



Board of Visitors Dashboard

December 8, 2016



2014 - 2019 Strategic Plan



Board of Visitors Meeting

September 2016

Strategic Plan 2014-2019 Metrics

Goal Completion

STRATEGIC GOALS	STATUS
Goal 1: Enhance the University's academic and research excellence	
Goal 2: Support student success	
Goal 3: Enrich the quality of University life	
Goal 4: Engage with the greater community	
Goal 5: Promote an entrepreneurial culture	




Strategic Plan 2014-2019 Metrics

Objectives Rating Scale

 = Achieved

 = Significant progress









 = Substantial progress

 = Initiated



Strategic Plan 2014-2019 Metrics







Objective Completion

STRATEGIC GOAL 1	OBJECTIVE	STATUS
Enhance our Academic and Research Excellence 	Increase our national and international reputation for research excellence	
	Identify and reward academic program excellence	
	Innovate in academic programming and instruction	
	Expand online degree programs in areas of market demand	
	Raise the visibility of graduate education	
	Expand support for undergraduate research	
	Recruit and retain a diverse, creative faculty	



Strategic Plan 2014-2019 Metrics








Objective Completion

STRATEGIC GOAL 2	OBJECTIVE	STATUS
<p data-bbox="131 416 625 459">Support Student Success</p> 	Create and execute a comprehensive Strategic Enrollment Plan	
	Increase student retention rates to 83 percent and graduation rates to 60 percent	
	Maximize student engagement and student satisfaction	
	Implement the campus master plan to support student success	
	Maximize career outcomes for degree completers	



Strategic Plan 2014-2019 Metrics








Objective Completion

STRATEGIC GOAL 3	OBJECTIVE	STATUS
<p data-bbox="162 416 585 517">Enrich the Quality of University Life</p> 	Evaluate the quality of university life	
	Develop a comprehensive talent management initiative	
	Create a culture of campus pride	
	Promote the University's inclusive community and encourage an ethos of cultural competence	
	Use technology to better connect all constituents of ODU	
	Promote the safety and well-being of the University Community	



Strategic Plan 2014-2019 Metrics






Objective Completion

STRATEGIC GOAL 4	OBJECTIVE	STATUS
<p data-bbox="175 418 571 517">Engage with the Greater Community</p> 	Ensure community engagement is a distinctive feature of an Old Dominion University education	
	Expand and strengthen engagement with international communities and internationally focused agencies	
	Become the focal point for community education on issues of regional importance	
	Enhance collaboration with the region's military community	
	Increase engagement with the local arts community	
	Fully establish the College of Continuing Education and Professional Development	



Strategic Plan 2014-2019 Metrics

Objective Completion

STRATEGIC GOAL 5	OBJECTIVE	STATUS
<p>Promote an Entrepreneurial Culture</p> 	Implement an entrepreneurial curriculum and co-curriculum for students	
	Foster an entrepreneurial ecosystem for faculty	
	Establish a Center for Enterprise Innovation for the Hampton Roads region	
	Foster a culture of idea commercialization among faculty and students	

