of jobs, only a shortage of Americans and Michiganders to fill them.

Source: Public Sector Consultants, 360° Environmental Scan Presentation, November 22, 2010

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Michigan Employment Projections, 2010 - 2020

Industry	2001 Jobs	Change, 2001-2020
Agriculture, construction, manufacturing	1,260,190	-388,963
Trade & transportation	995,450	-112,983
Government	668,276	-53,754
Other services not elsewhere classified	247,972	15,782
Arts, entertainment, leisure	442,296	33,641
Education and health services	604,006	280,502
Finance, insurance, real estate & professional services	1,219,309	291,575

Source: Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

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OU's Current (Fifth) Strategic Framework / Plan

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OU's Current (Fifth) Strategic Framework / Plan

Strategic Plan

Vision Statement

Building on our legacy of academic excellence, Oakland University will be recognized for leveraging university and community assets to create distinctive faculty/student experiences.

President's Executive Council, Approved March 22, 2011

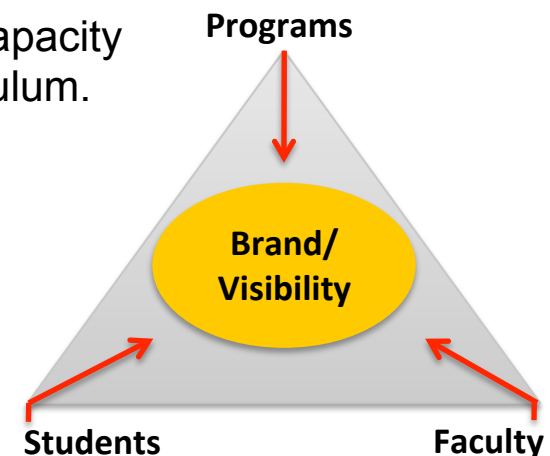
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OU's Current (Fifth) Strategic Framework / Plan

Strategic Plan – Key Goals and Action Steps

Institutional Priority 1: Create Productive Student and Faculty Experiences

- Students – focus on education quality and support services
 - Gauge student success in measurable categories such as enrollment, retention, graduation rate, and placement
 - Increase services that support student academic achievement
- Program – focus on program quality, delivery and distinction
 - Offer high quality academic programs centered on student success
 - Encourage innovation in curriculum and use of high impact educational practices to achieve the best student learning outcomes
 - Commit resources to those academic programs that have the capacity to achieve distinction while maintaining a comprehensive curriculum.
- Faculty – focus on recognition and support
 - Promote and reward excellence in teaching and learning
 - Facilitate faculty development, research, scholarship, discovery, creativity, and engagement
- Brand/Visibility – focus on getting the word out about our successes
 - Demonstrate the quality of an OU education through student and faculty success



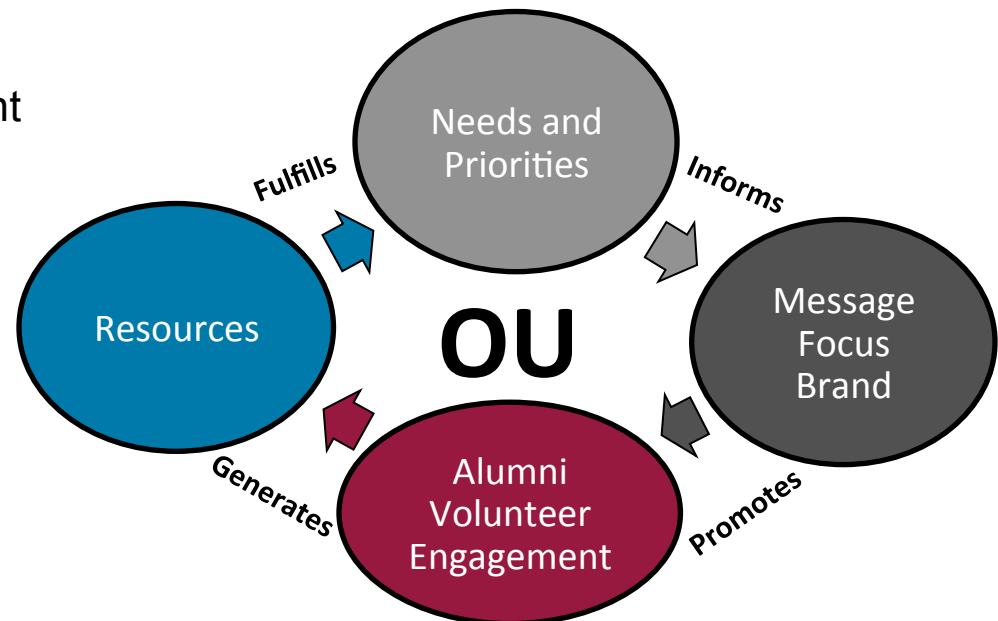
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OU's Current (Fifth) Strategic Framework / Plan

