



OAKLAND UNIVERSITY

Strategic Vision *2030*

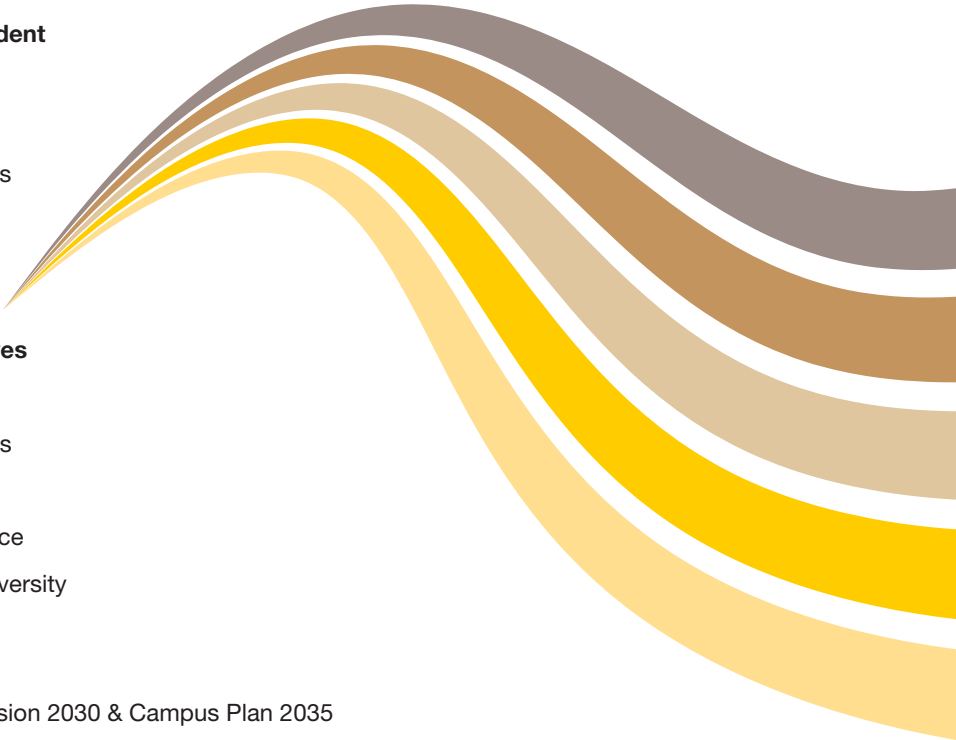
Spring 2025



“Inspired by our mission, we move forward committed to the values of higher education – the pursuit of knowledge for the betterment of all people, enlightenment through learning, and civility in the way we treat each other and collaborate to shape our communities...”

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United in Purpose. Moving Ahead Together.

These are challenging times in higher education.

Together, we stand firmly with a clear vision and direction to fortify and develop Oakland University during the next five years. In response to the many challenges reshaping the “college experience,” we have adopted a flexible approach rooted in our mission and values.

This approach, entitled, “Strategic Vision 2030,” reflects the consequential work of months of discussions and meetings with faculty, staff and students. Throughout the strategic planning process, two primary questions were posed: How do we develop our university where community, collaboration and excellence in education and research are at the core of our endeavor? And how can Oakland be further integrated into our communities, and serve as a catalyst for progress?

In the pathways and initiatives herein, you will find our responses.

Our intention is to build on Oakland’s identity, history and strengths while developing innovative solutions to current, foreseeable as well as unknown challenges that will undoubtedly emerge in the days ahead. During these fast-changing times, our arching goal is to provide a world-class education experience, enhance upward mobility, conduct vital research, and promote cultural and economic development throughout the region.

We move along five intersecting pathways: Our People, Student Success, Discovery, Stewards of Place, and Sustainable University. Each pathway is supported by initiatives that improve university operational efficiencies, strengthen finances, and present pragmatic steps toward achieving aspirational goals. Collectively, the pathways and initiatives evoke the vision of the ongoing transformation of Oakland University and positions the institution as a preeminent “global university” as we move into the mid-21st century.

I hope you are encouraged and excited about “Strategic Vision 2030” and imagine your future as an essential part of the future of Oakland University.

Ora Hirsch Pescovitz, M.D.
Oakland University, President



*A public research university
founded in **1957** through
a donation from Matilda
Dodge Wilson and husband
Alfred G. Wilson*

***132** bachelor's degree
programs and **138**
professional graduate
certificate, master's degree,
and doctoral degree
programs, including degrees
from the Oakland University
William Beaumont School
of Medicine*



“I find the great thing in this world is not so much where we stand, as in what direction we are moving”

Oliver Wendell Holmes
Associate Justice
U.S. Supreme Court (1902-1932)

A Principled & Collaborative Approach

A Vision Inspired by the OU Community

In Winter 2024, faculty, staff and students came together to reimagine the university. What began as a critical assessment of our strengths and weaknesses turned into brainstorming sessions inspired by the promise and potential of Oakland University.

In discussions about the issues and challenges facing the university, our faculty, staff and students considered the following:

- Strategies to retain students while appealing to nontraditional students
- Making college more accessible and affordable
- Building programs to enhance students' career readiness
- Responding to the increasing demand for online and hybrid learning
- Improving responsiveness to students' mental health and overall wellbeing
- Demonstrating how the return on investment (ROI) of a college degree leads to upward mobility
- Integrating AI into the educational experience

The strategic planning teams presented bold and unconventional ideas, along with timely proposals and practical suggestions on how to improve our policies and practices.

We listened. Reviewed proposals. Assessed the relationship of the proposals to our mission and values.

And then, we wove together the best and most timely (and affordable) initiatives into the fabric of five pathways.



What We Heard

Below is a sampling of the major themes from the strategic planning teams. These ideas reflect a desire for community, cultivating a learning environment that supports students' success and shared aspirations to be a leading 21st-century global university.

