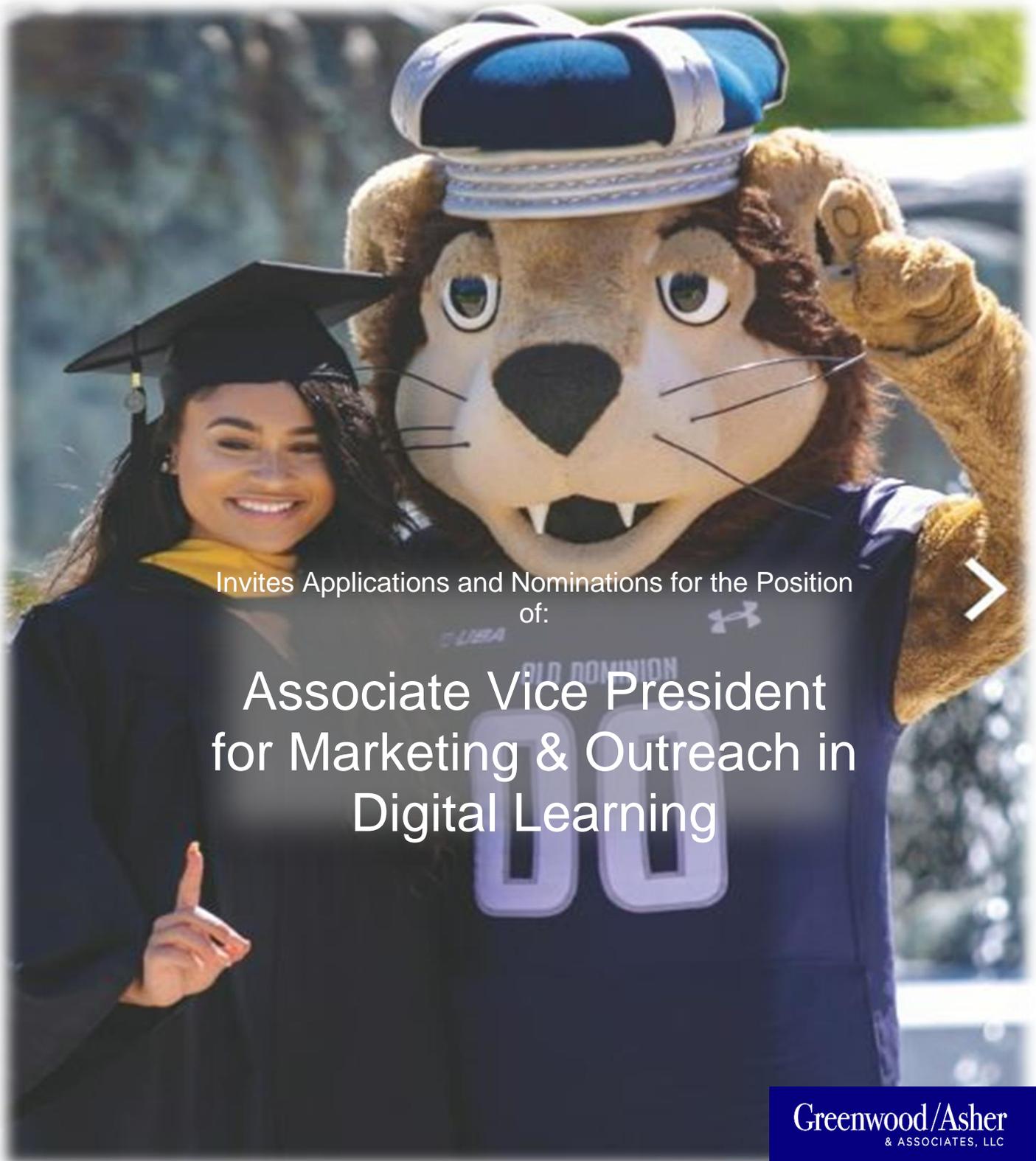




# OLD DOMINION UNIVERSITY



Invites Applications and Nominations for the Position  
of:

## Associate Vice President for Marketing & Outreach in Digital Learning

Greenwood/Asher  
& ASSOCIATES, LLC

## The Opportunity

Old Dominion University, Virginia's forward-focused public doctoral research university with approximately 23,500 students located in the City of Norfolk within the Commonwealth's coastal region of Hampton Roads, invites applications and nominations for the position of Associate Vice President for Marketing and Outreach in the Office of Digital Learning.