Strategic Plan – Key Goals and Action Steps

Institutional Priority 2: Engage OU and Community Resources for public good

- Engage OU-Community resources for public good
 - Create an OU Portal – *Window to connect OU and Community*
 - Use the OU Portal and connect
 - OU to Community to enhance faculty-student experiences (research and experiential learning) that help public needs
 - Community to OU to get faculty, students and staff engaged in activities that help public needs
- Enhance OU interactions with government



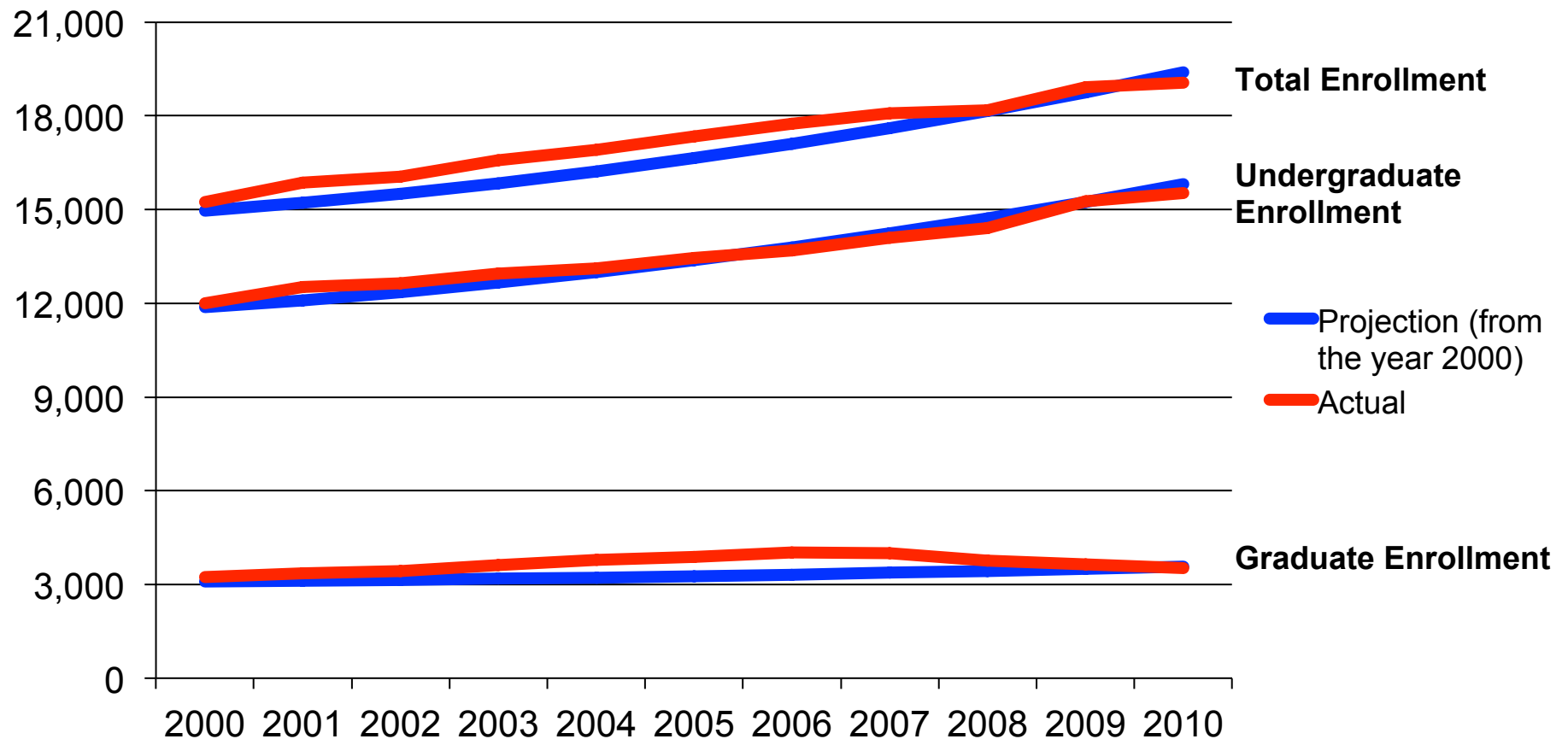
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OU in a Time of Scarcity, Competition and Opportunity

