

## OU's Growing Enrollment Prompts Student Housing

by Irena Granaas

Oakland University administrators, staff and students broke ground April 16 on a \$30 million, 500-bed student housing facility, on a site located on Meadow Brook Drive just east of the Ann V. Nicholson Student Apartments.

The facility is slated for completion in 2014. OU President Gary Russi and Mary Beth Snyder, vice president for student affairs and enrollment management, were among those who spoke at the historic groundbreaking.

Also on hand to take their turns at the podium and wield ceremonial shovels were Michael Kramer, chair, OU Board of Trustees; Jim Zentmeyer, director, University Housing, and Graeme Harper, dean, Honors College.

Three OU students also took part in the ceremony: Samantha Wolf, president, Student Congress; Abuhassanali Young, student, University Housing, and Jessica Drogowski, student liaison to the university's Board of Trustees.

"This housing expansion comes about as a result of a growing demand by the families we serve who want their sons

and daughters to experience an Oakland University undergraduate education in its fullest sense by living side-by-side with other students in a residential community that values learning," Snyder said.

"Oakland responded to that need when our board of trustees approved the addition of 500 new beds on campus, bringing us to a total of 2,800 students who will be living on campus."

She said planning for new housing has been driven by two cardinal OU values: First, that teaching and learning at Oakland are not confined solely to the classroom; and second, a student's personal development is a cumulative process that takes place over time and in different settings.

She quoted a student who wrote of her experience, and said it summed up what so many students experience living on campus.

"As a freshman, I lived in a dorm. There, I learned the importance of living in a community, cleaning your bathroom and going to bed eventually," the student said. "That year, I met the seven people I still call my closest friends and I likely always will. And I began to see all that



From left, Graeme Harper, Michael Kramer, Gary Russi, Mary Beth Snyder and Jim Zentmeyer "dig in."

Oakland has to offer its students."

Kramer said, "We wanted to make this a campus where our students live here, enjoy here, play here and do most of their activities here. . . This is a very exciting part of the expansion that is under way."

Kramer detailed some of the other projects approved by the board of trustees after the first of the year in addition to the \$30 million student housing complex dedicated April 16:

- An \$8 million improvement to the lower playing field and the facilities for the athletic field;
- \$23 million for a 1,240-space parking structure.

Other improvements he cited are a new headquarters for facilities and ground maintenance, a road extension of Liberty Drive, which is expected to improve traffic flow coming to and from the campus, a 172,000-square-foot Human Health building, completed last fall. The university also broke ground in the fall on a 127,000-square-foot engineering center.

Oakland also broke ground April 19 on a \$6.5 million bell tower, to be named the Elliott Carillon Tower, a 1,240-space parking structure, a new recreation and athletic complex, and new headquarters for facility and grounds maintenance.

"As you can see, this is a very exciting time to be at Oakland University," Kramer added. "With all of these projects and hopefully future projects, we're going to take what has been a world-class university, increase its visibility and make it even better."

Russi called the groundbreaking a significant milestone for the university.

"By investing in student programs and student experiences, such as this new housing complex, we are creating a total campus community, a community that I believe students will remember as their home and as the foundation for their success," he said.



Eric Mayne showed off the new Cherokee at the recent SAE Congress.

## Chrysler Creating Ride of Tomorrow By Optimizing Existing Technology

by Jim Stickford

The theme of this year's SAE World Congress at Cobo Center April 16-18 was "achieving efficiency."

It was the perfect venue to show how Chrysler has maximized current technology to create vehicles that are more efficient in terms of fuel economy and performance.

"We have the new 2014 Jeep Cherokee on display at the show because we're focused on optimizing existing technology," said Eric Mayne, manager of media relations for Chrysler Group communications. "Just look at the 8-speed transmission we launched in 2011 on the Charger and the 300."

Mayne said these were the first "mainstream" cars to get 8-speed transmissions. Now Chrysler is launching the new Cherokee in the third quarter with a 9-speed transmission.

"This technology is normally only available on luxury brands," Mayne said.

"This year, we're launching the Jeep Cherokee with a 9-speed and now we're beginning to see other OEMs just beginning to get into 8- and 9-speed transmissions. Chrysler is way ahead of the curve."

What's good about these transmissions, Mayne said, is that the vehicles that get them are achieving efficiencies normally on par with what vehicles get with hybrid systems.

"Automobile transmissions are proven and trusted technology," Mayne said. "People know what they are and they aren't afraid of them."

And, Mayne said, he urges people to look at how Chrysler has been able to incorporate Fiat's valve actuation technology into Chrysler's new vehicles.

"This is patented technology," Mayne said. "It's exclusive to Chrysler is able to deliver better efficiency to a vehicle. This is both in terms of performance and fuel economy. This technology will be used in Chrysler's 2.4 'tigershark' engine that goes with the Dart as well as the Cherokee."

Chrysler's Cherokee is also able to achieve efficiencies with its driveline system, Mayne said. He said the driveline is the part of the axle that spins the wheel.

The Chrysler driveline used in the Cherokee four-wheel-drive package is able to disconnect the rear wheel from the driveline without suffering any "parasitic drivetrain loss," Mayne said. That's a big deal.

So when a driver of the new Cherokee decides that he or she doesn't need four-wheel drive because of the terrain the vehicle is being driven on, that driver can turn off the four-wheel drive confident that the vehicle won't lose any power.

"The Cherokee is a microcosm of our philosophy of optimizing existing technologies to gain efficiencies," Mayne said.

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