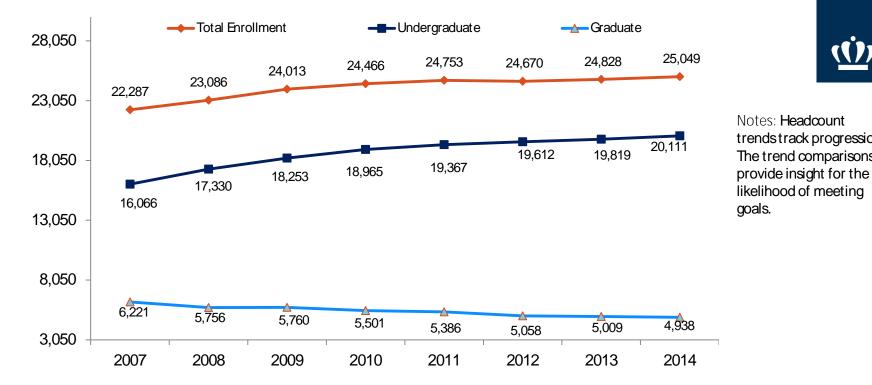


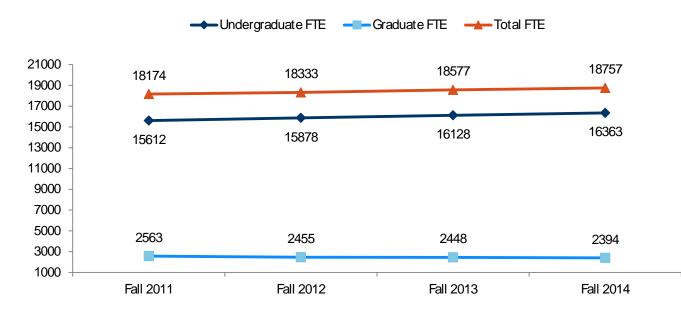
Enrollment, Retention, and Graduation Rates

Headcount By Level



Source: Office of Institutional Research enrollment tracking report (November 1 R09)

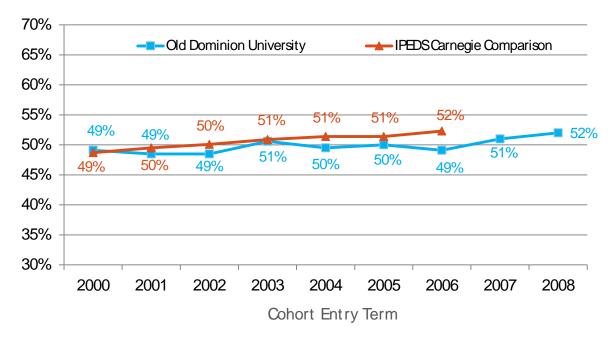
Fall Full-Time Equivalent (FTE) By Level



Notes: The Enrollment Key Performance Indicator (KPI) goal submitted to the State Council of Higher Education in Virginia (SCHEV) was to increase FTE by 1% Fall 2013 to 2014 FTE increased by 1% meeting the goal.

Source: Office of Institutional Research enrollment tracking report (November 1 R09)

Six-Year Graduation Rate By Year of Entry

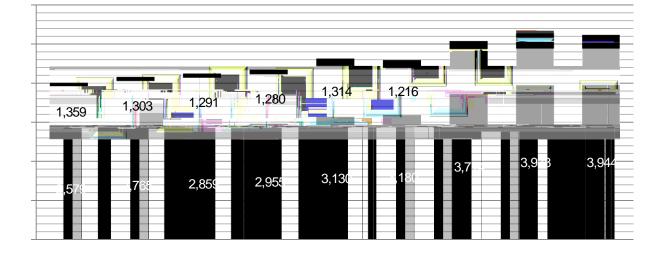


<u>(</u>))

Notes: As required by the State Council of Higher Education in Virginia (SCHEV) and the Virginia Higher Education Opportunity Act, the University tracks graduation rates.

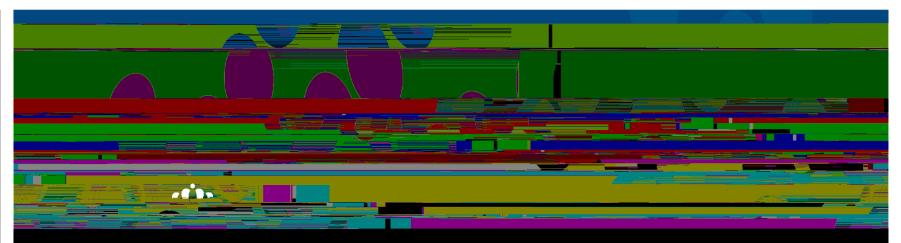
Source: Office of Institutional Research

Total Degrees Conferred By Level



Notes: Doctorates awarded have more than doubled since 2003-04. Ed.S is merged into Masters category.





