

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, April 20, 2023**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 20, 2023, at 2:30 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 S. Corn, Vice Chair
Bruce Bradley (ex officio)
P. Murry Pitts (ex officio)
Peter G. Decker
Elza H. Mitchum
David Burdige (*Faculty Representative*)

Also present were:

Austin Agho	Lisa Kivin
Alonzo Brandon	Chrysoula Malogianni
Robert A. Broermann	Donna Meeks
Helen Crompton	E.G. "Rudy" Middleton, III
Hadley Deputy	Alicia Monroe
Jerri F. Dickseski	Tom Odom
Kim Early	Antra Patel
J. Christopher Fleming	Chad Reed
Kirk Dewyea	Nina Rodriguez Gonser
Annie Gibson	September Sanderlin
Brian O. Hemphill	Ashley Schumaker
Jaime Hunt	C. Wood Selig
Kay A. Kemper	Amanda Skaggs
Amber Kennedy	Armistead D. Williams, Jr.
Susan Kenter	Al Wilson
Joy Kimmel	

Chairwoman Yvonne T. Allmond called the meeting to order at 2:30 pm.

APPROVAL OF THE DECEMBER 8, 2022 MINUTES

Bruce Bradley moved to approve the minutes of the December 8, 2022 meeting. Robert S. Corn seconded the motion. The minutes were unanimously approved by all members present and voting.

REPORT OF INTERIM VICE PRESIDENT OF STUDENT ENGAGEMENT & ENROLLMENT SERVICES

Dr. Austin Agho, Interim Vice President for Student Engagement & Enrollment Services, invited Dr. Joy Himmel, Director of the Counseling Center, to speak on the Wellness Collaborative at ODU.

Dr. Himmel provided national statistics on the prevalence of mental health issues among college students, including depression, anxiety, and self-harm. She shared that mental health is the number one reason students withdraw, and so its impact on academic success and retention is significant. She noted that suicide risk is heightened among certain populations, including the LGBTQ community. Dr. Himmel then shared ODU-specific data that indicated our students report more mental health concerns than the national reference group. She then shared some data on student usage of the Office of Counseling Services, including by race/ethnicity, gender identity, and academic status/level. Of concern are increases for the 2021-22 year in the percent of those who have considered suicide or self-injured.

She shared information about students served by the Counseling Center and how those compare to national trends. The data indicate that ODU students consistently have higher prevalence and acuity of suicide ideation, and more often report experiencing certain traumatic events. Compared to the national average, ODU students report a significantly higher level of academic distress. Dr. Himmel noted that, despite the rather alarming statistics, it appears that treatment works. Nationally, students report that their mental health concerns decreased after treatment. Client satisfaction data from the Office of Counseling Services support this, and 83% reported that treatment helped them stay in school.

Dr. Himmel focused on the impact of mental health issues on college success. These students are less likely to be retained and to graduate. She shared data that indicated that 6% of dropouts could be averted with treatment. And if a Counseling Center treated 500 students, \$1.2 million in tuition could be saved. The ODU Counseling Center's current capacity is about 2000 students. This is 7.6% of ODU's population, while nationally, Counseling Centers serve 10-15% of their campus population. As such, it is imperative that addressing mental health is a shared responsibility across campus. Nationally, 63% of students in distress do not seek help, and 45% of those who drop out never access counseling services. Dr. Himmel noted that connecting students to needed supports has a positive impact on retention and academic performance.

Dr. Himmel also discussed the Office of Counseling Services and the services they offer. She noted the old model of care that included scheduled intake, thorough assessment, and 50-minute follow-up sessions. In the Fall of 2022, the Office moved to a new Flexible-Step model. This focuses on rapid access, including same-day appointments, and goal-focused 30-minute follow ups. This new model helps get the right type of care to students and prioritizes the least intensive, but most effective treatment option. Additionally, she discussed new opportunities for faculty and staff training. These web-based opportunities,

such as Kognito, use gaming technology to help faculty and staff build and practice skills to help students in need. They don't yet have ODU-specific results from this program, so she provided national outcomes. Overall, the training results in significant and sustainable changes in skill sets, and significantly increases the number of people with whom they discussed or referred to available support services. Dr. Himmel noted she is partnering with Dr. Liu, of the Provost's leadership team, on a campaign to increase the percentage of faculty who have completed the training.

Dr. Himmel explained the Wellness Collective priorities that will establish ODU as a health promoting charter school with the Okanagan Charter and the ACHA Health Promoting Campus Network. She concluded her presentation noting that mental health challenges have significant impact across the country and the state and highlighted the importance of a coordinated, shared responsibility to the challenges of mental health across campus.

Provost Agho then provided an update on Admitted Students' Day which was held on April 1, 2023. The event was a success with over 2000 people attending, including over 800 prospective students. Over 90% were in-state students. The program lasted all day and started with a number of fun activities, including the pep squad and band performing and our Campus Ambassadors teaching Ice Cream and Cake. Guests could choose their activities, and there were opportunities for tour campus, to learn about academic programs, and to meet with a financial aid counselor. Feedback from attendees was overwhelmingly positive. Dr. Christopher Fleming shared that 140 newly admitted students confirmed their intent to enroll at the event, which is comparable to last year. He then asked Hadley Deputy, one of the Campus Ambassadors, to say a few words about the event. She explained her role and shared how much fun she had leading new students through some of the same positive college experiences she has had.

