Strategic Plan  DRAFT  Goal Statements

2014 - 2019 Strategic Plan Goals

- Enhance our national & international reputation for academic and research excellence
- Support student success from first point of contact through graduation and beyond
- Enrich the quality of university life
- Engage in the greater community
- Build a culture of entrepreneurism and economic development
Strategic Plan  Draft Goal

Enhance our national & international reputation for academic and research excellence

- Identify and reward academic program excellence
- Innovate academic programming and instruction
- Grow on-line degree programs in areas of market demand
- Expand national and international reputation for research excellence
- Raise the visibility of graduate education and training
- Increase support and opportunities for undergraduate research
Support student success from first point of contact through graduation and beyond

- Create and execute a comprehensive enrollment plan to meet the institution’s undergraduate and graduate student goals
- Increase overall FTE enrollment by 1% per year
- Increase retention rates to 83% and graduation rates to 60%
- Maximize student engagement and satisfaction
- Raise more unrestricted scholarships and fellowships through gift and private donations
- Expand placement opportunities for graduates
Enrich the quality of university life

- Promote the health and well-being of the ODU community
- Recruit and retain a diverse & creative faculty; ensure competitive salaries
- Develop a comprehensive talent management initiative for onboarding, human capital development, and succession planning
- Create a culture of campus pride through events, learning activities, athletics and traditions
- Promote the University’s inclusive community
- Use technology to connect main campus, Higher Education Centers and Distance Learning communities outside of the classroom
Engage in the greater community through intellectual, social and economic activity

- Embed community engagement in the ODU curriculum
- Expand and strengthen international and military connections
- Provide mitigation and adaptation solutions to climate change/sea level rise & to help alleviate traffic congestion in Hampton Roads
- Celebrate the Arts District on Monarch Way
- Develop new opportunities for professional advancement in fields of regional and national interest
- Promote healthcare education and services to the community
Strategic Plan  Draft Goal

Build a culture of entrepreneurism & economic development

- Integrate entrepreneurship across the curriculum and co-curriculum through the Strome Entrepreneurial Center
- Coordinate and promote entrepreneurship-related competitions, a state-wide Business Plan Challenge, internships, mentoring, and coaching
- Develop university policies that encourage and reward faculty entrepreneurial and economic development activities
- Create a Center for Economic Development to include:
  - Bureau of Business & Economic Research
  - Monarch Business Innovation Gateway
  - Monarch Innovation Laboratory
  - Monarch Accelerator Partnership Network
### Strategic Plan

**Proposed Indicator**

**Progress Toward Goal Completion**

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<thead>
<tr>
<th>STRATEGIC GOAL</th>
<th>PROGRESS</th>
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<tbody>
<tr>
<td>Enhance our national &amp; international reputation for academic and research excellence</td>
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<tr>
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<td>Build a culture of entrepreneurism and economic development</td>
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<td>STRATEGIC GOAL</td>
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Strategic Plan  Proposed Indicator

Time Line Indicator for Specific Major Objectives

- Objective 1
- Objective 2
- Objective 3
- Objective 4
Strategic Plan Progress