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Royal Oak Opening Remarks

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Royal Oak Opening Remarks
Dr. John M. Dunn
May 11, 2010

Acknowledge several attendees:

- *Trustee and former Detroit Mayor Dennis Archer*
 - *Barry Howard, Trustee Emeritus and Chief Judge, Retired, 6th Judicial Circuit Court*
 - *Dr. Steven Reif, Royal Oak/Southfield Oakland Community College President*
 - *Carla Matthews, dean of enrollment services at Oakland Community College*
 - *William Brey, representative of the Detroit Regional Chamber*
 - *Freeman Hendrix, chair of the Detroit Charter Commission*
- Welcome to our celebration--the opening of WMU-MetroDetroit--a set of offices that gives us a physical space in an area where our presence has been defined by our people for many years:
- Our student body--more than a third--7,500--of them from Southeast Michigan.
 - Our alumni--some 26,000 in the four-county metro Detroit area (many joining us here tonight and more planning on being here for an alumni event on Thursday).
 - Area leaders who have been educated at WMU ranging from Dennis Archer and Robert Bobb (Detroit Public Schools emergency financial manager) to Detroit Tigers President, CEO and General Manager Dave Dombrowski.
- New office in Royal Oak will serve as base for recruiting activities and program offerings that will expand opportunities for Detroit students.

- Courses in collaboration with Oakland Community College will begin as early as this fall with a graduate certificate program that offers working professionals who deal with alcohol and drug abuse new information and a boost in their credentials. OCC's Royal Oak and Southfield sites will both be likely course sites for us in the future. Good combination of the two big market demands--associate degrees and graduate education.
- We're conducting market research and reaching out to sister institutions in the Detroit area to determine how WMU can complement and add value to existing educational opportunities in the area —looking specifically at niche areas of excellence for WMU. Likely program areas include health care, renewable energy and sustainability, gerontology, and specialty engineering.
- A physical presence in Detroit and a base for course offerings will enhance our ability to respond to Robert Bobb's call for K-20 schools to serve Detroit Public School students. I was able to sit down with him a few weeks ago to talk about the possibilities. We see some exciting opportunities that will allow us to put our strengths to work to rebuild the economy in Detroit.
- Thank you for being part of what I consider a significant milestone in the history of Western Michigan University in the metropolitan Detroit area.