

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, September 14, 2023**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, September 14, 2023, at 12:15 p.m. in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Present from the committee were:

Kay A. Kemper, Chair
Robert S. Corn, Vice Chair
R. Bruce Bradley (*ex officio*)
P. Murry Pitts (*ex officio*)
Susan Allen
Juan M. Montero, II
Ross A. Mugler
Rick Wyatt
Dennis Gregory (*Faculty Representative*)
Keshav Vermani (*Student Representative*)

Also present were:

Austin Agho	Susan Kenter
Alonzo Brandon	Chrysoula Malogianni
Renee Felts	Donna Meeks
J. Christopher Fleming	Brian Payne
Kenneth Fridley	Chad A. Reed
Annie Gibson	Nina Rodriguez Gonser
Keya Godette	Ashley Schumaker
Jenn Grimm	Amanda Skaggs
Brian O. Hemphill	Parish Thompson
Brandi Hephner LaBanc	Fred Tugas
Trayveon Hickman	Bridget Weikel
Jaime Hunt	Allen Wilson

Chairwoman Kay A. Kemper called the meeting to order at 12:15 p.m.

APPROVAL OF THE June 15, 2023 MINUTES

A motion was made, properly seconded, and the minutes of the June 15, 2023, meeting were unanimously approved by all members present and voting.

Chairperson Kemper welcomed Ms. Susan Allen to the committee, and then asked Dr. Hephner LaBanc to begin the presentation.

REPORT OF VICE PRESIDENT OF STUDENT ENGAGEMENT & ENROLLMENT SERVICES

Dr. Brandi Hephner LaBanc, Vice President for Student Engagement & Enrollment Services, introduced Dr. Jenn Grimm, Director of Leadership and Learning, who spoke about the First Year Service Experience. Over 170 new students volunteered at one of 13 local non-profits or service-oriented ODU initiatives during Welcome Week. Opportunities included Norfolk's Community Garden, the LGBT Life Center, Norfolk Animal Care Center, and the Monarch Pantry. Students registered for this event prior to arriving on campus, and the participation rate was nearly 100%. Student feedback on the experience was overwhelmingly positive, and 100% of participants indicated that they would recommend participating to future incoming students. The event was also highlighted by one of the local new agencies. Dr. Grimm then introduced Parish Thompson, a junior, who served as a lead for one of the groups. He spoke about how valuable the students found the experience, especially the service-learning component that had them reflect on the activity.

Dr. Grimm then introduced Dr. Bridget Weikel, Associate Vice President for Learning, to discuss ODU's Career Development Services. Dr. Weikel first described the Greater Norfolk Corporation Mentorship program, in which students are paired with executives and other professionals in the area. Last year, approximately 20 students participated. For this year, SEES promoted this opportunity to sophomores, instead of freshmen, and there are currently over 65 applications for the program. Dr. Weikel introduced Trayveon Hickman, a sophomore involved with the program. He discussed how helpful it had been for his mentor to share his own path in education and career. Trevon was able to hone in on a major – Industrial Technology – as a result of these mentoring conversations. Dr. Weikel then discussed the work study initiatives, including Federal Work Study, and the more structured experience of the Learn and Earn Advantage program (LEAP). The LEAP program is designed to help students find placement in jobs in both their first and second years, thereby assisting with university retention efforts. The program is full this year, with sixty students participating. Dr. Weikel then described the Handshake platform that removes any middle person from the student-employer connection. Career coaching appointments and access to job postings are available through the system. Over 20,000 students use Handshake to connect with over 9,000 employers. She concluded the presentation by highlighting the career fairs that ODU is supporting this Fall. SEES is seeking to engage lower-level students in these opportunities also, so that they are more comfortable with the experience when they are ready to job search. She noted that these will be great opportunities for students to connect with a large number of diverse employers.

REPORT OF THE VICE PRESIDENTS ON ENROLLMENT

Next, VP Hephner LaBanc and VP Rodriguez Gonser co-presented on Fall 2023 enrollment. VP Hephner LaBanc discussed the overall enrollment strategies that shaped the class. ODU made a concerted effort to decrease the admission rate: from 96% to 90.9%. These decreases were offset by additional strategies to increase merit-based scholarships and incentives. The inaugural Dominion Scholarship was key to this, and they offered a full tuition award to all valedictorians and salutatorians who confirmed. Additionally, a partnership with TCC was developed to provide a future pathway to enrollment for students no longer meeting the academic requirements for admission. There are currently seventy students in that program, and they will track their progress to successful admission for next Fall. For our campus-based new students, the average high-school GPA

and SAT/ACT scores increased, from 3.40 to 3.46 and from 23 to 25 for the ACT and from 1124 to 1197 for the SAT. This Fall, ODU enrolled a historic 22 valedictorians and salutatorians, up from a previous record of seven scholars. Current campus-based numbers reflect 2,690 first year students, 871 transfer students, 492 graduate students, and 174 international students.

