

Introduction of President Michael H. Schill

Implementation and Tactics
University of Oregon
April 2015 – June 2016



UNIVERSITY
OF OREGON

Welcome
July 1, 2015



Welcome July 1, 2015



Campus receptions, meet-and-greets and tours



First 90 Days

Meet and Greet
Getting to know our new president

For Michael J. Schill, who became the University of Oregon's 10th president on July 1, life is all about exploration, investigation, and learning new things. Which makes his new job especially exciting.

“O” is a beautiful word, and it’s a beautiful letter. It’s a beautiful sound. It’s a beautiful sight. It’s a beautiful taste. It’s a beautiful touch. It’s a beautiful smell. It’s a beautiful feeling. It’s a beautiful thought. It’s a beautiful action. It’s a beautiful result. It’s a beautiful life. It’s a beautiful world. It’s a beautiful future. It’s a beautiful hope. It’s a beautiful dream. It’s a beautiful goal. It’s a beautiful journey. It’s a beautiful path. It’s a beautiful way. It’s a beautiful life. It’s a beautiful world. It’s a beautiful future. It’s a beautiful hope. It’s a beautiful dream. It’s a beautiful goal. It’s a beautiful journey. It’s a beautiful path. It’s a beautiful way. It’s a beautiful life.

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Don't call him 'Mr. President': Michael Schill keeps things casual as he steps into office

By Christopher and Lauren Gatto — July 11, 2016 at 11:00 am

Lauren Gatto is also an author on this story

Just call him Mike.

Not Mr. Schill. Not Mr. President. Not Michael.

The University of Oregon's newest top administrator doesn't introduce himself with a formal title. When he toured campus on his first working days, every employee he shook hands with — from cooks to operations folks to administrators — was asked to address him by his first name.

Just Mike. That's the way he rolls.

Michael Schill spent his first week on campus meeting with department heads, getting the lay of the land and amassing a trove of treats.

As students trudged to their morning classes on Tuesday, Schill cheerfully strode to Johnson Hall after a brief meeting with campus operations employees. As he approached the building, he balanced a briefcase, a bag full of Oregon goodies from his meet-and-greet and a plate full of sweets. A duck cookie topped the mound of brownies and other treats.

He spent his second morning on campus touring the university's power plant and recycling facilities, cooing and aching as he went. Schill nodded, joked and laughed with every faculty, staff, student or alumni.

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Academic Excellence, Student Access, and the Educational Experience at the U of O

By ANNI KATZ • FEB 8, 2016

Listen 60:39

City Club of Eugene. Recorded on February 5, 2016.

Recorded on: February 5, 2016

Air Date: February 8, 2016

On July 1, 2015, Michael Schill left the Windy City and his job as dean of the University of Chicago Law school to begin his tenure as the president of the University of Oregon. He has committed his leadership to achieving three primary

The Register-Guard

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Schill's academic focus

New UO president hopes to replicate athletic success in labs and classrooms

For a legal scholar, Michael Schill had one of the best berths in the country as dean of the University of Chicago Law School. He got that job to lead the University of Oregon, which has a recent history of chewing up presidents, a longer history of financial neglect by the state and an untested new system of governance. He took a risk by coming to Eugene — but in an interview with The Register-Guard's editorial board last week, Schill sounded like a man who sees the risk countered by the possibility of greater rewards.

Asked what has surprised him most in his two months on campus and in Oregon, Schill said it was the degree of public appreciation for the UO's academic strengths. That's not a particularly diplomatic answer, implying that he expected to find perceptions of mediocrity. And he was candid in his own assessment: "The athletic enterprise is among the very best in the nation," Schill said. "You can't say that about the academics."



Media availability, rapid response, proactive interviews and editorial board meetings

Faculty book drop in

University of Oregon President Michael Schill flatters faculty with book request

He plans to display professors' works on a shelf in his office



1/2 - New UO President Mike Schill solicits faculty books for his office shelf. (Courtesy University of Oregon)

By DIANE DIETZ

The Register-Guard
AUG. 31, 2015



New University of Oregon President Mike Schill has opened a new front in his charm offensive this month, asking UO faculty to bring books they've written to fill a broad, empty bookshelf in his office.

