

The image features a low-angle shot of a white clock tower with a brick base and a pointed roof, set against a clear blue sky. Green leaves from trees are visible in the foreground on the left and right. The Oakland University logo is overlaid on the right side of the image. The logo consists of the words "OAKLAND UNIVERSITY" in a white, serif font, with a trademark symbol. Below the text is a stylized white crescent moon shape, flanked by two horizontal white lines.

OAKLAND
UNIVERSITY™

Senate Planning Review Committee

November 24, 2014

Strategic Planning Update

PROPOSED MISSION STATEMENT

Oakland University is a pre-eminent metropolitan university that is recognized as a student-centered, doctoral research institution with a global perspective. We engage students in distinctive educational experiences that connect to the unique and diverse opportunities within our region and beyond.

Through faculty-driven and student-engaged research, scholarship, and creative activity, Oakland University advances knowledge and art in a diverse and inclusive environment.

Oakland University is an active community partner providing thriving civic, cultural, and recreational opportunities and valuable public service.

Strategic Planning Update

PROPOSED GOAL #1

Foster student success through a robust teaching and learning environment and comprehensive student services.

Strategic Planning Update

PROPOSED GOAL #2

Be recognized as a strong research and scholarly environment focused on creative endeavors and on the discovery, dissemination and utilization of knowledge.

Strategic Planning Update

PROPOSED GOAL #3

Become a leader in serving the needs and aspirations of our communities and region through expanded community relationships, institutional reputation and visibility, and engagement.