Performance Measures

Operating Budget Changes

As of March 31, 2015 (3rd Quarter)

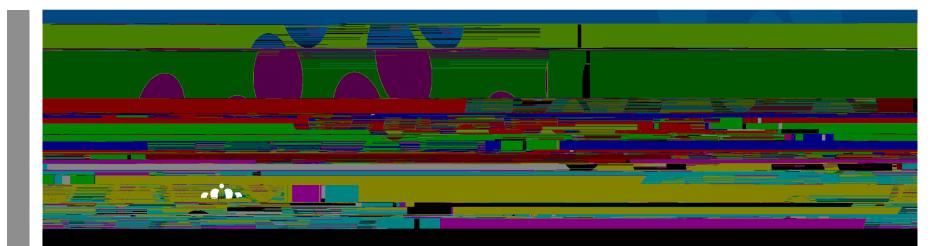
	Operating Budget & Plan	Current Operating Budget	Variance
Education & General	\$264,774	\$262,543	\$2,231
Auxiliary Services	\$102,250	\$102,250	\$0
	(In Thousa	ands)	

The \$2.2M variance in E&G funds reflects the 2% budget reduction following the Board's approval of the Operating Budget at its meeting in September.

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.

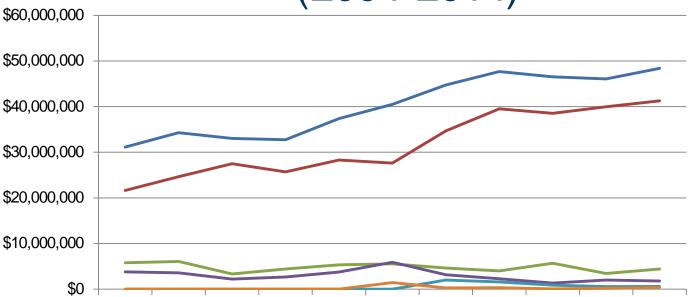
SWaM Measured as a Percent of Discretionary Spend



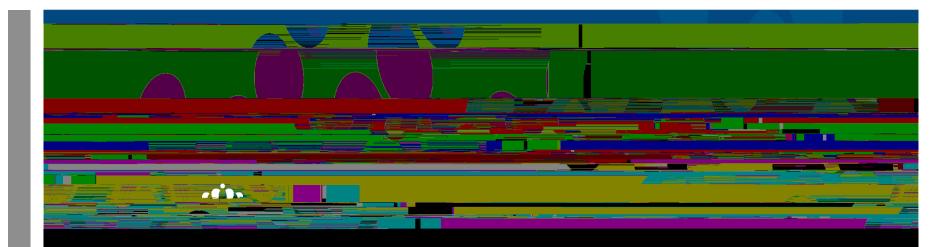


Research

ODU External Research Expenditures (2004-2014)







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

The location; whether on campus, in a residence hall, on non campus properta property5(e)]TJETQq0.0000107290720405 reW* nBT/F518Tf100/

Crime Data Annual Comparisons 2012-2014

Offenses	On Campus	Non- Campus	Public Property	Total	On Campus	Non- Campus	Public Property	Total	On Campus	Non- Campus	Public Property	Total
Murder/Non-Negligent Manslaughter	0	0	0	0	0	0	0	0	0	0	0	0
Negligent Manslaughter	0	0	0	0	0	0	0	0	0	0	0	0
Sex Offense Forcible	7	0	1	8	5	0	1	6	10	0	0	10
Sex Offense Non-Forcible	0	0	0	0	0	0	0	0	1	0	0	1
Robbery	0	0	2	2	3	0	2	5	4	0	0	4
Aggravated Assaults	0	0	3	3	2	0	4	6	5	0	1	6
Burglary	22	0	0	22	28	0	0	28	10	0	0	10
Motor Vehicle Theft	4	0	1	5	4	0	0	4	5	0	0	5
Hate Crimes	0	0	0	0	0	0	0	0	0	0	0	0
Arson	1	0	0	1	1	0	0	1	0	0	0	0
Arrest Liquor Law Violation	59	0	18	77	35	0	19	54	16	0	6	22
Arrest Drug Law Violations	21	0	7	28	16	0	2	18	22	0	2	24
Arrest Weapons Law Violations	0	0	2	2	1	0	0	1	3	0	0	3
Referrals Liquor Law Violations	530	0	1	531	378	0	0	378	258	0	0	258
Referrals Drug Law Violations	177	0	0	177	124	0	0	124	229	0	2	231
Referrals Weapons Law Violations	2	0	0	2	2	0	0	2	1	0	3	4
Dating	4											

Notes:

1) Dating, stalking, and domestic crime reporting was instituted by mandate in the fall of 2014.