Writing books is one area in which UO faculty excel. UO professors publish books at the rate of 76 per 100 faculty members, compared with 69 per 100 at the average public university belonging to the Association of American Universities, according to a 2012 analysis.



Getting to know the faculty and their expertise while demonstrating a commitment to academics and research



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First 90 Days

The screenshot shows the homepage of the University of Oregon President's Office website. The header includes the University of Oregon logo and navigation links: APPLY, VISIT, GIVE. Below the header, the page title is "The Office of the President". A navigation menu includes: About, Connect, President's Updates, Remarks and Reports, University Leadership and Committees, University Vision and Values, and Give to the UO. The main content area features a large image of students walking on campus. To the right of the image is a quote: "This is our moment. We must work together in common cause to make this university as great as it can be." Below the quote is a bio for Michael H. Schill, the 16th president of the University of Oregon. At the bottom, there are three sections under "PRESIDENT'S UPDATES": "Message about Umpqua Community College shooting", "Fall 2015 welcome to students", and "2015 Convocation address".

This screenshot shows a video player for the "2015 Convocation address". The video shows President Michael Schill speaking at a podium. Below the video player is a link: "Click [here](#) to watch President Schill's Convocation Address". Below the link is a short text snippet: "Welcome. You and I are in similar places today. You are new to fact that I moved to Oregon less than three months ago and ma".

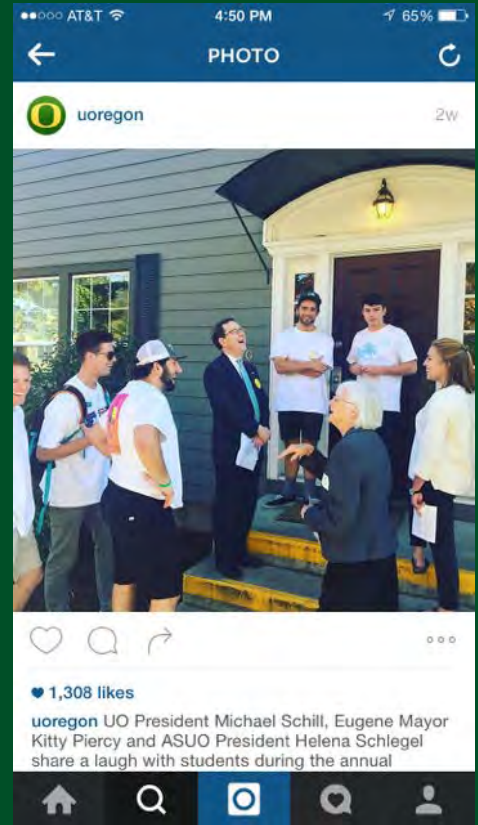
Remarks aligned with priority messaging

This screenshot shows the "Ask President Schill" page on the University of Oregon website. The header includes the University of Oregon logo and navigation links: About, Connect, President's Updates, Remarks and Reports, University Leadership and Committees, University Vision and Values, and Give to the UO. The main content area is titled "Ask President Schill". It contains the following text: "University of Oregon President Michael Schill wants to hear from you. If you have a question, comment, or idea for President Schill, please send him an email at pres@uoregon.edu." Below this is a section for "Campus Office Hours" with a link to "schedule". At the bottom, there is contact information: "Campus Location: 110 Johnson Hall", "Mailing Address: 1226 University of Oregon, Eugene, OR 97403-1226", "Phone: 541-346-3036", "Fax: 541-346-3017", and "Email: pres@uoregon.edu".