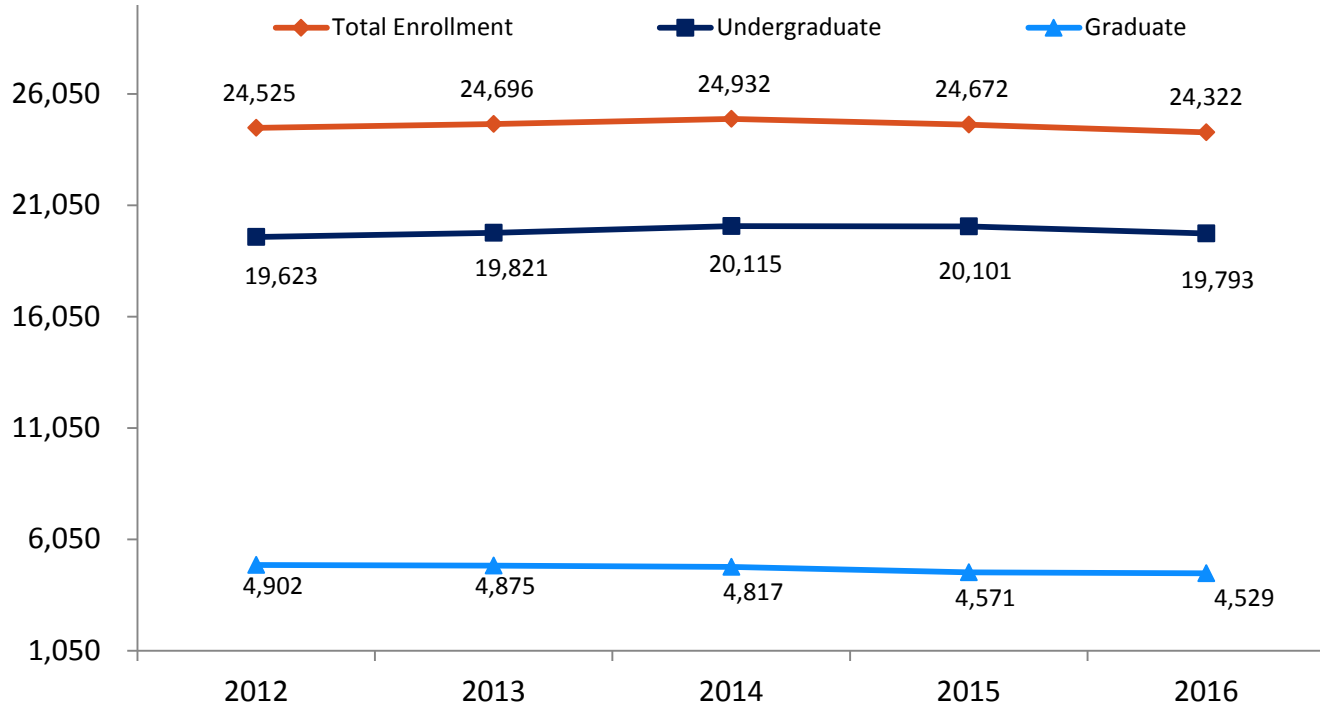




Enrollment, Retention, and Graduation Rates

Headcount

By Level

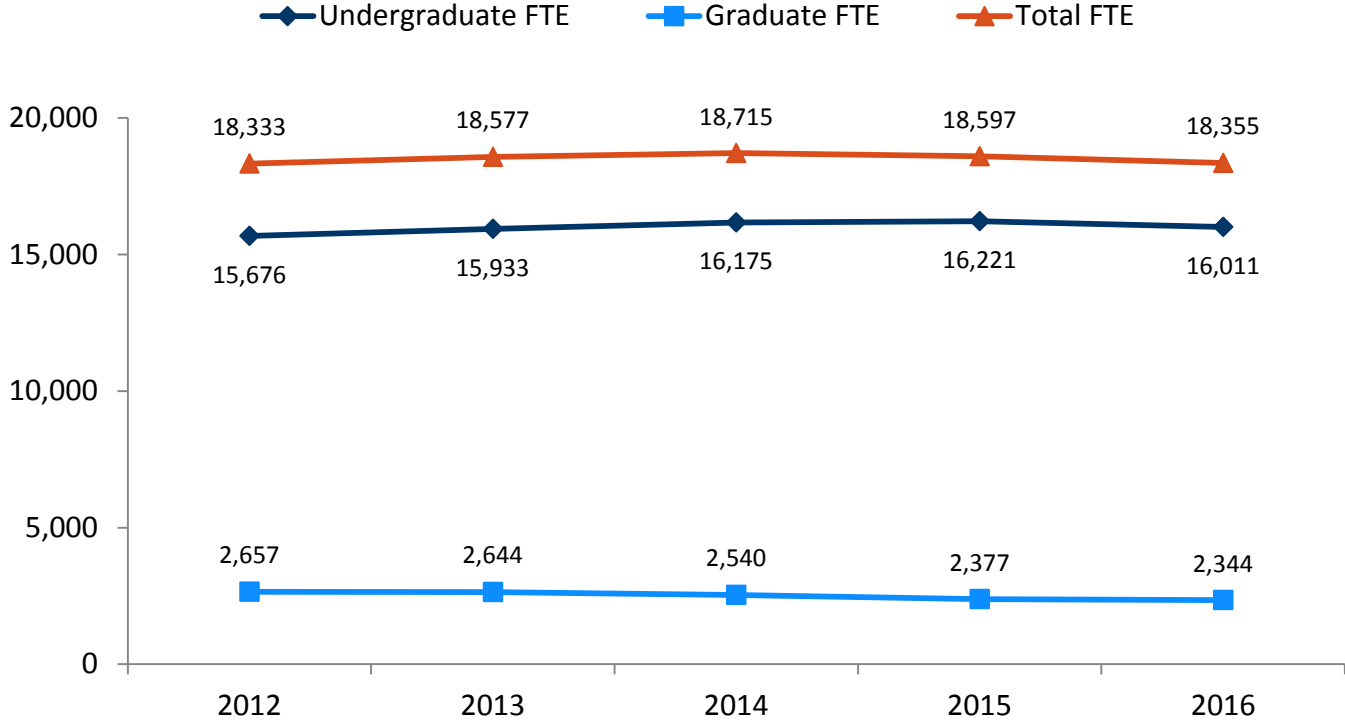


Source: Office of Institutional Research



Fall Full-Time Equivalent (FTE)

