

Blessings and Breakthroughs:

Sharing the Oakwood University Story



Vision 2020-2030

Prior to and during the Global Pandemic of 2020, Oakwood University was guided by “Vision 2020—A Road Map to the Future for Faculty, Staff, and Students.”

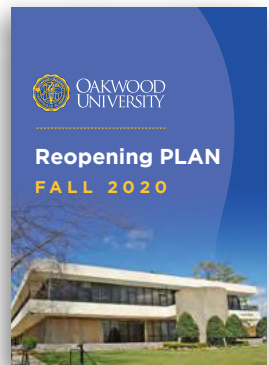
On January 25, 2011, we did not know that God was providing Oakwood with a roadmap of principles, programs, and provisions that would bless and secure the institution during the unforeseen, once-in-a-century Global Pandemic of 2020.

In 2021, Oakwood University cannot be properly understood or discussed responsibly unless we express our gratitude to God for the profound blessings and breakthroughs He has bestowed upon His institution in its 125th year of service! As we prepare for Vision 2030 and the strategies that follow it, we believe it is important to pause and express our gratitude to God for His blessings.

*We express our gratitude to
God for the profound blessings
and breakthroughs He has
bestowed upon His institution in
its 125th year of service!*

Operating in a Global Pandemic

In June of 2020, we developed our **Oakwood University COVID-19 Reopening Plan**. This plan provided a roadmap of how we would navigate the pandemic safely and intentionally: <https://www2.oakwood.edu/wp-content/uploads/OU-FALL-2020-RE-OPENING-PLAN-draft6x.pdf>



Major Capital Projects completed during the Pandemic

Peterson Hall - \$7 million



Community Health Action Center - \$4.1 million



Oakwood Farms Market - \$3.6 million



Enrollment:

- In October of 2020, we launched an “All Hands on Deck” recruitment promotion among employees, including our Affinity Group Recruitment Strategy. In addition to our historic populations, this effort resulted in an increase of more than 100 Rwandan/Congolese students. God used this effort and blessed us with increased enrollment over the previous year.
- The Oakwood University Honors College increased its enrollment from 24 students in 2020 to 50 members in the 2021 school year.
- In September of 2021, Oakwood University is currently among three of the 13 institutions in NAD that showed an enrollment increase over the previous year.



- In January of 2021, Oakwood launched its “Return to Residency Program” entitled Live, Learn and Play Safely, for students to stay on campus as the safest place in Huntsville. Our campus residency is at capacity, with expansion planned for a complete remodeling of our Married Student Apartments.

- The COVID infection rate on campus is less than 1%.
- Oakwood Live! (October 6-9, 2021) brought 400+ high school students and 100+ chaperones to the campus; 118 prospective first-time students received on-the-spot acceptance for Fall 2022; a total of 243 prospective students applied during the 3-day event.

- During the Oakwood Live! Activities, Oakwood University's dual enrollment program expanded to six new Academy partners in addition to Oakwood



Adventist Academy—Greater Atlanta Adventist Academy, Pine Forge Academy, Takoma Academy, Boston Adventist Dream Academy, Northeastern Academy (Boston Campus, Northeastern, South Brooklyn Academy).

- In 2020 and 2021 we awarded \$4.1M in HEERF (Higher Education Emergency Relief Fund) emergency aid and financial assistance. For Fall 2021 and Spring 2022 we awarded institutional aid including academic scholarships of \$12.5M, (\$4.6M non-academic; \$7.9M academic).
- Oakwood has maintained the most affordable tuition in NAD for 10 consecutive years.
- In 2020, we relaunched the new Oakwood App which places University information and service access in the hands of students.



Finances:

