ODU Strategic Planning Topic Committee
Enrollment Management – Meeting #4, Minutes
Monday, November 11, 2013
8:30 am – 10:00 am
Cape Charles Room

Committee Members
Ken Brown (Athletics)  Linda Miller-Dunleavy (DCOE)
Andy Casiello (DL)     Steve Risch (International Admissions)
Jane Dane’ (SEES) co-chair  David Silvis (English Language Center)
Morel Fry (Library)     Bob Spina (DCOE)
Janet Katz (Arts and Letters)     Sandy Waters (AE)
Terrell Kingwood (student)  Johnny Young (SEES) co-chair
Jeannie Kline (AA)  Scott Harrison (SEES) staff support
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
Jeanie Kline
Brenda Neumon-Lewis
Linda Miller-Dunleavy

Announcements
November 22 has been added to our meeting schedule due to the remainder of presentations and the discussion needed. Scott Harrison will share the template at our next meeting.

Presentations
1. Evolution of general education fall & summer school offerings - Janet Katz presented on measures taken to manage general education offerings for each fall schedule. As the schedule is built, the same number of seats will be offered as the previous fall. During the summer seats are monitored for Preview based on the previous 3 years of courses filled/not filled. Particular focus is given to courses in the sciences and courses that will delay students progressing. Additional classes were opened and a few seats were added to each class based on room capacity. For the future, caps will be lowered for all classes to increase options for students as summer progresses. The strategies for fall 13 were particularly effective as the team was able to offer between 1300-1900 additional seats. Fall 13 had greater demand for class offerings due to a larger freshman class combined with the “Finish in 4” campaign that encouraged larger credit loads. We will continue to advocate for more faculty to meet the enrollment demands.

Summer 2014 will be open for registration during the time when students sign up for Spring 2014. The timing will provide better planning for both students and the academic departments. Summer General Education classes planned 2014 include more classes offered in the second half of summer to accommodate freshmen, transfers and athletes. Several online General Education courses, including courses to fulfill “G” and “T” course requirements, will be added. The Summer School Task Force is looking into the possibility of developing a “jump start” for freshmen where
they begin classes in summer before their freshman year. Marketing is planned to promote and expand offerings.

2. **Military Connections, Task Force Recommendations** was presented by Kathleen Levingston and a handout was provided. The Hampton Roads region is noted as having one of the largest military installations in the country. All five branches represent over 58,000 retirees, 118,000 dependents and 108,000 Navy & Marines. At ODU, the 6000+ “Military Affiliated Students” make up 23% of the ODU enrollment and are comprised of 2,800 veterans who receive GI Bill benefits. The most popular majors for our military students include Biology, Criminal Justice, Nursing and Psychology. A resource for student veterans is the Freedom Support Center which is located in Hampton and where ODU has staff visibility.

The Military Task Force was formed by COO Harnage last fall to look at military programs and services and provide recommendations for ODU. Looking forward to fall 14, a Military Connections Center will be opened in September. The military supportive area will provide connections for Student Veterans Association, a newly formed 450 member student organization. The center will be a collaborative effort from staff located in other campus offices to provide assistance to military affiliated students and family members.

The center will house a Veteran’s Success Counselor and conduct a needs-assessment for ~6,000 students. Programming includes 1) targeted orientation for military affiliated students, 2) relevant resume writing and career assistance offered by CMC, 3) Peer Mentoring that pairs student veterans and hosting events such as the statewide Student Veterans Conference being offered in Nov. 2013.

3. **Time to Degree** was presented by Jane Dane’ and Sandy Waters. A Time to Degree subcommittee has been working for nearly a year as an arm of the Student Success Committee. The federal completion agenda inspired the efforts as the nation and ODU must graduate more students in less time. Data informed strategies for ODU have led to numerous initiatives. As the committee has shared, students perform better with larger course loads. While the ODU retention rate is similar to peers, the graduation rates should be higher. The work is paying off already as the fall 2013 freshmen have higher average course loads after introduction of “Finish in 4”, 14.13 compared to 13.5 in 2012. Students changing majors numerous times impacts graduation rates, thus the focus on career exploration is growing.

Specific Time to Degree outcomes include: 1) a new policy was introduced in fall 13 on student classifications where credit hours were raised to 30 for sophomore, 60 junior and 90 for senior, 2) the “Class of 2017” was reinforced to the entering freshmen in fall 13 who are informed about Finish in 4, 3) provided Online CMC – Career Parent Education Program, 4) held Majors Fair on “Time to Degree” theme 5) published “Finish in 4” initiatives – posters, website, video6) encouraged earlier major declaration (45-60 credits), 6) Exploratory Living Learning Community for undecided freshmen began in fall 13, 7) developed 4-year degree plans for each major, 8) promoted Plan A and Plan B for alternatives, 9) integrated “Finish in 4” in UNIV classes, 10) utilize Degree Works to assist advisors and students to plan for 4 years, 11) modified Financial Aid budgets based on 15 credits compared to prior 14 credits, and 12) offered more general education courses in summer. 13) Affordability was promoted through financial literacy programs for student and parents, 14) work study & LEAP programs were streamlined, and 15) created a culture of for student success about “Time to Degree” and “Finish in 4”.
4. **Learning Commons Update** - was presented by Morel Fry and a handout was provided. Planning for the Learning Commons began 2008 and the addition was completed in August 2011. A collaborative learning environment was created with enhanced technology and services. The Help desk received 42,000 transactions. The Learning Commons, largely used by undergraduates provides a flexible and constantly changing environment. The space offers both group and quiet areas. Some areas need more and newer furniture, particularly on the 4th floor. The Learning Commons is open 364 days a year and 24/5 and expands hours during finals.

*Future Meeting Dates and Agendas*

**November 21, 2013 (Retreat Part I)**
10:30 am - 3:30 pm  
IRP #2, 4211 Monarch Way  
Agenda: Presentations and goals discussion
1. **DL Task Force** (Andy Casiello)  
2. **International Collaborations** (David Silvis & Steve Risch)  
3. **Student Success Committee** (Jane Dané, Sandy Waters and Johnny Young)  
4. **Housing Demand and plans** (April Hicks Konvalinka)  
5. **Marketing Strategies for Recruitment** (Jennifer Mullen-Collins)  
6. **Discussion & articulate goals and objectives**

**November 22, 2013 (Retreat Part II)**  
9:30 am – 2:00 pm  
Koch Hall Board Room  
Agenda: Complete goals

**December 2, 2013 (meeting #7)**  
8:30 am - 10:00 am  
Rollins Hall Room 102E  
Agenda: TBD

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