



OLD DOMINION UNIVERSITY

MEETING MINUTES Meeting of the Strategic Planning Steering Committee Thursday, June 16, 2022 10:00 AM

In Attendance: Austin Agho, Debbie Bauman, Alonzo Brandon, Royce Burnett, Jane Dané, Gail Dodge, John Ford, Morris Foster, Dan Genard, Kris Irwin, Lisa Koperna, Karen Meier, Brian Payne, Chad Reed, Danny Russell, September Sanderlin, Ashley Schumaker, Wood Selig, Sachin Shetty, Amanda Skaggs, Tom Socha, Don Stansberry, Jeff Tanner, Bonnie Van Lunen, Larry Weinstein, Al Wilson, Robert Wojtowicz, Suzanne Wright.

Co-Chairs Welcome: Co-Chairs Austin Agho and Suzanne Wright thanked everyone for attending the Strategic Planning Steering Committee meeting and outlined today's objectives, which focused on reviewing submitted materials and receiving presentations from three subcommittees, as well as a review of June 9, 2022 subcommittee presentations. Co-Chair Agho called for review and approval of the minutes from the June 9, 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. A recording and transcript have been uploaded in Teams for greater detail on the discussion following each presentation. 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 comments.

Research Growth Subcommittee: Co-Chair Morris Foster outlined the subcommittee's seven goals. Discussions included the following items.

Goal 1

- Identify well-defined emerging areas of research relevant to regional economic growth with a special focus on equity and inclusion
- Re-invest in existing areas of research strength to maintain and grow
- Increase the number of doctorates awarded
- Add one new doctoral track in humanities and social science

Goal 2

- Foster a culture of faculty and administrative collaborations to enhance communication and problem solving in operating the university research enterprise
- Establish an administrative "care team" for researchers and emerging research problems

Goal 3

- Maintain existing research infrastructure and incrementally integrate new components to enable faculty to be nationally competitive for grants and contracts
- Establish a faculty committee to inventory existing research infrastructure and recommend a business plan for enhanced support
- Operationalize the plan by programming annual investments in research infrastructure

Goal 4

- Streamline research administration through an enterprise research administrative system with integration between the Foundation and the University

Goal 5

- Improve the research processes to enhance opportunities, collaboration, and productivity

Goal 6

- Cultivate crosscutting scholarship in the arts and humanities; connect scholarship in the arts with science, engineering, health, and humanities

Goal 7

- Establish a center for the arts in Hampton Roads

Academic Excellence Subcommittee: Co-Chair Larry Weinstein outlined five goals to impact academic success. Discussion included the following items.

Goal 1

- Develop and enhance high-quality signature academic program in fields to meet regional and global workforce needs

Goal 2

- Provide high-impact experiences for all undergraduate students through experiential learning programs

Goal 3

- Offer high-quality programs with instructional strategies that meet diverse student needs

Goal 4

- Reinforce infrastructure support excellence in research/scholarship for undergraduate and graduate students

Goal 5

- Recruit, develop and retain outstanding, diverse faculty incentivized to reach their potential as teacher-scholars-mentors

Branding, Marketing, and Communications Subcommittee: Co-Chair John Ford outlined seven goals to foster consistency in image creation and messaging.

Goal 1

- Create national, regional, and local brand awareness

Goal 2

- Build infrastructure to optimize social media and web engagement

Goal 3

- Establish return on investment metrics on marketing and media spend

Goal 4

- No discussion

Goal 5

- Create a workflow for story submissions and usage

Goal 6

- No discussion

Goal 7

- Continue campus beautification to maximize brand identity

The four subcommittee co-chairs, who initially presented their reports on June 9, 2022, outlined various updates made following Steering Committee feedback. All reports will be advanced to the President's Cabinet and Leadership Council for review and feedback.

Next Steps: Co-Chair Wright asked Ashley Schumaker for the timeline for feedback on reports given today. Ashley reminded the group of the open feedback document located in the Teams folder and asked co-chairs to any revisions by June 23, 2022. She further advised the President's Cabinet will meet on June 27, 2022, and the Leadership Council will meet on July 14, 2022, while this group will not formally meet again until July 25, 2022. Finally, she provided a reminder of the July 1, 2022 submission deadline for the budget templates. Budget Team Co-Chairs Chad Reed and Royce Burnett are working on the timeline to bring the budget information back to the Steering Committee for discussion.

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