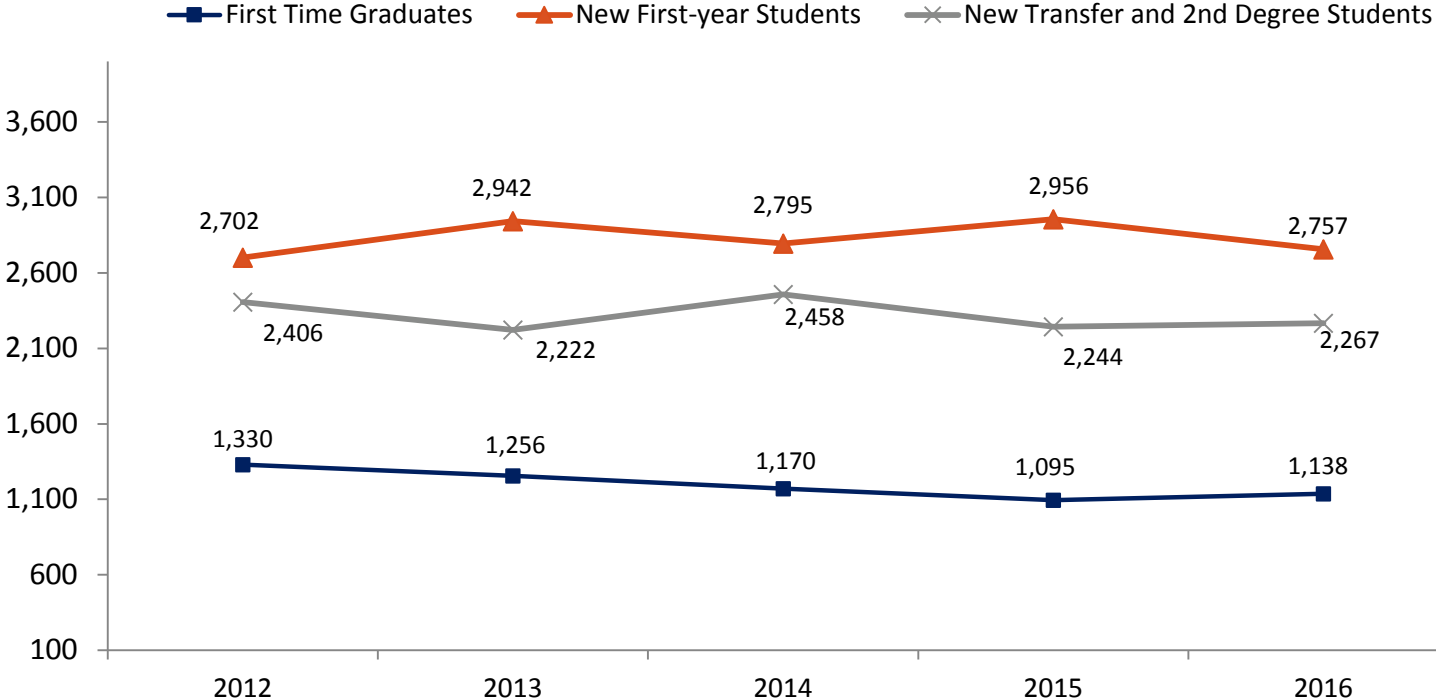
By Level



Source: Office of Institutional Research

Headcount

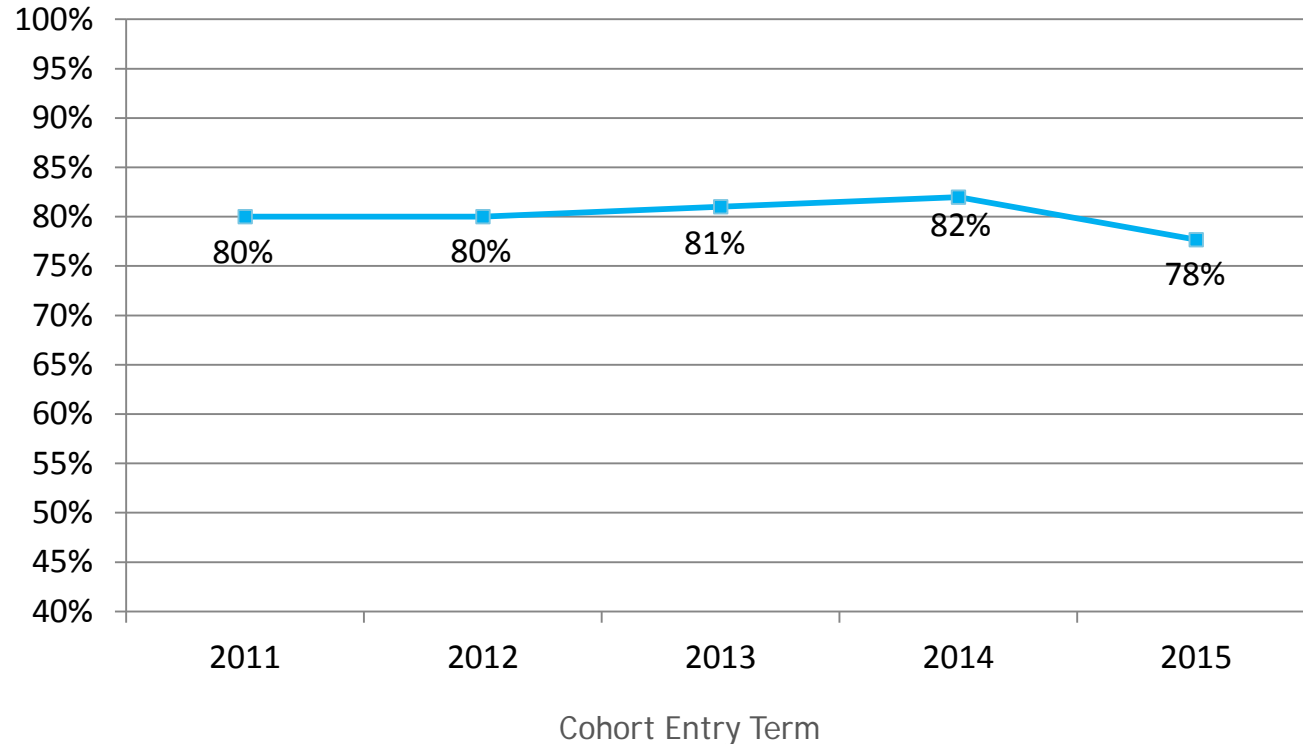
New Students



Source: Office of Institutional Research

Freshman Retention

By Year of Entry



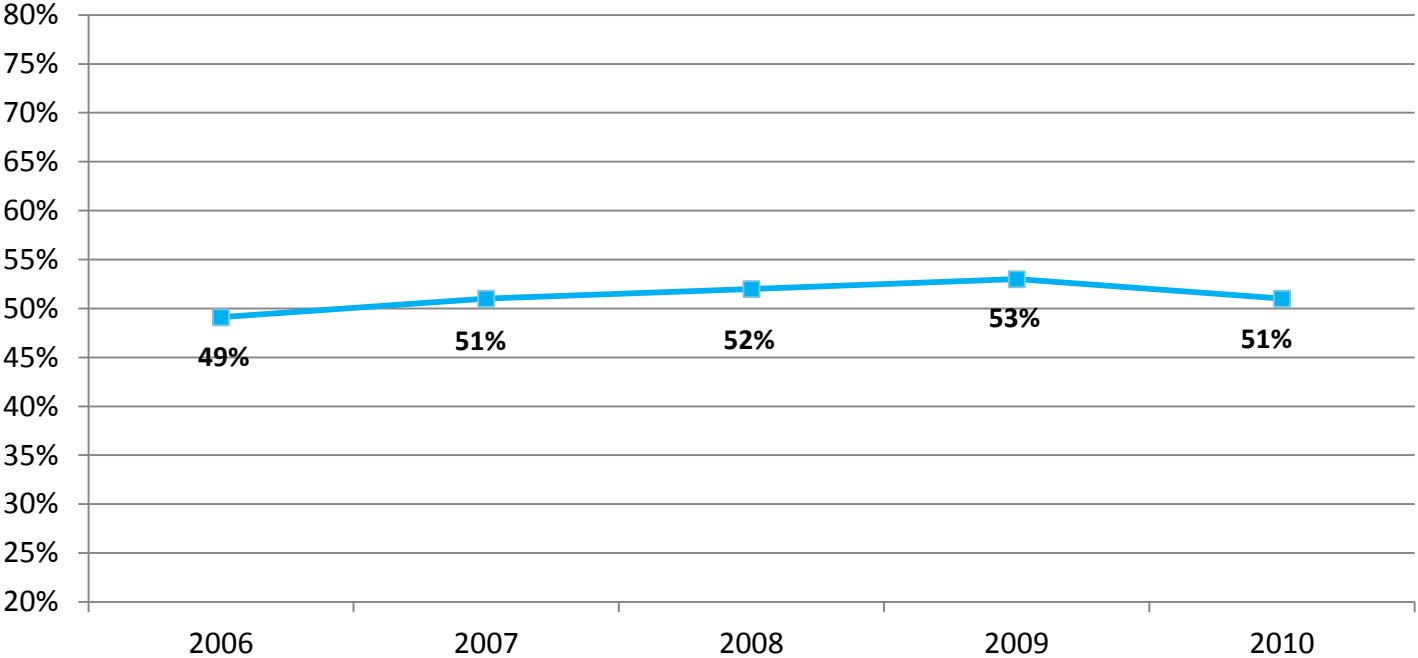
Source: Office of Institutional Research



Notes: First-time, full-time student first to second year (fall-to-fall) persistence.