- Foster a **SENSE OF BELONGING**
- **MAXIMIZE STUDENT ENROLLMENT** and retention by cultivating a comprehensive, engaging "learning environment"
- Advance **ACADEMIC EXCELLENCE** through innovative programs and faculty pedagogy
- Increase support for **RESEARCH INFRASTRUCTURE**
- Improve **OPERATIONAL EFFICIENCY**
- Grow **COMMUNITY PARTNERSHIPS**
- Develop Oakland into a model **SUSTAINABLE UNIVERSITY**
- Promote Oakland as a **TALENT PIPELINE** and a vital contributor to the **REGION'S ECONOMIC DEVELOPMENT**
- Cultivate Oakland's cultural assets and elevate campus as a **CULTURAL DESTINATION**

"Strategic Vision 2030' is shaped by the input from faculty, staff, students, alumni, community partners and other key constituents.... It is an evolving vision inspired by our mission, values and informed by our aspirations..."

Mission, Values & Priorities

Mission

As a public doctoral institution, Oakland impacts Michigan and the world through education, research, scholarship and creative activity.

Values Statement

- As a community of higher learning, inquiry and discovery, Oakland University values freedom of thought and expression that leads to responsible citizenship, fair-mindedness and a commitment to the ethical treatment of all people and the environment.
- Our core values include integrity and respect, compassion, inclusivity, collaboration, curiosity, creativity, and stewardship.



Provide a world-class education.

Prove that an investment in a college degree translates to many benefits throughout students' lives.




Demonstrate how the work and research of our faculty impacts our communities.



Continue to be a catalyst for economic and cultural growth in the region.





“Oakland University serves communities and enhances prosperity in the region through post-secondary education... We are committed to being a preeminent ‘Stewards of Place’ and contributing to thriving communities.”

Higher Education: A Catalyst for Progress in the Region

- **Generating Economic Activity**
- **Stimulating Tax Revenue & Demonstrating an Impressive ROI**
- **Producing Research to Benefit Our Communities**
- **Creating a Sustainable Talent Pipeline**

At Oakland University, we put our mission and values to work.

An independent economic impact report¹ conducted by East Lansing-based Anderson Economic Group, LLC, presents demonstrable proof that Oakland University is a major catalyst and generator for regional economic activity.

The direct and indirect financial impact of university related activity is measured by jobs, job creation, economic output, earnings and efficient access to a pool of talent for employers throughout the region. Among the salient points in the report is that regional economic activity would not otherwise occur without Oakland’s presence and community engagement.

¹ “Oakland University: Economic Impact in Michigan, 2024,” Anderson Economic Group, LLC, March 2025 (Draft).

The findings of the economic impact study confirms Oakland’s influence on employment, output and earnings. Further, there is conclusive proof that the university’s impact on the generation of tax revenue provides an impressive rate of return relative to state funding support.

Collectively, the university’s imprint translates into expanding economic opportunity and driving progress in our region.

Economic Impact

In FY 2024, Oakland University generated \$1.9B² in net new economic activity and created more than 6,485 university jobs and jobs in other Michigan industries.

Tax Revenue Impact

In FY 2023, Oakland University increased state tax revenues by \$316M. Oakland’s economic impact is more than four times³ the state’s annual appropriations to the university.

Research & Development

In FY 2023, Oakland brought \$37.3M in federal, state, local and other funds for research.⁴ Federal grants come from U.S. Department of Agriculture, Department of Defense, NASA, Department of Health and Human Services and the National Institutes of Health.

Oakland’s research efforts generated a net economic impact of nearly \$76M and created 137 jobs.



² Sources of economic impact include operating investments, payroll expenditures, student spending on and around campus, and alumni earnings. There are 98,093 living alumni in Michigan who collectively earned nearly \$5.8B in 2024.

³ In FY2024, state appropriations to Oakland University were \$72,288,800.

⁴ Types of research include basic, applied and experimental development.



Value of an OU Degree

Paying dividends for a lifetime

Pursuing a higher education degree is an essential step along a pathway to opportunities that leads to a deeper appreciation for your own abilities and potential, and the talents of others.

Oakland offers more than 100 degrees and graduates several thousand students annually. Our graduates are employed in health care and social assistance, education, manufacturing, scientific and technical services, finance and insurance, information and data services, to name a few.

More than 60% of graduates complete degrees in the fields of business, education, engineering and medicine and biological science. Our talented graduates earn more annually on average than graduates at peer state universities and colleges, and significantly more than non-college employees.

OU's Degree Completions

34.8% - Medical and Biological Sciences

18.9% - Liberal Arts

16.5% - Business, Management

15.3% - Engineering, Math, Computer Sciences

9.3% - Education

5.3% - Physical Sciences, Agriculture, Natural Sciences

Earnings of Recent Graduates from OU and Comparison Groups

Category	OU Alumni	Peer College Alumni	Michigan College Alumni	Did Not Attend College
Median Earnings	\$58,612	\$53,543	\$42,718	\$39,701
OU Advantage		9%	27%	32%

Source: College alumni earnings from IPEDS and College Scorecard; high school graduate earnings (in 21-34 year group) from CPS. Peers include Central Michigan University, Eastern Michigan University, Ferris State University, Grand Valley State University, Lake Superior State University, Northern Michigan University, Saginaw Valley State University and Western Michigan University.

Value of an OU Degree

**Oakland University is the
#1 “Brain Gain”⁵ public
university in Michigan**

106,983
OU alumni in Michigan.

97% *of employed OU
graduates live in Michigan.*

Nearly 90%
*of OU employees live in
Oakland, Macomb and
Wayne counties.*

⁵ “Michigan’s ‘Brain Drain,’” The Detroit News, September 19, 2022.





*Strategic Vision 2030
is designed along five*

Pathways

- Our People
- Student Success
- Discovery
- Stewards of Place
- Sustainable University

Our People

We are committed to being a model campus whereby all members are highly valued and respected, and dedicated to fostering a collaborative community to support the foundational principles of higher education.

