**OU Represents at Southern Union Meetings**

Every fall, the officers of the Southern Union Conference of Seventh-day Adventists convene with departmental leaders from across the union, to give financial and administrative updates, develop missionary and evangelistic strategies, and develop future initiatives. Earlier this week (November 12-15), Oakwood was represented by Drs. Leslie and Prudence Pollard (President and First Lady, respectively), Fred Pullins, Director of Planned Giving and Trust Services, and Tim Allston, Director of Public Relations.
OU President Leslie Pollard, devotional leader at the 2012 Southern Union administrative and departmental council meeting, addresses the audience.

In his four-part devotional message, entitled "Visions of Victory," Dr. Pollard said: "If you wake me in the middle of the night, and ask me, 'What is the theme of Revelation?', I will always say "three":

1) Christ is victorious;
2) Satan is a defeated foe; each time he appeared in Revelation, it is in the context of defeat; and
3) No question raised is left unanswered.
"Preacher-Professor" Pollard: call and response - engaging the audience in Bible reading/feedback!
A result of the "Southern Work": Two presidents and their first ladies - all Oakwood alums, and each parents of two Oakwoodites! (l-r) Yolanda and Ron Smith (Southern Union); Leslie and Prudence Pollard (Oakwood University)

**OU Student Awarded Internship**

Ms. Kimberly Kelly, a senior Accounting major, has been awarded a compensated internship with the Caterpillar Corporation. With sales revenue exceeding $60 billion, Caterpillar is a world-wide leader in construction equipment manufacturing. Ms. Kelley will perform entry level accounting duties across various business units with the Caterpillar organization.

Ms. Kelly was selected from among hundreds of applicants nationwide and interviewed for this position during the annual Nation Association of Black Accountants (NABA) Annual Conference in Atlanta, Georgia, this past October. Along with fellow members of the OU NABA Chapter, she attended the conference participating in employment and accounting workshops, interviewed with corporate recruiters and expanded networking opportunities.

**Now available. . .**

November 2012 President's FYI is available online -- at
Presidents FYI Issue 11 - November 2012
Oakwood University
“LIVE”
Nativity Scene
December 6-7 2012

Seeking Volunteers to participate in the Nativity scenes as actors and production assistants.

Please sign-up in The Office of Student Activities or call 726-7384.

I Love WJOU Week - December 10-14
"This Far By Faith"

Praise 90.1 FM
Broadcasting throughout the Tennessee Valley for 25 years, Praise 90.1 (WJOU FM) is owned and operated by Oakwood University in Huntsville, Alabama. The noncommercial format includes brief educational and spiritually uplifting programs, along with a unique music format called "Inspirational Soul."

Victoria Joiner Miller, General Manager, reports that WJOU is featured on Churchpost every few months. "They rotate the Seventh-day Adventist stations to feature the ones that are available online.

"'I Love WJOU Week' kicks off December 10-14, 2012, with the Sharathon beginning Wednesday, December 12. Our theme this year is 'This Far By Faith,' with guest host, Pastor Charles Tapp! Don't miss Mad Music Monday, Pray and Praise Tuesday, and a fun, Spirit-filled Sharathon from Wednesday through Friday on Praise 90.1 FM WJOU!"
Pastoral Evangelism & Leadership Council 2012

GRACE2GROW

These are a few of the speakers that will be presenting at this event.

Oakwood University
December 2 - 4, 2012 • Huntsville, AL

Special Feature: December 4 at 3pm
"The American - West Indian Divide: Real, Imagined or Exaggerated?"
Join our scholars in a long overdue conversation that impacts evangelism and discipleship.

Wednesday Leadership Bootcamps: December 5 from 9am to Noon
"The ABCs of Successful Public Evangelism" • Dr. Carlton Byrd & Pastor Marquis Johns
"How to Lead a Mission-Minded Church" • Pastor Furman Fordham,
Pastor Steve Richardson & Dr. Harold Lee

Visit our website at www.pelc.cc today!
The 2012 Pastoral Evangelism and Leadership Conference is scheduled for December.
OU? Oh, Yes! November 15, 2012

2-4, 2012, on the campus of Oakwood University. More than 1,000 Adventist ministers, Bible workers and leaders are expected for the conference that offers inspiration as well as practical ministry workshops. More information available at the PELC website.