REPORT OF VICE PRESIDENT OF DIGITAL LEARNING

Nina Rodriguez Gonser, Vice President for Digital Learning, discussed enrollment trends for Fall 2023. She noted that the overall picture looks good at this point in time. Graduate applications and confirmations are up, and registrations are up 53% over this time last year. She shared that, despite applications and admissions being down, registration by Freshmen was also up by 69%. She indicated that we no longer market to this audience, but it's clearly still a popular option for some students. VP Rodriguez Gonser presented some national data on enrollment trends for transfer students. Although declining nationally, online transfers at ODU are holding steady with last Fall and even reflect an increase over Fall 2021. She also mentioned that they continue to work to re-engage students who have stopped out – those who left without graduating.

VP Rodriguez Gonser then discussed the areas where they are working to decrease the amount of time it takes people to get what they need from us – be that information or services. She shared that the Enrollment Coaches are making the first personal outreach to everyone who inquiries within 12 hours. Although they are still working to decrease this time, it is impressive because they have received 75% more inquiries so far than they did last year. She noted they received 42,000 inquiries over the entire fiscal year last year and set their goal for this year at 46,000. At this point in time, with over two months left in the

year, they have already received, and responded to, over 55,000 inquiries. Additionally, VP Rodriguez Gonser shared that admissions decisions for online undergraduates to ODU are now in-house and are being made within hours of an application becoming complete. She also described new admission fee waiver campaigns built for target audiences, including transfer and military-affiliated students. In just two weeks, the waiver has been used 82 times and half of those admitted have already registered. She noted that from a return-on-investment perspective, this is approximately \$3800 in fees waived yielding over \$80,000 in tuition revenue. Lastly, VP Rodriguez Gonser discussed a link they have added to the offer of admission letter which lets new students connect immediately to a live advisor. Students can start their onboarding processes, get their first advising appointment, and begin the registration process while still excited and motivated about ODU.

Next, VP Rodriguez Gonser discussed some of the new military initiatives. She highlighted the Hire Vets Now program which will create internship opportunities for exiting service members and create career pathways and employment for veterans. The program will pair vets ending their military careers with the Division of Digital Learning as they transition and learn how their skills can apply outside of the military. The proposed plan is to launch in the Fall and have two to three interns every six months. VP Rodriguez Gonser noted that this provides benefits to all involved: interns get experience using their skills in new environments, and the Division builds a potential workforce pipeline of individuals whose backgrounds and skills can be leveraged to better serve one of the important target populations to ODUGlobal. She also mentioned plans to review how joint service transcript (JST) credits have been applied to academic programs in the past, especially those of interest to military personnel (Training Specialist bachelor's and the Public Administration master's, for example.) The goal is to explore ways to decrease the time to degree for service members without sacrificing academic rigor.

VP Rodriguez Gonser then introduced RIDIL, the Research Institute for Digital Innovation in Learning. Led by Dr. Helen Crompton, this unit aims to be a global leader in digital learning research by providing a scientific understanding of how educational practices and technology are used to enhance education. VP Rodriguez Gonser shared that the International Society for Technology in Education (ISTE) has expressed interest in potentially partnering with RIDIL and ODU, as an established online education partner, to develop the ISTE Standards for Faculty and a Faculty Certification that would compete with Quality Matters (QM) as industry standards for quality. She noted that this work would provide increased opportunities for ODU faculty involvement in these conversations and elevate ODU as a leader in the digital learning space. VP Rodriguez Gonser also noted that the United Nations global headquarters has reached out to Dr. Crompton to help them develop a set of regulations on Generative AI, which includes ChatGPT. This was one of the first focused research areas for RIDIL. A presentation on the topic this Spring attracted over 360 participants from ODU, EVMS, many other states, and even other countries.

VP Rodriguez Gonser then provided some updates to the work she had previously presented to the Board. She spoke about how they are engaging with leads in more targeted ways with program-specific campaigns to specific audiences, like the military or transfers. She also reported on the most effective social media platform for ODUGlobal,

Facebook. She shared that posts reach an average of 400,000 viewers a month, and over 13,000 users have engaged with our content, resulting in 4,000 clicks to linked content leading visitors to our website. VP Rodriguez Gonser then discussed how we are looking to improve the experience of our students by focusing on their success and retention. She highlighted a campaign specifically designed to reengage students who are in danger of stopping out. Using systems more effectively, staff are identifying students who miss registering for one term. They reach out to them to understand issues and remove the barriers these students are facing. She also mentioned outreach to undergraduate students about to graduate to attract them to one of our many online graduate programs. VP Rodriguez Gonser also shared that ODUGlobal will be incorporating Digital Accessibility Software into online courses. Accessibility is an important issue both legally and ethically and this software will ensure that all students have the ability to learn and succeed. She also mentioned how advances in artificial intelligence are opening up new opportunities for proctoring and the assessment of student learning in courses. VP Rodriguez Gonser discussed some of the new tools they are exploring as they work to enhance online learning and community for students. They have identified lab spaces for virtual reality testing, including one for faculty to experiment in. They are awaiting final approvals to fly drones, and staff are enjoying the opportunity to be creative and innovative with these new tools to build a better experience for students and faculty in ODU's virtual classrooms.

ADJOURNMENT

There being no further business, the meeting adjourned at 3:42 pm.