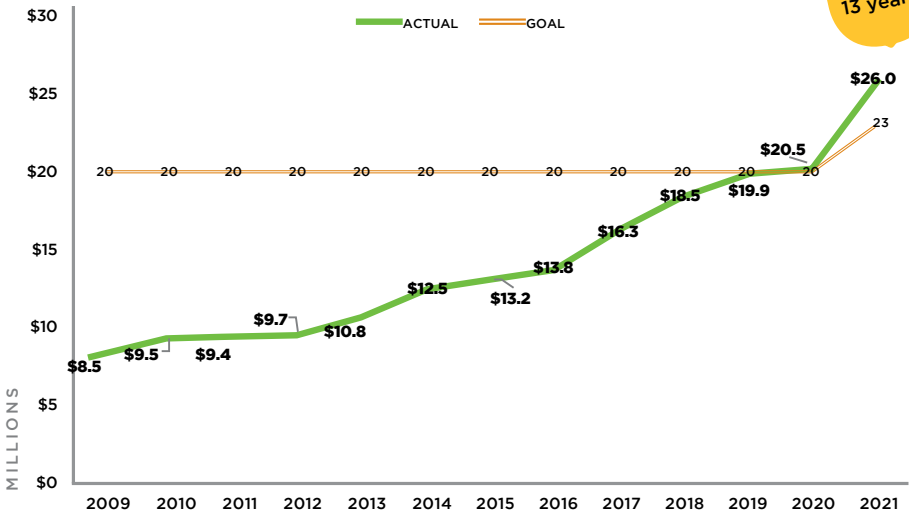
- During the pandemic, Oakwood University ended fiscal year 2020-21 with an \$8.3M increase to its bottom line.
- In light of the uncertainty of the global pandemic, rather than launch layoffs, Oakwood reduced salaries on a graduated scale in November of 2020 with the President taking the largest reduction. This action protected employment and ensured healthcare to our 325-member workforce.
- In August 2021, under the blessing of God's provision, the University returned ALL back pay to affected employees in a single payroll check AND will include the COLA adjustment check of 3% to each employee for Christmas, 2021.
- In 2021, Oakwood University was awarded \$16,954,939 in HEERF (federal and state grant funding). Grants awarded in 2021, including HEERF, totaled \$26,525,824.
- In 2019, Oakwood won a \$1.5M Alabama State contract to host the new Alabama School of Cyber Technology and Engineering.
- Oakwood applied for and won a \$1,000,000 federal contract with the US Census Bureau.



ASCTE President, Mark Massey and Oakwood President, Leslie Pollard pause for a photo opportunity with some of ASCTE's students who will be residing in Peterson Hall.

Endowment Growth (FY 2009 – FY 2021) \$35m by 2025*

205%
increase
over
13 years



- In May 2021 Oakwood University applied for and was awarded grants \$350,000 to serve as a COVID testing and vaccination site for the State of Alabama.
- In 2020-2021 fiscal year, donors generously gave more than \$2.5 million dollars to support the mission of Oakwood University.
- Expanded industry recovery with construction and completion of a farm-to-table supermarket in 2020. <https://www.youroakwoodfarms.com/>
- In October 2021, we rolled out our focused \$50M “Enlarging Our Territory” Capital Campaign. Currently, silent-phase commitments stand at \$10M.
- In January of 2020, our “20 by 20” Endowment campaign reached the goal of \$20M (increased University endowment by 205%); by 2021 the Endowment has climbed to \$26M— with a goal of \$35M by 2025 (see chart above).
- Oakwood University has a Composite Financial Index score of 6.78.

Academics:

- Oakwood University's Digital Tour of the campus, which began in 2017—making Oakwood the first Seventh-day Adventist University to do so—proved to be an excellent resource during the time of the pandemic.
<https://www.youvisit.com/tour/oakwood>
- In July 2021, Oakwood completed a \$1M renovation of the historic Eva B. Dykes Library.
- In July 2020, completed a \$1.6M renovation of the Biology Department.



- In August of 2020, Oakwood created and implemented the OU C.A.R.E. Work Scholarship program, which reduces student debt by 66% across a 4-year University Education. OU C.A.R.E. currently supports more than 233 students.

<https://www.youtube.com/watch?v=8eNWswXL-RI>,
https://www2.oakwood.edu/wp-content/uploads/Oakwood-Univ.-C.A.R.E.-brochure_x6.pdf

- Oakwood University launched three new graduate degrees:
 - 2019: Master of Public Health—in Nutrition and Wellness
 - 2019: Master of Business Administration in Leadership and Management
 - 2019: Master of Arts in Urban Ministry
- Graduate education enrollment grew during the pandemic with enrollment increases in August 2021.
- OU LaunchPad opened the OU LaunchPad Center for Entrepreneurship in 2021.



https://www.youtube.com/watch?v=af_WXQHDlIc&t=1726s

Ranked **one of the best** retention and graduation rates among HBCUs in the nation



