"With deep hurt and profound hope," Dr. Benjamin Reaves informed us that his beloved wife of 58 years, Jean Reaves, peacefully passed to her rest on December 17, 2013.

Mrs. Reaves served on the faculty of the Family and Consumer Sciences Department for 20 years, leaving as associate professor in 1997.

A memorial service is scheduled for 11:00 a.m. on Sunday, December 22, 2013, at the Patmos Chapel SDA Church, in Winter Park (Orlando), Florida. The service will be streamed on PraizeVision.

The family requests, in lieu of floral tributes, that donations be made directly to The Jean Reaves Scholarship Fund, in care of the Office of Development, Oakwood University, 7000 Adventist Blvd., Huntsville, AL 35896.

Personal tributes can be sent to the site: www.jeanreaves.org.

All other correspondence may be sent to:

Dr. Benjamin Reaves and Family  
c/o Patmos Chapel SDA Church  
821 W. Swoope Avenue  
Winter Park, FL 32789
Oakwood's "Miracle on 42nd Street":
NYC's Times Square marquee features Oakwood University!

If they timed their Thanksgiving/Black Friday/Christmas/New Year's Eve activities in New York City's Times Square precisely, an estimated 986,000 daily visitors will see 10 seconds each hour of Oakwood University's new marketing awareness campaign flash up on the marquee beneath the famed CBS-TV Eye.

Begun on November 6 and running until January 4, 2014, OU can change its Times Square marquee messages every two weeks.

"Neutron Media, a full-service marketing firm that operates such high-profile outdoor multimedia venues as the Times Square marquee beneath the CBS Eye, had a cancellation and approached us here at Oakwood University, primarily due to our social media victory with The Home Depot 'Retool your School' campaign," explained Miss Denica King, OU assistant marketing director.

At the same time, however, Oakwood University has been working to expand its awareness to its non-traditional audiences. "So, for Oakwood and Neutron Media, this created a win-win situation."
Within its hourly 10 seconds of advertising - totaling four minutes each 24-hour day - OU shares with Time Square viewers its recent endorsements, such as our 2014 ranking in *U.S. News and World Report*, and that a Huntsville station described Oakwood as the "Julliard of the South" - WAAY-TV (ABC).

In its inaugural two-week ad cycle, OU also included the testimonial "A Life-changing Experience" - Rear Admiral Barry Black (ret.) (class of 1970) - referencing the U.S. Senate's first-ever Seventh-day Adventist and African American chaplain, who gained international attention for his searing and provocative invocations that opened each Senate session, during its 16-day federal government shutdown in October.

Noting that this Times Square marquee marks possibly a first-time appearance for either a Seventh-day Adventist, historically Black college or university or Huntsville institution to have been so prominently displayed in this venue, King concluded that "Oakwood will continue to explore unique opportunities to promote its brand."

Earlier this week, BlackNews.com

1. e-blasted this "Oakwood's 'Miracle on 42nd Street'" news announcement on its own online newspaper, with over 250,000 monthly visitors; and
2. distributed it to all the African-American newspapers, magazines, television stations, radio stations, and news-related web sites; and
3. shared additionally with approximately 40,000 African American journalists and bloggers at nearly 1,000 media outlets; and
4. search-engine optimized for Google/Yahoo/Bing, and share it with our 600,000+ Facebook fans and Twitter followers.

A Holiday Greeting from our family to yours

Click here to make your gift today!

"God-texted" prayers described in Adventist Review Online

Heralded in some media outlets as the only "hero" of the 16-day U.S. federal government shutdown, U.S. Senate Chaplain Barry Black told Seventh-day Adventist pastors Sunday, December 8, 2013, their church "is sleeping through a revolution."

"And the reason why we are not experiencing the
"If you're going to prepare for a miracle where leprosy disappears, you've got to speak the truth to power."

miracles that God would have us experience, is because we're not prepared to speak the truth to power," he admonished the nearly 1,000 attendees at the 34th annual Pastoral Evangelism & Leadership Council (PELC), held at Oakwood University in Huntsville, Alabama.

Read the full story in the December 18 edition of Adventist Review Online.

Strategic Plan Overview, 2013-2017
Installment 6

At its annual meeting in October, the OU Board of Trustees approved Oakwood's direction for the next five years, outlined in "The Strategic Plan Overview." OU? Oh, Yes! has been presenting, in installments, the Organizational Priorities for each division. You are also welcome to view the document in its entirety on the Oakwood website.


The Division of Financial Administration will secure the fiscal health of Oakwood University by the creation of non-tuition revenue, by managing internal financial resources in harmony with the strategic mission of the institution, and by decreasing dependence on governmental sources of income through the recovery of industries appropriate for the 21st century.