Six-Year Graduation Rate

By Year of Entry



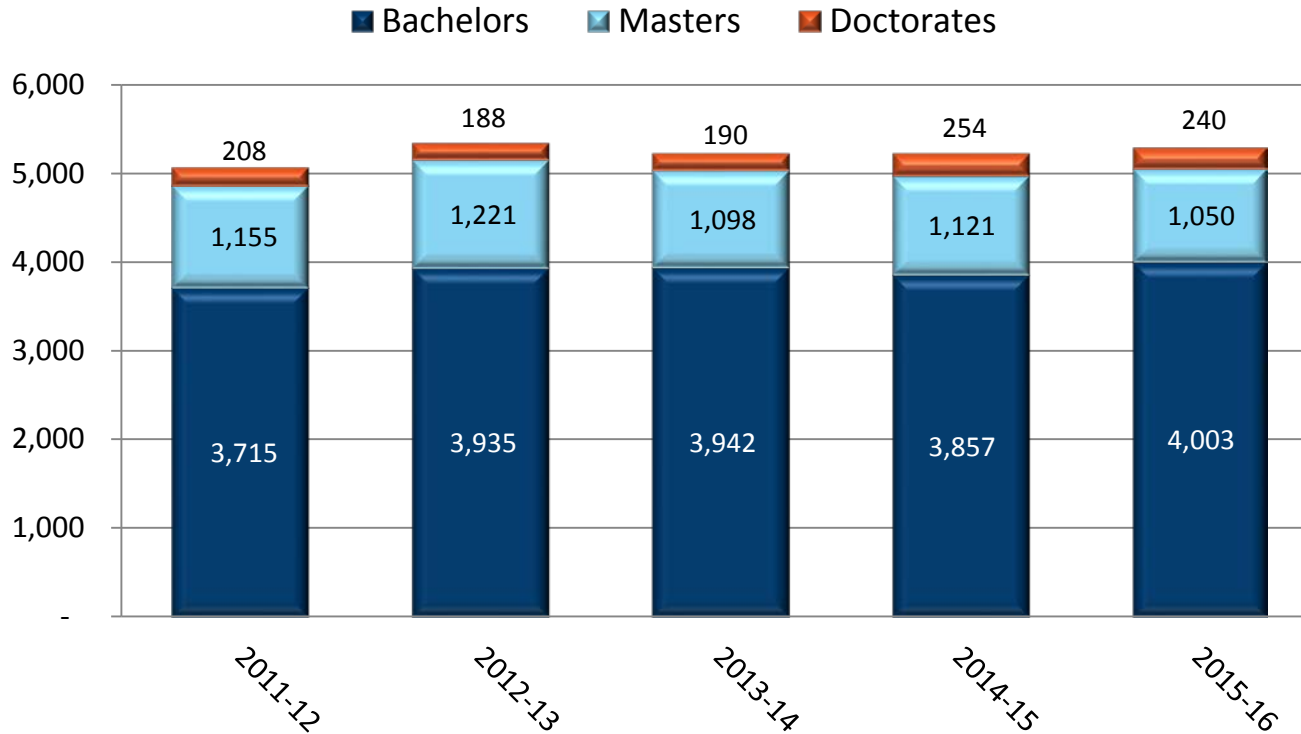
Cohort Entry Term

Source: Office of Institutional Research



Total Degrees Conferred

By Level



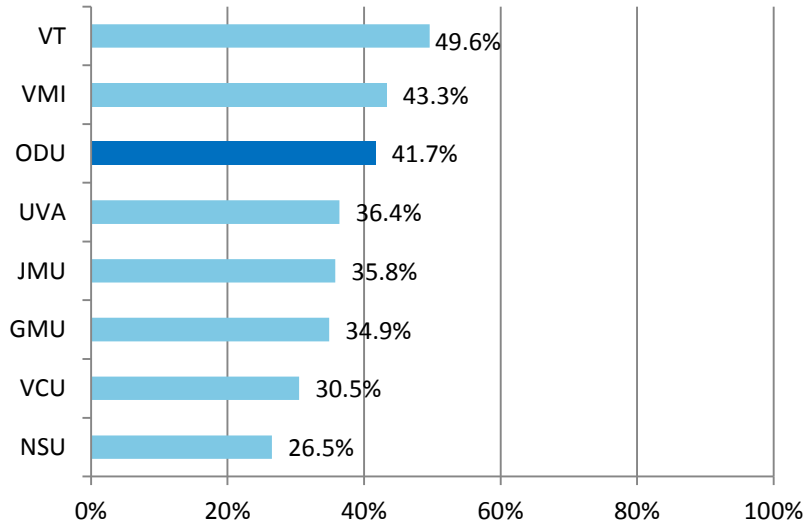
Notes: Ed.S. is merged into Masters category.

