Strategic Planning Writing Committee
Meeting Notes
April 20, 2022

Attending: President Brian O. Hemphill, Chief of Staff and Vice President for Strategic Operations Ashley Schumaker, Kelly Rippard (co-chair), Robert Wojtowicz (co-chair), Amber Kennedy, Annette Finley-Croswhite, Harry Minium, Veleka Gatling, Amy Kitts, Joleen McInnis, Phil Walzer, Joshua Behr, Mary Deneen, Moustafa Moustafa, Scott Harrison, Ryan McCann, and Michelle Carpenter.

The meeting was convened at 2:00 p.m.

President Hemphill welcomed the Committee members and thanked them for agreeing to serve.

Committee Charge:

- Complete one document with one voice. Document should follow a document map and be concise, ranging from 60-100 pages, with 6-8 goals per section, and KPIs with timelines and responsible parties indicated;
- The Mission and Core Values and Opportunities and Challenges Subcommittees have already completed their work, and their reports have been approved by the Steering Committee;
- Ashley will provide the Committee with the Vision Statement, which has already been prepared and which is based on the President Hemphill’s ongoing outreach and communications to internal and external stakeholders;
- In addition, Ashley will upload the Strategic Plan that was paused (2020-2025) in the TEAMS folder;
- The proposed mission statement is short and will need some minor revising in coordination with the seven approved core values; proposed goals will need to be alphabetized and reworded;
- Opportunities and challenges will need to be reduced in number to those that will emerge as most important to the direction of the final plan.

Committee timeline:

- June 1 – remaining subcommittees (Academic Excellence, Research Growth, Corporate/Community Partnerships & Economic Development, Strategic Enrollment, Student Engagement and Success, and Philanthropic Giving, Budget, and Branding, Marketing, and Communications) submit their reports to the Writing Committee;
- September 1 – the Writing Committee submits its draft plan to Steering Committee, and the Steering Committee releases the report to the campus community for its feedback;
- September 15 – Board of Visitors reviews the draft plan;
• November 2022 – the Writing Committee finalizes the plan and submits it to the Steering Committee;
• December 2022 – the Steering Committee submits the final plan to the Board of Visitors for its approval; and
• January 2023 – the 2023-2028 Strategic Plan goes into effect.

Next Steps:

• The Writing Committee will meet every other Wednesday by Zoom from 4-5:00 p.m.
• Two subcommittees will be formed to begin work immediately on revising and refining the following areas:
  o Mission and Core Values: Veleka, Mary, and Scott
  o Opportunities and Challenges: Jolene, Phil, and Harry
    ▪ Please invite Kelly and/or Robert to your meetings as needed (krippard@odu.edu and rwojtowi@odu.edu)
• All members should review the materials uploaded into the TEAMS folder, in particular the focus group feedback.

The meeting was adjourned at 2:50 p.m.

Respectfully submitted,

Robert

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