

# OFFICE OF GOVERNMENT AND COMMUNITY RELATIONS

OAKLAND  
UNIVERSITY

OCTOBER 2015

## Oakland University named a 'best' b-school by The Princeton Review

Oakland University's School of Business Administration is among the nation's best business schools, according to The Princeton Review. The education services company profiles the school in the new 2016 edition of its annual book, "The Best 295 Business Schools" and on its website.

"We recommend Oakland's business school as one of the best to earn an MBA," said Robert Franek, Princeton Review senior vice president-publisher. "We chose 295 schools in this book based on our high regard for their academics and our assessment of institutional data we collect from the schools."

The Princeton Review compiled the list based on its surveys of more than 22,000 students attending the 295 business schools in the book, as well as on school-reported data. The Review does not rank the business schools in the book on a single hierarchical list from 1 to 295.

"This recognition reinforces the high quality education OU business students gain from expert faculty and top-notch curriculum. Our program

integrates theory, research and experience with solid academic preparation and practical skills that help our students launch successful careers," said Michael A. Mazzeo, dean and professor of Finance at Oakland's School of Business Administration.

Here's what Oakland students say about Oakland University's School of Business Administration in the 2016 book:

At OU, "First and foremost, the quality of education is the greatest strength."

OU's "smaller class sizes allow for more meaningful interaction with professors," "the school feels small and personal," and "everyone contributes to engaging conversations on current business applications of the lessons we're being taught."

Oakland University's "strong correlation between academics and real-life experiences make this a robust program," as does the fact that its "faculty and administration care deeply about the value of the program to the graduate."

Students value having individual

"person-to-person contact with adviser[s]," and also flourish in collaboration with professors, who "are very enthusiastic about the subject matter that they teach, and they encourage students to excel in the business world beyond academia."

OU's "convenient location and class times" make the program manageable for students who need to keep their current jobs, and to help land students' next jobs, the university excels at identifying "what the employers needs are, and aligning partnerships to incorporate those lessons within the educational experience."

The School of Business Administration at Oakland University has more than 2,400 undergraduate students pursuing 12 majors and minors, and nearly 500 graduate students pursuing one of its four master's degree or 10 post-master's graduate certificate programs. Its location in Oakland County -- the economic hub of Michigan -- means Oakland University business students can take advantage of industry partnerships that provide unique hands-on, career experiences and opportunities.

# NEWS YOU CAN USE

## **Pontiac high school students connect with OU Student Congress**

Thirty-six students from Pontiac High School and Pontiac International Technology Academy came to Oakland University at the end of September with great attitudes and curiosity about how college student government works. They left even more inspired.

The Pontiac students, members of their high school student councils, took OU Student Congress office tours, participated in ice-breaker activities and took part in a memorable event planning exercise among the day's activities. The students' advisors were thrilled with this opportunity and say they plan to make it an ongoing tradition.

"Events like this demonstrate a perfect example of combining Oakland University resources with Pontiac student needs. I have no doubt that this relationship between our student government and Pontiac High School and Pontiac International Technology Academy will grow over time," said Robert Maxfield former dean of the School of Education and Human Services at Oakland and special assistant for the Oakland University/Pontiac Initiative.

Annie Meinberg is an OU senior Elementary Education major and current student liaison the Oakland University Board of Trustees. As former Student Congress president, she helped organize the program and said,

"Aside from learning and practicing student government skills, the students from the two high schools had the unique opportunity to come together for the same purpose. These student leaders looked beyond the fact they are rival schools and discovered that they are more effective and creative when they work together. Watching these eager students learn not only from OUSC leadership, but also from each other was a powerful experience. I'm confident that these high school student leaders will take the tools we gave them and transfer them to their own schools to collaboratively create positive change that benefits all students."

Anders Engnell, Sophomore double major in creative writing and mathematics and OUSC Diversity and Inclusion Director who helped coordinate this year's event added, "A Day in the Life of Student Congress was all about imparting student government skills to high school student councils in the Pontiac School District. The event is one of two bi-annual workshops that will be hosted at OU each year. The workshops are a part of the brand-new Pontiac School District Student Government - Oakland University Student Congress Partnership."

All of the participants seem to agree that the most successful part of the program was the first activity of the day: Budget and Judge It. Hypothetically, groups of four students were given \$10,000,000 and asked to plan an event, complete with a budget, timeline, tasklist, and marketing

plan. Each group then presented their event to the all of those in attendance.

