

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
Student Enhancement & Engagement and Digital Learning Committee  
Thursday, December 8, 2022**

**MINUTES**

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, December 8, 2022, at 1:00 p.m. in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Present from the committee were:

Yvonne T. Allmond, Chair  
Robert Corn, Vice Chair  
R. Bruce Bradley (*ex officio*)  
P. Murry Pitts (*ex officio*)  
Dennis M. Ellmer  
Elza H. Mitchum  
Ross A. Mugler  
Maurice D. Slaughter  
David Burdige (*Faculty Representative*)

Also present were:

Austin Agho	E.G. “Rudy” Middleton, III
Bruce Aird	Chad Reed
Alonzo Brandon	Nina Rodriguez Gonser
Robert A. Broermann	September Sanderlin
J. Christopher Fleming	Ashley Schumaker
Kirk Dewyea	Don Stansberry
Jennifer George	Rusty Waterfield
Annamarie Ginder	Armistead D. Williams, Jr.
Brian O. Hemphill	Vicki Williams
Jaime Hunt	Al Wilson
Susan Kenter	Johnny Young
Chrysoula Malogianni	Wie Yusuf

Chairwoman Yvonne T. Allmond called the meeting to order at 1:01 pm.

**APPROVAL OF THE SEPTEMBER 15, 2022 MINUTES**

Ross A. Mugler moved to approve the minutes of the September 15, 2022 meeting. P. Murry Pitts seconded the motion. The minutes were unanimously approved by all members present and voting.

**APPROVAL OF THE STUDENT ENHANCEMENT & ENGAGEMENT AND DIGITAL LEARNING COMMITTEE CHARTER REVISIONS**

P. Murry Pitts moved to approve the Student Enhancement & Engagement and Digital Learning Committee Charter revisions for recommendation to the Governance Committee. Ross A. Mugler seconded the motion. The charter was unanimously approved for recommendation to the Governance Committee by all members present and voting.

### **REPORT OF VICE PRESIDENT OF STUDENT ENGAGEMENT & ENROLLMENT SERVICES**

Dr. Don Stansberry, Vice President for Student Engagement & Enrollment Services, provided a briefing on Fall 2022 on-campus new student enrollment. In total, just under 3,000 freshman students, approximately 1,000 transfer and second-degree students, and 475 graduate students were welcomed back to campus. The current student population is comprised of 47% first-generation students, 10% that are military dependents, and the students attending from furthest out-of-state were from Guam, Alaska, California, and Washington. He shared that a total of 11% of students are legacy students. Dr. Stansberry provided information on students who leave Old Dominion University (ODU), including their top majors after transferring and the top transfer institutions. Health-Allied, General Studies, Business Administration, and Social Science were the top four majors of students transferring. The top four 2-year transfer institutions included NOVA Community College, Tidewater Community College, J Serg Reynolds Community College, and John Tyler Community College. For 4-year institutions, the top four transfer institutions included VCU, JMU, Longwood University, and Liberty University. He noted that George Mason does not appear on the list of top 4-year transfer institutions, as most students who come to ODU from Northern Virginia are not looking to return and choose to stay.

Dr. Johnny Young, Associate Vice President for Inclusion, provided updates on the First Star Old Dominion University Academy. He shared the area is important to him, as he and his wife are foster parents. He thanked Jim and Karen Squires for their donation, as well as Vice President Brandon, Amy Moynihan, and several members of the City of Norfolk for helping bring the First Star program to ODU. He noted only 50% of foster youth earn a high school diploma, less than 10% enroll in higher education, and only 3% earn a higher education degree. Additionally, within 2 years of aging out of foster care, more than half of the youth are homeless, incarcerated, on welfare, or are teenage parents. Dr. Young shared the mission of First Star, which is aimed at providing high school foster care youth with the tools to transition to higher education. First Star Academy is nationwide, with programs throughout the east and west coast. Dr. Young provided information on First Star Scholars' success, as well as the positive impact it has on the scholars' lives. He reviewed First Star's structure which includes a summer academy, Saturday academies, and long-term case management. Dr. Young noted the curricular framework highlights academics, life skills, and caregiver engagement for participants. He touched on the unified core values which align across the National First Star Academy, Student Engagement & Enrollment Services Division, and ODU's First Star Academy. He highlighted sample academy schedules for ODU's First Star Program. Dr. Young provided information on ODU campus collaborations, including the Darden College of Education, as well as collaborations among various units within the Student Engagement & Enrollment Services Division. He also shared potential future collaborations such as the Great Expectations Program and Fostering Futures. Dr. Young shared an overview of outreach and recruitment efforts for the Academy. Targeted

youth are 8<sup>th</sup> or 9<sup>th</sup> graders with most being referrals from the Department of Human Resources, Child Welfare Services, and Norfolk Public School systems. Dr. Young shared reasons for non-attendance by youth referrals to the First Star ODU Academy, which included no response from the invite or referral, non-participation due to a medical condition, or due to the youth transferring and/or relocating out of state. He concluded by sharing the network of support services for former foster youth at ODU. Services include the Office of Institutional Equity & Diversity, Office of Educational Accessibility, Counseling Services, Student Health Services, Office of Intercultural Relations, and the Women & Gender Equity Center. In total, there were 122 ODU students who self-identified as foster care youth when completing the 2023 FAFSA.