Degrees Awarded in STEM-H

Science, Technology, Engineering, Math, and Health Professions

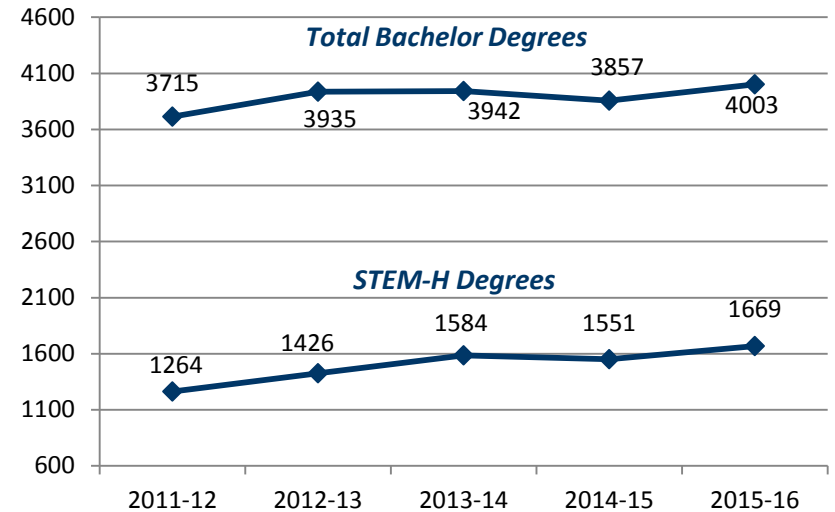
Virginia Public Institutions

*STEM-H Degrees as % of Total Bachelor's Degrees Awarded
2015-16*



Old Dominion University

Total Bachelor Degree Awards





Performance Measures

Commonwealth Performance Standards

As of September 30, 2016 (1st Quarter)



	Standard	In Compliance	Not in Compliance
Commonwealth Performance Standards			
Accounts Receivables	<10%	4.09%*	
Prompt Payment	>95%	98.87%	
Perkins Loan Outstanding	<20%	11.11%**	
Virginia Higher Education Restructuring Act Financial Administrative Standards			
Pass		Fail	

Notes: As required by the State Council of Higher Education in Virginia (SCHEV) and the Virginia Higher Education Restructuring Act, ODU must measure and report the percentage of accounts receivables more than 120 days past due, the percentage of payments in compliance with the Prompt Payment Act and the default rate on Perkins Loans. To be in compliance, the four-quarter average of past due Accounts Receivables must be below 10%, the annual average Prompt Payment percentage must be above 95%, and the Perkins Loan default rate cannot exceed 20% of all loan borrowers. For the current reporting period, ODU is in compliance in each of these categories.

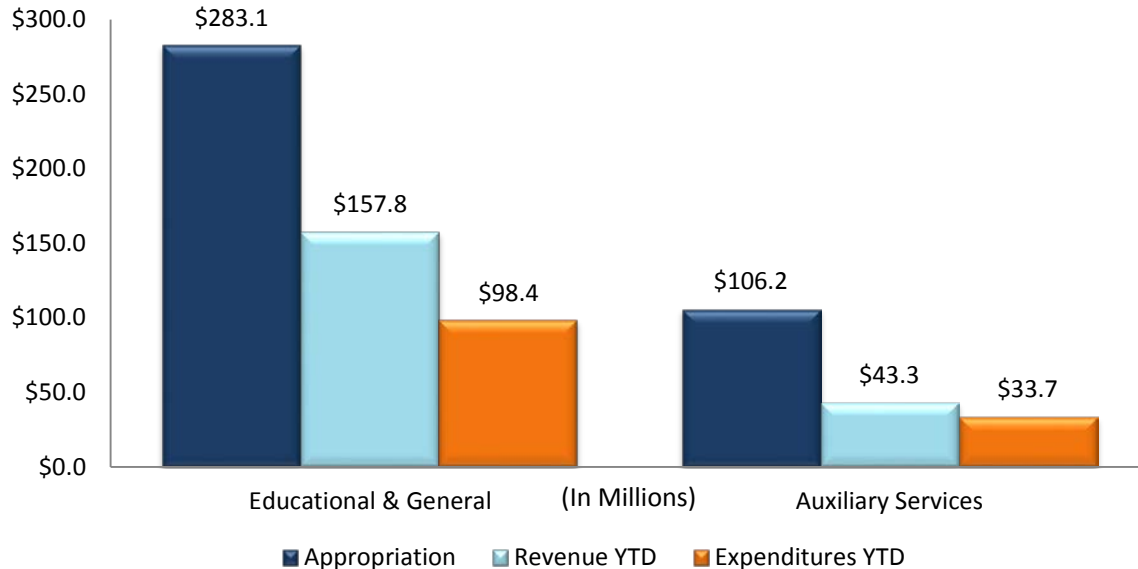
*1st Quarter FY 17 Accounts Receivable data not available at this time; percentage reflects 4th Quarter FY 16

**Annual Cohort Default Rate.

Current Operating Funds

Cumulative Revenue and Expenditures

as of October 31, 2016



Notes: Educational and General: All operations related to the educational objectives of the institution and are funded from state appropriations, tuition and fees and community and public service revenues. Auxiliary Services: All operations that furnish goods or services to students, faculty and staff and are supported with self-supporting fees and revenues.

*Does not include restricted grants, contracts or gifts



Operating Budget Changes

As of October 31, 2016

	Operating Budget & Plan	Current Operating Budget	Variance
Education & General*	\$283,122	\$283,122	\$0
Auxiliary Services	\$106,236	\$106,236	\$0
(In Thousands)			