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OU In a Time of Scarcity, Competition and Opportunity

Quality Academic Programs, Faculty and Staff Enrollment, Actual vs. Projected (Projections from the Year 2000)



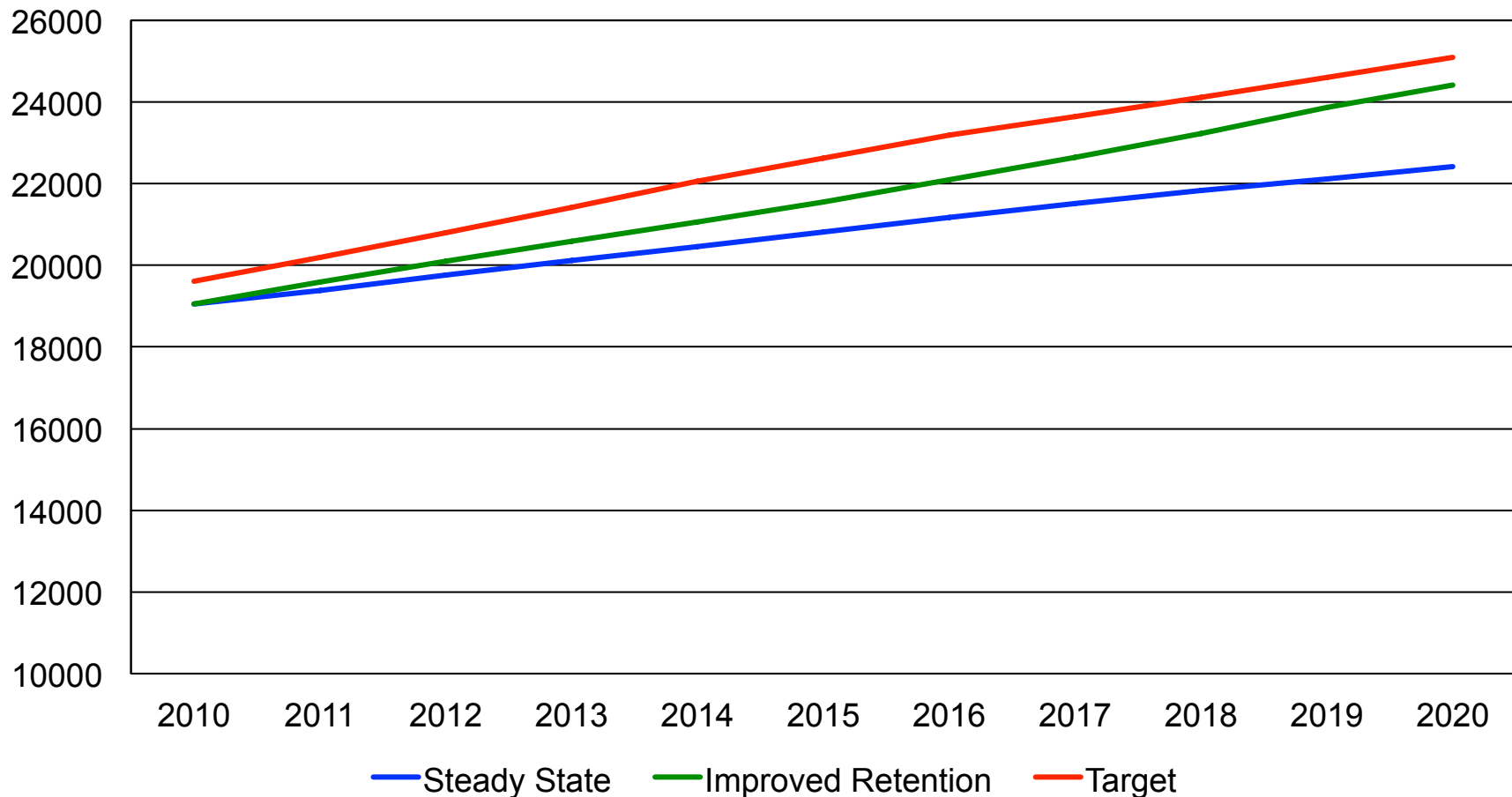
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OU In a Time of Scarcity, Competition and Opportunity