President office website with a focus on transparency and accessibility



First 90 days



Social media: Facebook, Instagram, Twitter, YouTube

Academic Year



A MESSAGE FROM PRESIDENT SCHILL

Dear colleagues,

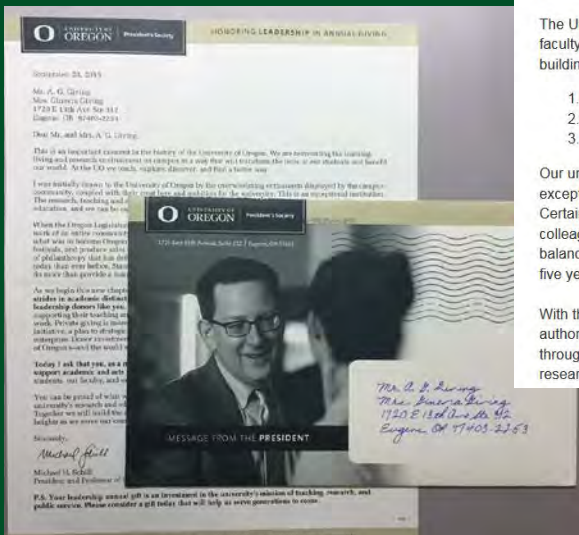
I am very excited about beginning my first academic year as your president. Over the past two months I have been overwhelmed by the warmth that many of you have shown me. Thank you! I have also been extraordinarily impressed by the desire among virtually everyone I have met for quick and decisive actions to propel our university forward. I believe the time is right to do this. We have a new governance structure, an extraordinary Board of Trustees, and are making good progress with our wildly ambitious \$2 billion fundraising campaign. In this note, I would like to share with you my preliminary thoughts about how I can join with you to build our university.

The University of Oregon is an excellent educational and research institution, full of deeply passionate and dedicated faculty, students, and staff. Yet, in my view, it can become so much better. I would like to focus my efforts (and your's) on building our fundamentals. More specifically, I would like to begin immediately to work on the following three objectives:

1. Building our tenure-related faculty and promoting academic research.
2. Ensuring affordability and access for our students.
3. Delivering a rich, excellent educational experience for our students.

Our university has significant strengths in each and every college, school, and department. Nevertheless, with a few exceptions, we lack sufficient eminence and intensity. Too few of our programs are recognized as national leaders. Certainly part of this is that we have too few tenured, tenure-track, and research faculty. Our non-tenure track faculty colleagues are, and will continue to be, important and valued members of our community, but we are simply out of balance. Therefore, I am committed to growing the tenure-related faculty by between 80 and 100 scholars over the next five years, and investing in the staff and infrastructure to support those hires.

With the support of the campus, Provost Coltrane and I have already begun to make progress in this effort. We have authorized the hiring of new faculty through our cluster hiring initiative and are working with deans and departments throughout the university to identify opportunities for appointments outside the clusters that will enhance our teaching and research excellence as well as our diversity. Finally, we are consulting with faculty members in the sciences to identify a



Direct communication through letters and emails, and small gatherings.



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State budget could bring difficult decisions, president says



December 6, 2016 - 12:45pm

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UO President Michael H. Schill and Provost Scott Coltrane sent the following message on the budget to the campus community on Dec. 8:

Dear University of Oregon community,

Last Thursday, Oregon Governor Kate Brown released her budget for the FY 2017-19 biennium and proposed flat funding for all seven public universities. This is good news only in the sense that it could have been a lot worse due to the state's estimated \$1.7 billion budget deficit for the next biennium. The bad news is that flat funding from the state creates significant financial challenges for the UO.



Proactive approach to issues management. Upper right, Schill attends Black Lives Matter protest and invites students in afterwards to discuss issues.

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U of Oregon Settles Sexual Assault Lawsuit

By Jake New // August 5, 2015

0 COMMENTS



TOGETHER. WE ARE LEARNING TO SHAPE THE FUTURE.

EARN YOUR EdD

Let's go!

The University of Oregon has settled a lawsuit with a student who said she was gang-raped by three male basketball players. Oregon will award the student \$800,000 and free tuition at the university. It will also adopt a policy requiring transfer students to report their disciplinary history to the university.

