

**Agendum  
Oakland University  
Board of Trustees Formal Session  
March 6, 2015**

**OAKLAND UNIVERSITY STRATEGIC PLAN  
2014-2019**

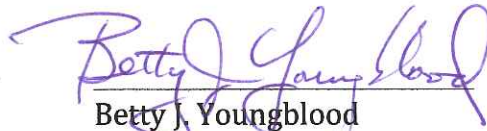
1. **Division and Department:** Office of the President
  
2. **Introduction:** Oakland University will offer a powerful educational experience that emphasizes distinctive and exceptional teaching, learning, and research opportunities. The University will strengthen its leadership in providing high quality and personalized education, utilizing effective and innovative support strategies, and meeting the needs and aspirations of our community and region.  
  
Oakland University is ready to build upon its bold and remarkable past as it charts an exciting and even more powerful future. Our strategic plan will describe that future and help ensure our steady progress.  
  
We seek approval by the Board of Trustees for the framework of the formal plan, comprising a revised mission statement and three goals.
  
3. **Previous Board Action:** None. While over the years there have been other planning activities at OU, we are aware of no effort that has been as broad based, transparent, and collaborative as the current planning process, including every campus constituency as well as the Board of Trustees.
  
4. **Budget Implications:** Budget implications will be addressed as the full and formal plan is developed. As with all institutional initiatives, implementation of the strategic plan and availability of institutional resources will be closely linked.
  
5. **Educational Implications:** The intent of the strategic plan is to focus on educational quality and to enhance student success across campus.
  
6. **Personnel Implications:** Personnel implications will be addressed as the full and formal plan is developed.
  
7. **University Reviews/Approvals:** This recommendation has been reviewed by the Strategic Planning Committee, the University community in campus forums, the Planning Review Committee of the University Senate, the full University Senate, and the Vice President for Organizational Development and Strategic Planning.

**8. Recommendation:**

RESOLVED, that the Board of Trustees authorizes the Vice President for Strategic Planning and the President of the University to move forward in development of a full and formal strategic plan, structured around the mission statement and goals as presented.

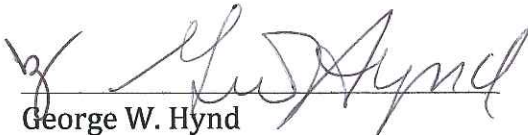
**9. Attachments: Attachment A.**

Submitted to the President  
on March 2, 2015 by



Betty J. Youngblood  
Vice President for Organizational  
Development and Strategic Planning

Recommended on 3/3, 2015  
to the Board for approval by



George W. Hynd  
President

Attachment A



**Oakland University**  
**Strategic Plan**  
**Presentation to the Board of Trustees**  
**March 6, 2015**

# Strategic Planning



## MISSION STATEMENT

**Oakland University is a preeminent 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 and beyond our region.**

**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



## GOAL #1

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

# Strategic Planning



## 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



## 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.**