

PROVOST'S COUNCIL
October 22, 2019
Minutes

The Provost's Council met on Tuesday, October 22 from 8:30-10:00 a.m. in the SGA Chambers in Webb Center. Those present were Austin Agho (Chair), M'Hammed Abdous, Jane Bray, Paul Currant, Gail Dodge, Renee Felts, Annette Finley-Croswhite, George Fowler, Giovanna Genard, Kate Hawkins, Khan Iftekharuddin, Kiran Karande, David Metzger, Renee Olander, Brian Payne, Elaine Pearson, Kent Sandstrom, Karen Sanzo, John Sokolowski, Narketta Sparkman-Key, Bonnie Van Lunen, and Robert Wojtowicz. Attending as guests were Candice Goodin, Nancy Grden, Lisa Koperna, Karthik Navuluri, Karen Vaughan, and Rusty Waterfield. The following agenda items were discussed.

1. The September 24, 2019 minutes were approved.
2. Marketing-Based Academic Program Websites

Candice Goodin and Karthik Navuluri provided information on the project to update the academic program web pages and demonstrated some of the pages. The goals of the project were as follows.

- Provide program information students are looking for on the ODU website
- Make ODU the obvious choice for online programs and transfer students
 - Prominently highlight ODUOnline programs and transfer options
- Minimize disruption
 - Partner with Distance Learning
 - Leverage existing information as much as possible
 - Partner with the departments to assist with content

The outcomes achieved by the project are the following.

- Updated, modern designs
- Clear ODUOnline denotation and transfer options
- Enhanced program search and filtering
 - Additional search options for career and interest
- Added relevant program information
 - Career possibilities and alumni information
- Multiple/circular referral links for better navigation
- Added favorite and comparison tools
- Strengthened partnership with the colleges

The next steps are to use heat maps and other tools for ongoing analysis, build on the comparison tool, and include automatic program updates.

3. The Cost of Information

George Fowler and Karen Vaughan presented information on the cost of information and sustaining access to journals. ODU Libraries are committed to the following.

- Working with faculty to identify materials critical for research, teaching, and learning
- Evaluating, selecting, and acquiring materials for optimum economy, flexibility, and long-term access
- Being responsible stewards of their budget
- Providing access to information in the timeliest manner

The budget reality for the Libraries is a loss of purchasing power over time with the cost of materials continuing to exceed the materials budget. Library budgets remain flat while inflation rates rise. “Big Deal” journal packages have been the status quo; they are very expensive with annual price increases typically exceeding normal inflation and require multi-year contract terms. Dysfunction in scholarly publishing also contributes to budget constraints. The ODU Libraries anticipate a \$240,000 budget cut for materials for next year.

Strategies the Libraries will implement to reduce costs are as follows.

- Promote open access options
- Negotiate with vendors for most-used titles
- Supplement the collection with Interlibrary Loan and document delivery
- Investigate best ways to use any savings

Actions faculty can take to help are the following.

- Continue to collaborate with the Libraries to provide feedback regarding necessary resources
- Reconsider providing free services to journals with unfair copyright and pricing policies
- Work with scholarly associations to promote more sustainable practices
- Revisit promotion/tenure guidelines
 - Redefine concept of “top tier” and “leading” journals
 - Reward open access scholarship
- Deposit accepted versions of scholarship and research publications in ODU Digital Commons
- Publish open access where feasible

4. Update on PACE and Action Plans Created by Faculty

Nancy Grden and Lisa Koperna provided an update on Program Acceleration for Collegiate Entrepreneurship (PACE). Funding was provided by Lee Entsminger. Participants included more than 60 ODU faculty and administrators from all the colleges and Academic Affairs. The program was held at ODU on May 14-16 and included topics on the following.

- The entrepreneurial mindset
- Helping students master their creativity
- Entrepreneurship frameworks
- Business models for entrepreneurial ventures
- Infusing entrepreneurship across ODU's campuses

Ms. Grden and Dr. Koperna presented examples of PACE action plans created by participants. More than 60 plans were created in three areas: ODU-wide/external partnerships, curricular/program development, and course re-design. The next steps are as follows.

- Establish the E-Collaborative (co-conveners Lisa Koperna and Brian Payne)
- PACE Action Plans – Support/Resources and Implementation
- “PACE 2.0” to be held in Spring 2020