



STUDENT ENGAGEMENT & ENROLLMENT SERVICES (SEES)

Mission, Vision, Core Values, &
Strategic Goals



SEES

Vision & Mission

■ Vision

Student Engagement & Enrollment Services will be the pre-eminent model for engaging every student to achieve success.

■ Mission

As a student-centered educational partner, Student Engagement & Enrollment Services impacts the learning environment through an innovative signature experience that seamlessly connects recruitment, engagement, active learning, and student success.



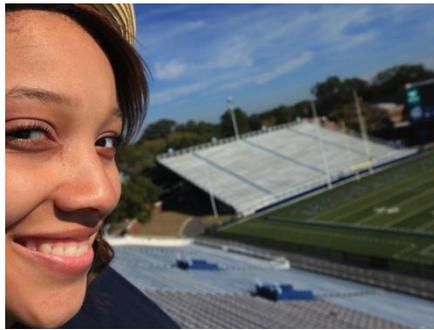
- Core Value:
Exemplary Service

We value exemplary service, believe serving others is a noble and worthy endeavor, and strive to achieve excellence in every service interaction. We adhere to the Old Dominion University Service Standards, and demonstrate service behavior that is consistently professional, ethical, respectful, knowledgeable, responsive, and collaborative.



- Core Value:
Collaboration

We value partnerships with those inside and outside the University as a means to advance learning, achieve shared goals, and build a stronger sense of community.



- Core Value:
Diversity/Inclusivity

We value the history, traditions, and culture of all members of the university community; promote cultural competency and a supportive environment; and celebrate the unique contributions, similarities, and differences of all individuals.



- **Core Value:**
Student Success

We value the personal and professional success of every student, promote student learning and achievement in our service delivery, and believe in keeping students and their success at the forefront of our decision-making process.



■ Core Value: Learning

We value the integration of academic learning and student development to promote the simultaneous advancement of cognitive understanding and a sense of personal maturity and interpersonal effectiveness, and we continuously educate students, faculty and staff through proactive collaboration and professional expertise.



■ Core Value: Innovation

We value forward-thinking, the creative use of technology, and the employment of systematic inquiry to advance student success and continuously improve our programs and services.



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Strategic Goals

■ Goal 1

Strategically lead enrollment management through dynamic recruitment and retention practices that facilitate student success.

■ Goal 2

Develop intentional opportunities for meaningful connections to the university.



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Strategic Goals

■ Goal 3

Collaboratively impact learning through integrated, developmentally appropriate educational experiences.

■ Goal 4

Deliver comprehensive services through the use of innovative practices and relevant technology.



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Strategic Goals

■ Goal 5

Effectively prioritize and utilize resources (human, financial, and physical) to support programs and services.