MEETING MINUTES
Mission & Core Values Subcommittee
Wednesday, January 12, 2022
3:30 PM

In Attendance: President Hemphill, Ashley Schumaker, Genny Conwell, September Sanderlin, Tom Socha, Miles Nixon, Karen Eck, Jean Kennedy-Sleeman, Sebastian Bawab, Narketta Sparkman-Key, Sebastian Kuhn, Karen Sanzo, Mariana Szklo-Coxe, Rhonda Harris, Jamie Colwell, Jared Hoering, Julie Hao, Andrea Dalatri, Dylan Wittkower, Mya Godwin, Donna Meeks, Frank Scaringello.

Welcome, Introductions, and Charge by The President: President Hemphill opened the meeting with a welcome, introductions, and he informed everyone that the subcommittees will begin meeting in February 2022.

The Committee’s charge is to propose the Mission Statement and Core Values that will be used to frame the strategic planning process. President Hemphill asked the subcommittee to review our current mission statement while reviewing reports from recent internal and external focus groups. He also asked the subcommittee to review prior strategic plans, offices, and units as an institution. He informed everyone that there are various core values for departments, but core values for the institution does not currently exist.

The subcommittee members were asked to try and complete their work within 60 days, to have a form of recommendation by March 14th, and to consider weekly meetings. They were also informed that there will be a public website that allows access to campus resources and the minutes from these meetings.

President Hemphill opened the meeting for questions and provided answers. Please see below.

Questions: Is there a previous list of Peer Institutions?
Answer: We will make sure that this information is available to you.

Questions: Is it possible that we will need to conduct some research on our own?
Answer: You have the ability to do this as a committee.

One of the Committee members added that we want to be inclusive and comprehensive. President Hemphill responded that he encourages the committee to do so.
**Question:** What is the scope of the product that you expect from us?
**Answer:** A binder of information would be helpful and appreciated.

**Question:** I understand that the input from faculty is important, but did those focus groups include students.
**Answer:** One of the subcommittee members responded that we struggle with getting students feedback and we would love to get feedback from this population. Ashley Schumaker provided information about the focus groups and questions received from faculty members and students. She also informed the committee that some of these students included commuter and non-traditional students.

President Hemphill responded that there may be a need to do additional research from students that may not be currently represented. Vice President Don Stansberry can assist, if needed.

**Question:** Is it possible to see some common themes for core values where we fall short and maybe from the focus group?
**Answer:** I don’t know what the most recent study is, but the Internal Focus Group Summary identifies some themes.

**Question:** Is there a list of core values and narratives.
**Answer:** Yes, and the core values that I shared included a narrative.

**Question:** Is there a limit to the core values?
**Answer:** The list should not be extensive. The values should cause people; students, faculty or staff who may not be as knowledgeable about the university, to see ODU as a place that they would like to go.

**Question:** How can faculty members take action to be accountable to uphold the core values?
**Answer:** September Sanderlin responded that this has a cascading effect. Once they have been identified and agreed upon, then each area should be able to reflect the values. There was open discussion about this, and input was provided by several subcommittee members and President Hemphill.

It was also mentioned that there will be two checks and balances from the University. The first one is the Steering Committee that reviews all work from the subcommittees and provide feedback. Then this information will be provided to the campus community in September for public comments.

It was mentioned by one of the subcommittee members that a lot of research will be conducted by reviewing data and obtaining a lot of input from the community. External stakeholder focus groups are being conducted and the committee can review those reports. It was also mentioned that it is important to do some archival work to capture statements like “since of history” and that we cannot predict the future, that there is an opportunity to change and that we are headed in this direction, and that this is what makes ODU unique from other Universities.

**Initial Feedback Discussion Led by Co-Chairs:**

There was open discussion about representation from various groups and ground rules for the subcommittee were established. The committee agreed to listen with an open mind and that everyone would participate and that no one person would dominate the discussion.
Work Plan Discussion Led by Co-Chairs

The subcommittee members were informed that the first few meetings would be full group meetings to establish the foundation for the work of the subcommittees. The group will split into two subcommittees, one will focus on the Core Values and the other will focus on the Mission Statement.

The subcommittee was also informed that a Microsoft Teams folder was created to save helpful documents such as the roster, mission statement, and organizational structure. Everyone was asked to save research conducted or any information that you would like to share with the committee in this designated folder.

Subcommittee members were asked to share what they would like to bring to this subcommittee and to look at the designated teams’ folder to identify core values from other departments. September Sanderlin will save the resources that Ashely Schumaker emailed to the cochairs in this folder also.

It was also requested to send an email to Tom Socha and September Sanderlin with suggested names and rationales to get their input on adding an alumni or community member to the committee.

Other Business:

It was suggested to create or share instructions on how to use the Microsoft Teams platform. Everyone was informed that there is a Microsoft Teams webpage that already provides tutorials, and the webpage link was shared in the chat. https://www.odu.edu/ts/software-services/teams.

There was also a suggestion to maybe have two separate groups and two separate meetings.

Next Meeting:

There was open discussion about the meeting schedule, preferred dates and times were provided, and there was a suggestion to have either an all-day or half-day meeting.

The subcommittee was also reminded that there will be two groups and September Sanderlin and Tom Socha will be involved with both groups.

A doodle poll will be sent to everyone that includes the preferred timeframes and all the discussed suggestions. The next two meetings will be hybrid. It was later determined that the meetings will be zoom.

Genny Conwell will assist with reserving the Koch Hall Board Room for these meetings.

Meeting Adjourned