## **Oakland University, Wayne Law partnership offers fast track to bachelor's plus law degree**

Students will be able to earn both a bachelor's degree and a law degree in six years through a new partnership announced today by Oakland University and Wayne State University Law School.

Traditionally, earning a bachelor's degree followed by a law degree would total seven years. With this agreement, students will transfer 30 credits from courses at the law school back to Oakland to meet bachelor's degree requirements.

To apply, Oakland University students must have completed a minimum of 75 credits in an approved undergraduate degree. The bachelor of integrative studies is the first program approved for the partnership. It is expected that the list of majors at Oakland eligible for the partnership will expand as the program moves forward. Students also must take the Law School Admission Test and meet all other Wayne Law admissions requirements.

During the fourth (senior) year at Oakland, students will attend Wayne Law and will begin with the first two semesters of credits at Wayne Law (30 credits) transferring back to Oakland for completion of the bachelor's degree.

# STATE AND NATIONAL HEADLINES

## Women Are Now More Likely to Have College Degree Than Men

Young women are driving the change in higher education. For the first time since the Census Bureau began collecting data on higher education attainment, women are more likely to have a bachelor's degree than men.

Last year, 29.9% of men had a bachelor's degree, while 30.2% of women did, the bureau reports. A decade prior, in 2005, 28.5% of men had bachelor's degree, while only 26% of women did.

Young women are driving the change. In the 25-34 age group, 37.5% of women have a bachelor's degree or higher, while only 29.5% of men do. (Rates of college attainment for men and women in this age group are increasing roughly equally.) But for the over-65 crowd, only 20.3% of women have such degrees, compared to 30.6% of men.

*Time.com*  
October 7, 2015

## Statistics grads still on the rise, but not quickly enough

### Dive Brief:

- Data from the National Center for Education Statistics shows explosive growth in the number of statistics grads since the 1990s, but experts still don't think the increase will meet the demand in the economy in coming years.
- Colleges and universities are launching new programs and

expanding statistics offerings, including Brigham Young University, as well as the Universities of Michigan and California-Irvine, both of which have new data science degree programs.

- According to eCampus News, statisticians don't always get along with those in other fields who work on big data, and few even agree on what data science encompasses, but the ASA has called for collaboration to meet the national demand.

*Educationdive.com*  
October 2, 2015

## U. of Wisconsin Lifts Cap on Out-of-State Undergraduates

The University of Wisconsin at Madison has lifted its cap on out-of-state undergraduates despite criticism that the proposal was intended primarily to raise revenue. The Associated Press reports that the university's president, Rebecca M. Blank, told system regents that the university would more aggressively recruit in-state students in the absence of the 27.5-percent cap.

The university system is grappling with a controversial \$250-million budget cut in state funds over two years. Out-of-state students pay roughly \$20,000 more in tuition per year than residents do. Among the groups opposing the measure, according to the AP, was the Associated Students of Madison.

"Our first commitment is to Wisconsin students," Ms. Blank

told the regents, who approved the measure on Friday. "But we can bring top talented young people into the state from around the nation and the world. We can't just be doing businesses as usual."

*Chronicle.com*  
October 9, 2015

## An Admissions Surprise From the Ivy League

As the country struggles to address extreme income inequality and inadequate social mobility, the most venerated colleges are increasingly examining their piece of that puzzle: How can they better identify and enroll gifted, promising students from low-income families, lessening the degree to which campuses perpetuate privilege and making them better engines of advancement?

That discussion just took an interesting turn.

About three weeks ago, a group of more than 80 colleges — including all eight in the Ivy League and many other highly selective private and public ones — announced that they were developing a free website and set of online tools that would, among other things, inform ninth and 10th graders without savvy college advisers about the kind of secondary-school preparation that best positions them for admission.

*nytimes.com*  
October 17, 2015



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**State and National Headlines *CONTINUED***

**In-state college tuition for veterans extended nationwide**

The Choice Act lets discharged veterans and their dependents apply their education benefits to any public institution

States that have not offered veterans discounted tuition at public universities are now required by law to do so, reflecting the oft-nomadic lifestyle of vets and their need for greater access to higher education.

In-state tuition for this group, which includes 17 states and the District of Columbia, became nationally mandated on July 1, 2015, through a new provision of the GI Bill known as the Veterans Access, Choice and Accountability Act (since dubbed the “Choice Act”).

The states not in compliance risk losing GI Bill funding if they don’t offer reduced tuition by Jan. 1, 2016. The Choice Act lets discharged veterans and their dependents apply their education benefits to any public institution, regardless of where they entered or exited the military.

*University Business*  
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