Subject: Monday Matters: ODUonline Task Force

Date: Monday, February 7, 2022 at 10:00:36 AM Eastern Standard Time

From: Dodge, Gail

To: Dodge, Gail

CC: Whitfield, Tiffany L.

Dear Colleagues:

Later today, President Hemphill will share the ODUOnline Task Force summary report and request comments from the university community. The recommendations have exciting implications for online programs in the college. Recommended are full wrap-around services through a separate division, similar to select public universities in the US that have significantly grown their fully-online enrollments in recent years. The proposal includes instituting "Best Practices" in online pedagogy and technology, targeted, program-specific marketing and recruitment, and enhanced student support, such as expedited outreach for program information, enrollment management, and enhanced resources throughout their studies. Also proposed is the development of a new business model with additional supports and resources for faculty.

While a new online division is suggested for marketing and managing courses, it is important to note that the college/programs will still own the content, determine who meets requirements for teaching them, and benefit from a share of the revenue generated by them. It's also important to note that this will not happen overnight. A few key programs across the university will be identified to launch this new division. A transition plan will be developed under a comprehensive university-wide online instruction strategy to continue to offer existing online courses and programs that have become essential to serving our on-campus students. Please take the time to review the summary report and offer comments. Your input is valuable for shaping the direction of this new venture.

Please join me in thanking Bryan Porter (Graduate School and Professor of Psychology) for his participation on this task force.

Best Regards,

Gail

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