

# OAKLAND UNIVERSITY™

From the office of the  
President



Colleagues,

A brief study of the etymology of the word "create" can lead one to discover that it may have originated from the Proto-Indo-European root word "ker," which means "to grow."

This calls to mind an intriguing question: "Does creativity involve producing something that has never before existed in any form or, rather, does it involve taking hold of a "root" observation of something or some things already in existence and growing that observation into a new idea or innovation?"

I think the impressive highlights below make a case for the latter, and also

illustrate the essence of what makes an intellectual environment like the one here at Oakland University such a precious human resource.

Ora Hirsch Pescovitz, M.D.

President

## MAKING THE CASE

District V of the Council for Advancement and Support of Education District (CASE) – which encompasses six midwestern states including Michigan – has presented the Student Philanthropy Committee here at Oakland its Award for Outstanding Emerging Organization.



The honor, granted to CASE Affiliated Student Advancement Programs, recognizes our student group for building its membership through unique and impactful internal programs, as well as for promoting University advancement on a broader level through reputable external programs. Among the programs being recognized are the Senior Class Gift and Tower Climb, Student Philanthropy Month, donor thank you notes at Commencement Fair, and Generosity Week.

Congratulations and thank you to members of the Student Philanthropy Committee for encouraging their peers to get involved in philanthropy initiatives and for promoting university advancement beyond our campus.

## CARE BY DESIGN



School of Nursing Dean Judy Didion and School of Engineering and Computer Science Dean Louay Chamra recently launched the inaugural Engineering and Nursing Summit – an event designed to allow participants to share research areas of interest and promote interdisciplinary collaboration.

Nearly 30 faculty members gathered to discuss common interests and ponder potential products to improve the lives of vulnerable patients. In addition, eight faculty members presented lightning talks on topics including complementary and integrative medicine, children who need adaptive equipment for daily activities and cybersecurity in medical charting.

Compliments to all involved for creative thinking that is sure to help Oakland grow into a leading institution of innovation.

### WINNING STRATEGY

Oakland University Associate Professor of Writing and Rhetoric Josephine Walwema is one of three coauthors who have received the Nell Ann Pickett Award – an annual prize honoring the top academic article in the journal *Technical Communication Quarterly*.



Dr. Walwema's and her colleagues' work in examining the role of tactical technical communication in the context of social justice causes won the admiration of the journal's Award Selection Committee because it calls on readers to consider well-established communication tactics and strategies in novel and intriguing ways.

I commend Dr. Walwema for her analytical thinking and for the recognition her scholarship has brought Oakland University.

Is there a point of pride you feel is worth sharing with the campus community?  
If so, please [submit your idea](#) for consideration.

If you are interested in exploring past editions of this newsletter, we invite you to visit the [Points of Pride archive page](#).