

Friday, May 19, 2017

Schartman named AP of the Year

Director of **Institutional Research and**

Assessment Laura Schartman has dedicated her career to giving the university a solid foundation from which to launch even the most aspirational goals.

This two-time OU alumna and 40-year employee of the university has gathered, organized and shared comprehensive data and analysis that offer meaningful insight into countless institutional initiatives.

For her tireless dedication, advocacy and commitment to the growth and success of Oakland University, Schartman has been selected as the recipient of the 2017 Outstanding Administrative Professional Award.

“Laura has been invaluable in bringing her expertise and institutional knowledge to help us make data-informed decisions on essential issues ranging from enrollment strategies to student success,” said Senior Vice President for Academic Affairs and Provost James P. Lentini.

“She has played a pivotal role within Academic Affairs and across the entire campus. She is most deserving of this recognition for her outstanding work.”

Mary Beth Snyder, a retired vice president for Student Affairs and Enrollment Management, echoed these thoughts, adding that her colleague of 20 years has created an indelible legacy at Oakland.

“Her influence has spanned decades and touched changing administrations, the faculty and student body. Her steadfast commitment to the betterment of OU and her clear thinking are brushstrokes in the picture of what OU looks like today,” Snyder said.

Schartman recently played a key role in the comprehensive update of the university’s Strategic Plan. In particular, she contributed to and oversaw data-driven research that was used to establish performance benchmarks and progress metrics for work toward OU’s Strategic goals.

“She goes beyond just looking at the data by reaching out to faculty and to campus leadership and offering insightful presentations and suggestions for improvement based on the data,” said Reuben Ternes, assistant director of Institutional Research and Assessment.

“Laura has brought credibility and integrity to the Office of Institutional Research and Assessment (OIRA) for over 20 years. She ushered in an age of competent data management and reporting capabilities, which was no small task.”

Prior to becoming director of OIRA, Schartman worked in Registration where she played a central role in managing the migration of university data through a series of information systems culminating in what was then its newest system, Banner. This work provided an opportunity to learn details of data management that have proved invaluable in her current role. The successive data migrations required sustained effort and focus to see the processes through to a successful conclusion.

Schartman’s model work ethic – which has long incorporated a strong emphasis on teamwork and collaboration – has impressed colleagues both at Oakland and beyond.

Roma Heaney, retired director of institutional research at the University of Michigan-Dearborn, has worked with Schartman for 25 years through shared involvement with the Michigan Association of State Universities and the Michigan Association for Institutional Research (MI/AIR).

“In all my years of working with Laura, she always impressed me as an exemplary professional colleague,” Heaney said. “She serves as a model for our IR profession and excels as an exemplary ambassador for her beloved Oakland University.”

Oakland colleagues also hold a high regard for her, particularly in light of her intelligence, curiosity, openness, respectfulness, work efficiency and effectiveness, and willingness to answer requests for data and insight no matter how busy she and her team are.

“Laura is in many ways the conscience of the university,” said Eleanor Reynolds, a retired assistant vice president for Undergraduate



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In addition to her work through OIRA, Schartman has been an active contributor to many University work groups, including the Retention Force, Focus on the Finish Line, Enrollment Management Strategy Group, Banner Operating Committee, ACE Network Steering Committee, All-University Fund Drive, AP Assembly and AP Association.

She has also been active with the university's Pontiac Initiative and numerous university assessment and accreditation efforts. At the state level, she is active with the Center for Educational Performance and Information, and the Michigan School Data System. Beyond this, she is involved in both the national Association for Institutional Research and MI/AIR.

Schartman will be formally honored as this year's award recipient at the Exemplary Employee Award Recognition and Celebration, scheduled for 2 p.m. on Monday, June 12, in the Oakland Center Banquet Rooms.