Goal / Strategy | Goal | Progress | Challenges | Collaboration | Next Steps | Investments | Initiator Name
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1.a | Identify new outreach programs through acceleration of employment methods common to early engagement for specific populations based on corporate target and demand | No Updated Provided | No Updated Provided | No Updated Provided | No Updated Provided | No Updated Provided | Nina Rodriguez Gonser
1.b | Support non-traditional learning and a variety of credit courses to attract returning adults, active-duty military and veteran, students pursuing professional graduate degrees, and international students in order to strengthen partnerships and student development | To progress and be on schedule | | | | | Nina Rodriguez Gonser
1.c | Grow target high-demand skills in critical areas to attract enrollment and maximize completer of master’s degrees | To progress and be on schedule | | | | | Nina Rodriguez Gonser
1.d | Expand linked programs (3+2, 4+1, etc. including post-baccalaureate certificate) to meet the needs of veterans and military students | To progress and be on schedule | | | | | Robert Wojtowicz, Ph.D.
1.e | Offer rolling start times and shorten “turnarounds” for targeted programs and populations | To progress and be on schedule | | | | | Nina Rodriguez Gonser
2.a | Create fully online independent certificate in technology, cyber security, and emerging fields | Completed, but continued progress to occur | | | | | Nina Rodriguez Gonser
2.b | Automate the transcript management and evaluation processes to enhance efficiency and response time for students | To progress and be on schedule | | | | | Nina Rodriguez Gonser

STRATEGIC ENROLLMENT GROWTH

Fall 2023

The team has initiated discussions to gauge interest in potential partnerships with Howard Community College and Community College of Baltimore County in Maryland. Future plans involve attracting transfer students and driving online enrollment growth. Acknowledging the Dental Hygiene Post-Licensure program’s growth potential, shift to North Carolina institutions, targeting six community colleges for prospective collaboration and discussion to reshape the program's support structure. ODU has established a 6,900 online student base for the Fall 2024 Strategic Plan, with 6,963 online students enrolled in Fall 2023. ODU also discussed expanding partnerships with Central Texas College and DDL integrated teams. Facilitate training for IS-ITS seamless EVMS LMS Migration. Emphasize communication to mitigate system performance issues with document sends and the accurate loading of data. The integration of the Technology Solutions Unit (TSU) into DDL has helped with significant progress. Key initiatives, including CRM, Digital Engagement, and Core Pathways, have seen substantial improvements.}

The Academic Partnerships area is actively facilitating collaborations and academic partnerships with over 850 institutions, strategically aimed at advancing student success and driving online enrollment growth. Introducing the Online Degree Program (ODP) and growth-oriented Learning, Continuous Improvement, the Academic Partnerships team, working closely with the Enrollment Programs Director, has successfully initiated several collaborative initiatives. The academic partnerships have been instrumental in building relationships with Academic Programs and Departmental Review. Future plans include exploring expansion to international markets, especially for providing high-quality education to students worldwide.
Goal / Strategy | Goal | Strategy | Status | Progress | Challenges | Collaboration | Next Steps | Investments | Submitter Name
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2.a | Increase graduate student support through legacy designations with both current and potential donors, including tuition waiver structure and potential integration of Office of Undergraduate Funding in external funding | In progress and on schedule | The Graduate School has conducted an analysis and identified summer funding needs for existing graduate student aid. In total, $35,000 in support was identified and distributed to graduate students. Annually, $30,000 to $40,000 in support will be utilized. | Fulfilling resources to fund the legacy summer support increase. | Office of Budget and Financial Planning | $125,000 in new resources | Robert Reggiardo, Ph.D.
2.b | Enhance access and affordability to attract and retain students, while prioritizing affordability and completion | In progress, but behind schedule | The Office of Budget and Financial Planning has been working on the tuition waiver structure; and students to a minimum $6,700 stipend. This will bring ledger 1 summer stipends into alignment with existing Research Foundation summer stipends. | The OER Committee has developed a survey to administer to existing and potential new students. VIVA conducted a survey to assess student satisfaction with existing online course content, and an OER strategy is being developed to implement. | Office of Undergraduate Education | | | Scott Harrison, Ph.D.
2.c | Identify resources to increase targeted financial assistance for international students | In progress and on schedule | The OER Committee has developed a survey to administer to existing and potential new students. The Vice President for Administration and Finance will serve as Executive Sponsor. | The Committee is also working to implement incentives (e.g., stipends, recognition) to recruit and retain faculty. | Department of Foreign Languages and Literatures | | | Chad A. Reed
3.a | Market the return on investment of a digital and flexible model of education to prospective students | In progress and on schedule | The Libraries does not seem to be rewarded in P/T decisions. Offering more incentives (e.g., stipends, recognition) could be beneficial to library. | The Libraries does not seem to be rewarded in P/T decisions. Offering more incentives (e.g., stipends, recognition) could be beneficial to library. | Department of Library Services | | | Scott Harrison, Ph.D.
3.b | Create documents and workshops in Spanish | In progress and on schedule | The website now has language translation functionality. We continue to work expanding our print and digital collateral to meet the language needs of our Spanish speaking audience. University Communications specializes in marketing to Latine audiences. During Spring 2024, the ODU Libraries will work with the OIR, Admissions, and the Multicultural Center to develop a Spanish version of the myODU portal. | The Libraries continues to work on expanding its offerings. The Libraries continues to work on expanding its offerings. | University Communications | | | Scott Harrison, Ph.D.
3.c | Expand relationships with local school programs, including elementary, high school, and middle school students | In progress and on schedule | Undergraduate Admissions is developing a professional high school counselor advisory council. The group will provide a formal platform for information sharing and strategy. | Undergraduate Admissions is developing a professional high school counselor advisory council. The group will provide a formal platform for information sharing and strategy. | University Communications | | | Scott Harrison, Ph.D.
3.d | Establish community connections and family networks to support recruitment and student success | In progress and on schedule | Monarch VIPs launched in Fall 2023 with 125 families registered. There were 115 families who joined a private Facebook group which was a landing page for its pilot program. | Use evaluation data to adjust program content and in-person events. | Office of Undergraduate Education | | | Scott Harrison, Ph.D.