Strategic Enrollment Growth Subcommittee Minutes
Monday, May 18, 2022
10:30 AM

In Attendance: Larisa Bulysheva, Andy Casiello, Robert Case, Caitlin B. Chandler, David Cook, Jane Dané, Lesley Greene, Luis Guadano, Kate Hawkins, Etta Henry, Elko Klijn, David Kozoyed, Barbara J Kraj, Kyle Nicholas, Jay Scribner, Alona Smolova, Lanah Stafford, Mileta M Tomovic

Welcome: Jane Dané welcomed the committee back for the seventh meeting.

Updates: Strategic Planning Steering Committee announcements shared the budget committee has requested attendance at our next meeting on May 26th at 1pm to review a budget form requested content to be submitted for each goal/form by June 30, 2022. The form has been posted in Teams > Documents > General > Budget Templates > Budget template. (The budget information is to be submitted for each of the goals/strategies by May 31. It remains the same that the one-page goal form still needs to simply indicate whether the Goal/Strategy can be accomplished with 1) Existing funds, 2) No funds, or 3) new funds would be requested.)

Working Group Reports: The subgroups shared reports of recent team meetings.

Subgroup Members –
Team 1 - Etta Henry (Lead), Caitlyn Chandler, Lynn Wiles
Team 2 - Lesley Greene (Lead), Mileta Tomovic, Stacie Raymer, Lanah Stafford, Jaylin Hunter, Ron Moses, Bob Case
Team 3 - Kate Hawkins (Lead), David Cook, Larisa Bulysheva, Kyle Nicholas, Katie Slauson-Blevins, Barbara Kraj, Andy Casiello, Chunsheng Xin
Team 4 - Leslie Hoglund (Lead), Elko Klijn, David Kozoyed, Jay Scribner, Luis Guadano

Review of forms for submission of Goals/Strategies: Each team reviewed their respective goals that were submitted. Time allowed for us to cover the 13 goals and strategies shown in Appendix A. 6 additional goals/strategies are completed but were not able to be discussed.

Discussion from the review led to suggestions on collapsing or reorganizing goals. Since there were common statements submitted that applied to multiple populations, we will explore ways to combine the themes to reduce number of goals and rearrange them. Rather than a focus on a particular mode or student type, we may want to propose a goal(s) and strategies that apply to all groups and multiple modes. Jane, Kate and Barbara volunteered to meet and review the possibilities this week.

Five additional goals/strategies still need to be considered for submission. (3.a., 3.b., 3.c., 9.a., 9.b.). We are looking for volunteers to compile these once we decide more about the preferred direction.
For your review, individual forms are noted by goal and strategy number and posted on Teams under Documents > General > Goal Submissions for Steering Committee Consideration > The excel master list and power point, “Goals PPT Strategic Enrollment growth Subcommittee” and “NEW Goals and Strategies before 5-2-22 meeting” are also provided.

**Established Deadlines were reviewed:** Details were posted in Documents > General > Timeline

*Highlights: Committee Final report due by May 31, 2022*

<table>
<thead>
<tr>
<th>Action</th>
<th>Date</th>
<th>Responsible Party</th>
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<tbody>
<tr>
<td>Submit draft of proposed goals/strategies</td>
<td>March 28 – April 21</td>
<td>Working Teams</td>
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<tr>
<td>Review and prioritize goals/strategies</td>
<td>April 22, 2022</td>
<td>Full Committee</td>
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<tr>
<td>Fully develop selected goals/strategies, including approximated KPIs, timelines, budgets</td>
<td>April 29, 2022</td>
<td>Working Teams</td>
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<tr>
<td>Review completed goals and strategies, including KPIs, timelines, budgets; consider missing data or new goals/strategies</td>
<td>May 2, 2022</td>
<td>Full Committee</td>
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<tr>
<td>Fully develop any new goals/strategies</td>
<td>May 1 - May 7</td>
<td>Working Teams</td>
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<td>Create written summary and design report</td>
<td>May 8 – 17</td>
<td>Committee reps</td>
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<tr>
<td>Review the draft report</td>
<td>May 18, 2022</td>
<td>Full Committee</td>
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<tr>
<td>Finalize Report changes for final review</td>
<td>May 26, 2022</td>
<td>Full Committee</td>
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<tr>
<td>Committee Final report</td>
<td>Due May 31, 2022</td>
<td>Debbie and Jane</td>
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Meeting Schedule progress for biweekly full meetings and working teams

1. ☒ Friday, March 11, 2022 - Kick-off and Charge

2. ☒ Tuesday, March 16, 2022 - Enrollment Presentation

   - Working Team Meetings (1+)

4. ☒ Thursday, April 14, 2022, 3 - 4:30pm (virtual) Marketing & Recruitment Presentation
   - Working Team Meetings (2+)

5. ☒ Friday, April 22 – 9:00am – 10:30am (virtual)
   - Working Team Meetings (3+)

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

7. ☒ Wednesday, May 18 – 10:30pm-12:00pm (virtual)

8. ☐ Thursday, May 26 – 1pm-2:30pm [needed]

Appendix A:

Discussed Goals/Strategies on 5-18-22

- 1a. SP SEG Subgroup Goal 1. Increase Revenue Streams.pdf
- 2a. SP SEG Subgroup Goal 2. Transition Tuition Model.pdf
  - 2b. DRAFT SP SEG Subgroup Goal 2. Transition Tuition Model.pdf
- 3c. SP SEG Subgroup Goal 3. Increase Enrollment in Areas with Greatest Impact.pdf
- 4a. SP SEG Subgroup Goal 4. Increase Graduate Student Support.pdf
- 4c. SP SEG Subgroup Goal 4. Grow accelerated programs.pdf
- 4d. SP SEG Subgroup Goal 4. Active Duty and Military Enrollments.pdf
- 5. SP SEG Subgroup Goal 5 - International.pdf
- 6a. SP SEG Subgroup Goal 6 - Implement Distance Learning Task Force Recommendations.pdf
  - 6b. SP SEG Subgroup Goal 6. Grow professional masters.pdf
- 6d. SP SEG Subgroup Goal 6 - Competency-Based Education.pdf

Goals still to discuss:
Goals/strategies still need to be considered for submission.

(3.a., 3.b., 3.c., 9.a., 9.b.)

3.a. Dedicate resources to expand programs based on corporate input and high demand. Targeted programs for growth include new and existing programs. (Collapse into new X goal?)

3.b. Adapt Infrastructure to employ "Pipelining" Models for K12 Student Engagement (Collapse into goal 1.a.?)

3.c. Survey industry/Health Care/K-12/community groups to deliver courses relevant programs (fold into new X goal?)

9.a. Facilitate connections early with aspiring medical professionals from middle school, high school, college and beyond.

9.b. Leverage Medical College at ODU to attract talented undergraduates through articulated medical school admissions