Goals across the next 5 years include:

1. Increase revenue and decrease tuition dependence
through the creation and/or procurement of mission and values-compatible businesses;
2. Increase student employment opportunities;
3. Create an industry development endowment;
4. Repurpose and renovate facilities for new uses; and
5. Plan for the development of new and needed facilities.

Social Work students 'make the season bright' at local elementary school

On December 11, 2013, members of the Oakwood's Eta Pi Chapter of the Phi Alpha Honor Society for Social Work collaborated with Morris Elementary School to provide six families with $50 Walmart gift certificates for the holidays.

As a result of OU students working with Ms. Ariela Angjeliu (counselor at Morris Elementary), a total of $300 was collected within a three-week period.
The recipients presented Dr. Octavio Ramirez (chapter sponsor, fifth from left) and Ms. Jade Callahan (chapter president, fourth from right) with handmade posters, expressing their gratitude. Also pictured are other members of the Eta Pi Chapter and Morris Elementary School staff.

Into all the World!

Well, at least all the Americas.

The book *Ellen White on Preaching* by Mervyn A. Warren was first published by Review and Herald and featured at the General Conference of 2010. Since then, Casa Publicadora Brasileira (Brazil Publishing House) has secured permission to translate the book into Portuguese and distribute it.
in hard copy and also launch it as an E-Book.

As this academic publication takes wings beyond the boundaries of the USA, it carries the name of Oakwood University with it.

Warren is Dean of School of Religion here at OU where this book is one of his three now serving as textbooks in his class Biblical Preaching.

Oakwood's SAC wins reported in Southern Tidings
Attendees at the 2013 Society of Adventist Communicators Convention in Salt Lake City, Utah.

The latest Southern Tidings features a four-page report on the 2013 Society of Adventist Communicators (SAC) Convention, which took place in Salt Lake City this past October.

Oakwood University received multiple awards at the convention, including the Award for Excellence for their social media campaign to Retool Your school, a grant competition funded by The Home Depot.

In 2014, SAC will mark its 25th anniversary, at the convention in Jacksonville, Florida, October 16-18, 2014.

President Pollard's Fall Semester Update

Click on the video to watch.

OUBN Oakwood Update - PELC 2013

#findteleka

As the days go by since Dr. Patrick's disappearance, more and more questions are brought
to light. However, we believe in a God who specializes in the impossible. Please continue your prayers for Teleka Patrick (Oakwood, class of 2004) and her family as the search continues.

MISSING

TELEKA CASSANDRA PATRICK

Missing From: Kalamazoo, MI
Date Missing: December 5, 2013
Age: 30
Sex: Female
Height: 5 Feet 7 Inches
Weight: 160
Build: Medium
Eyes: Dark Brown
Hair: Black
Race: African American

Circumstances behind Disappearance:
Teleka Patrick was last seen December 5 in the parking lot of Borgess Medical Center in downtown Kalamazoo, MI. Patrick was reported missing when she didn’t show up for work on Friday morning. Her car was found abandoned in Indiana by a State Trooper late Thursday, December 5 night on I-94 West, just east of the Porter/Burns exit in Indiana.

We are asking anyone who may have seen Teleka Patrick, possibly given her a ride, or has any information about her whereabouts to call the Indiana State Police at 219-696-6242 OR the Kalamazoo County Sheriff’s Department at 269-383-8748.

Find us on Facebook: #findTeleka
To make a donation: www.gofundme/findteleka
A Dickens Christmas celebration

Employees and retirees celebrated "A Dickens Christmas" at the OU Employee Christmas Party on December 16, 2013.

The Millet Activity Center was transformed into Victorian England by the Christmas Party Committee: Patrice Conwell; Lucy Cort; Sylvia Germany; Pamela Henry; John Hill; Raymond King (decorations); Timothy McDonald (chair); Diane Rugless; Ivy Starks; Cheryl Sullivan; and Andrew Young.

Entertainment was provided by strolling carolers and photo opportunities. Prizes were awarded for the best costume, and a good time was had by all.
TEAM PR'S THREE-PRONGED MISSION:
TO CAPTURE AND TO CAPSULIZE "THE OAKWOOD EXPERIENCE," AND TO COMMUNICATE IT WITH SPEED, ACCURACY, CONSISTENCY AND PASSION, TO THOSE ORGANIZATIONS AND PUBLICS UPON WHICH OUR SUCCESS OR FAILURE DEPENDS! FOR YOUR FREE ONLINE SUBSCRIPTION TO OU? OH, YES! EMAIL US AT PR@OAKWOOD.EDU.
OAKWOOD UNIVERSITY
GOD FIRST!

