Strategic Plan Steering Committee

Broad University Representation – Faculty, Staff, Students

Steering Committee Members

- M’Hammed Abdous (DL)
- Debbie Bauman (CoHS)
- Jane Dané (SEES)
- Chandra de Silva (AA)
- David Earnest (A&L)
- Karen Eck (OR)
- Jennifer Fish (A&L)
- Dan Genard (Advancement)
- Chris Glass (DCOE)
- Terrell Kingwood (Student SGA Rep)
- Linda Miller-Dunleavy (DCOE)
- Roy Ogle (CoHS)
- Stacie Ringleb (BCET)
- Trianne Smith (Student)
- Don Stansberry (SEES)
- Charles Sukenik (CoS)
- Rusty Waterfield (ITS)
- Johnny Young (SEES)

Oversight

- Board of Visitors
- President’s Cabinet

Co-Chairs:

- Carol Simpson
- Ellen Neufeldt

Consultative Roles:

- Marty Sharpe (IR)
- Deb Swiecinski (A&F)
- Worth Pickering (AA)
- Renee Olander (HEC)
- Dennis Gregory (DCOE)
- Dave Hager (DCOE emeritus)
- College Deans & Advisory Boards
Strategic Planning Topic Committees

Academic and Research

Enrollment Management

Economic Development and Entrepreneurship

Community Engagement

Included:

31 Faculty (incl. Faculty Senate)
41 Administrative Staff
5 Students
Development of Strategic Plan

- **Fall 2013**
  - August through November - Steering & topic committee meetings
  - December - Detailed Steering Committee reports submitted
  - December - Open Forum summarizing themes and direction

- **Spring 2014**
  - January - Committee reports posted on website for comment
  - January & February - Discussion with Steering Committee members
  - January through June - Drafted plan with feedback from discussion sessions
  - June - Plan distributed to topic committees for review and feedback
Goals and Objectives discussed:

- January
  - Steering Committee meeting to cement the 5 Goals and draft Objectives
  - Association of University Administrators open panel discussion with Vice Presidents
  - President’s mid-year retreat
  - Board of Visitors retreat
  - Recreation & Wellness; Leadership & Student Involvement
  - Meetings with staff in Human Resources
Development Meetings and Discussion Sessions

Goals and Objectives discussed:

- February through April
  - Provost’s Council Retreat including Deans, Associate Deans and Academic Affairs unit heads
  - Meetings with University Library, the 6 academic colleges, and discussions with various university offices
  - Student Government Association; student leaders
  - Presentation to the Board of Visitors
  - Draft versions of the Plan as well as PowerPoint presentations made available on the Strategic Planning website
Goals and Objectives discussed:

- June

  - Board of Visitors meeting
  - Presentation to Board of Visitors posted on website
  - Comprehensive draft of Strategic Plan document circulated to Steering Committee, topic committees and additional reviewers for comment
Goals and Objectives discussed:

- **July**
  - Feedback from across the University incorporated
  - Provost’s Council Retreat including Deans, Associate Deans and Academic Affairs unit heads

- **August**
  - President’s Administrative Retreat with Faculty Senate and Student Government leaders
  - Administrative Retreat presentation posted on website
  - Each Dean highlighted the Strategic Goals in their State of the College address
Strategic Plan

2014 - 2019 Strategic Goals

- Enhance the University’s academic and research excellence
- Support student success from first point of contact through graduation and beyond
- Enrich the quality of university life
- Engage with the greater community
- Create an entrepreneurial culture to catalyze economic development
Strategic Plan: Goal 1

Enhance ODU’s academic and research excellence

- Increase ODU’s national and international reputation for research
  - P&T policies and practices support interdisciplinary research

- Identify and reward academic program excellence
  - Prioritize for support

- Innovate in academic programming and instruction
  - New certificates in area of regional and national need
Strategic Plan: Goal 1
Enhance ODU’s academic and research excellence