Directly reporting to the Vice President for Digital Learning, the AVP will provide the strategic leadership of and day-to-day direction of Digital Learning's marketing and outreach functions. As a member of the Vice President's executive leadership team, the Associate Vice President of Marketing and Outreach will serve as a strategic thought partner for all Digital Learning entities, including constituents and leaders. Among a wide range of responsibilities, the position encompasses the following:

- Works with the Creative Director to oversee the implementation of the University's visual identity by both internal and external audiences. Oversees design and production of institutional projects.
- Works with the Director of Digital Marketing to utilize data and measure return-on-investment on all marketing campaigns and outreach activities to drive decision-making for resource optimization in support of enrollment growth.
- Works with the Director of Partner Relations and Outreach to identify, assess, engage, and manage partnerships with corporate, community and educational institutions.
- Works with the Director of International Operations to identify international partners and student populations.

## The Role of the Associate Vice President for Marketing and Outreach in Digital Learning

The successful candidate will be an experienced and compassionate leader who will provide visionary leadership for all marketing, outreach, and lead acquisition activities of Digital Learning in alignment with and in support of the division's and University's mission, vision, and goals to grow online enrollment in Virginia, nationally, and internationally.



The AVP will have significant knowledge of the creative process and working with vendors to support the division's visual identity; digital marketing to influence enrollment management and collaboration with University branding and marketing efforts; knowledge of call center operations and CRM (Marketing Cloud/Salesforce/Student Success Hub); and partnership acquisition, assessment, development, and management to diverse partners worldwide (military, international, educational, and business to business).

The Associate Vice President for Marketing & Outreach is responsible for:

### **Creative**

- Oversees implementation of the division's visual identity by both internal and external audiences. Oversees design and production of division projects.
- Works with the Creative Director to provide executive-level leadership for the creation of marketing and communication media, including video, photography, and written copy.
- Lead marketing and communication activities for Digital Learning working collaboratively with academic departments, staff and vendors.
- Maintains effective relationships with vendors to facilitate smooth production of projects and adherence to division visual identity standards. Maintains integrity of the institutions visual identity program.

### **Digital Marketing and Call Center**

- Works with the Director of Digital Marketing to utilize data and measure return-on-investment on all marketing campaigns and outreach activities to drive decision-making for resource optimization in support of online enrollment growth.
- Collaborate with the University Branding and Marketing team on brand alignment and overall campaign alignment.
- Collaborate with the Vice President, Digital Learning and University leadership to understand enrollment objectives to inform strategies as related to students at a distance.
- Develop marketing and outreach strategies for working to accomplish online enrollment goals and to track and report on performance over time.
- Guides strategic expansion of call center operations to maximize engagement and conversion of inquiries to leads for admissions.

### **Partner Relations and Outreach**

- Works with the Director of Partner Relations and Outreach to identify, assess, engage, and manage partnerships with corporate, community and educational institutions.
- Collaborates with campus offices to facilitate ease of access and high-quality service delivery.
- Forge and sustain strong +ODU partnerships with community colleges across the country.
- Develop world-wide military partnerships and affiliations.
- Collaborating with campus departments to maximize the transfer credit for applicable corporate and military training, prior learning and experience.

### **International Operations**

- Works with the Director of International Operations to identify international partners and student populations.
- Works closely with offices across the College as well as with stakeholders abroad to assess, develop and implement new partnerships through research and market

analysis.

- Foster competitive international admission processes to include WES transcript evaluation system, course and program articulation.
- Collaborates with financial aid to identify scholarship funding opportunities for international students.
- Identifies and establishes international campuses with strategic partners worldwide. Coordinates virtual exchanges and interactions through the Collaborative Online International Learning program.

## Professional Qualifications and Personal Qualities

The ideal candidate will have the following professional qualifications:

### Required:

- a master's degree from an accredited institution.
- five years of senior administrative level leadership and experience in higher education.



## About Digital Learning

Old Dominion University maintains a global reputation as a forward-focused public doctoral research university. With the growth of ODU's online programs and reputation, it is increasingly important for the university to express a single, compelling voice in everything we do. The Online division has over 5800 fully online students and 130 program offerings.