INITIATIVES

- **Healthy Campus**
- **Courageous Conversations**
- **Culture of Learning & Growth**
- **Partners in Education**
- **Teaching Support**

“People are our most valuable resource, and their imagination and creativity, hard work and faith – that’s what’ll drive America into the 21st century. We can’t afford to leave anyone out, and no one must be excluded.”

President Ronald Reagan

Mentally & Physically Healthy = Thriving Campus

What makes a great university campus? A sense of identity. A common purpose. A compassionate and strong sense of belonging. And a commitment to being healthy.

We take a holistic view of health that considers the totality of the academic and social experience. Our **Healthy Campus** initiative raises awareness of how everyone can be healthy and contribute to the health of the campus community. In addition, the initiative promotes healthy attitudes and makes available resources, programs and services that support the health of our campus.

Our aim is to create an inspiring, welcoming and safe environment where everyone feels comfortable in pursuing their interests and discovering new ways to grow intellectually, socially and culturally.





Appreciating Individual Differences. Celebrating Community.

Oakland's campus is a mosaic of people from a range of ethnic, racial and cultural backgrounds. Within this cultural melting pot, the **Courageous Conversations** initiative supports students with resources to help them explore and express their individuality, while finding their place in the broader community.

Indeed, learning about the many differences in our community helps to shape our own identities and inspires our aspirations. Our strength as a learning-centered community is to foster an environment that promotes individual differences, encourages personal explorations and celebrates everyone's journey along the path to self-discovery.

Fostering a Culture of Learning & Growth

What do our employees need to feel connected to Oakland and committed to their ongoing career development? We believe there must be a **Culture of Learning and Growth**, where the university is highly supportive of each member of our community who is open to personal and professional development.

A step toward creating a positive, inspiring work environment is a candid and transparent sharing of employees' attitudes and expectations. This spring, an employee engagement survey, "OU & You" will be conducted to provide insight into ways to enhance our work environment.

In upcoming months, other human resources developments include formalizing a mentorship program for faculty and staff, supporting leadership development, encouraging skill improvement among employees, and revamping the hiring and on-boarding process for new employees.

*Campus encompasses
1,443 acres of wooded
hills and meadows*

*Five co-ed residence halls,
two student apartment
complexes and four Greek
cottages*

*State-of-the-art recreation
center and athletic dome*

*On-demand wellness
programming with wide
range of options*



Forming a Vital Relationship

Oakland faculty are the backbone of the university, and their success shapes our reputation. To support the faculty, we renew our commitment to academic freedom, shared governance, ongoing professional development, and deepening the administration-faculty relationship.

The **Partners in Education** initiative provides resources for teaching, externally funded research and community engagement. In addition, building a stronger alliance between the administration and faculty requires improved communication, increased faculty mentoring and support for scholarship across disciplines. In upcoming months, we will focus on specific ways to better work together.

Support for High-Impact Teaching Practices

The **Teaching Support** initiative deepens collaborations across campus, and supports our faculty with state-of-the-art teaching tools, resources and professional development opportunities.

Plans for fostering a culture of teaching excellence include:

- Improvements to the Center for Education, Teaching & Learning (CETL)
- Supporting new teaching methodologies
- Improving student success in critical gateway course and through inclusive teaching approaches
- Integrating AI into teaching practices



Our areas of well-being include physical, social, environmental, mental and financial.

Oakland is a smoke-free campus.

Oakland achieved safest campus distinction.

Oakland boasts energy efficient facilities across campus.

Student Success

Oakland offers unique and inspirational educational experiences that challenge and prepare students for a lifetime of learning and success in a global economy.

INITIATIVES

- Student Experience
- Academic Excellence
- SEM 2.0
- Road to Graduation
- OU Pledge
- OU Brand
- Champions

All About Students

At Oakland, we consider the overall “student experience,” including the unique differences, backgrounds and talents of each student. Taking a comprehensive approach, the **Student Experience** initiative supports students from their initial days on campus through the second year at the university and beyond.

Students’ success is enhanced by focusing on academic advising, a sense of belonging and encouraging self-efficacy through a highly coordinated holistic first- and second-year review of students’ proficiency and engagements in student life.

A highly coordinated collaboration between Academic Affairs and Student Affairs places the best interests of each student front and center. In upcoming months, the initiative will focus on improving retention and graduation rates.



STUDENT POPULATION: GEOGRAPHIC DISTRIBUTION

Oakland County - 38.8%

Macomb County - 33.5%

Wayne County - 7.7%

*Genesee/Lapeer/St. Clair
counties - 5.9%*

*Other Michigan
counties - 5.8%*

Other states - 3.6%

Foreign countries - 4.6%



Learning for Life

The college experience must prepare students for a life beyond campus. “Learning how to learn” is a prerequisite for success in a constantly changing global economy.

Preparation for career challenges and a “life of learning” is at the heart of the **Academic Excellence** initiative. Our intent is to focus on courses that develop students’ critical thinking skills while integrating “education-market realities” into programs, curricula and degrees.

Maintaining a data-driven academic portfolio (both credit and non-credit) provides insight into ways to enhance student learning and success while expanding lifelong learning opportunities.

Retaining Students, Increasing Enrollment & Ensuring Workforce Alignment

The **Strategic Enrollment Management (SEM) 2.0** initiative refines strategies to increase student retention and enrollment, while ensuring programs and degrees align with the demands and trends in the job marketplace.

In addition, SEM 2.0 focuses intensely on finding ways to make a college education accessible and affordable. We strive to be responsive to the learning preferences of today’s students, including the increasing demand for flexible learning options, i.e. hybrid and online programs.

In the intense competition for students, Oakland’s edge is its location, beautiful campus, course offerings, internship opportunities and a range of disciplines, from engineering and business to education and the human services, nursing and the liberal arts.

FINANCIAL AID

76% of full-time undergraduate students received scholarships and grants averaging \$9,603 per student in the 2023-24 academic year.

42% of full-time undergraduate students received need-based financial aid in the 2023-24 academic year.

More than \$1.7 million in scholarships has been awarded by the OU Alumni Association.