Dr. Stansberry reported statistics on student homelessness and provided resources available to those students. For 2021-2022 Student Outreach and Support reported twelve cases of home insecurity and for 2022-2023 there has been one case of home insecurity. To combat home insecurity, on-campus residence halls remained open during the Thanksgiving break. For the Winter break, students in need of housing may remain on campus by communicating their need with an appropriate housing and residence life staff member. Additional resources provided to students include the Regional Housing Crisis Hotline, ForKids Housing Crisis Hotlines, Help, Inc., Norfolk Eviction Prevention, and the YWCA Emergency Shelter 24/7 hotline. He noted students may also be eligible for emergency grants offered through the Dean of Student Office. Students enrolled in internships over the summer, regardless their ODU student status, may also utilize ODU's on-campus housing for their shelter needs.

Dr. Stansberry spoke briefly about a goal in the strategic plan that addresses student success. The program spans across the Student Engagement & Enrollment Services Division and Academic Affairs. He noted the goal's initiatives look at specific courses, advising, tutoring, coaching, additional resources needing to be enhanced for students, as well as the utilization of technology to improve retention and graduation. He concluded his report by sharing recent SACSA awards which were presented to two members of the Student Engagement & Enrollment Services Division. Dr. Fred Tugas was awarded the Melvne Draheim Hardee Award for his contributions to the field of student affairs. Melanie Graham, a Ph.D. student in ODU's Higher Education program was recognized by SACSA as the 2022 Outstanding Graduate Student of the Year.

### **REPORT OF INTERIM VICE PRESIDENT OF DIGITAL LEARNING**

Nina Rodriguez Gonser, Interim Vice President for Digital Learning, reported on the final Fall 2022 enrollment trends for the fully online class. She informed that a total of 2,000 new students were registered, surpassing their goal of 1,300 students. Nina noted a trend analysis was completed, taking into consideration pre- and post-pandemic registration, to arrive at a baseline goal of 1,300 students. The current student distribution was reworked, resulting in a 24% decrease in distance learning freshman, a 4% increase in fully online transfer students, and a 10% increase in re-enrolled students. Nina informed previous research and performance indicated freshman did not do well in the online space and are therefore no longer a target audience. She indicated the decline in distance learning freshman was intentional and expected. A substantial portion of the existing student

population are transfer students, a newly identified target audience for marketing efforts. She indicated the 4% increase in the transfer population was a positive sign, as the trend for this population is declining nationally. Nina noted for the Spring 2023 semester, new student registration is up by 4.6%, with new graduate student registration increasing by 21%, and fully online freshman decreasing by 33%. In total 64% of confirmed students are registered and 72% of new graduate students are registered. Nina shared there are currently 6,392 new and returning students, fully online, with a goal of 11,700 fully online students by 2028. She informed there was a 68.5% one-year success rate for fully online students, which indicated students are either graduating or remaining with ODU from Fall to Fall. She noted after three years, 55.6% of students had either graduated or are still enrolled. The admission rate of fully online students is currently at 74%.

Nina highlighted progress made on the recommendations from the ODUOnline Task Force. She noted the report was released less than one year ago and included twenty-four actionable recommendations. In less than five months, a total of twenty-one of the twenty-four actions have been completed or are on their way to completion.

She highlighted areas of growth including a market demand assessment, a rebranding initiative, realignment of marketing spend, and a move to an in-house strategy. Realignment of marketing spend resulted in a 53% increase in inquiries, a 41% increase in conversion rate, and an 8% increase in sessions. Nina informed there was a move from a third-party vendor for search engine optimization to an in-house model which resulted in savings of \$30,000 to \$40,000 annually and an increase in non-paid website traffic by 10% and direct website traffic by 34%.

Nina shared updates on the student experience and success including ODUGlobal's student experience, admissions updates, retention and special populations, and military support. A Student Success Hub will launch in Spring 2023, allowing advisors to understand student behaviors, progress, the potential for stop outs, and other risk factors. Nina noted technology improvements have allowed the incorporation of early alerts, success scoring, and the ability to engage with at risk students and high achievers. An updated admissions process can now identify face-to-face students versus fully online students. Nina highlighted pre-assessments which can determine student readiness in the online space, and separate orientations which are being established and tailored to the student based on their individual need.

Nina shared improvements to operational efficiencies including updates to the organizational structure, system efficiencies, course management, and enrollment reporting. Individuals within the organization have been placed in roles to maximize their expertise, and the partnership office was realigned with the integrated marketing office. She informed the CRM system was transitioned to Salesforce, and they now have project management software. They have been working with course management teams and campus partners to simplify how they code and report on seat management to support the demand in online.

She noted campus partnerships have been improved through communication strategies aimed at sharing information to the community on digital learning, and through targeted outreach to specific stakeholder groups. Additional partnerships include the Center for Faculty Development, the ODUGlobal Process and Policy Guide, Research Institute for Technology Enhanced Learning (RITEL), and Amazon Career Choice.

She shared improvements made to online offerings including course development, faculty support, and ODUGlobal course delivery. Nina informed the leading industry's best practice online standards as outlined by Quality Matters, were adopted. An investment was made in staff through Quality Matters training. A flexible design solution was established to allow the team to respond quickly to the variation of needs for course development. Nina shared faculty support professional development opportunities including QM trainings, self-paced workshops, instructional design and technology consultations, and digital accessibility workshops. Courses and programs are being evaluated for those that make sense in an accelerated format.

Nina concluded her report by providing an overview of the future of digital learning. She shared a virtual ODU campus is in development, which will enhance the online student's experience of ODU. The virtual campus would allow a student to participate in campus tours, enter campus buildings, participate in social events and student organizations, and find services available to them. She shared information on digital twin environments which include a virtual reality classroom for immersive online lab offerings, along with immersive experiences where students can change the parameters in the virtual world and see impact. Finally, she noted they are engaging in drone video recordings to produce video that was previously impossible, aerial shots of difficult to reach places, and point of view shots, allowing for unique experiences for online students.

**ADJOURNMENT**

There being no further business, the meeting adjourned at 2:17 pm.