Following the work of an Online Task Force that was convened and charged by President Brian O. Hemphill, Ph.D., who became the University's ninth president the summer of 2021, the University is seeking to maximize its messaging, streamline its processes, and elevate its brand and reputation in the online space.

The Task Force was charged by President Hemphill with “conducting a full analysis of the institution’s past experience and current work in these areas, while also identifying industry best practices.” Representing the diverse backgrounds and skills of campus stakeholders, members of the Task Force included faculty, staff, and administrators from all parts of the campus community and those heavily involved in the online space. The Task Force made the following overarching recommendations:

- Create an Office of Digital Learning that is led by a vice president
- Develop an organizational structure within the office that incorporates current units in Distance Learning into Digital Innovation, Student Experience, Marketing and Outreach, and Administration, and, where necessary, increasing staff capacity in those areas to avoid having “one person” units;
- Expand market beyond Virginia and into national and international audiences
- Dedicate resources for the vice president to have the appropriate level of administrative support staff;
- Establish targeted market campaign by audience, program, initiatives.
- Rebrand division as *ODUGlobal*.



## About Old Dominion University

Old Dominion University, located in Norfolk, is well-known and highly- regarded for its rigorous academics, an energetic residential community, and innovative research that contributes \$2.6 billion annually to Virginia’s economy. Old Dominion University’s students hail from all 50 states and nearly 100 countries, with more than one-fifth enrolled at the graduate level. The university offers a wide range of academic majors and programs on its main campus and its three higher education centers, and these are complemented by a robust online presence.

Old Dominion, established in 1930 as the Norfolk Division of the College of William & Mary, has the most affordable tuition of any doctoral-granting university in Virginia and is the only doctoral institution to freeze tuition and fees for in-state undergraduates this year. It has been named a Best National University by *U.S. News & World Report*. Old Dominion University recently placed among the top 10% of institutions in the nation and No. 1 in Virginia in College NET Inc.’s eighth

annual Social Mobility Index (SMI) rankings. It has been named a “top performer” in social mobility by *U.S. News & World Report* and ranked fourth in the country and 49th in the world for reducing inequalities in *The Times Higher Education World University Rankings*.

Located near Naval Station Norfolk, the world’s largest naval base and headquarters and home port of the U.S. Navy’s Atlantic Fleet, Old Dominion University is committed to serving the military community. Twenty-five percent of its student body is military-affiliated, and the University ranked No. 1 in Virginia in “Best for Vets” category by *Military Times* for several years in a row.

Old Dominion University has been a leader in virtual learning for more than 30 years, offering more than 100 programs completely online. The University is ranked as the No. 1 Virginia institution by *OnlineColleges.com*; 68% of students participate in online learning and 28% are totally online.

The university is also home to world-class campus facilities in which students live and learn. A new chemistry building, and Hugo A. Owens House opened in Spring 2021. The chemistry building features 24 research labs, 13 teaching labs, and a 122-seat planetarium and digital theater. Owens House provides living-learning communities for students in STEM-H fields and is named for a local civil rights leader who was Old Dominion’s first African American rector. The University also broke ground recently for a new Health Sciences Building and is currently working to secure funding for a new biology building. On the east side of campus, the university’s arts district includes the Barry Art Museum, Brock Commons, the Goode Theater, and the Gordon Art Galleries.

901
FACULTY
546
ADMINISTRATORS & PROFESSIONAL FACULTY
1,053
CLASSIFIED EMPLOYEES
562
PART TIME EMPLOYEES

Enrollment		
TOTAL	UNDERGRADUATE	GRADUATE
24,286	19,372	4,804

The university recently announced a partnership with Eastern Virginia Medical School (EVMS), Norfolk State University, and Sentara Healthcare to establish a new School of Public Health. With significant health disparities facing local communities in Hampton Roads, the university is also working with EVMS and Sentara to explore an academic health sciences center.

## Monarch Strong

Old Dominion University is a champion of both opportunity and diversity, with a time-honored tradition of welcoming students, faculty, and staff from different backgrounds, cultures, and experiences. As a close campus and caring community, we demonstrate understanding and respect for each other. This has defined Old Dominion University for many decades, and it will continue as we move forward. Together, we are Monarch Strong!