OU Degree: A Ticket to Upward Mobility

Oakland ranks among top Michigan public universities in enhancing students' social mobility. The key to success is relentless support for students as they navigate the academic path to graduation.

The **Road to Graduation** initiative sets out to improve graduation rates and eliminate equity gaps that often have a profound generational impact on families. We take a pragmatic and collaborative approach that aligns policies and academic processes to make sure we remain student-focused. Further, we are committed to providing teaching and measurement tools to support faculty and staff as they address students' needs.



90% of Oakland alumni are pleased with their career outcomes.

Source: National Alumni Career Mobility (NACM), 2025

On average, Oakland graduates repay their tuition in 1 year, 7 months, the second-fastest rate among Michigan public universities.

A Pledge to Help Students 'Make Their Mark'

Balancing classroom academics with real-world experience is at the core of the **OU Pledge** initiative. The pledge guarantees an "experiential learning" *opportunity* for every undergraduate student to give them insight into their career options.

Types of experience-based learning include internships, co-ops, field experiences, clinical preceptorships, industry-based partner programs, practicums, on-campus jobs and study abroad, to name a few.

Drawing on key connections with our industry partners in the region, the OU Pledge positions the university – and its students – as a "talent pipeline" that meets the employment needs of the region.



"Do the best you can until you know better. Then when you know better, do better."

Maya Angelou, American Poet



*18 NCAA Division I
men's and women's varsity
sports programs*

*Champions of 39
Horizon League Titles
from 2015-24*

*39 Horizon
League All-Academic
student-athletes in 2023-24,
representing 14 sports*

Brand Matters

An essential part of refining and distilling the compelling features of the “Oakland University experience” is the **OU Brand** initiative. Reflecting Oakland’s identity and values in a contemporary design and narrative aims to connect with the sensibilities and aspirations of today’s college students.

Leveraging key attributes that distinguish the university from our competitors will elevate Oakland and impart a resounding message of hope and a lifetime of possibilities.

Championship Culture

Golden Grizzlies athletics is a “front porch” to the university, and a platform to promote Oakland around the state and country. Our champions on the court and in the field and pool build pride on campus, among alumni and throughout the region.

The **Champions** initiative supports our athletes’ academic success, nutrition, strength and conditioning. Six facilities are targeted for development, including the Center for Student-Athlete Excellence, Indoor Tennis Facility/Dome, Track and Field Operations Building, Oakland Softball Field, Oakland Baseball Field, and Oakland Soccer Field.



Discovery

We support the pursuit of knowledge through scholarship, research, and creative activity to enrich our education, further our fields and benefit our communities and the world.

INITIATIVES

- Path to R1
- Community-based Research
- Center for Undergraduate Research
- Mid-Career Academy
- AI & Research

Increasing Research Activity

Oakland's ability to remain competitive in attracting high-quality students and faculty are key factors along with accelerating growth in research activity as we continue on the **Path to R1**, the top research status from the Carnegie Foundation for the Advancement of Higher Education.

Our aspiration is to be an R1 university at the forefront of research and innovation. To that end, we are identifying a step-by-step plan, proposed institutional investments and faculty support across disciplines.



OU's research centers and institutes provide valuable resources and opportunities for faculty and students.

FACULTY

12 OU faculty appeared on Stanford List of top 2% of “Scientists in the World.”

OU’s biological sciences ranked 6th in Michigan for research dollars.

EduRank 2024 ranked OU’s SBA as the 5th best business school in Michigan (based on faculty research performance).

Oakland is 233 among 637 U.S. universities federally ranked by research expenditures.



Faculty Expertise

Developing connections with municipalities, non-profit agencies, businesses and communities throughout the region is vital for our faculty to conduct research that address pressing socio-economic needs.

The **Community-based Research** initiative supports training for faculty to transition to and conduct community-based research. In addition, we will utilize technology to facilitate the linkage of faculty with specific expertise and students with requisite training to nonprofits in the region that require research support. As facilitators, we will assist faculty seeking collaboration with local industry and businesses along with regional economic development efforts.



High-Quality Undergraduate Research Experiences

Creating the **Center for Undergraduate Research** is a significant step to enrich undergraduate education, improve post-graduation prospects, and enhance connections between students and faculty through the intellectual stimulation of active student participation in meaningful research, scholarship and creative activities.

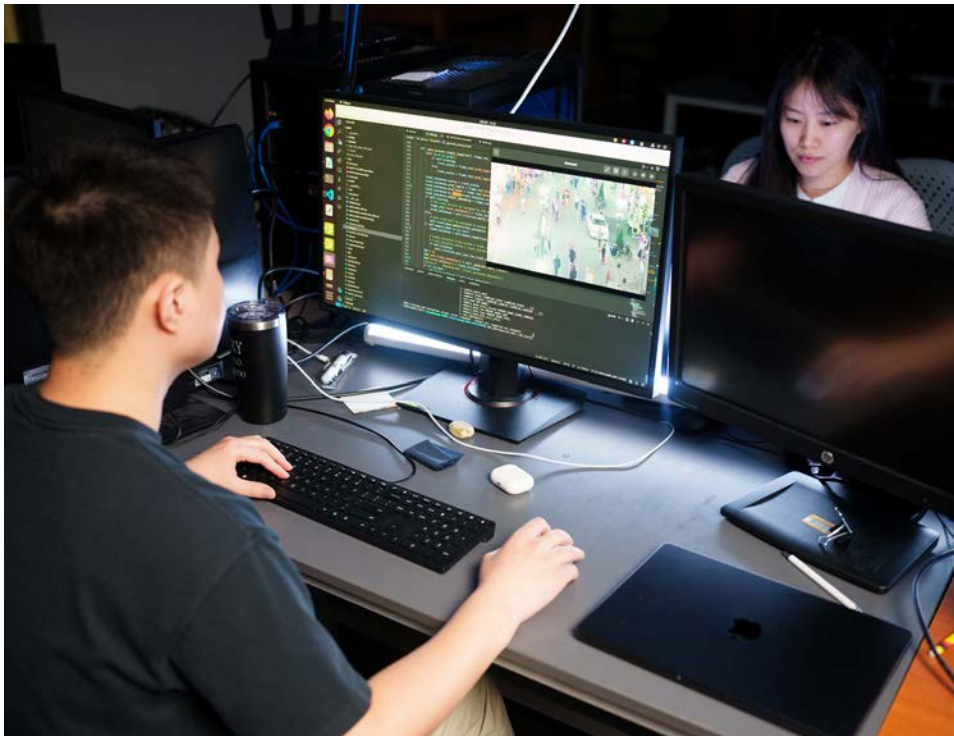
For our students interested in careers in medicine, the sciences, engineering, and computer science, successful completion of an undergraduate research experience – often including a publication – has become a *defacto* prerequisite. A Center for Undergraduate Research is necessary to organize and support consistently high-quality undergraduate research experiences.