- Expand online degree programs in areas of market demand
- Raise the visibility of graduate education
  - Re-establish a Graduate School at ODU
- Expand support for undergraduate research
- Recruit and retain a diverse and creative faculty
Strategic Plan: Goal 2

Support student success from first point of contact through graduation and beyond

- Create and execute a comprehensive Strategic Enrollment Plan
  - Hold enrollment to 1% FTE growth

- Increase retention rates to 83% and graduation rates to 60%
  - Increase faculty and staff contact time by reducing the student to faculty, advisor, and staff ratios
Strategic Plan: Goal 2

Support student success from first point of contact through graduation and beyond

- Maximize student engagement and satisfaction
- Implement the campus master plan to support student success
- Maximize career outcomes for degree completers
  - Develop a tracking system for students’ post-graduation employment and post-baccalaureate education
Strategic Plan: Goal 3

Enrich the quality of university life

- Evaluate the quality of university life
  - Identify and implement initiatives to support work life balance

- Develop a comprehensive talent management initiative
  - Professional development, succession planning, retention

- Create a culture of campus pride
Strategic Plan: Goal 3

Enrich the quality of university life

- Promote the University’s inclusive community and encourage an ethos of cultural competence
- Use technology to better connect all constituents of ODU
- Promote the safety and well-being of the University community
  - Enhance public safety training for student, faculty, and staff on behaviors that may pose a threat to the University community and on intervention strategies
Strategic Plan: Goal 4

Engage with the greater community

- Ensure community engagement is a distinctive feature of an ODU education
  - Expand student service-learning through local, regional, national and international opportunities

- Expand and strengthen engagement with international communities and internationally focused agencies
Strategic Plan: Goal 4

Engage with the greater community

- Become the focal point for community education on issues of regional importance
  - e.g., sea level rise, transportation, early childhood policy

- Build capacity in environmental and community health outreach through clinical services to the Hampton Roads community
  - e.g., dental hygiene clinic, Monarch physical therapy clinic, and proposed Monarch eye clinic
Strategic Plan: Goal 4

Engage with the greater community

- Enhance collaboration with the region’s military community
  - Expand research and educational opportunities with various branches of the military

- Increase engagement with the local arts community

- Fully establish the College of Continuing Education and Professional Development
  - to become widely recognized, with a successful business model
Create an entrepreneurial culture to catalyze economic development

- Build an entrepreneurial curriculum and co-curriculum for students
  - Launch Camps, Business Plan Challenge, entrepreneur speakers

- Foster an entrepreneurial ecosystem for faculty
  - Include entrepreneurial activities in P&T criteria guidelines

- Foster a culture of idea commercialization among faculty and students
  - Encourage collaborations with external partners and private industry
Strategic Plan: Goal 5

Create an entrepreneurial culture to catalyze economic development

- Establish a Center for Enterprise Innovation for the Hampton Roads region
  - Bureau of Business and Economic Research
  - Monarch Business Innovation Gateway
  - Monarch Innovation Laboratory
  - Monarch Accelerator Partnership Network
  - Services Division
  - activate the Monarch Innovation Foundation
Strategic Plan - Timeline

Campus Rollout

❖ Draft to BOV
  August 2014

❖ BOV affirmed direction at September 18 meeting

❖ Review plan with campus fall 2014

❖ BOV approval December 2014

Forums/Meetings

  o Colleges
  o Divisions
  o SGA
  o Student Leaders
  o Faculty Senate
  o Faculty
  o Letter of intro on the Website from the President
<table>
<thead>
<tr>
<th>STRATEGIC GOAL</th>
<th>OBJECTIVE</th>
<th>STATUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance our academic and research excellence</td>
<td>Increase our national and international reputation for research excellence</td>
<td>Green</td>
</tr>
<tr>
<td></td>
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Strategic Plan - Implementation progress

Example:

Goal 1: Enhance our academic and research excellence

Objective 2: Innovate in Academic Programming & Instruction
Strategic Plan 2014 - 2019

Questions or Comments?

Open Forum           October 3, 2014