Enrollment Projections

2020 Scenario – Increase FTIAC Retention

2020 Scenario – Steady State vs. Improved Retention



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OU In a Time of Scarcity, Competition and Opportunity

Comprehensive Campaign – I

- Early conclusion - \$110 million raised a year ahead of schedule
- Of \$100 million raised:
 - 58 new endowments created
 - 86% of funds have come from commitments of \$25,000 or more
 - 53% of funds allocated to academic programs, 38% to endowments, 9% to facilities
 - In planning for Comprehensive Campaign II

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OU In a Time of Scarcity, Competition and Opportunity

Enriching business, industry, government and non-profit agency partnerships.

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OU Thriving in Turbulent Times

National Platform

GOP Presidential Candidate Debate

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National Platform – GOP Presidential Candidate Debate

FTIAC Applications (% Increase) Admissions Tracking – One Impact

Date	FY 2010-11	FY 2011-12
10/13	+ 3.43	+ 22.61
10/20	+ 11.40	+ 21.06
10/27	+ 18.10	+ 23.07
11/3	+ 14.00	+ 21.09
11/10	+ 9.30	+ 21.29
11/17	+ 3.86	+ 20.35

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Success: Against the Odds

- Against economic odds the past eleven years, the university has strengthened at a steady pace in all facets of its operations.
- Reputation enhanced and secure in the region.
- On path to national university recognition through planning and execution.
- A tribute to faculty and staff commitment and dedication.
- A salute to university supporters, alumni, students, and community and government leaders.

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**Strategic Positioning:
Regional/National Prominence**

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OU Strategic Positioning: Regional/National Prominence

What is OU's competitive advantage?

Tapping into OU's unique assets

- **Physical space:** under-leveraged campus that inspires recreation and beauty
- **Geographical location:** Southeast Michigan, and Oakland County in particular, remains the intellectual, financial, and human capital heart of the state
- **Institutional status:** OU remains undefined
- **Sense of sophistication:** driven by the Fine Arts

Source: Public Sector Consultants, 360° Environmental Scan, Campus Update, September 21, 2011

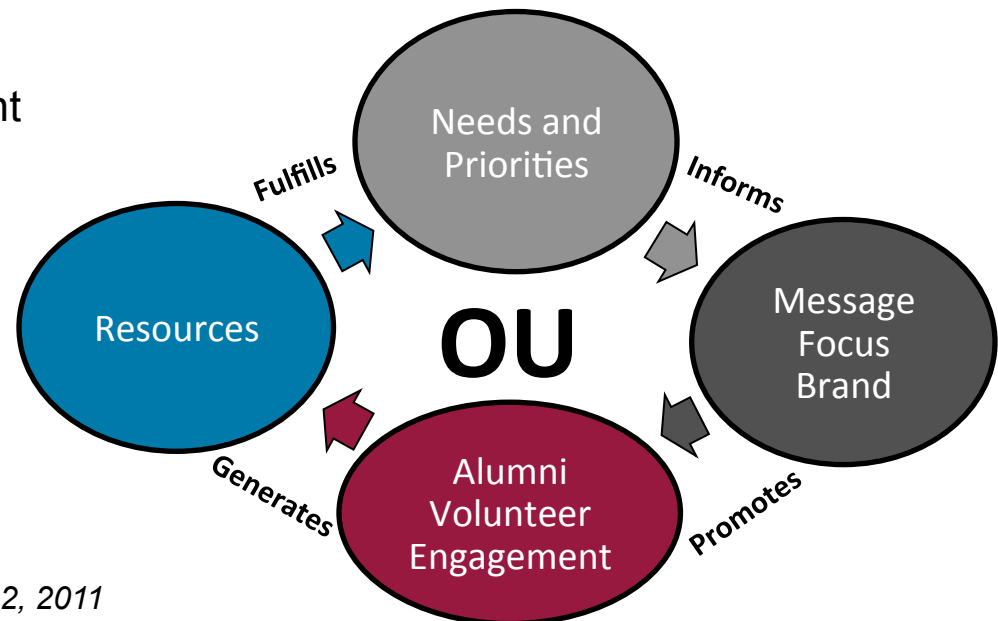
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OU Strategic Positioning: Regional/National Prominence