Career Support for Faculty

Historically, only a limited number of faculty at the associate professor level have chosen to retain levels of research and scholarly productivity necessary to seek promotion to full professor.

As OU grows into its R2 (and future R1) status, faculty at the mid-career stage will require additional support that balance their research and service responsibilities with an ongoing commitment to their scholarship.

The **Mid-Career Academy** initiative will provide strategic support to assist faculty in meeting that challenge.



Harnessing the Power of AI

In the upcoming year, Oakland will harness the power of artificial intelligence to advance scientific discovery and scholarly productivity, and optimize administrative operations.

The **AI & Research** initiative integrates AI solutions across the research enterprise.

Furthermore, AI will be employed to provide researchers with cutting-edge tools and reduce administrative and operational burdens through intelligent automation.

“AI in research will be transformative, accelerating discovery across scientific fields by automating data analysis, generating hypotheses, and simulating complex systems, leading to breakthroughs in medicine, climate science, and materials science...”

Stewards of Place

We are committed to community partnerships based on reciprocity whereby we engage our students, faculty and staff and serve as a catalyst for the ongoing development of the region's workforce, culture and economy.

INITIATIVES

- **Community Engagement Model**
- **Talent & Economic Impact**
- **Cultural Ambassadors**



Engaging Approach

Oakland's community engagement team is identifying opportunities to work with communities throughout the region. The focus is on building partnerships that are mutually beneficial, and where we can apply university resources in addressing educational, health, economic and cultural needs.

The **Community Engagement Model** initiative draws on the successes from the OU-Pontiac Initiative and aims to foster a "culture of community engagement" whereby faculty, students and staff are incentivized to participate in community outreach.

For "exceptional commitment" and success in community engagement, Oakland University received the 2024 Carnegie Community Engagement Classification. The award cited the impressive and impactful work of the OU-Pontiac Initiative.



Collaborators for Progress

Oakland University has a major economic footprint on the local and regional economy and serves as the “educational catalyst” in the ongoing economic development of the region.

The **Talent & Economic Impact** initiative facilitates public conversations about the power of public-private partnerships, and fosters collaborations with the goal of positioning the region as an attractive location for private investment and economic growth.



A model of community engagement includes strengthening education, civic engagement, economic and workforce development, health care and wellness along with the development of the arts, nonprofits and neighborhoods.

OU generated \$1.9 billion to the region's economy in 2024 fiscal year.

OU: A Place Where Arts & Culture Flourish

The **Cultural Ambassadors** initiative integrates the arts throughout Oakland University. In addition, the initiative will identify ways for faculty, students and staff to serve as educators, creators and advocates for the arts and culture in the region.

Promoting the campus as a cultural destination, the initiative will create more resonant student “art experiences” and develop sustainable funding sources for creative activity, scholarship, and partnerships.

Ideas under consideration include collaborations with regional cultural institutions; honoring the treasured assets of the Meadow Brook Estate for upcoming 100th anniversary celebration; and, creating stronger connections between the cultural assets of the university and the offerings/programming of the School of Music, Theatre and Dance, the department of Art, Art History, and Design, the film and creative writing programs, Meadow Brook Theatre and Meadow Brook Amphitheatre.



Sustainable University

We strive to be a model sustainable university in broad and varied ways, including public education, management of natural resources, energy and building maintenance along with achieving the highest level of fiscal stewardship.

INITIATIVES

- **Sustainable University**
 - Sustainable Campus
 - Sustainable Academy
 - Sustainable Business Model
- **Technical Excellence**
- **Sense of Place**
- **Mission-based Entrepreneurship**
- **Comprehensive Philanthropic Campaign**



Self-Sustaining & Socially Responsible

Becoming a sustainable university requires a three-part approach that integrates sustainability practices, programs, natural resource management along with operational and financial efficiencies. The three parts include:

- **Sustainable Campus:** A focus on sustainable operations and management of facilities and environment.
- **Sustainable Academy:** A focus on sustainability studies, and public education outreach on topics of interest in our communities.
- **Sustainable Business Model:** Creating a structure and processes that integrate the administrative recommendations from the Baldrige Performance Excellence Framework and sets sustainability benchmarks as a foundation toward improving and fostering sustainability efforts.



We envision a university that prioritizes sustainability by adopting the best practices, boldest thinking, and most creative models of adaptation.

Innovative, Efficient IT Infrastructure

Already underway is the establishment of IT that supports long-term academic, research and operational success while optimizing resources and reducing environmental impact.

The **Technical Excellence** initiative ensures that Oakland maintains cutting-edge, reliable, and efficient IT systems that align with the institution's goal of academic excellence, research and advancement.

In providing the tools, infrastructure, and security, the university fosters innovation, streamlines processes, and creates an environment where students, faculty, and staff can thrive.



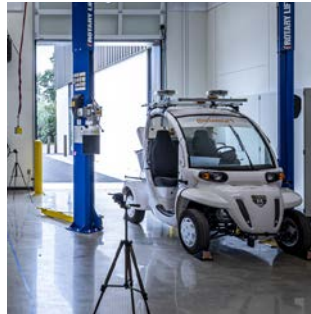
Building Oakland's Heritage

In conjunction with the "Campus Plan 2035," a study is underway to develop a unique **sense of place** throughout campus. Areas will be marked by distinctive landmarks and designations related to Oakland's heritage. The goal is for students, faculty and staff to feel deep connections to a vibrant, and inspiring learning environment.