---

University Archivist motivates members of the OU History Society

Heather Rodriguez-James, Oakwood University Archivist, enriched the curiosity of the members of the OU Historical Society on November 7, 2012, with a dynamic and fascinating presentation, at one of the regularly scheduled meetings of the Society. She spoke about the work of an archivist and how it relates to the work of the historian.

Ms. James explained how she personally got into the field of preserving historically important documents and how she migrated from a career in education to safeguarding for valuable documents in a University Library. Most of the members of the Society were present and listened attentively to her presentation. Several visitors also attended the meeting, including Doctors Green and Sepulveda, faculty sponsors of the Society.

The Archives recently received a $40,000 grant to digitize the photographs in the collection. Two students, who were trained this past summer on how to operate the digitizing equipment, are now turning hundreds of photographs into digital files that will be available at the Archives and online in the near future. The Archives is also expecting to place online many more documents, including letters, reports, books and newspaper articles about Oakwood's history, and the history of the Seventh-day Adventist Church, that will be available to historians and researchers.

When asked, "How could the Oakwood University Historical Society support the work of the Archives?," Ms. James explained that the Archives needs more work on biographies of prominent African-American leaders of the Seventh-day Adventist Church. She mentioned that there are many biographies already written, but not all of them are complete. She also pointed out that many biographies of elderly Adventists have as yet not been written. "The Society could help the Archives by producing biographies of persons who have played important roles in the history of Oakwood University and the Seventh-day Adventist Church."

The members of the Society decided at their November 12, 2012 meeting to take on this project as a community service initiative. By cooperating with the OU Archives they will not only be helping the University, but also will be perfecting their skills in doing research and writing histories. They are also hopeful that anyone interested in doing this kind of community service will join the Society as an active member.

Officers of the Oakwood Historical Society (l-r); Anthony Medley, Vice President; Gramond McPherson, President; Marie Stephenson, Secretary; and Paul Richardson,


Even as this issue is being finalized, many of our students are heading home for the Thanksgiving holiday. We pray for their safe travel, and return for classes that will resume on Monday, November 26.

Recently, OU's Team PR celebrated the first anniversary of publishing *OU? Oh, Yes!* We want to thank you for your attentiveness and constructive feedback, during our first year of production.
Now, welcome Constant Contact to your Oakwood experience! As we roll out the second phase of using this well-known online service, we are confident that this easier-to-navigate format will make reading OU? Oh, Yes! a more enjoyable weekly experience for you.
Giving Thanks!

*Seasons Greetings to our Oakwood supporters*

In this November 2012 edition of our President’s FYI newsletter, I want to give thanks to God for His continued blessings on Oakwood University. As we approach the annual season through which we offer our deepest gratitude, please accept our thankfulness for your unflagging support for Oakwood University. Constituents and stakeholders, students and staff, alumni and friends, Oakwood University is deeply blessed by your contributions.

More specifically, in this November issue I wish to thank God for . . .

1. Our team of senior administrators, and the continuing progress in their divisions reported to the Board of Trustees in October;
2. Our students’ pursuit and attainment of high academic honors; and
3. Our first-time denominational recognition and awards for broadcasting far and wide the Oakwood experience.

As I travel on behalf of Oakwood University, I meet inspiring friends and supporters of the institution. Among the supporters, there is no single group of supporters who are more helpful than the Oakwood University Board of Trustees.

The Oakwood University Board of Trustees provides governance for the institution. This governance includes the appointment of University Officers, Special thanks to our Board of Trustees for the past year of tireless service.

Please enjoy, and I’ll update with you again in December.

Leslie N. Pollard, Ph.D., D.Min., MBA
President, Oakwood University
Select students from Oakwood University were inducted into the Alpha Chi National Honors Society during chapel earlier this month. These students had shown exceptional academic success, and for that they were chosen to be a part of this esteemed association. Dr. Laurie Kellogg, Molecular Scientist, addressed the students of the Alpha Chi Induction. She gave them encouraging words on how to reach their goals to become successful. And the students, in return, received Dr. Kellogg’s words of wisdom with full attentiveness.