Strategic Plan Overview

Keeping the Promise of Mission:
Oakwood in the 21st Century
Note from the President

Since its founding on November 16, 1896, by the Seventh-day Adventist Church, Oakwood University has prepared students for service to local, national, and international communities. Standing as one of the historic landmarks of the city of Huntsville, Alabama, Oakwood University enjoys a beautiful natural setting on 1,185 acres of choice real estate. Approximately 105 acres comprise the campus, with another 500 acres under cultivation.

Oakwood University is committed to the spiritual nurture and character development of each student with the goal of developing servant leaders. Beginning with only 16 students, Oakwood originally existed to provide, on the basis of Seventh-day Adventist beliefs and worldview, a wholistic Christian education for those who were then called “colored students.” Oakwood today reflects a diverse geographical, cultural, educational, and socioeconomic environment. And yet, the original purpose continues—Oakwood University specializes in the delivery of transformational Christian education.

This strategic plan sets out a vision for the future. It provides guidance for decision-making that will have a profound and positive impact on our University. It elevates academic and scholarly excellence. It inspires spirituality. It reinforces the Oakwood Experience. It recovers a base of industry. And this plan highlights the service mission to which Oakwood has been called—to prepare students for service in this world, and for wider service in the world to come.

Sincerely,

Leslie Pollard, Ph.D., D.Min., MBA
President, Oakwood University
A Glimpse of our Future . . .

The Oakwood University Strategic Plan for 2012-2017 reflects our vision of transformational education. The plan includes the input of a wide variety of participants, beginning with the historic Strategic Actioning Session (SAS) of September, 2012. This session brought together a cross-section of Board members, administrators, alumni, faculty, staff, students, and community leaders tasked with the mission of recreating Oakwood for the 21st century. The implementation of recommendations from that historic session formed the basis from which to envision the future. This resulting document includes many of the "game changing" initiatives that will strengthen and expand the mission of the institution. The goal of this plan is to maximize and deepen the famous "Oakwood Experience" by making improvements at the University that will enhance, not simply the four years of a student's Oakwood educational journey, but the forty-plus years of their service life.
Mission Statement: The mission of Oakwood University, a historically black, Seventh-day Adventist institution, is to transform students through biblically-based education for service to God and humanity.

Vision: Oakwood University graduates leaders in service to God and humanity.

Aim: God First!

Motto: Enter to Learn; Depart to Serve

*Oakwood University commits to the following values...*

**God First:** Oakwood seeks to advance the kingdom of God by transforming lives. The value of putting God first expresses the primary reason for Oakwood University's existence.

**Respect:** Oakwood esteems others as worthy of human dignity, deference, and service.

**Compassion:** Oakwood manifests sympathy, empathy, care, and concern in our dealings with others.

**Integrity:** Oakwood demonstrates honesty, uprightness, moral virtue, and ethical rectitude in every relationship.

**Excellence:** Oakwood communicates the personal decision to perform at our highest capacity and to continually improve in work and service.

**Service:** Oakwood chooses to provide assistance, aid, help, caring, outreach, and ministry in response to human need.

**Innovation:** Oakwood is willing to break with precedent in the advancement of institutional mission by introducing new methods and major changes.
Strengths of Oakwood University

Situated in Huntsville, Alabama, a high-tech and international city of the South, Oakwood University resides on one of the most beautiful campuses in the country. Since its founding in 1896, Oakwood University has been blessed with a number of historic strengths that have provided the foundation upon which its mission is built. The University constituency of alumni, churches, conferences, and supporters stand as advocates for and benefactors of Oakwood. Focused on the mission of our institution, these loyal supporters contribute both faith and finances.

Oakwood's unique brand of spirituality, with its passion and substance, reflects another strength of the institution. This spirituality is reflected in the spiritual strength of our faculty, staff, and students. The internationally-acclaimed music of Oakwood reflects the "Oakwood Experience" which continues to provide a lifelong blessing to our graduates. A growing enrollment, competitively-priced tuition, a diverse student body, a lifelong "family" ambiance, a dedicated alumni, a highly-accomplished faculty, a caring and dedicated staff, and a committed Board of Trustees combine to make Oakwood a compelling and attractive place to study. Fiscal stability as well as a growing base of philanthropy provide strengths upon which Oakwood's "God First" commitment guides the institution.
Seven Organizational Priorities at Oakwood University

Priority 1: University Mission and Culture.
Oakwood University’s Office of Spiritual Life will produce students who model the mission of Oakwood University and promote the historic culture of faith and life-long service that defines our institution.
Goals across the next 5 years include:
1. Develop and implement the Spiritual Master Plan;
2. Facilitate and support high-quality worship programs;
3. Deliver spiritual care to off-campus students;
4. Provide cross-cultural exposure and global education through participation in local, national and international mission activities;
5. Provide faculty and staff with discipleship training designed to deliver ministry to students;
6. Facilitate the integration of faith and learning across the academic schools, departments, and co-curricular activities to cultivate moral, spiritual and biblical decision-making and critical thinking; and
7. Provide needs-based spiritual counseling to individuals and groups.

