



**Challenges and Opportunities Subcommittee
February 11, 2022
Meeting Minutes**

The meeting was called to order at 2:00pm by Dr. Brian Payne. In attendance were:

Dr. Qiu Hailstork, Dr. Stuart Henderson, Dr. Khan Iftexharuddin, Dr. Payne, Dr. Melva Grant, Ms. Nadine Faulcon-Johnson, Dr. David Bowles, Professor Deborah Krzyzaniak, Dr. Anil Nair, Professor Jessica Whitehead, Dr. John Nunnery, Ms. Annamarie Ginder, Dr. Tancy Vandecar-Burdin, Dr. Teresa Kouri Kissel.

We are at the point where we start jumping over the hurdles and have more detailed discussion. The minutes, transcript and recording were placed in the team's folder. Are there any changes to the minutes? If not, we will consider them approved.

It wasn't that long ago when President Hemphill said he wanted us to do a SWOT. We talked about whether it was a SWOT or a SOAR but either way we came to the conclusion that we are homing in on our challenges and opportunities to look at ODU and we talked about those different areas that we wanted to focus on and how to go about it. Our timeline keeps on moving and we are at the exact halfway point. I suppose it is smooth sailing from here and what we want to do today is hear from the two subgroups. All subgroups will have an opportunity to give us an update but each week the two main subgroups will present.

We recall our assumptions, and they are worth coming back to and remembering – all voices matter; think big; our work is not science; be open to diverse ways of knowing; flexibility will be key; equal number of challenges and opportunities; embrace the commitment; focus on the future; respectful conversations; keep focus on what's relevant for developing strategic plan; and did we mention "Think Big!"?

So, saying all of that we are going to turn to our subgroup update, and I know that Dr. David Bowles was going to lead the community engagement subgroup discussion.

Dr. Bowles shared the template from the Community Engagement Subgroup and briefly reviewed it. Dr. Payne mentioned he's heard a couple of times that ODU is the "brain" of the region, brain trust of the region. We have the tools, the talent and everything to serve in that function.

Dr. Anil Nair asked what exactly the goal of community engagement is and what are we trying to achieve that can be articulated. Is it just a relationship? Is it eventually gifts for the community to the university? Is it increasing enrollment? Is it research opportunity? I've always been



curious when we say community engagement what is the end goal. Why are we doing it other than, of course, being a good citizen for the community.

Dr. Bowles said the subgroup hasn't dissected that yet, but community engagement touches on pretty much all of those things that we are part of the community. They look to us for various things, like we talked about earlier this brain trust, an honest broker, a convening authority.

Professor Nair said they expect faculty to be engaged with the local community and are trying to attract faculty who have that kind of mindset.

Dean Iftkharuddin said there are two dimensions to community engagement – give and take; what do you offer to the community and what do we expect to gain from the engagement with the community.

Dr. Bowles mentioned one of the challenges identified by the subgroup is the technological role with low-income areas. What is the opportunity space? ODU can do evening sessions, outreach on basic computer and online skills. Everything has gone online, and you've got communities that either don't have access to the technology and are not quite sure how to use the technology.

Dr. Payne wondered if some of these things occurring in the community engagement subgroup are overlapping with the student success subgroup. Dr. Fleming told Dr. Payne he's spot on and while listening to the comments kept thinking about the conversation that keeps coming up about branding and who we are in the community.

A lot of discussion was held on students giving back to the community – volunteering. Some years students are very excited and want to give back, other years they cannot handle even one more thing on their plates. It was mentioned that faculty could make it part of the curriculum but if it is a course requirement, it is not really volunteering.

Dr. Nair spoke on behalf of the Human Resources subgroup. He shared that HR is also one area where there is a lot of data, and this information is in teams.

Ms. Nadine Faulcon-Johnson spoke on benchmarking. We really don't have a compensation philosophy and so that's why you find that benchmarking all over the place and I'm talking specifically as it relates to staff and AP faculty.

Staff starting wages are one of the lowest, if not the lowest when looking at our peer institutions. Right now, we are at \$11 an hour, CNU is at \$13, and William and Mary at \$12 and it's happening on the same side as it relates to classified, so I wanted to share that.



Dr. Nair shared that the good thing about a lot of the surveys is that 95% or so of our faculty and staff love ODU, they have a strong affinity towards ODU.

Dr. Vandecar-Burdin mentioned having lunch with a former colleague who has since left the University and the idea of inequity and workload. And we see that we're creating a new VP I think over marketing and communications and a new VP for the new global. The observation was that ODU is getting kind of top heavy, but yet we have departments that are constantly understaffed and missing people. One VP could fund how many lower-level positions that are doing the day-to-day work.

Dr. Grant thanked everyone for their robust participation. Also, if you haven't already make sure you take a look at Dr. Nunnery's data which is on our teams group – it's in the research file folder and called data charts.

Our research and infrastructure subgroups will report next week.

The meeting adjourned at 3pm.