OU Welcomes New Staff Members to the Advancement Division

The Division of Advancement and Development (A&D) at Oakwood University (OU) has gained a number of important new faces in the past several weeks. OU administrators have made these additions in response to their newly adopted strategic plan in an effort to move the University to the next level of marketing, public relations and development.

President Leslie Pollard says, "It is important to match talent to the tasks demanded by Oakwood's new direction. Consistent with the strategic plan (click here to read the Strategic Plan Overview), Oakwood welcomes the energy and freshness brought by our newest personnel. Special thanks to those who have helped carry the baton to where we now stand."

George Johnson, Jr. (right), former communication director of the North American Division of Seventh-day Adventists, joined the Advancement Office as its new director of Integrated Marketing and Public Relations on January 1.
Also joining the team as the assistant director of marketing is Oakwood alumna Denica King.

King joined the Advancement Office in late October 2013 and has already spearheaded such marketing campaigns as LEAP billboards, *USA Today* magazine advertisements and the OU Times Square marquee advertisement.

Cheri Wilson (right), a familiar face to A&D, is returning to the Development Office after having led the University’s Adult and Continuing Education/LEAP department.

"Oakwood is especially blessed to have these individuals join the A&D team," says Kisha Norris, CFRE, executive director of Advancement and Development. "We have many new and exciting initiatives that we are working on.
and the addition of these talented professionals will propel us into a productive and brighter future."

Read the University's entire announcement here.

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Oakwoodites participate in 10 Days of Prayer on Hope Channel

Start 2014 with an in-depth study of the Lord's Prayer every evening for 10 days.

Featuring a different guest speaker every night, focusing on Jesus' perspective on prayer, and connecting to various churches, this series will renew your life with the power of prayer and community.

Each day's program includes supplemental study material called Daily Themesheets that can be downloaded at the Hope Channel website.

Daily topics include: Walking in Step With Jesus; Filled to OverFlowing; Victory in Jesus; and Unlimited Power.

Broadcast Times

January 7-16, 8:00 - 9:00 pm, EST, except on the weekend when there will be two-hour specials (Friday, 8:00 -10:00 pm, EST and Saturday 5:00 -7:00 pm, EST)

Scheduled speakers include:
Jan 10 - Wesley Knight, Senior Pastor, Mt. Olive Church (Oakwood alumnus, class of 1997)
Jan 11 - Derek Morris, Editor, Ministry Magazine
Jan 12 - Dilys Brooks, Associate Chaplain, Loma Linda University
Jan 13 - Steve Carlson, Youth Director, Ohio Conference
Jan 14 - TBD
Jan 15 - Jennifer Deans, Campus Pastor, Community Praise Center
Jan 16 - Sam Leonor, Chaplain, La Sierra University

Watch the Program Live:

* DIRECTV, Channel 368
* Glorystar, Channel 104
* Roku
* Hope Channel Mobile Apps
* Streaming online at hopetv.org<http://www.hopetv.org/watch/>
* Local television broadcasts
  * Philadelphia Metro, WPSJ Channel 8.4
  * St. Petersburg/Tampa Area, WSPF Channel 35.3
  * New York City and surrounding areas, WMBQ Channel 46.2
  * Boston Metro, WFXZ Channel 24.3

Click graphic below for more information.

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**Oakwoodite completes doctoral degree at Johns Hopkins**

Congratulations to Dr. Akunna M. Iheanacho (Oakwood, class of 2000), on her successful completion of the requirements for the Doctor of Philosophy degree in Cellular and Molecular Physiology at the Johns Hopkins University School of Medicine.
Oakwood alum elected president of South Bend City Council

In spite of this week's extreme snow and cold, members of the South Bend, Indiana, Common Council met downtown earlier this week to elect officers for 2014.

Oliver Davis, Jr., (Oakwood, class of 1991) D-District 6, was elected president. He has been on the council since 2008.

Read reporter Erin Blasko's entire story in the South Bend Tribune.
Back to School Revival
January 8-11, 2013

Musical Guest
Anthony Brown

Sabbath • January 11, at 11:00 AM
Group Therapy
Speaker: Dr. Carlton P. Byrd

Wednesday, January 8, at 7:00 pm
Mini Concert:
Voices of Triumph Choir

Friday, January 10, at 7:00 pm
Guest Speaker:
Joey Kibble of Take 6

OAKWOOD UNIVERSITY CHURCH 5500 ADVENTIST BLVD., NW  HUNTSVILLE, AL 35896  256.837.1255  www.OUCSDA.ORG

Seating is Free!
Reminder—
Save the Date
WEDNESDAY, APRIL 16, 2014
FOR
THE NEW & IMPROVED
YOUTH MOTIVATION TASK FORCE
1-DAY CONFERENCE

Alumni mentors: this date has been chosen so that you can include this activity in your itinerary for the 2014 Alumni Homecoming. R.S.V.P. at YMTF@oakwood.edu OR Contact Sonia Paul, Director of Career Services (spaul@oakwood.edu) | (256) 726-7134.

