Strategic Enrollment Growth Subcommittee
Monday, April 14, 2022
3:00 PM

Virtual: https://odu.zoom.us/j/7576836937

I. Welcome - Debbie Bauman and Jane H. Dané, Co-chairs

II. Marketing, Communication & Recruitment Presentation - Caitlin Chandler, Lisa Litwiller, & Matt Newton

III. Subgroup Reports

   Team 1 - Etta Henry
   Team 2 - Lesley Greene
   Team 3 - Kate Hawkins
   Team 4 - Leslie Hoglund

IV. Review of early goals – Debbie and Jane

V. Review Goals docs in Teams > General > Submissions for Steering Committee

VI. Review of Resources in Teams – Debbie Bauman and Jane Dané
   a. Posted Mission & Values
   b. SEG Subcommittee and working team minutes
   c. Timeline for Subcommittees' work (ppt in General folder)
   d. Draft goals for current working groups and SEG
   e. Program demand data for potential online growth
   f. 2020-2025 Enrollment Subcommittee Themes (Earlier Planning group)

VII. Established Deadlines doc in Teams > Documents > General > Timeline
   a. Committee Final report due by May 31, 2022
   b. Working team goals and strategies completed, including approximated KPIs, timelines, budgets due by April 29, 2022

VIII. Meeting Schedule posted in Teams; biweekly full meeting and working teams

☒ Friday, March 11, 2022 - Kick-off and Charge
☒ Tuesday, March 16, 2022 - Enrollment Presentation
☒ Monday, March 28, 2022 - ODU Online Presentation
☒ Working Team Meetings (1+)
☒ Thursday, April 14, 2022, 3 - 4:30pm (virtual) Marketing & Recruitment Presentation
  ☐ Working Team Meetings (2+)

☐ Friday, April 22 – 9:00am – 10:30am (virtual)
  ☐ Working Team Meetings (3+)

☐ Monday, May 2 – 2:00pm-3:30pm (virtual)
  ☐ Working Team Meetings (4+) [only if needed]

☐ Wednesday, May 18 – 10:30pm-12:00pm (virtual)

☐ Thursday, May 26 – 1pm-2:30pm [only if needed]