Afterward, the students all stood up to recite the honor pledge and one by one they received their Alpha Chi certificates and pins. They were told to wear their pins for one week to remind them of their academic success. Then everyone gathered together on the church rostrum to take a group picture and later were dismissed.
In 2005, the Board of the Society of Adventist Communicators developed a way for professional recognition awards to be given out annually at the Society’s convention. This year’s winners were announced throughout the annual convention, held in Albuquerque, New Mexico, with the theme “Soaring to New Heights.”

For the first-time ever, Team PR submitted various OU promotional materials for professional recognition awards. God blessed, and we won:

**Corporate Communications:**
“Best Constituency Video:
President Pollard’s Welcome Message to the Evangelism Council” (Anthonye Perkins)

**Corporate Communications:**
“Best Promotional Materials for a Special Event:
Presidential Inaugural Weekend”
(Jerry B. Ross)

**Print:**
“Best Student Newspaper:
The Spreading Oak”
(former editor, Stephanie Campbell)

**Magazine:**
“Best Magazine Cover Design: Oakwood Magazine, Spring 2012” (Jerry B. Ross)

**One-time Event Promotions:**
“Invitation to Presidential Inaugural Weekend”
(Jerry B. Ross)

**Book Cover Design:**
“Raise a Leader,” by Dr. Prudence Pollard
(Review & Herald Publishing Association)

2011-2012 Student of the Year – Miss Dawnette Chambers, Communications Dept.
Challenges and Future Plans
by Dr. R. Timothy McDonald, Provost and Sr. Vice President

- Continued focus on improving customer service/customer care
- Conduct surveys to determine what is working and what is not
- Search and implement consultant expertise on improving our campus care
- Develop web page for Provost Division with mission/purpose, photos, updates, etc.
- Research plans for improving technical service calls/IT Help Desk
- Determine evaluative strategy for service learning pilot programs
- Study best practices on how to get our students to engage in service learning projects, and how best to get faculty interested in incorporating service learning into the curriculum
- Develop within the Title III program a stronger customer service for the entire campus
- Continue developing relationships with local community organizations for service learning projects
- Attend service learning training programs throughout southeast
- Plan for implementation of service learning pilot program during spring of current school year

Academic Affairs Division
by Dr. Garland Dulan, Vice President

Our challenges center in seven major areas:
- How to celebrate the service of long time faculty and staff of the university who have served well but whose sunset years have arrived and they are not yet ready to transition
- Securing funding for maintenance and improvement of academic facilities and equipment
- Reorienting faculty, staff, and students toward adherence to policies of Oakwood and SACS
- Succession planning and replacement of faculty and staff who leave or retire
- Recruitment, retention, and academic advisement of students
- How best to develop closer working and organizational arrangements between the Adult and Continuing Education program and the traditional program of the university
- Faculty and staff accountability
Current projects include:
- Developing an academic master plan that incorporates improvement and revision of current programs and plans for development of further graduate programs based on the priority of the institution and board
- Revision of the general education program
- Developing a robust online education program
- Strengthening relationships with sister institutions (e.g. Bermuda Institute, Loma Linda University, Andrews University/Griggs)
- Closer movement toward a paperless transmission of documents in academic areas
- Attempting to strengthen enrollment and recruitment processes
- Analysis of class dispersion across the week to determine whether classes should be spread over longer scheduled time periods each day
- Analysis of whether to develop a regular summer class schedule
- International collaboration with African institutions for faculty and cultural exchange (CAAUP)

Future projections within three years:
- Fully developed online program with at least two complete degrees offered online
- Summer school program in operation
- Close alignment between LEAP and the regular academic program
- International faculty exchange program fully developed
- Two additional graduate programs in place

Student Services Division
by Mr. David Knight, Vice President

1. Classroom/dorm visitations done – Freshman dorm and Freshman classes
2. Dorm Presentations – Topics:
   a. STD Awareness
   b. Alcohol Awareness
   c. Adjusting to University life
3. Continued to provide brochure information to students regarding Mental and Physical Wellness in dorms. Information such as: STD, Abstinence, Alcohol, Marijuana, Anger Management, Importance of Sleep, Self Esteem, Women's Health, Men's Health and many more
4. Provide on-call/crisis interventions
5. Hired full-time male counselor – more available hours for counseling
6. More available appointments for students needing counseling
8. Working towards developing a Threat Assessment Team
9. Implementing Electronic Medical Records for mental health documentation
**Registration Preparation:**
1. Employed part time workers during the summer to improve our registration process
2. Continued improving Online Insurance Enrollment and Waiver for all students