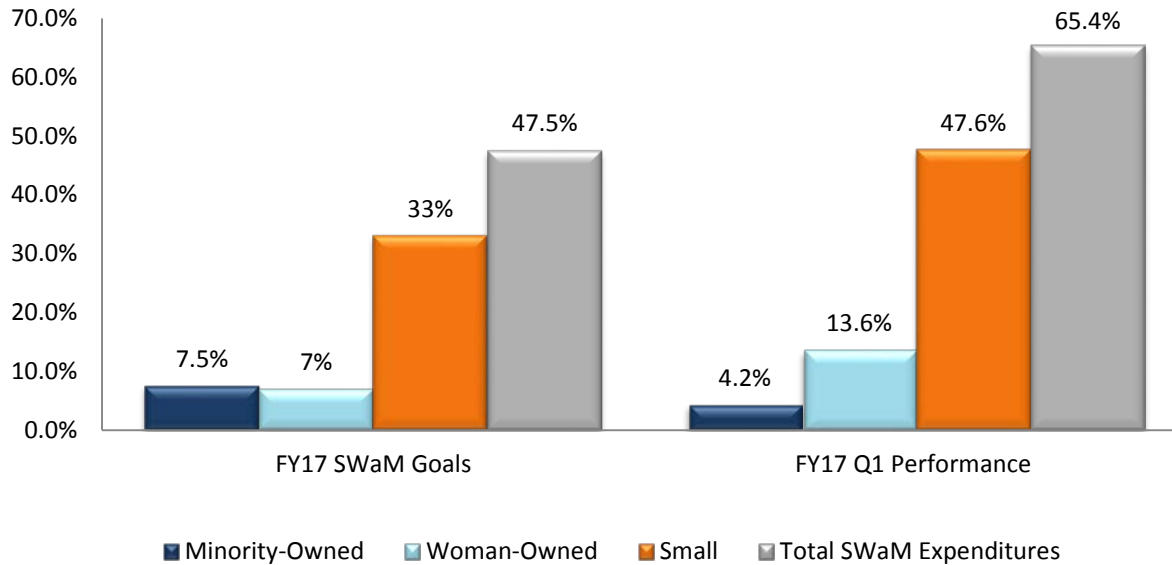
*There was a reduction of \$1M in Virginia Retirement System (VRS) premiums which was offset with the non-general fund portion of the 3% salary increase (\$1.5M). Since the salary increase was already included in the current operating budget amounts, no revisions to the FY17 budget are necessary.

Note: As required by the Board of Visitors Bylaws, the President or designee shall report to the Administration and Finance Committee any budget changes of \$250,000 or more.



SWaM Performance

Measured as a Percent of Discretionary Spend



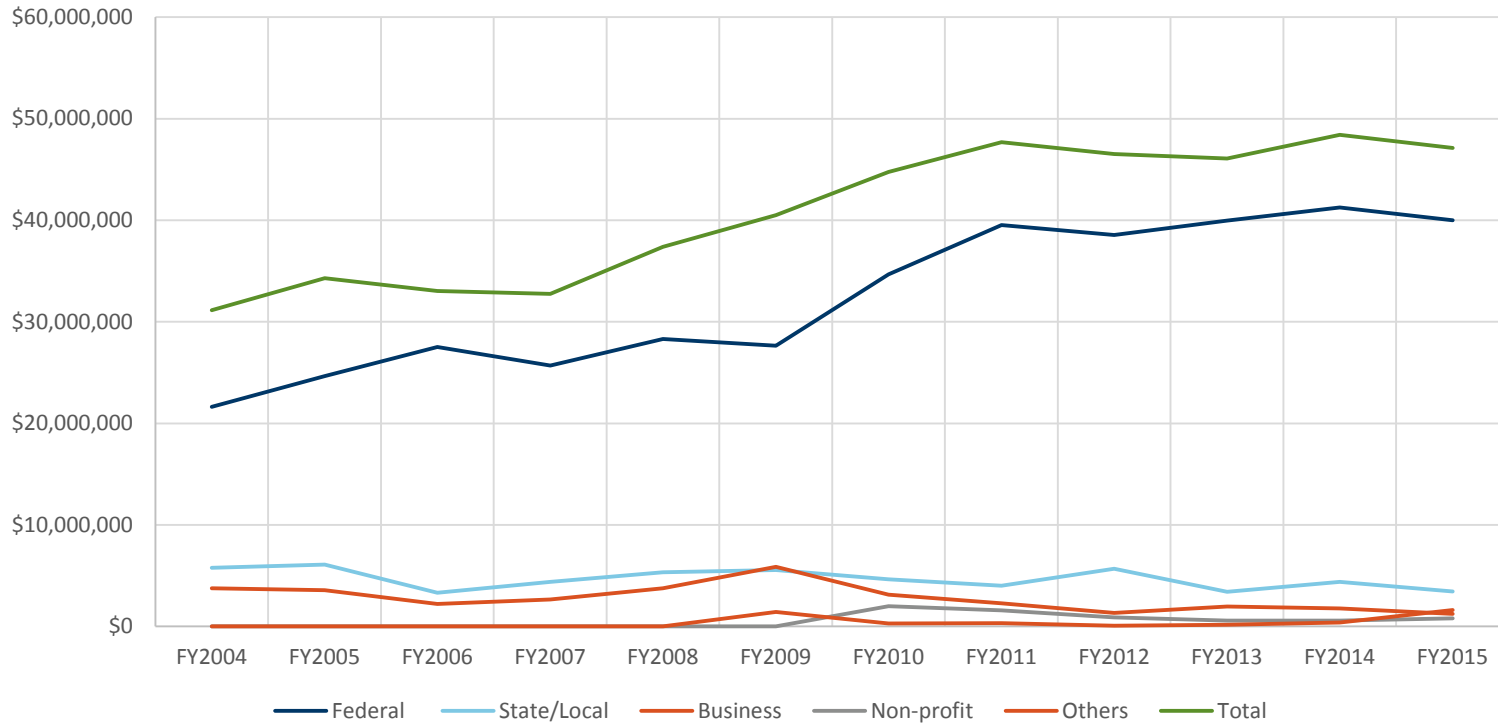
Notes: Under the Virginia Higher Education Restructuring Act in 2009, institutions were required to receive Board of Visitors approval of expenditure goals with Small, Woman-Owned and Minority (SWaM) businesses as a prerequisite to attain the initial Level II Authority. The SWaM goals for FY17: Minority-owned businesses 7.5%, Woman-owned businesses 7%, Small businesses 33%, and Total SWaM 47.5%. For the current reporting period, Old Dominion University exceeded the woman-owned, small and total goal for SWaM.



Research

ODU Research Expenditures

FY2004 – FY 2015





Crime Data: Safety and Security

Jeanne Clery Disclosure

- Postsecondary institutions that participate in Federal Financial Aid programs are required to maintain and publish crime statistics, fire statistics, publish an Annual Security Report, and notify the campus community when needed as delineated by the *Jeanne Clery Disclosure of Campus Security Policy and Campus Crime Statistics Act (Clery Act)*.
- The location; whether on campus, in a residence hall, on non campus property, or on public property (i.e. sidewalks, parks, streets, etc.) must be properly defined. Additionally, the type of crime must be properly labeled to coincide with Clery crime definitions.
- Clery definitions may vary from the Virginia Criminal Code; therefore the statistics provided for Clery compliance may vary from the University's statistics for the Uniform Crime Report which is submitted yearly to the Virginia State Police.



