



OLD DOMINION UNIVERSITY

MEETING MINUTES Mission & Core Values Subcommittee Friday, February 4, 2022 1:00 PM

In Attendance: Genny Conwell, September Sanderlin, Tom Socha, Miles Nixon, Karen Eck, Jean Kennedy-Sleeman, Sabastian Bawab, Narketta Sparkman-Key, Sabastian Kuhn, Karen Sanzo, Mariana Szklo-Coxe, Rhonda Harris, Jamie Colwell, Jared Hoering, Julie Hao, Dylan Wittkower, Donna Meeks, Frank Scaringello, Coulson Thomas, and Stephen Beebe,

Welcome, Updates, and Review of Agenda:

The meeting was opened with a thank you to the committee members for completing the homework assignment. Updates from the last Steering Committee meeting were provided. Everyone was asked to identify resource needs for this subcommittee, and it was also confirmed that developing a vision statement for ODU is not a function of this subcommittee.

Discussion Mission Statement:

Brian Payne informed everyone during the last Steering Committee meeting that if the Mission Statement is change significantly, then it will have to be approved by multiple levels at the University and by SCHEV. There was open discussion about this. It was decided that September Sanderlin will request an updated copy of the SACHs materials provided by Brian Payne to be added to the designated Teams folder for this subcommittee. She will also ask Brian Payne to either attend the next Mission and Core Values Subcommittee meeting or a separate meeting to discuss any limits as it relates to the mission statement, the SACHs accreditation process, and to gain clarity on the charge for this subcommittee.

External Partners:

Subcommittee members were reminded of a discussion during the first meeting regarding external partners. Everyone was asked to send recommendations for non ODU partners that would either be included in this subcommittee or provide input in some aspect to September Sanderlin and Tom Socha.

New Exploratory Cluster Analysis:

The new cluster analysis and word cloud was shared onscreen for a review and discussion. There was an in-depth discussion about suggested value terms provided by the subcommittee members and plans to define them. Value terms were provided during the meeting and in the zoom chat and the open discussion continued regarding this information.

Descriptive, Prescriptive, and Aspirational Values:

Dylan Wittkower provided an overview and explanation of descriptive, prescriptive, and aspirational values and the process for creating a statement of value. Subcommittee members were informed that these values need to be distinctive and offer value to ODU's stakeholders. Everyone was also informed that the documents discussed during this meeting and that provides this information is saved in the designated Teams folder for this subcommittee.

Jared Hoernig provided the link below in the zoom chat to an article that will assist subcommittees with considering what makes ODU stand out:

<https://www.gallup.com/education/243425/hard-differentiate-one-higher-brand.aspx>

Homework Assignment

After the open discussion regarding descriptive, prescriptive, and aspirational values, subcommittee members were given another homework assignment. Subcommittee members were asked to think about the results of the "values list" from exercise round #1 and re-review their original list of five terms specifically through the lenses of descriptive, prescriptive, and aspirational values. They were also asked to edit, change, or revise their original list of five terms as needed, add a few clarifying sentences about each value term, and to include at least one value distinctive to ODU and explain why it is distinctive by Wednesday, February 9, 2022.

Next Meeting:

The next meeting is scheduled for Friday, February 11, 2022, at 1:00 p.m.

Meeting Adjourned