**New Beginnings, The Single Parent Resource Center:**
1. Held New Beginnings annual dinner on April 25, 2012
2. Honored four New Beginnings participants who received degrees in spring 2012 from their respective institutions at New Beginnings annual dinner (Held April 25, 2012)
3. Presented program at OUC during Sabbath School April 28, 2012
4. New Beginnings Program Coordinator/Counselor and Assistant Program Coordinator/Counselor attended Student-Parent Symposium at Ohio State University (June 20-22, 2012)
5. Formed new partnerships for participant volunteering and mentoring opportunities with Millennium Nursing Home and Oakwood Academy
6. Held Participant Orientation for new and returning participants of the program – August 21, 2012
7. Organized and facilitated workshop for participants (Budgeting, Credit and Identity Protection)
8. Installation of railings on front porch of New Beginnings building – Final phase
9. Renovation of front room/lobby of New Beginnings building (carpet removed and hardwood floors underneath refinished)
10. Upgrade of furniture and computers – In progress
11. Student workers and Staff to be certified in CPR (October 2012)
12. Student worker training (October 2012)

**Continuous Program Activities:**
1. Received miscellaneous donations for the center (free children's clothing bank) - Continuous
2. Maintenance of New Beginnings Food Bank (utilizing the local food bank) - Continuous
3. Facilitation of regular (bi-weekly) support group meetings for participants - Continuous
4. Provision of counseling and referrals for participants as appropriate – Continuous
5. Awards of tuition/textbook assistance - Continuous
6. Provision of emergency living expenses - Continuous

**Student Activities:**
1. Launch new website oakwood.collegiatelink.net for all campus organization
   a. Website will allow organizations to have exposure and also provide a more effective way to manage what the organizations are doing.
   b. All student activities forms will be paperless through website by end of fall 2012.
2. Hosted several voting registration parties including the Presidential Debate Viewing Party.
3. Barbershop now in new location – Apt 10 (in the marriage student apartment complex)
4. Host Cultural Day once a month in the student dining hall; Focusing on one international culture through music, food, and/ or foreign film.
5. Club & Organization Fair – all approved clubs and organizations set up and decorated booths to encourage students to join the various organization on campus.
Financial Affairs Division
by Ms. Sabrina Cotton, Vice President

Success Achieved:
In spite of the global declining economic conditions, Oakwood University continues to maintain financial solvency due to a divinely directed Board of Trustees, responsible, administrative fiscal management and supportive constituents. Current observable successes include:

- Unqualified financial audits
- CFI score of almost 5
- Accumulation of five months of operating reserves
- Positive increase in net assets ($2m+)
- Maintenance of better than budget bottom line ($300K+)
- Achieved working capital depreciation funding targets (funding 100% depreciation)
- Increase in number of departments operating within budget
- Comparatively low tuition (OU = $15K, SDA Average = $21K, Local = $14K)
- Scholarship Opportunities ($7m)
- Fall 2012 student FTE of 47 above budget (FTE 1757, HC-2019)
- Automation of HR, Payroll and timekeeping functions
- Development of Financial Efficiency Plan
- Complete Renovation of OU Market - $400K

Challenges Faced:
Like other institution of higher learning nationwide, Oakwood University faces many challenges. Foremost among them are:

- Facilities Maintenance
- Building Endowments
- Increasing Energy Cost
- Decreased Income for External Entities
- Recruitment/Student Retention
- Keeping Tuition Affordable
- Dependency on Net Tuition and Auxiliaries
- Limited resources resulting in funding competition, which weakens cross-disciplinary collaboration, and allows for fewer incentives to achieve institutional goals.
- Processing and managing contracts and acquisition of grants and contracts from other sources

Addressing the Challenges:
To meet the challenges, Oakwood University has been involved in a developmental planning process which includes the following:

