



OLD DOMINION
UNIVERSITY

IDEA FUSION

Student Engagement
& Enrollment Services

Strategic Plan

2015–2020

SEES Vision

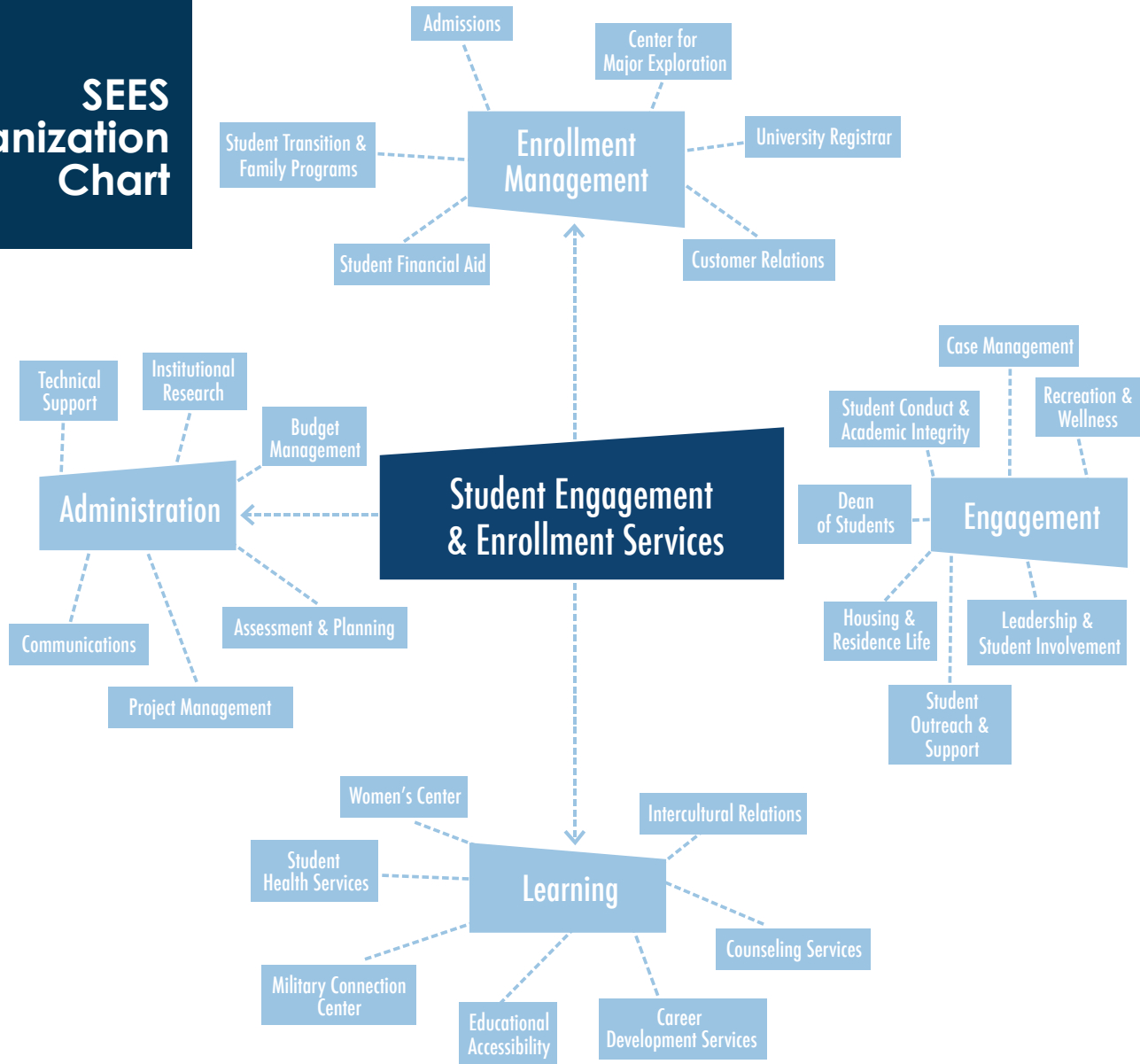
Student Engagement & Enrollment Services will be the pre-eminent model for engaging every student to achieve success.

SEES Mission

As a student-centered educational partner, Student Engagement & Enrollment Services impacts the learning environment through an innovative signature experience that seamlessly connects recruitment, engagement, active learning, and student success.



SEES Organization Chart





ODU Strategic Goals

Goal 1: Enhance the university's academic and research excellence

Goal 2: Support student success

Goal 3: Enrich the quality of university life

Goal 4: Engage with the greater community

Goal 5: Promote an entrepreneurial culture

Goal 1: Strategically lead enrollment management through dynamic recruitment and retention practices that facilitate student success.

Objective 1. Strive for an integrated and student-centered service model for perspective and current students.

Objective 2. Build student skills and expectations for responsible decision-making, and personal and academic development.

Objective 3. Refine and implement an enrollment management plan.

