



# OLD DOMINION UNIVERSITY

## MEETING MINUTES Meeting of the Strategic Planning Steering Committee Thursday, June 9, 2022 10:00 AM

**In Attendance:** Debbie Bauman, Royce Burnett, Jane Dané, Mona Danner, Gail Dodge, Morris Foster, Dan Genard for Alonzo Brandon, Melva Grant, Kris Irwin, Lisa Koperna, Karen Meier, Steve Myran, Brian Payne, Chad Reed, Danny Russell, September Sanderlin, Ashley Schumaker, Sachin Shetty, Amanda Skaggs, Don Stansberry, Jeff Tanner, Cynthia Tomovic, Al Wilson, Robert Wojtowicz, Suzanne Wright.

**Co-Chair Welcome:** Co-Chair Suzanne Wright thanked everyone for attending the Strategic Planning Steering Committee meeting and outlined today's objectives, which were focused on reviewing submitted materials and receiving presentations from four subcommittees. Co-Chair Wright called for review and approval of the minutes from the April 27, 2022 meeting. The minutes were approved.

**Subcommittee Reports (Presentations and Discussions):** Each subcommittee presentation materials are loaded in the Strategic Planning Steering Committee Teams folder. The summaries below are focused on the discussion following each presentation as part of the meeting. A recording and transcript have been uploaded in Teams for greater detail. Further, an opportunity is being provided to gather additional feedback through the "Open Feedback" Word document, which is also loaded in Teams. In doing so, please identify the subcommittee, as well as goal and strategy if applicable, when making your comments.

**Strategic Enrollment Growth Subcommittee:** Co-Chairs Debbie Bauman and Jane Dané outlined the subcommittee's seven goals. Discussions included the following items.

### ***Goal 1***

- Need to automate the transcript process
- Develop value proposition and think about implementation
- Look deeper into 4 + 1 linked programs
- Review the shorter semester concept and its impact on current faculty workload and think about resources needed to operationalize shorter semesters

September Sanderlin discussed the ONE Virginia Plan, a strategic blueprint to institutionalize equity across state government, which was an initiative of Governor Northam. Although, the plan and its requirements are no longer in place the tenants of that work remain very real for campus and community, as well as the Commonwealth. She acknowledgement that opportunities for inclusive excellence framework are evident in the

goals outlined and encouraged the group to look for direct connections with inclusive excellence framework.

Ashley Schumaker noted that goals and strategies should be articulated in general terms and avoid too much detail to ensure goals and strategies can be implemented on a campus-wide level and relevant five years from now.

### ***Goal 2***

- Need to consider the process
- Encourage community college partnership
- Consider the culture/environment
- Need to diversify faculty to address student population.

A group discussion was then held about why the Latinx population was chosen and how are we going to ensure their engagement and success. It was noted that recruitment is just the first step, and research is being conducted to determine how best to support all population. Melva Grant noted that, due to our history of serving a diverse population, the same consideration should be given to Black students to ensure their continued engagement and greater level of success moving forward.

**Student Engagement and Success Subcommittee:** Co-Chair Don Stansberry outlined six goals that consider all student populations and provided a definition for student success. Discussion included the following items.

### ***Goals 1 and 2***

- Enhance academic engagement and success in the 2<sup>nd</sup> and 3<sup>rd</sup> year, also focus on freshman students (in addition to considering programs)
- Make faculty and administration better positioned to contribute to student success
- Ensure students are prepared with survival skills
- Improve current tutoring process due to its importance to student success and bridge the divide between tutors and students to reduce/eliminate stigma with tutoring
- Increase awareness and utilization of the Math and Science Resource Center (MSRC)

**Corporate/Community Partnerships and Economic Development Subcommittee:** Co-Chairs Lisa Koperna and Jeff Tanner outlined five goals and provided definitions related to corporate and community partnerships, as well as economic development opportunities. Discussions included the following items.

### ***Goal 1***

- Role and value of the proposed vice presidential position
- Organizational vs. strategic approach
- Data tracking
- Role of task force in managing an overall approach
- Need for culture shift for individuals and division collaborate better and differently

### ***Goal 2***

- Defining of community engagement with examples of opportunities

**Goal 3**

- Clarifying the goal title (a unified and coordinated approach to engagement)
- Noting the culture exists but need to expand

**Philanthropic Giving and Alumni Engagement Subcommittee:** Co-Chair Mona Danner provided insight into University Advancement's staffing, budget, responsibilities, and performance and presented four goals and 23 strategies. Discussion included the following items.

**Goal 1**

- Standardized process for donor recognition signage across campus.
- Rework requirement for 100 percent annual fund participation

**Goal 2**

- Include affinity clubs

**Goal 4**

- Impact and role of comprehensive capital campaign

**Next Meeting Outline:** Co-Chair Wright provided an outline of and reminder about the June 16, 2022 meeting. At the request of Co-Chair Wright, Ashley Schumaker outlined immediate next steps to prepare for the upcoming meeting, which included capturing additional feedback through the Word document located in the Teams folder. She requested that the co-chairs utilize track changes to illustrate what was changed from this discussion to the next one. She also reminded the group that the budget template is due on July 1, 2022. Chad Reed outlined next steps by the Budget Team upon receipt of the templates.

As there was no further business, Co-Chair Wright adjourned the meeting.