New Revenue Streams

In the search for diverse and expanded revenue sources, Oakland seeks public-private partnerships (P3) to leverage external sources and create new revenue streams. The purpose is to find more ways to support programs that lead to excellent educational outcomes and enhance the operational and physical features of campus.

Overall, the **Mission-based Entrepreneurship** initiative will identify ways to fortify Oakland's mission while seeking a broader range of revenue opportunities.



The Future of OU is yOU: Get Involved

The **Comprehensive Philanthropic Campaign** addresses immediate and long-term needs and aligns with Strategic Vision 2030. The campaign is an opportunity for stakeholders to make a lasting impact on the institution's future, ensuring that the university remains a leader in higher education and research.

The campaign will encompass diverse giving programs, from annual gifts to major contributions supporting specific academic programs, student scholarships, capital projects, faculty development, and research initiatives.

By cultivating a culture of philanthropy and building deeper connections with alumni, friends and community partners, the campaign will secure resources that support the growth and improvement of the university's programs and infrastructure while enhancing the overall student experience.



Sustaining Our Planet Earth (SOPE) seeks to make campus more sustainable, educate students and staff on sustainable practices, and enact policies to support a sustainable university.

Initiatives Table

As you read through “Strategic Vision 2030,” please keep in mind:

- The initiatives will be implemented in phases during the next five years.
- An assessment of the timing, relevance, resources and budget will determine the implementation of an initiative.
- An ongoing review of the initiatives (based on metrics and measurable impact) will determine success. If an initiative is ineffective, it will be stopped. And likewise, new initiatives will be added if necessary.
- Whenever possible, an initiative will be designed to connect with as many other initiatives and pathways as possible.

Our People

We are committed to being a model campus whereby all members are highly valued and respected, and dedicated to fostering a collaborative community to support the foundational principles of higher education.

Student Success

Oakland offers unique and inspirational educational experiences that challenge and prepare students for a lifetime of learning and success in a global economy.

Discovery

We support the pursuit of knowledge through scholarship, research, and creative activity to enrich our education, further our fields and benefit our communities and the world.

- INITIATIVES
- Healthy Campus
 - Courageous Conversations
 - Culture of Learning & Growth
 - Partners in Education
 - Teaching Support

- INITIATIVES
- Student Experience
 - Academic Excellence
 - SEM 2.0
 - Road to Graduation
 - OU Pledge
 - OU Brand
 - Champions

- INITIATIVES
- Path to R1
 - Community-based Research
 - Center for Undergraduate Research
 - Mid-Career Academy
 - AI & Research

Stewards of Place

We are committed to community partnerships based on reciprocity whereby we engage our students, faculty and staff and serve as a catalyst for the ongoing development of the region's workforce, culture and economy.

INITIATIVES

- Community Engagement Model
- Talent & Economic Impact
- Cultural Ambassadors

Sustainable University

We strive to be a model sustainable university in broad and varied ways, including public education, management of natural resources, energy and building maintenance along with achieving the highest level of fiscal stewardship.

INITIATIVES

- Sustainable University
 - Sustainable Campus
 - Sustainable Academy
 - Sustainable Business Model
- Technical Excellence
- Sense of Place
- Mission-based Entrepreneurship
- Comprehensive Campaign



In Alignment

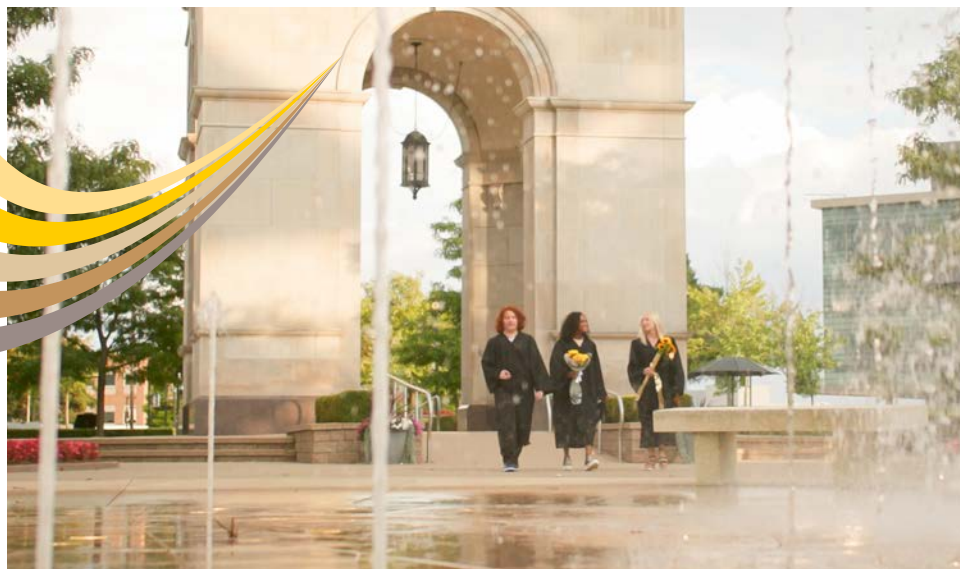
Strategic Vision 2030 & Campus Plan 2035

Connections based on strategic institutional advancement & fiscal prudence

Strategic Vision 2030 provides the direction and inspiration for Campus Plan 2035, currently in the final stages of development. The plan is a blueprint crafted in stages that reimagines the “Oakland experience” and key areas of physical campus.

At its core, the plan is based on a thorough examination of possibilities of campus and aspirations of our students, faculty, staff and constituents. Pragmatic and resourceful, it addresses fundamental growth issues and offers a range of innovative solutions. The breadth and scope of the Campus Plan 2035 is a testament to a deep understanding of fundamental operations of the university. The thoughtful presentation of the physical potential of Oakland’s campus considers a range of revenue scenarios.

