Old Dominion University’s Strategic Plan: 2020-2025
Committee Guidance

Overarching Questions
- How is ODU going to define its future as it approaches its second century?
- What can we objectively point to institution-wide as strengths to leverage and weaknesses to overcome?
- What are the best new ideas that higher education institutions are implementing, especially our peers?
- What are the significant international, national, and regional trends that will most affect our future?
- What is our distinctive advantage that will inform our plan?
- How do we embed issues of diversity, equity, and inclusion throughout the strategic plan?

Considerations
- Increase international and national reputation of academic programs
- ODU’s ability to competitively recruit, hire, retain and support a qualified, skilled, and diverse faculty and staff workforce
- ODU’s ability to identify high demand programs to be added and targeted for growth
- Maximize the success outcomes of all students
- Enhance the student experience on campus
- ODU’s aspirations as a metropolitan institution, as informed by comparative data with peers and aspirational peers
- ODU’s aspirations as a doctoral research university, as informed by comparative data with peers and aspirational peers
- ODU’s ability to leverage the opportunities of its location to grow its state, national and international reputations
- ODU’s ability to leverage its growing role in regional economic development to support its enrollment, graduation, and research goals
- Enhance ODU’s entrepreneurship focus to support the university’s mission
- Fiscal priorities and institutional financial stability/health, including sustainability and continuity of operations and personnel
- Next steps for ODU given the national and regional trends in enrollment
- Expand military-related opportunities
- Enrollment mix (i.e., on-campus, online, Higher Ed Centers, etc.)
- Diversity and inclusion and the quality of life for our entire community
- Adopt best practices to promote community engagement
- Campus infrastructure and services to include facilities, grounds, information technology, public safety, administrative support services, etc. and their impact on strategic goals attainment
- Foster cross-disciplinary collaboration in academic programs, research, and engagement to solve complex problems.