Old Dominion University

2014 – 2019 Strategic Plan Summary

Strategic Goals

1. Enhance the University’s academic and research excellence
2. Support student success from first point of contact through graduation and beyond
3. Enrich the quality of university life
4. Engage with the greater community
5. Create an entrepreneurial culture to catalyze economic development

GOAL 1 - ENHANCE THE UNIVERSITY’S ACADEMIC AND RESEARCH EXCELLENCE: building a national and international reputation in areas of academic and research strength

Objective 1: Increase Old Dominion University’s national and international reputation for research excellence to address the world’s most pressing challenges by encouraging trans-disciplinary collaboration.

Objective 2: Identify and reward academic program excellence by supporting academic programs that have demonstrated strength, discontinuing or curtailing those that are no longer relevant or viable, and developing new programs in areas of critical national or regional need.

Objective 3: Innovate in academic programming and instruction by using innovative teaching methods and improving teaching effectiveness.

Objective 4: Expand on-line degree programs in areas of market demand to enable students to complete a full degree program in an on-line format with flexible learning pathways.

Objective 5. Raise the visibility of graduate education to attract the best graduate students, ensure high quality and enhanced productivity of our master’s and doctoral programs, and bring recognition to the research and scholarly work of the University’s graduate students.

Objective 6: Expand support for undergraduate research to involve a greater percentage of undergraduate students as active participants in the University’s research community.

Objective 7: Recruit and retain a diverse and creative faculty to bring the student:faculty ratio in line with that of our sister doctoral institutions in the Commonwealth.
GOAL 2 - SUPPORT STUDENT SUCCESS: from the first point of contact through graduation and beyond

Objective 1: Create and execute a comprehensive Strategic Enrollment Plan to meet the institution’s enrollment goals, with corresponding action plans to meet enrollment objectives.

Objective 2: Increase student retention rates to 83% and graduation rates to 60% by building upon the campus-wide infrastructure that supports student success.

Objective 3: Maximize student engagement and satisfaction by developing initiatives that promote a sense of community for main-campus, higher education center, and online students.

Objective 4: Implement the campus master plan to support student success through the design and construction of a new student union, on-campus housing to accommodate 35% of student population, a new dining hall, and a new enrollment services and student success center.

Objective 5: Maximize career outcomes for degree completers to ensure that graduates obtain timely employment or go on to obtain a higher degree.

GOAL 3 – ENRICH THE QUALITY OF UNIVERSITY LIFE: by supporting a work-life experience where both individual and professional aspirations are valued and encouraged for personal well-being

Objective 1: Evaluate the quality of university life to better understand and enhance work-life balance for all faculty, staff and students.

Objective 2: Develop a comprehensive talent management initiative for faculty and staff recruitment, onboarding, professional development, retention, and succession planning.

Objective 3: Create a culture of campus pride to bring alumni back to campus and engage the greater Old Dominion University community as ODU Monarchs.

Objective 4: Promote the University’s inclusive community and encourage an ethos of cultural competence to ensure a common sense of citizenship among all members of the University community.

Objective 5: Use technology to better connect all constituents of ODU to allow co-curricular events on the main campus to be enjoyed by ODU’s Distance Learning communities.

Objective 6: Promote the safety and well-being of the University community to improve the emergency preparedness, security, and safety of the Old Dominion University community and improve overall health and wellness for students, faculty and staff.
GOAL 4 – ENGAGE WITH THE GREATER COMMUNITY through social, intellectual, and cultural activities

Objective 1: Ensure community engagement is a distinctive feature of an Old Dominion University education that involves students, faculty and staff in a variety of service and research endeavors of direct benefit to the local and regional communities.

Objective 2: Expand and strengthen engagement with international communities and internationally-focused agencies to infuse existing partnerships with productive academic exchanges that go beyond the signing of exchange memoranda.

Objective 3: Become the focal point for community education on issues of regional importance to include adaptation to, and mitigation of, sea level rise and increased flooding incidents and other critical issues as they arise.

Objective 4: Enhance collaboration with the region’s military community to provide targeted educational opportunities for active duty military personnel and returning veterans and their families, and increase research opportunities for faculty and students.

Objective 5: Increase engagement with the local arts community to enhance existing partnerships with arts venues in Hampton Roads that will provide new opportunities for nurturing experimental and creative artistic talent.

Objective 6: Fully Establish the College of Continuing Education and Professional Development into a widely recognized college of the University, with a successful business model, and steadily increasing enrollments of non-traditional students and working professionals.

GOAL 5 - CREATE AN ENTREPRENEURIAL CULTURE to catalyze economic development in the region

Objective 1: Implement an entrepreneurial curriculum and co-curriculum for students that will develop an entrepreneurial ethos in students and faculty to empower them to create economic and social value in the region and beyond.

Objective 2: Foster an entrepreneurial ecosystem for faculty to encourage the capturing and commercialization of intellectual property developed through research activities.

Objective 3. Establish a Center for Enterprise Innovation for the Hampton Roads region that will enhance economic development efforts in the region by offering a collection of integrated services to support existing and new businesses to become strong contributors to the economy.

Objective 4: Foster a culture of idea commercialization among faculty and students by providing a supportive environment, leading to patents and licenses for ideas developed in the University’s research laboratories.