

FACULTY SENATE MEETING
TUESDAY, February 21, 2023
3:00-5:15 p.m. Hampton/Newport News Rooms

Minutes

1. Call to order

- The meeting was called to order at 3:04pm

2. VP Nina Gonser presentation summary: ODU Global is a brand for DL:

- What are we solving for?
 - Rising competition; slower grows than the external market; credentials war – alternative pathways to careers from non-academic institutions;
- Where we were
 - Task force was convened and concluded that most important internal challenges are: organization (recruitment, position alignment, staffing competencies); marketing; student success (admission delays, advising, engagement); digital innovation (technology readiness, quality consistency, lack of focused faculty support, development cycle length); business model (incentivized structure; true cost assessment; data integrity, resource allocation/investment)
- Groundwork
 - 24 actionable recommendations, 21 completed or in progress, 3 to address. Standalone division was established <1 years ago
 - Operational efficiencies : defining “online” course offering; different delivery will be supported - asynch/synch. Hybrid will NOT be supported
 - Org structure – VP division;
 - Business model – faculty compensation model for course development; revenue share model (Fall 2023)
 - System efficiencies – new project management software; CRM system
 - Course management – coding simplification; seat management; support with adjunct hiring

- DL Admissions is separated from general ODU admissions
- Growth Opportunities
 - Rebrand
 - Target audience and markets
 - Realignment of marketing spend
 - Transitioned to in-house strategy – increased website traffic
- Student Experience and Success
 - Student experience; admission; retention; military support
- Campus Partnership
 - Reoccurring newsletter; outreach to stakeholder group; partnership with CFD
- Online Offering
 - Course Development – Quality Matters: course reviews, program certifications
 - Faculty support – QM training and certification
- Research Institute for Digital Innovations in Learning
 - The goal is to conduct investigation of learning with technologies withing online and blended environments to inform ODU Global, disseminate info on best practices, increase opportunities for digital learning.

3. Roll taken

Elizabeth Black	X	Tatyana Lobova	X
Nina Brown	zoom	Drew Lopenzina	x
Larisa Bulysheva	x	Perry Nerem	zoom
David Burdige	x	Jennifer Poutsma	zoom
Elizabeth Burns	x	Pilar Pazos-Lago	x
Michael Carhart	x	Desh Ranjan	
Konstantin Cigularov		Jesse Richman	
Kyle Davis	x	Patrick Sachs	x
Kenneth Fitzgerald	x	Annette Savage	x

Corrin Gillis	X	Gary Schafran	X
Dennis Gregory	zoom	Eric Schussler	x
James Michael Hall	x	David Selover	X
Fran Hassencahl		Yonghee Suh	X
Janice Hawkins	zoom	Chuanyi Tang	x
Leslie Hoglund	x	Lynn Tolle	X
Steve Hsiung	x	Ling Tuo	x
Chunqi Jiang	Zoom	Ingrid Whitaker	zoom
Mia Joe	x	Nicole Willock	x
Lee Land	x	Lucy Wittkower	X
Jim Leathrum		Wie Yusuf	x
Soo-Hoon Lee	zoom		

- **Senators (N = 36):** In person N =28, via ZOOM N = 8
- Total N = 55: 19 guests, including AVP Kate Hawkins, AVP Brian Payne, Provost Agho, VP Gonser, Dean Dice, Dean Fridley, Annette Finley-Croswhite, Jennifer Moody