Developed in tandem, the Strategic Vision and Campus Plan lay out a clear and compelling path to the Oakland University of the future, an imaginative conceptualization inspired by our history, mission, and values.

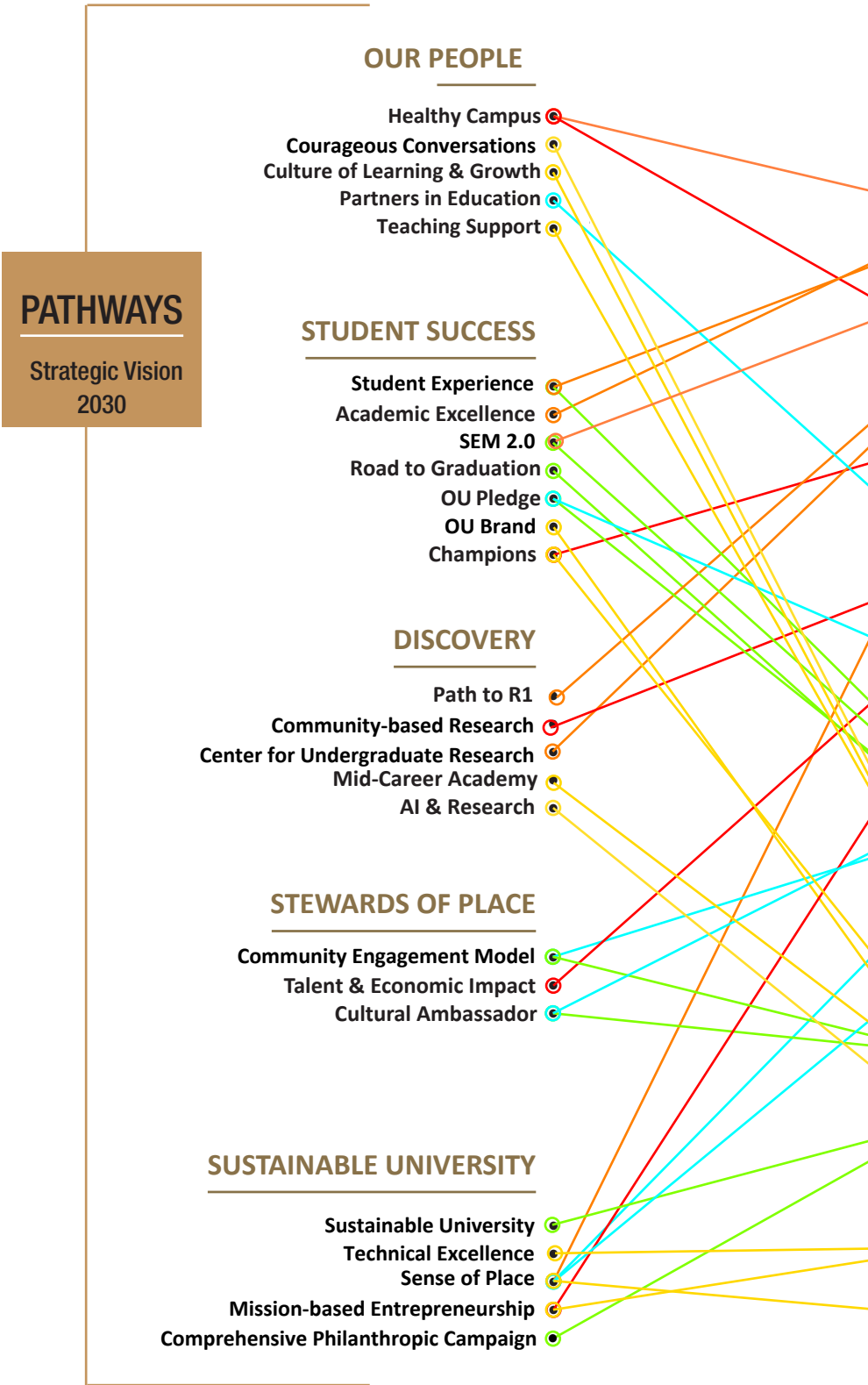




A Network of Connections

Distinguishing features of “Campus Plan 2035” include a phased approach toward new buildings, renovations and the development of open spaces and the campus landscape. Each phase considers enrollment projections, and prioritization of university resources.

“Strategic Vision 2030” and “Campus Plan 2035” align to create connections among the Pathways, Initiatives and Drivers at the foundation of the mission-based proposals and physical transformation of campus.



ACTIVATE THE CORE



- Define the heart of campus
- Enhance the campus green
- Define the stem spine
- Optimize academic + research spaces aligned with the future of the academy
- Heighten on-campus lingering + socializing
- Improve indoor-outdoor connections

ENGAGE AT THE PERIPHERY



- Improve campus arrival + identity
- Intensify campus - community connection
- Improve campus walkability / mobility
- Diversify campus activities
- Engage meaningfully with industry + community partners

UNCOVER HIDDEN GEMS



- Highlight campus differentiators
- Celebrate campus histories and structures
- Interconnect academic + cultural districts
- Expand engagement with ecological district
- Reinforce distinctive sense of place

MAKE ON-CAMPUS EXPERIENCE PURPOSEFUL



- Intentionally focus on the student experience including residential life
- Amplify experiential + informal learning
- Create places for events + celebrations
 - Re-cluster academic and related spaces
- Integrate indigenous design principles
- Reinforce and expand sustainable strategies and projects

DIVERSIFY THE CAMPUS COMMUNITY



- Celebrate the campus as a platform for learning + engagement
- Create possibilities for lifelong learning
- Respond to the needs of a broad campus community
 - Improve connections and circulation
- Enhance intuitive wayfinding and exploration

DRIVERS

Campus Plan
2035

THE POWER OF COLLABORATION & TEAMWORK

Strategic Vision 2030 is a collaborative effort that includes faculty and staff from across the university. Thank you to the team members who generously gave their time, insights, passion and creativity.