As an institution, we also have a strong commitment to serving others and impacting communities. We are proud to be an integral part of the City of Norfolk, Hampton Roads, and the Commonwealth of Virginia. As a community of changemakers and trailblazers, we are dedicated to fulfilling our mission and creating new opportunities. An important part of our work will be

defined by expanding existing partnerships and creating new opportunities. As Monarchs, we are all on this journey together!

### Research: Boldly Reaching the Highest Level of Activity and Impact

In December of 2021, Old Dominion University was named a Research 1, or R1 institution, indicating "very high research activity," from the Carnegie Classification of Institutions of Higher Education. The Carnegie Classification has been the leading measure of research activities at U.S. colleges and universities for more than half a century. The University now joins a group of just 137, or 5%, of four-year research institutions with the R1 classification in the nation.

Over the past decade, the number of scientific publications from faculty has doubled. And, over the past five years, external funding for applied research projects has tripled, contributing to nearly \$70 million annually in overall research expenditures. More than half of faculty have been involved in externally funded research projects, which have grown by 22% in total expenditures in the last decade. In the same period, the University doubled the size of its non-faculty Ph.D. research staff.

Old Dominion University is nationally known for research in coastal resilience, modeling and simulation, bioelectrics, port logistics and maritime engineering, and cybersecurity. And, now with the R1 designation, Old Dominion University is better equipped to obtain prestigious research grants and attract industry and government agency partners. For Old Dominion University, R1 status represents a key step in recruiting world-class faculty and students.



### About the City of Norfolk

Old Dominion University is located in Norfolk, Virginia, which is home to nearly 250,000 residents across 66-square miles. Norfolk is truly a coastal and waterfront community with seven miles of beachfront and a total of 144 miles of shoreline along our lakes, rivers, and the Chesapeake Bay. In addition to its beautiful scenery, Norfolk offers many opportunities to its residents and visitors.

- It is home to the world's largest naval base and the North American Headquarters for NATO (North Atlantic Treaty Organization).
- Norfolk International Terminal has completed a 300-acre expansion, making it the largest inter-modal center in the U.S.
- Ocean-going cruise vessels of up to 3,000 passengers regularly stop at the Half Moone Cruise and Celebration Center downtown.
- Norfolk is home to a wide array of cultural institutions and attractions, including the Virginia Opera, the Virginia Stage Company, the Virginia Symphony, the Virginia Arts Festival, Chrysler Hall, the Chrysler Museum of Art, the General Douglas MacArthur Memorial, Scope Arena, and Nauticus and the Battleship Wisconsin.
- Norfolk has been recognized as a Tree City and its neighborhoods have extensive trees and flowers.
- It is home to the Norfolk Botanical Garden and the Virginia Zoo.
- Norfolk is a center of higher education, serving as home, in addition to Old Dominion University, to Tidewater Community College, Norfolk State University, and Eastern Virginia Medical School and its four internationally recognized research institutes.
- Norfolk is southeastern Virginia's premiere medical center, which includes Sentara Norfolk General Hospital, the region's only level-1 trauma center, and the Children's Hospital of the King's Daughters (CHKD), the state's only free-standing, full-service pediatric hospital.



## Nomination and Application Process

### Salary

The salary is competitive and commensurate with qualifications and experience.

### How to Apply

Greenwood/Asher & Associates, Inc. is assisting Old Dominion University in this search. Applications and nominations are now being accepted. **For a full application package, please submit a cover letter, CV, and list of five references.** Confidential inquiries, nominations and application materials should be directed to Greenwood/Asher and Associates. Submission of application materials as PDF attachments is strongly encouraged. The search will be conducted with a commitment of confidentiality for candidates until finalists are selected. Initial screening of applications will begin immediately and will continue until an appointment is made.

**Please direct inquiries, nominations, and application materials to:**

Betty Turner Asher, Co-Founder, Greenwood/Asher & Associates, LLC.  
and Vice President & Managing Partner, Kelly

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For more information about Old Dominion University, please visit [www.odu.edu](http://www.odu.edu).

*It is the policy of Old Dominion University to provide equal employment, educational and social opportunities for all persons, without regard to race (or traits historically associated with race including hair texture, hair type, and protective hairstyles such as braids, locks, and twists), color, religion, sex or gender (including pregnancy, childbirth, or related medical conditions), national origin, gender identity or expression, age, veteran status, disability, political affiliation, sexual orientation or genetic information. Minorities, women, veterans, and individuals with disabilities are encouraged to apply.*