VP Rodriguez Gonser then discussed the new online students for Fall 2023. She highlighted the new online graduate students, as this population significant growth over last year. There was a 12.4% increase in applications and an almost 22% increase in registrations over last fall. Online students account for 53% of all ODU's graduate students. She then highlighted the demographics of online students, noting how they illustrate the differences between online and campus-based students. For example, females make up 64% of the online population, and 54% of the on-campus group. The online population also tends to be older, adult learners, with 82% being over the age of 23. VP Rodriguez Gonser concluded the enrollment presentation highlighting the various strategies that helped build ODU's 22,451 total enrollment this fall.

REPORT OF VICE PRESIDENT OF DIGITAL LEARNING

VP Rodriguez Gonser then continued, discussing the enrollment growth strategies for online students within Digital Learning. She noted that the work of the Division helped them to exceed the strategic plan goal of 6450 and bring in over 6900 students. One of the Division's key approaches is to focus on areas in which they can be "high tech" and "high touch." Some of this work included new strategies in digital marketing. They leveraged a variety of digital channels and focused on raising awareness of programs while attracting the types of students who can be successful in an online environment. Additionally, they are focusing on systematic program development that helps ensure the right programs are developed online to meet student and workforce needs. They are also embracing cutting-edge technology and leveraging these opportunities to create exciting educational environments and to ensure that services to students are wrap-around and seamless. Furthermore, these services must meet the needs of diverse learners and be tailored to unique needs.

VP Rodriguez Gonser stated that Continuing Education had been moved under Digital Learning. This is opening additional opportunities for both areas in credit and non-credit offerings, as well as micro-credentials and certificates that can stack into degree programs. These will help the Division provide the right options to people needing to upskill or reskill to stay current in the job market. The Continuing Education unit looks for new pathways in which students can enter and is working to reduce barriers such as lack of access to financial aid. VP Rodriguez Gonser then discussed academic pathways, accelerated options, and bridge programs designed to help prepare additional people for high-demand fields. Students with a less technical background can take bridge program courses in Cybersecurity, for example, to ensure they possess the foundational knowledge needed for success in that new field. They are also focusing on military pathways to help translate training and mastery into academic credits in degree programs popular with service members. VP Rodriguez Gonser discussed an out of state opportunity that will allow us to partner with community colleges in states lacking a dental hygiene degree. With fifteen states identified as lacking a Dental Hygiene post-licensure program, this is an excellent opportunity for ODU to grow one of our flagship programs. She also mentioned the new

Retention and Special Population unit that serves freshmen, non-degree, and graduate students. They provide orientation programs, retention initiatives, and early alert progress grade systems, designed to provide seamless support to students in need. She noted that coaching, admissions, and enrollment outreach were realigned into a consolidated marketing and outreach unit, which will help them realize the goal of integrating key touchpoints for prospective students. VP Rodriguez Gonser then explained the new scholarship programs developed to provide the right incentives to online students. These included a merit scholarship, a technology package award, and application fee waivers.

VP Rodriguez Gonser then discussed the enrollment funnel and why it's important for Digital Learning to reinvent this concept. She explained that online students can have multiple entry points and need a variety of tools and supports to engage and thrive. She noted the value of Salesforce and how it will allow ODU to be high-tech and high touch. VP Rodriguez Gonser then mentioned that Digital Learning was selected to host the ADEIL conference in October which will bring together leaders and innovators looking to reshape the future of education. She also highlighted the recent AI Symposium that brought all areas of campus together to discuss AI and its impact on teaching and learning. VP Rodriguez Gonser then described the new partnership with the Schools of Data Science and Cybersecurity to develop academic programs focusing on artificial intelligence. Two graduate certificates will launch in Fall 2024, one focusing on AI for Scalable Solutions and Systems and the other related to Trustworthy AI. Both certificates will provide pathways into a master's degree in Data Science, Cybersecurity, or Computer Science.

VP Rodriguez Gonser concluded the presentation by noting that the Division is excited to continue building upon its first-years' accomplishments.

ADJOURNMENT

There being no further business, the meeting adjourned at 1:35 p.m.