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## Campus Communication - University Leadership Update

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Campus Communication - Oakland University

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To: ou-student@lists.oakland.edu



### University Communications and Marketing

#### **President Hynd to complete successful three-year term**

Oakland University Board of Trustees Chairman Richard L. DeVore announced the Oakland University Board of Trustees' plan for seeking a new president for the University following George W. Hynd's successful three-year term as president. As planned, President Hynd will continue to serve the University through the end of his term as the Board of Trustees begins a national search process for his successor. The Board of Trustees has determined that no internal candidates will be considered.

"President George Hynd was exactly the transition leader we needed at the helm the last few years." DeVore said. "As president, he has worked hard to bring stability to Oakland University following a period of fragmented leadership. George's presidency brought a calm demeanor to Oakland and as a result the University has again begun to make significant strides as one of the top universities in the state."

"President Hynd was hired at a challenging time in the University's history – a time which required a steady, patient hand at the rudder – an individual who could calm troubled waters after the sudden departure of his predecessor followed by a one-year interim president," DeVore continued. "Under President

Hynd's leadership Oakland University has turned a corner and is strongly positioned for the future with a great sense of purpose and optimism."

DeVore concluded, "We are grateful for President Hynd's leadership and his forward-thinking approach to setting the University on the right course for the future."

In response, Hynd said, "I have been thrilled to be part of Oakland University where we have accomplished much in the past two years and will continue advancing OU's mission until I depart next August."

Over the past two years, Hynd highlighted the following accomplishments:

- Developed a University Senate and Board of Trustees approved vision, revised mission statement and new strategic plan;
- Created an ambitious budget that generated an additional \$12 million annually to support the goals and aspirations incorporated in the new strategic plan (new faculty positions, additional academic advisors, new health clinic psychologists, facility and IT infrastructure upgrades);
- Completed a yearlong comprehensive campus master planning process that served to engage the campus, community leaders, alumni and University supporters with an outcome that campus expansion was needed to better serve students and impact our success in attaining new strategic plan aspirations;
- Gained approval to fund and build a new \$78 million, 750-bed residence hall and launch a \$46 million renovation of the Oakland Center;
- Successfully negotiated a five-year contract with representatives of the American Association of University Professors (AAUP) that includes first-ever required annual evaluations and associated merit pay;
- Launched internal and external communication and branding initiatives aimed at increasing senior leadership transparency on campus and increasing university brand recognition and reputation in-state and beyond as a first choice institution;
- Developed a partnership with the mayor of Pontiac and other community agencies as a further step toward launching a concerted effort to pursue institutional designation as a Carnegie Community Engagement University; and

- Conducted a successful national search for a new vice president for development and alumni relations as the University was concurrently engaging the deans and senior leadership in completing a campaign feasibility study, developing a case statement, preliminary campaign priorities, and a steering committee for a 2017 launch of a comprehensive campaign.

“Alison and I so appreciate the opportunity we have had to reconnect alumni, donors and friends to this great campus,” Hynd said. “We will work to continue to bring support and recognition to this extraordinary University.”

**Oakland University**  
**University Communications and Marketing**

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