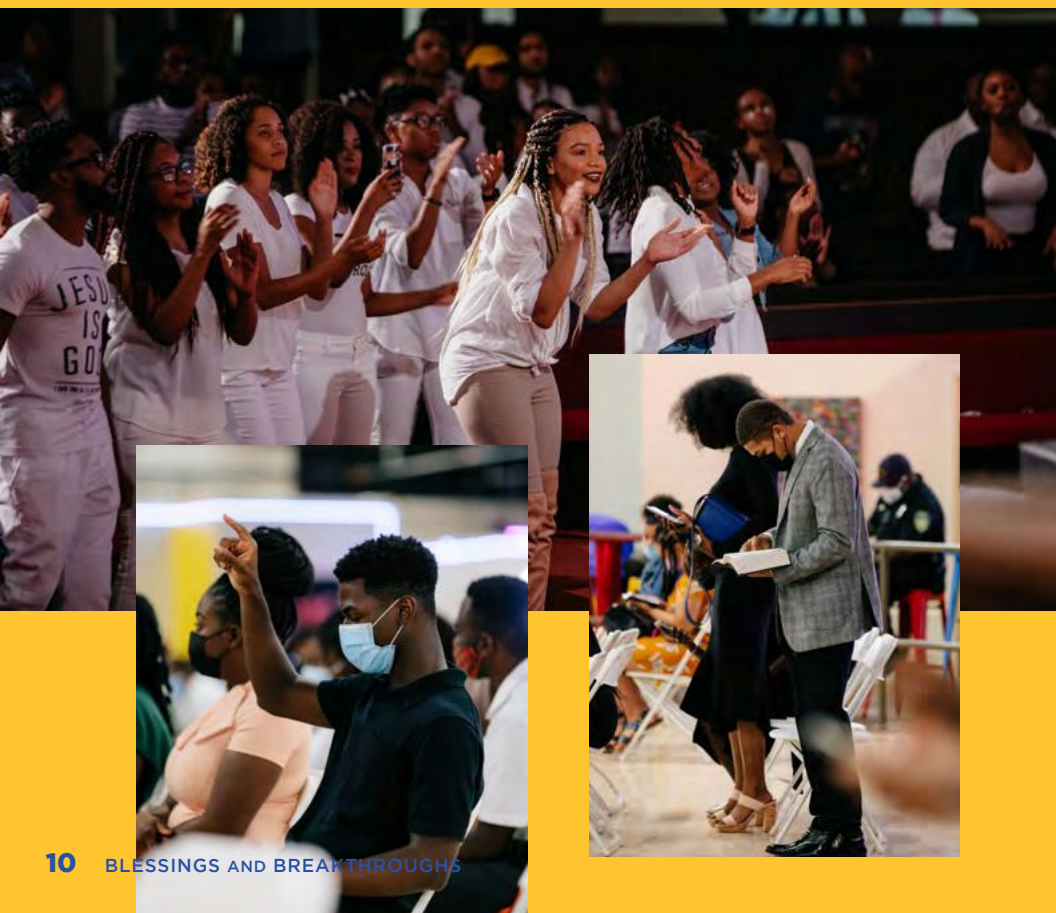
Rankings:

- Ranked **4th** among HBCUs (Historically Black Colleges and Universities) for graduating African-American students in STEM fields (Math and Biology) by **thehundred-seven.org**.
- Ranked **11th** among HBCUs for sending African-American students to medical school by **aamc.org**.
- Ranked **12th** in the country for the best bachelor's in mathematics against 100 small and large institutions.
<https://study.com/degrees/bachelors-degrees-in-mathematics.html>
- Within 3 years of graduation, graduates of the Department of Chemical & Biochemical Sciences have a **100% placement rate** in graduate school or job in their degree area.



Spiritual Life & Mission: Sharing the OU Story

- Created and launched bi-annual study of young adult spirituality called LifeCore. Study conducted in 2011, 2013, 2015, 2017 and 2019, and is scheduled for 2021. <https://www2.oakwood.edu/life-at-oakwood/lifecore/>
- Created and launched the Office of the SDA Encyclopedia resulting in 40 Oakwood articles submitted to the 2020 SDA Encyclopedia regarding the history and contributions of Oakwood University to the SDA church.
- Currently preparing International Young Womens' Devotional through our Oakwood University Anna Knight Center for Women's Leadership. Scheduled for publication in 2022.



- Oakwood University Broadcast Network was reorganized in January 2020. OUBN has produced and/or facilitated over 120 media products in telling the Oakwood Story. Examples include:

<https://media.oakwood.edu/>

<https://www.youtube.com/watch?v=B5QGZMEGvRo>

https://youtu.be/FHIM8_3J4FU

<https://youtu.be/7wbRH05232U>

<https://youtu.be/RdLQCBNkV9E>

<https://youtu.be/j1SjgMCOgk4>

<https://www.waaytv.com/content/video/573864522.html>

- In 2020, created the bi-weekly “Inside Oakwood with Dr. Leslie Pollard” radio simulcast on WJOU 90.1 FM and Facebook.
<https://www.facebook.com/Praise90.1FM/videos/398923571313419>
- During the pandemic, we implemented virtual weekly Town Hall meetings to facilitate direct communication to employees via ZOOM. Attendance ranges from 120 to 190 employees weekly.

**Oakwood University Administration
Leadership Motto:**



*“We will launch plans that are
destined to fail,
except God intervene!”*

Submitted with gratitude to God for 125 years of His grace on
Oakwood University

A handwritten signature in blue ink that reads "Leslie M. Pollard".

**Leslie Pollard, Ph.D., D.Min., MBA
President, Oakwood University**

October 18, 2021

