A meeting of the Executive Committee of the Old Dominion University Board of Visitors was held on Monday, August 15, 2011, at 12:00 Noon in the Board Room of Webb University Center on the Norfolk campus. Present from the Committee:

David L. Bernd, Rector
Linda L. Forehand
Marc Jacobson
Pamela C. Kirk

Other Board Members Present:  J. William Cofer
Andrea M. Kilmer
Frank Reidy

Absent from the Committee:  Kenneth E. Ampy
Sarita A. Brown
Barry M. Kornblau
Fred C. Whyte

Also present:  John R. Broderick, President
Alonzo Brandon
Robert L. Fenning
Mohammad Karim
Elizabeth Kersey
Gwen Lee-Thomas
Donna W. Meeks
Karen Meier
Jennifer Mullen
Ellen Neufeldt
September Sanderlin
Carol Simpson
James D. Wright

CALL TO ORDER AND APPROVAL OF MINUTES

The Rector called the meeting to order at 12:10 p.m. and asked for approval of the minutes of the Executive Committee meeting held on July 11, 2011. Upon a motion made by Mr. Jacobson and seconded by Ms. Forehand, the minutes were unanimously approved by all members present and voting.  
(Cofer, Forehand, Jacobson, Kilmer, Kirk, Reidy)
RECTOR’S REPORT

The Rector had no report.

PRESIDENT’S REPORT

The Rector called on President Broderick for his report to the Committee. President Broderick welcomed the new Board members and noted that an orientation session will be held immediately following the Executive Committee meeting.

The President introduced Gwen Lee-Thomas, a faculty member from the Darden College of Education currently serving as special assistant to the President and Provost, who has led the administration’s community relations planning initiative this summer. The challenge put before Dr. Lee-Thomas and the committee was to develop a comprehensive communications and community relations plan to take the lead on a number of activities in which we engage the community. The committee has developed a thorough, coordinated plan with recommendations for providing a safe environment, becoming good citizens, and engaging the surrounding neighborhoods.

Specific recommendations include: (1) ODU Repository - identify a central unit to handle all on- and off-campus inquiries in order to ensure they are handled in a manner reflective of the University’s service standards and are tracked and monitored to ensure resolution; (2) Monarch Citizen – a student-led effort involving faculty and staff to define what it means to demonstrate the characteristics and pride of a being a Monarch on and off campus; (3) Community Task Force – expand the current Safety Task Force to a University & Community Task Force comprised of residents, city leaders, ODU leaders, community leaders, civic leagues, business associations, students, faculty and staff that will meet on a monthly basis to discuss issues facing an urban campus, including safety, community stabilization, service, education, literacy and wellness; (4) continue joint efforts between the ODUPD and the Norfolk City PD that demonstrate a strong commitment to community policing, collaboration, and training local citizens and students through the Citizens Police Academy; (5) partner with the local community to develop and implement a community relations plan that is evidence-based, community-oriented and solution focused; and (6) challenge the academic colleges to continue to share expertise and resources with the surrounding communities and continuously evaluate the impact in the local neighborhoods in a way that demonstrates our commitment as a metropolitan university and as a good neighbor.

In addition to this effort, and as a recommendation of the Board, a Chief Operating Officer position has been established. This position will assume responsibility for Public Safety, direct overall relations with the City of Norfolk, and ensure the execution of the comprehensive community relations plan across the vice presidential areas.

Dr. Lee-Thomas said that the importance of engaging the community in safety issues was a focus of the recent COPS Conference in Washington, DC. Vice President Neufeldt commented that there is a real desire by students and parents to be involved in the process. The student body president, vice president, and student BOV rep Greg Walsh are taking leadership roles in developing the Monarch Citizen initiative. The program will be rolled out to freshmen during
orientation, convocation and residence hall programs. Vice President Fenning noted that the ODUPD and Norfolk PD have worked together over the past 30 to 45 days to increase bike patrols, which have received positive feedback from students and citizens in the surrounding neighborhoods.

President Broderick said that one of the goals in the current search for the new Chief of Police is to find someone who has been a leader in community policing and who has experience engaging officers, students and the community on a much more personal level.