ODU Clery Crime Totals

Comparisons for 2013-16

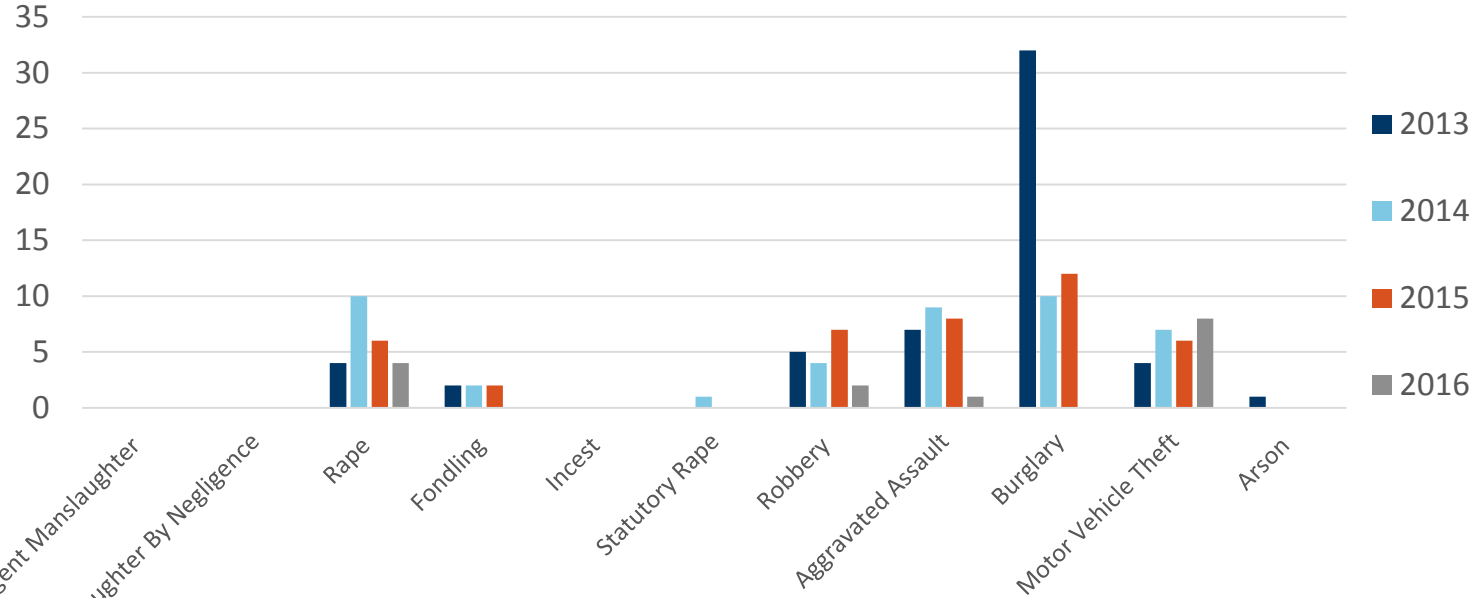
ODU Clery Crime Totals				
Crime Classification	2013	2014	2015	2016 (Jan-Oct)
Murder/Non-Negligent Manslaughter	0	0	0	0
Manslaughter By Negligence	0	0	0	0
Rape	4	10	6	4
Fondling	2	2	2	2
Incest	0	0	0	0
Statutory Rape	0	1	0	0
Robbery	5	4	7	4
Aggravated Assault	7	9	8	9
Burglary	32	10	12	2
Motor Vehicle Theft	4	7	6	11*
Arson	1	0	0	0
Total	55	43	41	32

*Includes 8 stolen and recovered golf carts.



ODU Clery Crime Totals

Comparisons for 2013-16



Timely Warning

Crime Alerts for Campus Community

- Requirements for issuing a timely warning:
 - 1) Must be made aware (Reported to campus security authorities or local police)
 - 2) Clery Act crime
 - 3) Occurred within Clery Act geography
 - 4) Serious or continuing threat to campus community
- The intent of the warning is to enable members of the campus community to protect themselves.
- The warning must be reasonably likely to reach the entire campus community.
- The warning should be issued as soon as pertinent information is available.



Lafayette
River

LARCHMONT/
EDGEWATER

Larch Apartments

St. Patrick Catholic School

Hampton Blvd

Jonestown Court

Colley Ave

Colley Ave

Colley Ave

D PARK

W 38th St

W 38th St

W 38th St

W 38th St





Fundraising

Total Giving



Foundation	FY 2015	FY 2016	FY-YTD 2017	Goal	Progress
Educational Foundation	\$8,382,532	\$11,492,784	\$1,898,288	\$11,500,000	17%
Athletic Foundation	\$8,262,202	\$7,898,610	\$984,135	\$8,500,000	12%
Barry Museum Foundation			\$35,000,000		
Total	\$16,664,734	\$19,391,395	\$37,882,423	\$20,000,000	189%

Effective – November 15, 2016

Notes: Total giving includes the sum total of all contributions (pledges, gifts, expectancies, and pledge potentials) made by all the constituents towards educational and athletic foundations. Total giving is the central measure of success for every fundraising activity. Giving is constantly monitored and tracked. This measure helps us to strategize our moves/plans to reach our goals. The goal is to raise 10% more than the total of the average of the last three years. FY is fiscal year (July 01-June 30). YTD is year-to-date.

Planned Giving: Educational and Athletic Foundation



FY 2015	FY 2016	FY-YTD 2017	Goal	Progress
\$3,398,000	\$5,585,445	\$477,500	\$3,550,000	13%

Effective – November 15, 2016

Notes: Planned giving is an area of fundraising that refers to specific gift types that can be funded with cash, equity, or property. Planned gifts are gifts that require more planning, negotiation and counsel than many other gifts. This program involves several layers of marketing and planning with a focus on future cash flow for the University. The dollars raised through this program is an effective measure of the success of our marketing and other fundraising efforts. The goal for Planned Giving is a quarter of the goal for Total Giving.

