

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, November 30, 2023**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, November 30, 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:

Robert S. Corn, Vice Chair
R. Bruce Bradley (*ex officio*)
P. Murry Pitts (*ex officio*)
Ross A. Mugler
Rick Wyatt
Dennis Gregory (*Faculty Representative*)
Keshav Vermani (*Student Representative*)

Also present were:

Austin Agho	Chrysoula Malogianni
Alonzo Brandon	Jenna Mann
Helen Crompton	Cassie McGhee
Renee Felts	Ashley Miller
J. Christopher Fleming	Tyler Miller-Gordon
Kenneth Fridley	Donna Meeks
Annie Gibson	Alicia Monroe
Brian Holland	Chad A. Reed
Brian O. Hemphill	Nina Rodriguez Gonser
Brandi Hephner LaBanc	September Sanderlin
Jaime Hunt	Ashley Schumaker
Stephanie Janelle	Amanda Skaggs
Susan Kenter	Fred Tugas
Lisa Kivin	Allen Wilson
Kate Ledger	Johnny Young

Vice Chairman Robert S. Corn called the meeting to order at 12:18 p.m.

APPROVAL OF THE September 14th MINUTES

The minutes of the September 14, 2023, meeting were approved by all members present and voting.

Vice Chairman Corn 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 Mrs. Ashley Miller, Associate Vice President for Enrollment Management, who provided an overview of campus-based enrollment changes, encompassing admissions, financial aid, marketing and communications, and strategic Latine enrollment growth efforts. 955 total students and guests attended the November 2023 Open House, marking an 8% increase in attendance year-over-year. The campus-based application counts for undergraduate and graduate students have increased, with a majority of growth with in-state students. To raise the academic profile, Mrs. Miller discussed collaborative partnerships to strengthen the university’s pipeline. Areas of optimization include the student communication journey, use of technology, and emergency grant process and funds. Then, Vice President Hephner LaBanc closed her campus-based enrollment report with an overview of family engagement efforts as key student retention strategies connected to the ODU Strategic Plan, including a family track at new student orientation, Very Important Parents and Supporters (VIPS) class, and Family Weekend. Key metrics included a 100% likely or very likely recommendation of the VIPS class to others. The next steps are to strengthen the parent network and communication journey, elevate Family Weekend as a signature experience, and grow the VIPS class to 250-300.

Next, Vice President Hephner LaBanc introduced Mr. Tyler Miller-Gordon, Senior Research Associate for Institutional Effectiveness and Assessment and Dr. Fred Tugas, Chief of Staff for Student Engagement & Enrollment Services, to highlight findings from the Senior Student Satisfaction Survey, including concurrent responsibilities, overall impressions, academic programs, academic pathways, internship experiences, and students’ self-reported abilities. The Senior Student Satisfaction Survey has the best response rate (~94%) measuring graduate perceptions from Spring 2014 to Spring 2022. The data highlights that students self-reported diverse concurrent responsibilities, including 62% working at least 20 hours a week and 24% were responsible for a child or adult dependent during their time at ODU. 96% were satisfied or very satisfied with their overall experience at ODU, though 53% felt their tuition was a worthwhile investment. 89% were satisfied with facets of their major, including advising, though only 34% reported participation in an internship at ODU noting work and family responsibilities as a primary restriction.

REPORT OF VICE PRESIDENT OF DIGITAL LEARNING

Vice President Rodriguez Gonser introduced Associate Vice President for Marketing and Outreach Kate Ledger to report on Spring 2024 applications, spring impact on transfer students, ROAR Application fee waivers, and Fall 2024 applications. AVP Ledger highlighted that Spring 2024 applications are up 18% over 2023 and Fall 2024 applications are up 27% over 2023. Following that, Vice President Rodriguez Gonser presented the Fall 2024 Playbook, encompassing initiatives such as the recognition and promotion of lifelong learning, name buying for adult learners, conversion of service to credits, Social Good Campaign, Healthcare Heroes Campaign, Future Ready Scholars Campaign, and various scholarships including Finish Stronger, Duty to Degree, Beyond Boundaries, and Monarch Pride.

Vice President Rodriguez Gonser provided an overview of the #ODUPromise, digital badges and stackable credentials, upcoming program offerings, and upcoming innovations including artificial intelligence implementation work. She shared that digital badges can ultimately stack to a non-credit certificate. Through continuous stacking, students can move from badges and micro-credentials to the full degree, providing the Master of Public Administration program as an example partnership.

Vice President Rodriguez Gonser announced the launch of the following new upcoming online programs effective Fall 2024: Accelerated Game Studies (BS), Counseling (MSEd), two AI Graduate Certificates, Accelerated Cybersecurity Bridge Program, Accelerated RN to BSN, Accelerated Master of Public Administration, and Training Specialist (BS).

Vice President Rodriguez Gonser closed her report with an overview of upcoming innovations, including the Digital Twin, XR Learning, the Re-envisioning of the Synchronous Classroom, and the Faculty AI Implementation Workgroup. She updated the committee that Digital Learning has selected the ideal platform to host the ODU Digital Campus, advancing towards full XR and AR-infused lessons for Fall 2024, and has drawn inspiration from Harvard to transform the traditional limitations of virtual synchronous learning to innovate and pioneer the university in digital education.

ADJOURNMENT

There being no further business, the meeting adjourned at 2:08 p.m.