- Developed a draft of the Financial Efficiency Plan designed to reduce costs and increase revenues
- Began implementation of a comprehensive Financial Aid Default Prevention Program
- Financially cleared 800 students before the official Fall 2012 registration
- Completed 75% of the renovation of 40K square-foot building, Cunningham Hall – estimated cost $4.7m – to create a “one stop” environment for student matriculation
- Completed planning process to renovate the 2nd floor of Ford Hall and expand the building for
the Communications Department and Media Center productions
• Began the planning process to renovate Carter Hall – estimated cost $5.5m
• Started online fillable forms for health care re-certification as part of the online access for benefits and processes (onboarding, requisitions processing, etc.)
• Initiated the employee E-verify process as required by the U.S. Department of Homeland Security
• Conducted testing on the new Student Accounts’ telephone system to ensure that students and parents can access account, demographic and other information by phone
• Completed the 2011 Annual Crime Report in compliance with the Jeanne Clery Act
• Remodeled and reconfigured the old Public Safety building for supervisor workstations and conference facilities
• Installed a radio and telephone recording system for Public Safety in compliance with federal regulations
• Began Financial Aid funding for Fall 2012 in March – one month earlier than Fall 2011

Future Directions/Trends:
During the next several months, the University will continue efforts towards accomplishing the projects approved at its planning sessions and based on industry trends as indicated below:

• Implement the Financial Efficiency Plan to reduce costs and increase revenues
• Begin Phase II of the implementation of a campus-wide document imaging system
• Implement a student/ID debit card (Visa/Master Card) in partnership with a financial organization
• Complete brokering of contract for alternative campus housing with Peak Campus Management

Facilities:
• Complete the renovation of the 40K square-foot building, Cunningham Hall – estimated cost $4.7m
• Begin renovations of 2nd floor of Ford Hall and expand the building for the Communications Department – estimated cost $3m
• Complete the planning process to renovate Carter Hall – estimated cost $5.5m
• Replacement of HVAC system in Blake Center – estimated cost $100K
• Begin replacement of Cooper Complex B & C HVAC system – estimated cost $270K

The Office of Human Resources is focusing on implementing a makeover that will include going paperless as much as possible. Human Resources will be diligently working on the following activities to ensure success:
• Provide IT training for employees to access benefits fillable forms online
• Digitize health care re-certification forms – November 2012
• Digitize other benefit forms, including e-signature – June 2013
• Complete ongoing preparation for electronic onboarding and processes – July 2013
• Digital application to be electronically entered and submitted – January 2013
• Complete onboarding training video to include requisition, Timeclock Plus, Email, etc. – March 2013
• Implement digital performance appraisals – March 2013
• Develop a staff remuneration plan based on performance and the 50th percentile of level of community wage rates – April 2013
Custodial Services:
• Will begin using environmentally friendly cleaning supplies as well as paper products – January 2013
• All custodial employees will be trained in basic custodial cleaning procedures, and proper use of equipment – August 2013

Accounting:
• Complete automation of payroll and timekeeping – January 2013
• Review, restructuring RPA personnel and operations (restructure by March 31, 2013 and implementation – July 1, 2013 or before)
• Review and restructure travel process and forms – January 1, 2013
• Implement EX Budget set-up for new budget year – March 31, 2014

Grounds:
• Removal of trees between Blake Center and the Library for students/staff/faculty safety during tornado season. Projected deadline is December 2012
• In an effort to protect Grounds’ equipment at the newly renovated Grounds’ workshop, an overhead door will be installed for easy equipment access. Also, a fence will be installed in rear of building for plant storage. Projected deadline is December 2012
• At the Cooper Complex, the holly trees will be removed and a low maintenance rock garden with seating will be installed instead. Projected deadline is December 2012

Public Safety:
• Implementation of Phase I & II of Master Security Plan – which includes connecting all current cameras and access control systems to the network
• Complete the department’s transition to 24/7 law enforcement operations with two cadets completing the academy by February 2013
• Complete Emergency Operations Plan (EOP) and Continuity of Operations Plan (COOP) started by consultant – June 2013
• Conduct Citizen’s Police Academy – The Academy will provide orientation to law enforcement for faculty and staff to foster cooperation, partnership and sensitivity
• Restart Lunch & Learn Series – Topics to include: International Travel Security, Active Shooter Survival and Incident Command System (ICS) Training

Financial Aid:
• Complete implementation of Comprehensive Financial Aid Default Prevention Program – December 2012
• Begin awarding for Fall 2013 in February – one month earlier than Fall 2012