BBPA, EFCCC and FAY present the 15th Annual
MARTIN LUTHER KING CELEBRATION
A MUSICAL, INSPIRATIONAL, AND MOTIVATIONAL EVENING
Saturday January 11, 2014 at 6:30PM
at McVety Centre, 50 Gervais Drive, Don Mills, Toronto

Keynote Speaker
Dr. Leslie N. Pollard
President of Oakwood University
Hosted by:
For your free, online subscription to OU? Oh, Yes!, email us at pr@oakwood.edu.
Strategic Plan Overview

Keeping the Promise of Mission:
Oakwood in the 21st Century
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.
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.
Oakwood University Welcomes New Staff Members to the Advancement Division

Huntsville, Ala. — The Division of Advancement and Development (A&D) at Oakwood University (OU) has gained a number of important new faces in the past several weeks. OU administrators have made these additions in response to their newly adopted strategic plan in an effort to move Oakwood to the next level of marketing, public relations and development.

Dr. Leslie Pollard, President of Oakwood University, says, “It is important to match talent to the tasks demanded by Oakwood’s new direction. Consistent with the strategic plan, Oakwood welcomes the energy and freshness brought by our newest personnel. Special thanks to those who have helped carry the baton to where we now stand.”

George Johnson, Jr., former communication director of the North American Division of Seventh-day Adventists, joined the Advancement office as its new Director of Integrated Marketing and Public Relations on January 1. With a bachelor’s degree in communication and a graduate certificate in strategic public relations and integrated communications, Johnson has more than 16 years of experience in the communication field with extensive work in media relations, writing, editing and public relations.

Johnson will be responsible for the development and management of comprehensive integrated marketing communications campaigns. He will manage all components of campaign development, implementation and measurement, and will to make sure that all communications efforts – from PR, to marketing, to visual, to social media – are working together in harmony for the advancement of Oakwood University.
Joining the team as the assistant director of marketing is Oakwood alumna Denica King. She is responsible for managing university marketing initiatives, including but not limited to print publications, radio and television, Internet, mobile and out of home advertising. King joined the Advancement team in late October 2013 and has already spearheaded such marketing campaigns as LEAP billboards, USA Today Magazine advertisements and the OU Times Square marquee advertisement.

Cheri Wilson, a familiar face to A&D, is returning to the Development department after having led the University’s Department of Adult and Continuing Education. The University is excited to have Wilson return to Development to assist in major gift fundraising as well as supervision of development staff and special initiatives. Wilson brings her experience in fundraising as well as training from her earned certificate in fundraising management from The Lilly Family School of Philanthropy.

“Oakwood is especially blessed to have these individuals join the team in A&D,” says Kisha Norris, CFRE, Executive Director of Advancement and Development. “We are working on several new and exciting initiatives and the addition of these talented professionals will propel us into a productive and bright future.”

Tim Allston, who has served as the public relations director for the past two years, is now serving as a marketing representative with the LEAP and MAPS programs. "We appreciated Tim's ability to put OU in the forefront of public media and know that the LEAP and MAPS programs will greatly benefit from his communication skills," said Norris.

Dean Hyacinth Burton will serve as interim director for the LEAP program. "Dean Burton is perfectly poised to synchronize LEAP with the new Oakwood Online University initiatives that the institution has launched. Together, Dean Burton and Mr. Allston will drive the expansion of the LEAP program's growth," said President Pollard.

"Our recent AAA visit (Adventist Accrediting Association) urged us to maximize the potential of the MAPS program. Dr. Trevor Fraser and Mr. Allston together will push enrollment into this graduate program. Oakwood is in growth mode, and these leaders will do stellar work," said the President.

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SOUTH BEND -- Ignoring the extreme snow and cold, members of the South Bend Common Council met downtown Monday to elect officers for 2014.

Oliver Davis, D-District 6, was elected president; Derek Dieter, D-at large, was elected vice president; and Valerie Schey, D-District 3, was elected chair of the Committee of the Whole.

The council also voted 8-0 to reappoint Kathleen Cekanski-Farrand to the post of council attorney.

Aside from Schey, who replaces Karen White, D-at large, as chair of the Committee of the Whole, very little changed at the top, with Davis and Dieter simply switching positions.

Fred Ferlic, D-District 4, also was nominated to be vice president but was defeated by a vote of 5-3, with Dieter, Davis, Schey, White and Dave Varner, R-District 5, opposed.

White was nominated to be president but declined the offer.

Speaking afterward, Davis, who has been on the council since 2008, said it was an "honor" to be elected to lead the body.

He said the council's focus moving forward remains public safety and "promoting growth in the city."

He also acknowledged the "unique" situation in which the city finds itself this year, with the mayor set to deploy to Afghanistan for six months at the end of February.

Nonetheless, "I think it's going to be a good year," he said, adding, "I'm looking forward to it."

ERIN BLASKO South Bend Tribune eblasko@sbtinfo.com | Posted: Tuesday, January 7, 2014 11:00 am

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