Annual Giving: Educational and Athletic Foundations



Solicitation Type	FY 2015	FY 2016	FY-YTD 2017	Goal	Progress
Personal Contact	\$7,000	\$0	\$0	\$100,000	0%
Direct Mail	\$233,799	\$138,865	\$161,900	\$200,000	81%
ODU Web Page	\$44,471	\$93,706	\$3,282	\$90,000	4%
Phone	\$199,055	\$179,508	\$46,727	\$210,000	22%
Total	\$653,482	\$480,365	\$211,909	\$750,000	28%

Effective – November 15, 2016

Notes: Annual giving is an organized effort to obtain gifts on a yearly basis to support the general operations of ODU. Annual giving is the building block for all fund raising. It helps establish a base of donors that can serve as an effective foundation to involve, inform, and bond a constituency to the organization. For Annual giving the goal is set at a 10% increase in the average of the last three years.

Donor Counts



Foundation	FY 2015	FY 2016	FY-YTD 2017	Goal	Progress
Educational Foundation	5,756	5,411	1,787	6,500	27%
Athletic Foundation	3,046	2,665	460	3,500	13%
Total	8,799	8,076	2,247	10,000	22%

Effective – November 15, 2016

Notes: Donor counts is the number of constituents who made contributions in a specific fiscal year, irrespective of the size and the number of donations. Donor counts provide the base for our fundraising efforts. Our goal is a 10% increase in the average of the last three years.



Athletics

Academic Progress Reports (APR)

Men's Sports

Sport	2011-12	2012-13	2013-14	2014-15	4-Year Avg.
Baseball	969	971	980	991	978
Basketball	920	1000	1000	978	974
Football	960	969	932	946	953
Golf	1000	1000	1000	971	992
Soccer	987	985	959	932	965
Swim/Dive	980	944	958	962	961
Tennis	1000	1000	957	969	982
Wrestling	987	947	1000	966	974
APR Minimum					930*



*4-year APR average for the 2014-15 academic year and thereafter must be a minimum of 930 per team for post-season qualification.

Notes:

- 1-The NCAA developed the Academic Progress Report (APR) to track a university's commitment to enhancing the student-athlete's potential of earning their undergraduate degree. The APR provides a "real time" snapshot of a Division I team's eligibility and retention success, (the APR pertains only to student-athletes who are receiving an athletic scholarship).
- 2-The NCAA has set a minimum APR standard for each athletic program. This standard is calculated by averaging a sport program's eligibility and retention points for the last 4 years. Each sport must maintain or exceed the minimum standard. (The minimum APR standard is 930.)
- 3-The men's programs met or exceeded APR standards for post-season eligibility and therefore did not have to serve any penalties.

Academic Progress Reports (APR)

Women's Sports



Sport	2011-12	2012-13	2013-14	2014-15	4-Year Avg.
Basketball	1000	929	1000	1000	995
Field Hockey	1000	987	1000	941	983
Golf	1000	1000	964	1000	990
Lacrosse	1000	1000	1000	1000	1000
Rowing	991	1000	985	992	992
Soccer	1000	1000	989	1000*	1000
Swim/Dive	1000	970	959	1000	983
Tennis	957	1000	964	1000	980
APR Minimum					930*

*4-year APR average for the 2014-15 academic year and thereafter must be a minimum of 930 per team for post-season qualification.

*Received delayed graduation bonus point

Notes:

- 1-The NCAA developed the Academic Progress Report (APR) to track a university's commitment to enhancing the student-athlete's potential of earning their undergraduate degree. The APR, which provides a "real time" snapshot of a Division I team's eligibility and retention success, pertains only to student-athletes who are receiving an athletic scholarship.
- 2-The NCAA has set a minimum APR standard for each athletic program. This standard is calculated by averaging a sport program's eligibility and retention points for the last 4 years. Each sport must maintain or exceed the minimum standard. (The minimum APR standard is 930.)
- 3-The women's programs met or exceeded APR standards for post-season eligibility and therefore did not have to serve any penalties.

Graduation Success Reports (GSR)

2006-2009 Cohorts



Men's Sports	Overall Division I	ODU	Women's Sports	Overall Division I	ODU
Baseball	79%	75%	Basketball	87%	73%
Basketball	79%	93%	Field Hockey	96%	100%
Football	74%	73%	Golf	93%	100%
Golf	86%	83%	Lacrosse	95%	90%
Soccer	83%	63%	Rowing	94%	94%
Swim/Dive	87%	69%	Soccer	91%	96%
Tennis	89%	100%	Swim/Dive	93%	85%
Wrestling	75%	63%	Tennis	93%	100%
2015-16 GSR (M)	79%	74%	2015-16 GSR (W)	91%	91%
2015-2016 GSR Total	84%	82%	Men & Women		

*This year's rate is based on the average of student-athletes who enrolled in 2006, 2007, 2008 and the most recent data of 2009.

*This marks ODU's 6th consecutive year of GSR Score improvement (82, 79, 76, 74, 72, 71, 69).

1-The NCAA Graduation Success Rates (GSR), similar to the Federal Graduation Rate (FGR), measures the percentage of first-time, full-time freshman who graduate within 6 years of entering a four-year institution.

2-The GSR is different from the FGR in that it (1) includes only those student-athletes on athletics scholarship (2) excludes those student-athletes who leave the institution prior to graduation, with eligibility remaining, and academically eligible to compete had they returned, and (3) gives you credit for those student-athletes who transfer into the institution and go on to graduate.

CROSSING THE FINISH LINE

GRADUATION RATES ON THE RISE

NCAA Graduation Success Rates are showing student-athletes are graduating at the highest rates ever due in part to academic reforms:

- Academic Performance Program (APP) data collection and the initial eligibility sliding scale both began in **2003**
- Student-athletes entering college that fall were the first held to the enhanced **40-60-80** rule and required to complete six credit hours per term