Strategic Plan – Key Goals and Action Steps

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OU Strategic Positioning: Regional/National Prominence

Oakland University 2010-2011

Creating
The **Future**
Oakland University



Creating
The **Future II**
Oakland University

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OU Strategic Positioning: Regional/National Prominence

Creating the Future II

Oakland University held the Creating the Future II Summit on April 1, 2011 at the Royal Park Hotel in Rochester, Michigan.

Nearly 300 participants gathered to assist Oakland University's President Gary D. Russi and Board of Trustees to refine the vision of OU in 2020.

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OU Strategic Positioning: Regional/National Prominence

Creating the Future II

Participants identified the following as the most significant issues facing the region in the next 5 – 10 years:

- Developing business diversity beyond auto industry/manufacturing
- Jobs – unemployment/underemployment
- Keeping young people in Michigan

They said they would feel great about Oakland University if it could make the following happen:

- Be a resource for business innovation and new industry
- Achieve national/regional prominence
- Change the perception of OU as a commuter school/have more residential housing

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OU Strategic Positioning: Regional/National Prominence

Creating the Future II

Attendees and survey respondents identified the following key themes and examples for OU to focus on to help turn Michigan around:

Health

- Establish a center for bio-technology
- Reach out to surrounding stakeholders (hospitals, nursing community, federal government)
- Seek funding from community governments, international agencies
- Focus on geriatrics
- Launch a physician assistant program
- Develop a geriatrics concentration in undergraduate health sciences area
- Increase faculty recruitment/retention to have a top quality bio-medical research center
- Build synergy between human health areas

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OU Strategic Positioning: Regional/National Prominence

Creating the Future II

Energy, environment and transportation

- Further explore alternative energy (wind power, solar, battery development)
- Focus on green technology – from recycling to harvesting raw materials
- Establish a program in manufacturing energy curriculum
- Create new courses in power engineering

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Creating the Future II

Creativity, innovation and technology

- Create a competition for student innovation projects
- Establish a Center for Entrepreneurship
- Focus on partnerships – best in class (region/nation/international) specific to technology
- Invest in a Center for Innovation and Creativity
- Grow community outreach through the arts
- Create an office of intellectual property
- Expand incubators
- Create opportunities for middle school students and workforce mentoring
- Develop a model for more students to be entrepreneurial or have a career plan
- Give every student some kind of experience in creativity and entrepreneurship
- Leverage research programs
- Develop academic programs in robotics, bionics, defense and homeland security, drones, surgical devices

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Creating the Future II

Education and community (including suburban policy, community service)

- Strengthen community involvement/create stronger ties with city halls and chambers
- Develop a support network for current teachers
- Promote the Reading Recovery program
- Push the Autism program
- Establish a Center for Educational Excellence
- Launch a Suburban Policy Research Center
- Partner with high schools that specialize in math, science, computers, biotech
- Involve alumni in job shadowing
- Invest in a one-stop career learning center with mentorship opportunities
- Create an atmosphere for community involvement

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OU Strategic Positioning: Regional/National Prominence

Creating the Future II

Pre-Summit respondents described what OU should and should not be like in 2020:

What OU Should be Like In 2020

Top tier, academic excellence

Valued, respected

Innovative, creative

Recognized, known

Research intensive

Challenging

Flexible

Exciting, dynamic

Affordable

Relevant

Diverse

What OU Should Not Be Like in 2020

Static, stagnant, mediocre

Impersonal

Unknown

Commuter school

Diploma mill

Irrelevant

Expensive, overpriced

Second choice

Not competitive

Elitist

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OU Strategic Positioning: Regional/National Prominence

Thank You – Thank you

- Time
- Talent
- Treasures
- Advocacy
- With your support, OU will continue down the path to national prominence.

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OU Strategic Positioning: Regional/National Prominence

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