

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Academic and Research Advancement Committee Minutes
Wednesday, April 21, 2021**

MINUTES

A meeting of the Academic and Research Advancement Committee of the Board of Visitors of Old Dominion University was held on Wednesday, April 21 at 9:00 a.m. to discuss or transact business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purposes, duties and responsibilities. The meeting was held electronically using the Zoom application pursuant to § 4-0.01(g) of Chapter 1289 of the 2020 Acts of Assembly.

Present from the Committee were:

Toykea S. Jones, Chair
Lisa B. Smith, Vice Chair
Kay A. Kemper (*ex officio*)
R. Bruce Bradley (*ex officio*)
Robert S. Corn
Unwanna B. Dabney
Alton (Jay) Harris
P. Murry Pitts
Nina W. Brown (*Faculty Representative*)

Absent from the Committee: Carlton F. Bennett
Jerri F. Dickseski

Also present were: John R. Broderick
Augustine Agho
Judy Bowman
Alonzo Brandon
Andy Casiello
Jane Dané
Greg DuBois
Morris Foster
Giovanna Genard
Casey Kohler
Donna Meeks
Max Milder
Harry Minium
Earl Nance
Tom Odom
Wood Selig
Amanda Skaggs

Rusty Waterfield
Bo Yi

The meeting was called to order by the Chair at 9:00 a.m.

I. APPROVAL OF THE DECEMBER 10, 2020 MINUTES

Upon a motion made by Dr. Dabney and seconded by Mr. Corn, the minutes of the December 10, 2020 meeting were approved by roll-call vote (*Ayes: Bradley, Corn, Dabney, Harris, Jones, Kemper, Pitts, Smith; Nays: None*).

II. CLOSED SESSION

The Chair recognized Ms. Smith, who read the following motion: “Madam Chair, I move that this meeting be recessed, and, as permitted by Virginia Code Section 2.2-3711 (A) (1), we reconvene in closed session for the purpose of discussing the award of tenure to 13 faculty members, an honorary degree, and a dual employment.” The motion was seconded by Mr. Harris and approved by roll-call vote (*Ayes: Bradley, Corn, Dabney, Dickseski, Harris, Jones, Kemper, Smith; Nays: None*). In addition to the Board members present, the following individuals were present during Closed Session: Provost Agho, Vice President Foster, Judy Bowman, Earl Nance, and Tom Odom.

III. RECONVENE IN OPEN SESSION AND FOIA CERTIFICATION

At the conclusion of the Closed Session, the Chair reconvened the meeting and the following Freedom of Information Act Certification was read: “Any person who believes that the Committee discussed items, which were not specifically exempted by law or not included in the motion, must now state where they believe there was a departure from the law or a departure in the discussion of matters other than that stated in the motion convening the closed session. I shall now take a vote of the Committee. All those who agree that only lawfully exempted matters and specifically only the business matter stated in the motion convening the closed session were discussed in closed session say “aye.” All those who disagree say “nay.” The certification was approved by roll-call vote (*Ayes: Bradley, Corn, Dabney, Harris, Jones, Kemper, Pitts, Smith; Nays: None*).

Upon a motion made by Mr. Pitts and seconded by Mr. Harris, the committee approved by roll-call vote the award of tenure to 13 faculty members, an honorary Doctor of Humane Letters degree for President John R. Broderick to be awarded in December 2021, and the dual employment of those named, finding each employment in the best interests of the University (*Ayes: Bradley, Corn, Dabney, Harris, Jones, Kemper, Pitts, Smith; Nays: None*).

IV. CONSENT AGENDA

Upon a motion made by Ms. Smith and seconded by Mr. Harris, the committee approved 14 faculty appointments and 19 administrative appointments by roll-call vote (*Ayes: Bradley, Corn, Dabney, Harris, Jones, Kemper, Pitts, Smith; Nays: None*).

V. REGULAR AGENDA

Upon a motion made by Mr. Harris and seconded by Mr. Pitts, the committee approved by roll-call vote the proposal to establish a Faculty Code of Conduct and a request to change the name of the Bachelor of Arts and Bachelor of Science degrees in Women's Studies to Women's, Gender and Sexuality Studies (*Ayes: Bradley, Corn, Dabney, Harris, Jones, Kemper, Pitts, Smith; Nays: None*).

VI. INFORMATION ITEMS

Committee members received information on two requests for leave of absence without compensation. Provost Agho introduced Max Milder from EAB, the Education Advisory Board, who presented research and information related to funding marketing in higher education. EAB has conducted research on marketing and the student journey over the past decade. The organization can help schools generate leads and enroll new students. Mr. Milder discussed the multifaceted efforts and diverse outcomes that come from marketing. He addressed the challenge of comparing and benchmarking marketing budgets across institutions, noting this is difficult to do because universities typically do not release marketing spending information and organizational structures, and needs are so different. He indicated that linking marketing spending to actual student enrollment can also be difficult and added that ODU has an effective marketing plan that is known nationally for its excellence.

The meeting was adjourned at 10:01 a.m.