The female student sued Oregon and its men's basketball coach last year over allegations that they recruited one of the players who allegedly assaulted her while knowing that he had previously been accused of sexual assault at Providence College. The suit also alleged that the university had scrubbed the three players' transcripts of any references to sexual misconduct, making it easier for them to transfer to play elsewhere after they were accused of misconduct at Oregon. The three students — who were not charged — were suspended for up to 10 years, but all have since transferred to play basketball at other colleges.

In addition, the student accused the university of violating her privacy by accessing her campus therapy records without her consent. As the lawsuit contended that the ordeal caused the student emotional distress, the university says it examined her mental health records to prepare for the litigation. The decision to review those records led to a national debate over privacy rights of campus sexual assault victims, though legal experts said the university did nothing illegal.

"I do not believe any of our coaches, administrators or other university personnel acted wrongfully, nor do I believe that any one of them failed to live up to the high moral standards that we value and that they embody in their work every day," Michael Schill, Oregon's president, said in a campuswide email on Tuesday.

"I do believe that we can no longer afford to debate the incident and must instead move forward and implement a comprehensive set of policies to ensure that all of our students will feel secure in the knowledge that they will be free from sexual violence and feel confident should allegations of misconduct be brought forth they will be dealt with fairly, effectively and expeditiously."



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Events and Initiative Announcements

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President launches initiative to open doors, reduce time to graduation



November 9, 2015 - 4:12pm [Congratulate](#) [Twitter](#) [Facebook](#)

UO President Michael Schill on Tuesday announced an ambitious \$17 million initiative to raise the university's four-year graduation rate by 10 percentage points over five years, a change that will shave tens of thousands of dollars off the cost of a college degree for many students.

In his first all-campus address, Schill outlined the Oregon Commitment, an access and success plan modeled on the successful PathwayOregon program. The plan could dramatically reduce the number of students who take more than four years to earn a bachelor's degree, effectively slashing costs for students and their families.

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President pledges to bust myths and raise up the UO



June 1, 2015 - 5:07pm [Congratulate](#) [Twitter](#) [Facebook](#)

The University of Oregon stands at the cusp of a brighter future, UO President Michael Schill declared Wednesday, but it must confront, and quell, a set of false myths about the worth of public higher education if it is to achieve its position as a great university.

At his graduation as the UO's 18th president, Schill laid out his vision for the university as he stood among family, friends and colleagues to formally receive the university's trust and reiteration. In his remarks, he urged the audience to help counter emerging notions questioning the value and affordability of a college degree, the importance of both research and philanthropy and the ability of a degree in the formation of social scientists.

The president said this is the time to stand up for the idea that higher education opens the door to a better life and that a world-class university, as the UO aspires to be, will make Oregon and the nation better and stronger.

"We must reject the myths of public higher education's demise and make our bright future a reality," Schill said. "Oregon deserves a great university. I am committed to working with each of you to make the University of Oregon a great university, a better university, the very best university that it can be."

Schill's reflections came after he led a procession of faculty members in full academic regalia into Matthew Knight Arena for the traditional ceremony marking the installation of a new president. The procession was led by chemistry professor Gary Behrman, the UO Presidential Chair in Science and recent recipient of the National Medal of Science.

Also joining Schill on the platform were Columbia University professor and former President Jonathan Cole, U.S. Rep. Peter DeFazio, Oregon Attorney General Ellen Rosenblum, members of the president's family and many dignitaries from the UO, Oregon and beyond. UO Board of Trustees Chair Chuck DeBevoise presented Schill with the president's medallion and university mace, the official symbols of his leadership at the UO.

UCLA Chancellor Gene Block was scheduled to take part in the installation and a higher education symposium that took place earlier in the day, but he had to leave suddenly after receiving news of a fatal shooting on the UCLA

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UO President Schill: 'We need to focus on timely success and graduation'

By Tom Adams

EUGENE, Ore. — University of Oregon President Michael Schill argues student retention and graduating in four years should be the school's current focus, not tuition hikes.

The president delivered his speech on the same week that students and the campus at large debated the latest UO tuition plan for the fall. Schill told the city club that the focus on tuition rates is misplaced.

"We have not to be honest, met our full potential," Schill told club members the UO