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Andrea Buford
Susan Beckwith
Graeme Harper



*Never doubt that a small group of
thoughtful citizens can change the
world. Indeed, it is the only thing
that ever has.*

— Margaret Mead

Brian Bierley
Dal Telgenhoff

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Robert King
Abhi Krishnan

*If you want to go
fast, go alone. If
you want to go
far, go together.*

— African Proverb

CENTERS AND INSTITUTES

The Automotive Tribology Center

School of Engineering and Computer Science

Oakland University Center for Autism

School of Education and Human Services

Center for Biomedical Research

College of Arts and Sciences

Center for Cybersecurity

School of Engineering and Computer Science, College of Arts and Sciences, School of Business Administration, Professional and Continuing Education

Institute for Data Science

School of Business Administration, College of Arts and Sciences, School of Engineering and Computer Science

Center for Integrated Business Research and Education

School of Business Administration

Center for Moral Values in Medicine

OUWB, School of Health Sciences, College of Arts and Sciences, Corewell Health

Center for Robotics and Advanced Automation

School of Engineering and Computer Science

Chrysler Learning and Innovation Center for Sheet Metal Forming Technology

School of Engineering and Computer Science

Clean Energy Research Center

School of Engineering and Computer Science

Counseling Center

School of Education and Human Services

Eye Research Institute

Fastening and Joining Research Institute (FAJRI)

School of Engineering and Computer Science

Galileo Institute for Teacher Leadership

School of Education and Human Services

Institute of Spintronics and Microwave Technology

College of Arts and Sciences, School of Engineering and Computer Science

The Ken Morris Center for the Study of Labor and Work

School of Education and Human Services

Lowry Center for Early Childhood Education

School of Education and Human Services

Reading Clinic

School of Education and Human Services

SmartZone Business INCubator

The Research Office

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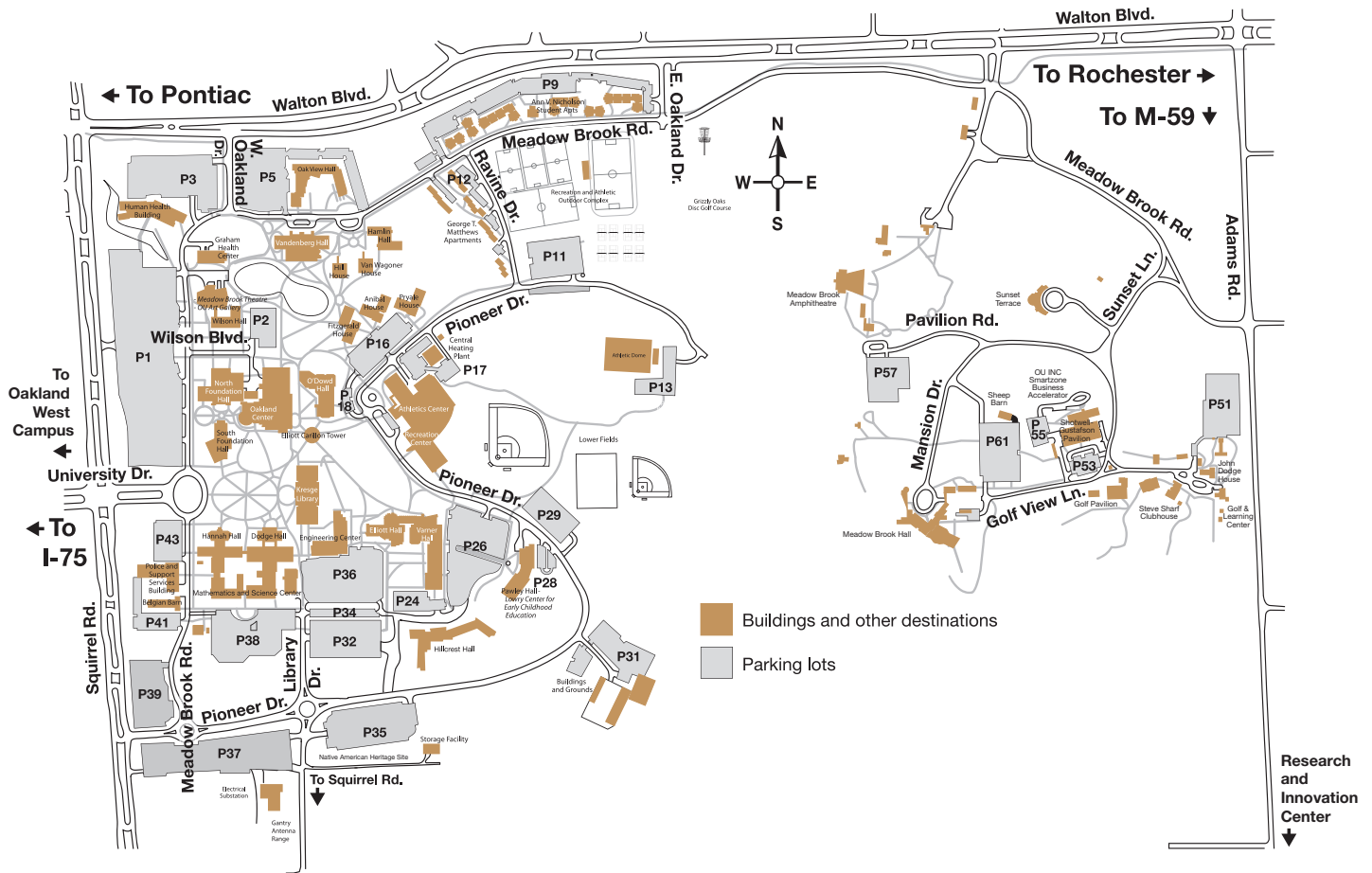
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Brandy A. Randall

The Honors College
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Research and Innovation Center (RIC)

2871 Research Drive, Rochester Hills, MI 48309

NOTE: "Strategic Vision 2030" will be updated annually.



Strategic Vision *2030*

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OAKLAND
UNIVERSITY.