2) As a result of implementing the terms of

Section 4.1-317 in the 2012 calculations of alcohol offenses, a single offense could account

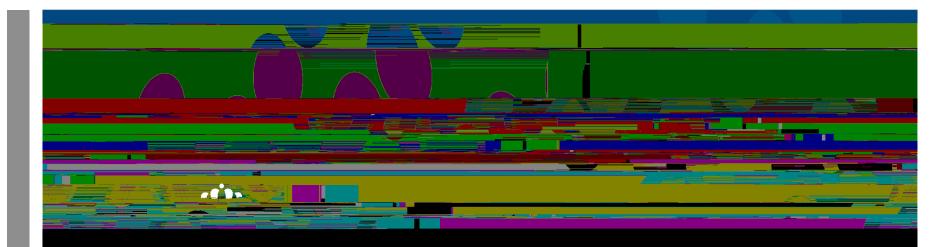
for multiple violations for Oery reporting purposes.

Crime Data for 2014-15

Monthly Comparison to 2014

	,																									
	Jan 2014	Jan 2015	Feb 2014	Feb 2015	Mar 2014	Mar 2015	April 2014	April 2015	May 2014	May 2015	Jun 2014	Jun 2015	Jul 2014	Jul 2015	Aug 2014	Aug 2015	Sept 2014	Sept 2015	Oct 2014	Oct 2015	Nov 2014	Nov 2015	Dec 2014	Dec 2015	Total 2014	
Offenses	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total	Total						
Murder/Non-Negligent Manslaughter	0	0	0	0	0	0	0		0		0		0		0		0		0		0		0		0	
Negligent Manslaughter	0	0	0	0	0	0	0		0		0		0		0		0		0		0		0		0	
Sex offense Forcible	1	1	1	0	1	0	0		1		0		0		0		2		1		2		1		10	
Sex Offense Non- forcible	0	0	0	0	0	0	0		0		0		0		0		0		1		0		0		1	
Robbery	1	0	0	0	1	1	1		0		0		0		0		0		0		0		1		4	
Aggravated Assault	0	0	1	0	0	0	1		2		1		0		0		1		0		0					





Fundraising

Total Giving



Foundation	FY 2013	FY 2014	FY-YTD 2015	Goal	Progress
Educational Foundation	\$14,287,753	\$21,064,907	\$5,210,171	\$16,000,000	33%
Athletic Foundation	\$6,513,729	\$6,773,273	\$4,061,110	\$8,000,000	51%
Total	\$20,801,482	\$27,838,180	\$9,271,281	\$24,000,000	39%

Effective – March 31, 2015

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 2013	FY 2014	FY-YTD 2015	Goal	Progress
\$5,554,000	\$2,400,881	\$215,000	\$3,000,000	7%

Effective – March 31, 2015

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 2013	FY 2014	FY-YTD 2015	Goal	Progress
Personal Contact	\$7,695,183	\$6,240,948	\$2,655,574	\$6,000,000	44%
Direct Mail	\$1,865,998	\$2,521,089	\$1,181,272	\$1,500,000	79%
ODU Web Page	\$1,294,527	\$895,587	\$488,943	\$500,000	98%
Phone	\$191,461	\$208,448	\$163,636	\$300,000	55%
Total	\$11,047,169	\$9,866,072	\$4,489,425	\$8,300,000	54%

Effective - March 31, 2015

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.

College Giving



College	FY 2013	FY 2014	FY-YTD 2015	Goal	Progress
Arts & Letters	\$2,899,763	\$1,346,196	\$379,741	\$1,000,000	38%
Business	\$650,756	\$11,652,038	\$2,094,600	\$5,000,000	42%
Education	\$130,942	\$104,303	\$395,396	\$1,000,000	40%
Engineering	\$4,245,789	\$4,995,451	\$337,624	\$3,000,000	11%
Health Sciences	\$287,789	\$805,215	\$346,705	\$1,000,000	35%
Sciences	\$759,501	\$358,691	\$396,813	\$1,000,000	40%
Total	\$8,974,540	\$19,261,894	\$3,950,879	\$12,000,000	33%

Effective – March 31, 2015

Notes: College giving data helps the deans and college based fundraisers to track funds raised for their specific college. The goal is set at 10% increase in the average of the last three years.