Student Accounts:
• Go “live” with new Student Accounts telephone system to ensure students and parents can access account, demographic and other information by phone – November 2012
• Re-design webpage of Student Accounts for user friendliness – February 2013
• Develop proposal for petty cash disbursement using debit cards – March 2013
Advancement & Development Division
by Ms. Kisha Norris, Executive Director

Progress, Plans, Projections

Alumni Relations:
• Barbara Stovall transferred to Ellen G. White Estates
• Accepting applications for Alumni Relations Director
• Holding weekly pre-alumni meeting on campus with students
• Currently holding Ms. UNCF competition
• Represented Oakwood University at Alumni events in Tennessee, California, Florida, and New York.
• Started quarterly Oakwood on the Road Campaign in Nashville, TN July 2012

Development Office:
• Cheri Wilson transferred to LEAP Office
• Preparing for Annual Fund Phon-A-Thon November 2012
• Implementation of UNCF joint campaign which has raised over $59,225.00 in pledged support
• Accessing staffing needs for Development Office
• UNCF Organizational Assessment Report received
• ISO 9001 Audit, November 2012
• Oakwood to Oakwood Campaign – 40% Participation

Office of Grants & Contracts:
• Marcia Burnette Assistant Vice-President & Director retired
• Dr. Rose Yates joined Grants & Contracts as Director, July 2012
• Celestine Robinson joined Grants & Contracts as Office Manager, July 2012
• Currently revising the Office of Sponsored Programs Plan of Operation 2012 - 2013
• Currently addressing compliance issues and procedures
• Assisted Faculty in submitting 18 grants totaling $7,530,662.00
• Implementation of contracts with an estimated value of $298 million over ten years

Trust Services:
• Secured new part-time office manager.
• Designing mass mailing targeting 60-plus aged donors, encouraging gifts via trusts, wills, and charitable gift annuities.
• Currently visiting all departments to encourage faculty and staff to take advantage of estate planning benefit offered by university.
• Attending professional-growth seminars to increase knowledge of estate planning and to maintain certifications.

Oakwood Memorial Gardens:
• Three contract staff added to secure pre-needed burial plots
• Currently have 196 Burials and 180 Pre-need contracts.

Public Relations:
• Coordinated OU representations at NAD Teachers’ Convention (Nashville), ASI Convention (Cincinnati), as well as at newly-inaugurated “Oakwood on the Road” alumni-friends reception (Nashville)
• Published, distributed Oakwood Magazine (Spring) and Vision 20/20 calendars to all regional conference camp meetings and other high-trafficked events
• First-ever summer marketing intern Quran Simmons began market research for awareness campaign for OU license plate program
• Media relations arm (photo-/videography, news/feature-writing) chronicled Aeolians Choir’s historic three gold-medals/World Spirituals Championship victories at the World Choir Games – Cincinnati, July 2012
• Veteran higher educator-publicist Dr. Roy E. Malcolm recruited as Features Editor/University Historian
• Creative Services Manager Jerry Ross produced a series of collateral brochures, event programs, flyers. Presenting a more high-quality look and university branding
• Continued to build awareness of on-campus programs, activities and successes, to all stakeholders groups by production of OU? Oh, Yes!

WJOU:
• New Underwriting Program is running successfully under the direction of Ron Gilbert. With 21 New Clients contracted since April and over $19,500 contracted over the next 6 months
• Facilities have been reorganized and cleaned over the summer. In the process of moving more long-term storage items into new building area
• Old donor records are in the process of being scanned and backed up for long-term storage and to eliminate the paper records
• Assistant Manager/Program Director Dammeon Malone is in the process of purging our vast playlist of over 3,000 songs to streamline our current playlist and to make a smooth transition into a more viable music scheduling software program
• Don Roden, Chief Engineer has been negotiating with manufacturers around the world for the best pricing on new solid-state 10kW transmitters. The final proposals from each company have been submitted
• Market Research firm Radio Research Consortium has been identified as the best firm to conduct much needed market research for proposed format changes

Projects in Progress:
• Updating and archiving files
• Database Cleanup
• Office reorganization
• Fundraising Goals
• Branding and Graphic Identity Guide
• Revision of policies, & procedures and protocols

Challenges:
• Open staff positions (Development Director, Alumni Director, Database Technician, Social Media Specialist)
• Management of 4920 Building
• Lack of Marketing Department