Objective 4. Continue to define and determine reasons for student attrition and student persistence to optimize a retention program.

Objective 5. Increase international and out-of-state student recruitment, while remaining accessible to in-state students.

Objective 6. Use predictive models and data analytics to ensure optimal use of merit and need-based aid.

Objective 7. Establish a success counseling model and associated infrastructure to enhance first-year student retention and persistence.

Objective 8. Continue to build, assess and promote “time-to-degree” initiatives in collaboration with Academic Affairs and other university partners to decrease time to degree and increase 4-year graduation rates.



Goal 2: Develop intentional opportunities for meaningful connections to the university.

Objective 1. Actively engage students by providing opportunities that encourage intrapersonal and skills development, meaningful relationships, and citizenship.

Objective 2. Create an environment that affirms individuals' identities and generates opportunities for diverse populations to learn from each other.

Objective 3. Support a diverse and inclusive array of student organizations that cultivate leadership and empower self-governance.

Objective 4. Provide programs and events that promote community building and advance institution pride

Objective 5. Collaborate with academic affairs to enhance student success and increase opportunities for student-faculty engagement outside the classroom.

Objective 6. Establish a model of inclusiveness that encompasses the multitude of subpopulations that make up one ODU, including off-campus and military-affiliated students.

Objective 7. Provide support services and opportunities for engagement to families and affiliated communities.

Objective 8. Expand and enhance Monarch Experience.

Objective 9. Define and implement a comprehensive case management process model to include emergency and non-emergency facets.

Objective 10. In partnership with distance learning, develop and assess a model of engagement for online students.

Objective 11. Partner with facilities planning in procuring, designing, and programming the new Webb Center while ensuring inclusive gathering spaces that foster learning and engagement.



Goal 3: Collaboratively impact learning through integrated, developmentally appropriate educational experiences.

Objective 1. Implement and promote an integrated wellness model in conjunction with the Student Recreation Center, Counselling Services, Student Health Services, and other related offices to empower students to maintain a balanced lifestyle and to create a healthy and safe campus for all members of the ODU community.

Objective 2. Promote educationally-purposeful opportunities that encourage ODU students to develop and enhance critical-thinking abilities.

Objective 3. Engage students in programs and opportunities that foster intercultural learning and increase awareness of global cultures, issues, and events.

Objective 4. Provide leadership education and civic engagement opportunities for students.

Objective 5. Establish a comprehensive career counseling model to maximize career outcomes for degree completers and prepare students for careers in the modern, global society through major and career exploration, professional development, and hands-on experiences.

Objective 6. Support Academic Affairs in the expansion and programming of Living-Learning Communities by 30% and develop more meaningful relationships with the academic curriculum.

Objective 7. Develop and implement a focused program model for decreasing high-risk behaviors and incidents, and educating faculty, staff and students to meet the requirements of state and federal statutes, including the Violence Against Women Act (VAWA).

Objective 8. Expand student service-learning in the community through a variety of local, regional, national and international service-learning opportunities, focusing on community-based research as a source of knowledge production.

Objective 9. Enhance the entrepreneurial co-curriculum for students through the development of entrepreneurial co-curricular activities and support for student-led organizations such as Enactus and the Student Entrepreneurship Club.



Goal 4: Deliver comprehensive services through the use of innovative practices and relevant technology.

Objective 1. Create and utilize divisional resources that support the development, acquisition, application and evaluation of technologies to enhance student learning and improve administrative functions.

Objective 2. Create and promote an implementation plan for the University Service Standards within SEES and regularly assess customer service.

Objective 3. Encourage, support, and provide training and professional development opportunities for staff, faculty, graduate assistants and student workers.

Objective 4. Cultivate an environment in which staff can formally share with colleagues and others the results of their assessment, evaluation, research and professional development activities.

Objective 5. Develop the widespread practice of “leading in context” whereby unit leaders and all SEES staff engage in relevant, comprehensive collaboration across campus before and during implementation of initiatives and processes.

Objective 6. Collaborate with Human Resources to evaluate the quality of university life to better understand and enhance work-life balance for all SEES employees and current students to enable an environment that ensures University Service Standards are applied consistently across SEES.



Goal 5: Effectively prioritize and utilize resources (human, financial and physical) to support programs and services.

Objective 1. Create a stimulating professional climate that enables SEES to recruit, hire and retain a talented and diverse administrative and support staff dedicated to excellence in their profession.

Objective 2. Foster a culture of evidence where inquiry, self-reflection, assessment, and continuous improvement are expected and supported.

Objective 3. Create integrated services for students in the master plan to utilize space more effectively to foster student engagement, promote student learning and development, and contribute to student success.

Objective 4. Enhance development and fund raising efforts within SEES by fostering relationships with parents and alumni, and by exploring grants and corporate support.

Objective 5. Systematically review processes, procedures and policies to identify areas to improve efficient use of human, fiscal and physical resources.



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