ODU Strategic Planning Topic Committee
Enrollment Management – Meeting #3, Minutes
Friday, October 29, 2013
8:30 am – 10:00 am
Koch Hall Board Room

Committee Members
- Linda Miller-Dunleavy (DCOE)
- Ken Brown (Athletics)
- Steve Risch (International Admissions)
- Andy Casiello (DL)
- David Silvis (English Language Center)
- Jane Dane’ (SEES) co-chair
- Bob Spina (DCOE)
- Morel Fry (Library)
- Sandy Waters (AE)
- Janet Katz (Arts and Letters)
- Johnny Young (SEES) co-chair
- Terrell Kingwood (student)
- Scott Harrison (SEES) staff support
- Jeanie Kline (AA)
- Brenda Neumon-Lewis (AA, Grad)
- Steve Risch
- April Hicks Konvalinka (SEES)
- Jennifer Mullen-Collins (Marketing) floater
- David Kozoyed (ITS)
- Brian Payne (AA) floater
- Kathleen Levingston (SEES) military connections
- Min Xu (EM) staff support
- Brenda Neumon-Lewis (AA, Grad)

Not in attendance due to schedule conflicts
- Jennifer Mullen-Collins
- Andy Casiello
- Steve Risch

Announcements
- The next two meetings will provide presentations related to enrollment and the Strategic Enrollment Strategies draft document.
- A data presentation make-up meeting is scheduled for October 30, 11:00-12:00 in the Webb River Rooms.

Presentations

State Policy on College Transfers - Sandy waters provided a handout and updated the team on the statewide committee on transfers. Their intent is to facilitate transfers from community colleges to a four year institutions. The committee is reviewing laws and policies impacting university requirements.

Graduate Presentation - Brenda Neumon-Lewis and Brian Payne provided a handout and presented data on graduate programs from the six colleges, assistantships, and certificates. Enrollment trends showed an increase in undergraduate enrollment from 1995-2012, with 20% of enrollment as graduate students. Nationally, 80% of universities have seen an increase in graduate enrollments over that time. Discussion followed about Graduate Enrollment including the current organization of Graduate Programs – The committee suggested looking at a centralized Graduate School for ODU. Also noted was our lack of competitive assistantships to attract and retain graduate students. Increased marketing for graduate programs and graduate certificates and a review of the current balance between doctoral and master’s programs were identified as needs.

First Year Experience, Monarch Experience, Engagement - Bob Spina and Johnny Young provided a handout and shared progress on events related to the New Student Orientation Program and components including the academic emphasis of Convocation, “First Class”, and the Toolbox for College
Success, Engagement or “Monarch Experience”, and “Positive Choices” which promoted wellness and informed decision making. The program educated students on sexual assault, dating violence, stalking and provided a video presentation. Survey results of the program indicated high attendance and satisfaction. Introduced the Monarch Experience Options where all first year students are encouraged to get involved in programs such as FSI, FSE, Residence Hall Association, Peer Mentor Program, Monarch Think Tank, LLC’s, etc.

**Student Onboarding** - David Kozoyed provided a handout and presented on the progress to assist students to track where they are in the onboarding process between the points of admission to first day of class. Status alerts will be available in the student ODU portal. Integrated in “My Status Alerts” will be information developed for freshmen, transfers, and graduate students. The introduction of “gaming elements” will encourage completion of tasks and some friendly competition.

**Future Meeting Dates and Agendas**

**November 11, 2013 (Meeting #4)**
8:30 am – 10:00 am  
Cape Charles Room of Webb Center  
Agenda: 15 minute presentations

**November 21, 2013 (Full day Committee Retreat)**
10:30 am - 3:30 pm  
IRP #2, 4211 Monarch Way  
Agenda: Articulate Goals and Objectives

**December 2, 2013 (meeting #5)**
8:30 am - 10:00 am  
Rollins Hall Room 102E  
Agenda: TBD

**December 10, 2013 (meeting #6)**
8:30 am - 10:00 pm  
Rollins Hall Room 102E  
Agenda: TBD