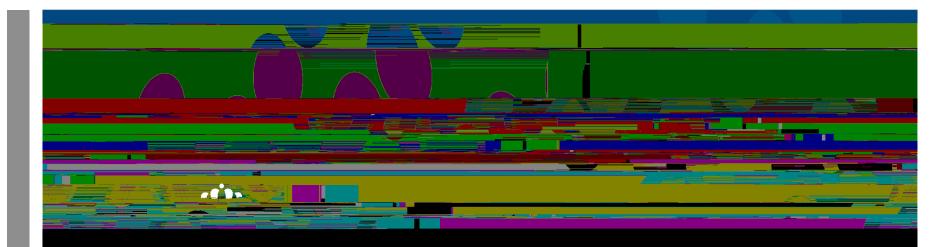
Donor Counts



Foundation	FY 2013	FY 2014	FY-YTD 2015	Goal	Progress
Educational Foundation	5,895	5,910	4,326	6,500	67%
Athletic Foundation	3,957	3,090	1,626	3,500	46%
Total	9,852	9,000	5,952	10,000	60%

Effective – March 31, 2015

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.



Fundraising

Total Giving



Planned Giving: Educational and Athletic Foundation



FY 2013	FY 2014	FY-YTD 2015	Goal	Progress
\$5,554,000	\$2,400,881	\$1,965,000	\$3,000,000	65%

Effective – May 31, 2015

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

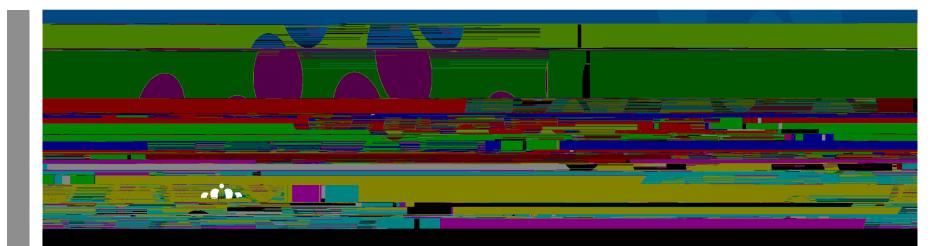


Solicitation Type	FY 2013	FY 2014	FY-YTD 2015	Goal	Progress

College	FY 2013	FY 2014	FY-YTD 2015	Goal	Progress
Arts & Letters	\$2,899,763	\$1,346,196	\$667,285	\$1,000,000	67%
Business	\$650,756	\$11,652,038	\$2,225,703	\$5,000,000	45%
Education	\$130,942	\$104,303	\$549,025	\$1,000,000	56%

Donor Counts





Athletics

Academic Progress Reports (APR)



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

Notes: 1-**The**

I of earning their undergraduate degree. The APR provides a

st 4 years. Each sport must

, (the APR pertains only to student-athletes who are receiving an athletic scholarship).

2-The NCAA has set a minimum APR standard for

maintain or exceed the minimum standard. (The minimum APR standard is 930.)

for post-season eligibility and therefore did not have to serve any penalties.

3-The

Academic Progress Reports (APR)

	2010-11	2011-12	2012 - 13	2014-15	4-Year Avg.
Basketball	891	1000	929	1000	972
Field Hockey	987	1000	987	1000	993
Golf	1000	1000	1000	964	990
Lacrosse	978	1000	1000	1000	995
Rowing	987	991	1000	985	991
Soccer	1000	1000	1000	989	997
Swim/Dive	944	1000	970	959	968
Tennis	1000	957	1000	964	981
APR Minimum					930*

<u>(</u>)

Notes:

1-**The**

I of earning their undergraduate degree. The APR, which

Grade Point Averages



Fall 2014	Ν	Fall 2014 GPA	Cumulative GPA
Student-Athletes	497	2.96	3.05

Grade Point Averages



Spring 2015	Ν	Spring 2015 GPA	Cumulative GPA
Student-Athletes	452	2.97	3.07

3/40 (s) 405 (Of the 405 J6 q SpriEIng 405 J6 reW-5 (729 0 720 405 (Of the 405 J6 q SpriEIng 405 J6 reW-5 (729 0 720 405)

