

November 21, 2017

TO: Provost's Council

FROM: Judith M. Bowman
Assistant Vice President for Undergraduate Studies

SUBJ: Provost's Council Agenda for Tuesday, November 28, 2017

The Provost's Council will meet on Tuesday, November 28 from 8:30-10:00 a.m. in the Board Room in Koch Hall. The following agenda items will be discussed.

1. Approval of the October 24 minutes (see attachment, p. 1-2)
2. Marketing
Giovanna Genard
3. Safe Space Overview – 9:00 a.m. (see attachment, p. 3-8)
Joe Ritchie
4. Announcements

PROVOST'S COUNCIL
November 28, 2017
Minutes

The Provost's Council met on Tuesday, November 28 from 8:30-10:00 a.m. in the Koch Hall Board Room. Those present were Austin Agho (Chair), Debbie Bauman, Jane Bray, David Burdige, Andy Casiello, Gail Dodge, Clair Dorsey, Jim Duffy, George Fowler, Kiran Karande, Renee Olander, Brian Payne, Kent Sandstrom, Ben Stuart, and Robert Wojtowicz. Guests attending were Giovanna Genard, Kaitlyn Lambert, Nathan Ostrum, and Joe Ritchie. The following agenda items were discussed.

1. The October 24, 2017 minutes were approved, as amended—with the additional suggestion provided by Kent Sandstrom for Human Resources on changes to background checks.
2. Marketing

Giovanna Genard began the conversation by describing the work her team does. Specifically, her office is focused on global marketing and branding, as opposed to individual programmatic marketing. Her team includes a publications staff, photographers, web content workers, and public relations staff. She also mentioned that the publication group offers newsletter templates for various groups on campus.

Gail Dodge asked about the connection between the alumni office and the marketing office; Ms. Genard said her group can work with the alumni team to align marketing work.

Debbie Bauman asked about regular meetings that would help with reducing duplication among units, and ensure all are aware of what is going on in the marketing unit. She also asked about priorities in Ms. Genard's area—how are stories selected for publication. Finally, she asked how marketing is aligned with significant events on campus, such as program anniversaries and similar commemorations. Other council members endorsed the idea of regular meetings that would help with communication, and Ms. Genard offered to set those up. With regard to prioritizing news stories, Ms. Genard indicated that her team researches key themes across the state and nation—to find out what other institutions are doing and to be sure ODU is taking action in similar themes. She also welcomes “pitches” for news stories from faculty and colleges. She tries to have reasonable lead time on stories, but recognizes that some stories come from TV stations that ask for comments with a quick turnaround. She also supports anniversaries and college you tube channels whenever possible.

Ms. Genard also pointed out that ODU's logo is a trademark and faculty and staff are to follow all trademark rules.

Renee Olander asked about ProFacts, noting that the link on the Inside ODU page goes to a 2014 update. Ms. Genard said she would ensure ProFacts are up-to-date with regard to faculty scholarly work, presentations, papers, etc.

Ms. Genard indicated that peer-to-peer marketing is very helpful in getting the ODU “brand” outside Hampton Roads, which in turn, helps when colleagues across the country are asked to complete U.S. News and World Report surveys.

Finally, Ms. Genard and the Provost wish to establish forums related to promoting ODU and hearing new ideas about such promotion.

Later in the meeting, as a follow-up to these discussions, the Provost asked for feedback regarding the conversation with Ms. Genard. Jane Bray said she believes there may be a lack of connection between Ms. Genard’s office and the alumni office, and George Fowler indicated that connecting the alumni office to the entire development team might be beneficial.

Most members of the council agreed that regular communication/marketing/branding meetings among all marketing constituents at ODU would be valuable, since there are gaps in communication as well as possible duplicative efforts throughout the institution.

Several deans/designees expressed concern about a lack of funding for marketing undergraduate programs in their colleges. There are funds for graduate promotions, but little within colleges for undergraduate promotional efforts.

3. Safe Space Overview

Joe Ritchie, along with two students, Kaitlyn Lambert and Nathan Ostrum, presented information about Safe Space at ODU. The Safe Space program advocates for Lesbian, Gay, Bisexual, Transgender, and Questioning (LGBTQ) students, faculty, staff, and administrators. There are educational opportunities throughout the year that offer information about LGBTQ issues, as well as support for those identities can pose challenges that others may not face. Mr. Ritchie provided key highlights from a recent campus climate survey, with three findings that were particularly helpful:

- 61% of LGBTQ respondents indicated that they have heard negative remarks or jokes about the sexual orientation in the past year.
- 58% of LGBTQ respondents indicated that it is “likely or very likely” that ODU is a safe and welcoming place for gender nonconforming persons.
- 66% of LGBTQ respondents indicated that they “strongly agree or agree” that the climate of the classes they have taken is accepting to LGBTQ issues and concerns.

The students spoke about their reasons for attending Old Dominion, and their generally positive experiences here.

Jane Bray asked about training sessions, and whether such sessions could be set up for a group, for example, in her college. Mr. Ritchie said this could be done. Kent Sandstrom mentioned that he had been through Safe Space training previously, and wondered if that would suffice. Mr. Ritchie indicated that the program at ODU covers some areas that are specific to this institution, and he hopes previous attendees at other institutions will sign up for the ODU program. The Provost also endorsed the program and encouraged deans and other administrators in each college to sign up.

Following the presentation, council members suggested that ODU may wish to consider having someone whose job description includes coordinating LGBTQ programming since this is not currently part of a staff or faculty member's job description.