Priority 2: Educational Effectiveness.
Oakwood University’s Academic Division will ensure academic effectiveness in teaching and learning.
Goals across the next 5 years include:
1. Expand traditional delivery by creating an online delivery system for instruction;
2. Develop an academic master plan that takes into consideration the changes in the academic and professional climate;
3. Design and implement an Honors Program to attract academically-gifted scholars;
4. Strengthen the freshman advising and retention program;
5. Expand graduate degree program offerings
6. Enhance degree program in Communication Media with the addition of a TV production/recording studio; and
7. Review and update existing programs.

Priority 3: Learning-Supportive Environments.
Oakwood University’s Division of Student Services will facilitate a nurturing environment that is sensitive to the needs of students and supportive of the academic mission of the institution.
Goals across the next 5 years include:
1. Develop a career-preparation and workforce-tracking program;
2. Design, implement, and facilitate an immersion into the Oakwood Experience;
3. Provide a customer service call center;
4. Provide online career assessment testing;
5. Create a website to identify and promote; mentorships between alumni and current students
6. Provide online career services (e.g., career development plan, funding resources, test preparation, internship opportunities); and
7. Create a database for tracking student progress after graduation (in coordination with alumni services).

Priority 4: Research and Employee Development.
The Research and Employee Services Division will facilitate development of our research infrastructure and assure exceptional performance of faculty and staff through the utilization of best-in-class talent acquisition, management and employee development.
Goals across the next 5 years include:
1. Faculty Development and Research will increase grant writing and funding through research;
2. Recruit diverse talent to fill vacancies and fulfill the mission of Oakwood University;
3. Establish a completely electronic hiring process
4. HRM will design and implement a system-wide program of customer care that distinguishes Oakwood University from its competition;
5. HRM will set parameters and guide the process for hiring faculty and staff (internal and external);
6. HRM will develop policies on internal hiring in order to develop talent within the campus (includes faculty and staff); and
7. HRM will design and implement a state-of-the-art excellence-in-employment developmental system.

Keeping the Promise of Mission: Oakwood in the 21st Century
Priority 5: Advancement and Development of the University.
Oakwood University's Division of Advancement and Development will secure the University through increased philanthropy, contracting, and fund development. The Division's professional staff will raise financial resources from alumni and non-alumni sources to fund the educational and capital needs of the institution.
Goals across the next 5 years include:
1. Federal contracting will increase each year. This means that Oakwood will leverage its ISO 9001 certification to become prime or sub-prime contractor on major contracts;
2. Cultivate relationships with alumni, board, and external partners to identify projects, secure re-investment in the institution, and increase fundraising outcomes;
3. Increase and enhance pre-alumni activities;
4. Create a new operational model that enhances the relationship between the University and the Alumni Association;
5. Coordinate donor recognition activities (e.g., giving clubs, donor wall);
6. Utilize the "Oakwood Experience" for more effective marketing of the University; and
7. Develop and implement marketing standards (e.g. email signature, graphic standards manual, announcements) designed to enhance the institutional brand.

The Division of Financial Administration will secure the fiscal health of Oakwood University by the creation of non-tuition revenue, by managing internal financial resources in harmony with the strategic mission of the institution, and by decreasing dependence on governmental sources of income through the recovery of industries appropriate for the 21st century.
Goals across the next 5 years include:
1. Increase revenue and decrease tuition-dependence through the creation and/or procurement of mission and values-compatible businesses;
2. Increase student employment opportunities;
3. Create an industry development endowment;
4. Repurpose and renovate facilities for new uses; and
5. Plan for the development of new and needed facilities.

Priority 7: Operational and Technological Leadership.
The Office of the Provost will facilitate the use of technology to improve operational efficiency and to create a seamless infrastructure capable of expanding educational and service opportunities. The Office will communicate the Oakwood mission and message to local, national, and international markets and constituencies through broadcast and online media. These actions will advance the efficiency and reach of Oakwood University.
Goals across the next 5 years include:
1. Complete the 11,700 square-foot media center and roll out Oakwood University Broadcast Network to share the message and mission of Oakwood around the world;
2. Deliver high quality and reliable technology services that support the learning needs of faculty, staff, and students;
3. Implement a campus-wide life safety and security system;
4. Support and facilitate continuous staff training in technology systems;
5. Increase the number of wireless outdoor access points across campus at specific locations;
6. Train students in media production; and
7. Provide technologically innovative support for the delivery of institutional services.

Conclusion
Oakwood University embraces plans that are destined to fail, except for Divine intervention! Thank you for your prayers and your support of Oakwood University.
GOD FIRST!