Mr. Jacobson commended the President and the staff for this very comprehensive report. ODU’s problems are the same as those faces by other schools in the state, often arising from students who haven’t behaved properly, and emphasis should be placed on the environment as a whole. The better we do here, the better it is for the neighborhood and the City of Norfolk. President Broderick noted that the Mayor, City Manager and the NPD Chief have all voiced their support for the University’s efforts.

The Rector commented that this is a very comprehensive plan and he looks forward to seeing the results, particularly from the student-led initiative. The President said that he will provide updates to the Board on a regular basis throughout the year.

The President called the Committee’s attention to the faculty and research highlights, specifically noting that the journal Transportation Research E: Logistics and Transportation Review, edited by Professor Wayne Talley, recently ranked second in the world for impact. This is a great reflection on Professor Talley and a great indication of the kinds of work our faculty do outside the classroom.

Vice President Neufeldt is beginning the strategic planning process to establish direction for the division of Student Engagement and Enrollment Services around the themes of student success, learning, engagement and recruitment. The new division has the opportunity to be the first point of contact for students through graduation and beyond, and goes hand-in-hand with the new Student Success Center.

President Broderick noted that the University has surpassed its overall SWAM spend goal as well the goals in all three subcategories. The Office of Human Resources has led the effort in developing campus-wide service standards and will provide training during the implementation phase. The Office has also been involved in the SunGard Business Process Modeling initiative, with current emphasis on improving hiring processes.

The President has been meeting with Hampton Roads legislators during the summer and will meet this week with members of the Governor’s cabinet, House Appropriations Committee and Senate Finance Committee staffers and others to discuss ODU’s six-year budget plan. He and EVMS President Harry Lester will be meeting with a congressional delegation in Washington D.C. regarding medical modeling and simulation efforts. A presentation to the Higher Education Advisory Committee is scheduled in late August with the Virginia Community College System regarding distance-learning initiatives. Senate candidates George Allen and Tim Kaine will be visiting the campus in August and September, respectively.
The endowment value has topped $170 million as of June 30 and is showing a one-year return of 20.6%. In response to a question from the Rector, Vice President Brandon stated that the endowment value remained level through August.

Funded by the Office of Community Engagement, the Social Science Research Center is conducting a telephone survey that will gauge perceptions and attitudes on a variety of political issues. The Alumni Office hosted 4,394 guests at 67 events during the past year. President Broderick visited four cities on the west coast and met with 118 successful alumni.

Athletics offers All Access TV, a subscription service through www.odusports.com where fans can view home games for all of ODU’s 18 sports. In addition, Athletics and ODU Sports Properties have partnered with Cox Communications to offer Cox OnDemand Channel 2642 where, beginning in September, fans can watch reruns from game action the previous week. Four ODU student-athletes were named CAA Scholar Athletes of the Year in their respective sports.

Student success was the focus at the NCAA President’s conference in Indianapolis. The ability of a team or school to compete in championships is going to be predicated on the Academic Progress Rate of the team. Ms. Forehand asked if this will present a problem for ODU’s football team, to which President Broderick responded that he is confident the team will reach that goal over the standard 6-year threshold.

At the conclusion of the President’s report, Ms. Forehand asked for more information about the increased police presence. Vice President Fenning commented that there has always been a good relationship between the ODUPD and the NPD, but there has been some concern about the public relations aspect. A more systematic approach is being taken to ensure that regular meetings are held between staff of both departments in order to be kept informed of current investigations and for ODU to receive appropriate information before it is reported in the news. Jim Perotti, a consultant working with ODUPD, is also talking regularly with the Chief of NPD.

**OLD/UNFINISHED BUSINESS**

There was no old or unfinished business to come before the Committee.

**NEW BUSINESS**

The Rector asked the two new Board members and the student representative to introduce themselves to the Committee. Andrea Kilmer said she is a graduate of ODU and a CPA with varied experience and considers it an honor and privilege to serve on the Board. Frank Reidy has lived in the area for 27 years working in the oil and gas industry. He became involved with ODU 12 years ago with Professor Schoenbach in the founding of the Center or Bioelectrics. He owns joint patents with EVMS and is on the board of Operation Smile. Greg Walsh said he is a senior Criminal Justice major and is involved with the communications and community outreach initiative, serving on the Citizenship Committee.

With no further business, the meeting adjourned at 1:00 p.m.