

# Breakout Group #12: Innovation

“We are too lean to innovate well!”



**OLD DOMINION**  
UNIVERSITY

# Group #12 Membership

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Facilitator: Dennis Gregory

Recorder: JaRenae Whitehead

Members:

- Katherine Barton
- Elizabeth Black
- Rich Clark
- Kirk Dewyea
- Stephanie Ewers
- Shawnda Green
- Raquan Griffin
- Tim Kovacs
- Lakisha Mompremier
- Manish Paladhi
- Patrick Sachs
- Wood Selig
- Felecia Spivey
- Cullen Strawn
- Tancy Vandecar-Burdin
- Suzanne Wright

# Group #12 - Overarching Recommendations

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List five to seven strategies for new or expanding efforts.

1. Gather climate information on adjunct experience.
2. Create a unified student experience.
3. Support broad professional development through student/faculty/staff credentialing/certification programs.
4. Explore internship incentives within local market. (Athletics model)
5. Promote central sharing model for programs and ideas.
6. Develop and embrace new cultural practices that are agile and discipline/department specific. (Rigid handbook guidelines)

# Group #12 - Overarching Recommendations

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List five to seven strategies for new or expanding efforts.

7. Work within ODU to attract and retain talent.
  - Intentional efforts to address barriers to recruitment and retention.
  - Investment in workforce salaries.
  - Examine how we hire and onboard (more flexibility with direct hires vs. interviews)
8. Increased focus on information seeking.
9. Consider academic program assessment on more than just headcount.
  - Ophthalmic Medical Tech program example
10. Incentives for entrepreneurship.

## Group #12 - Strategy 1

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Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.

- Develop a unified student experience
  - Invest in a Customer Relationship Management System
  - Leverage Artificial Intelligence to offset staffing limitations
    - i.e. enhancing experiences such as student advising
  - Challenge would be monetary investment and cultural norms
  - Mindful implementation to ensure human element is maintained

# Group #12 - Strategy 2

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**Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.**

- Innovation and Investment in Recruitment and Retention
  - Embrace new cultural practices that are agile and discipline/department specific.
    - Explore how we hire and promote talent
  - Incentives such as free parking, meal plans, childcare options, and telework.
  - Creative options for attracting and retaining talent more efficiently.
  - Increased opportunities for alumni to work at ODU
  - Rethink pay practices model for incoming employees.
    - i.e. Graduate degree requirement for undergraduate pay.

## Group #12 - Strategy 3

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**Provide additional details on the recommended strategy; including opportunities and/or challenges in achieving the desired outcome.**

- Streamlining systems and points of access for information
  - Investment in a true Enterprise Resource System
  - Central sharing models for programs and ideas
  - Appreciating that embracing diversity also means diversity of ideas and thoughts
  - Embrace ideas for frequent and intentional opportunities to explore innovation
    - Be intentional in relating our ideas back to strategic plan
    - Regularly study innovation and incorporate it into the training models that incorporate the university
    - Innovation Committee with broad campus representation at the University level