

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, June 12, 2025**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 12, 2025, at 1:52 PM in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Present from the committee were:

Susan Allen, Chair
Robert S. Corn, Vice Chair
P. Murry Pitts (ex officio)
Jerri F. Dickseski

Absent from the committee:

Andrew Hodge (ex officio)
Floencia Segura
Gregory Dennis (faculty representative)

Also present from the Board:

Brian K. Holland
Kedar Lavingia
E.G. (Rudy) Middleton, III
Juan M. Montero
Claire Wulf Winiarek
D.R. (Rick) Wyatt

Also present were:

Abuhamad, Alfred	Hurt, Shannon	Moomin, Haruna
Agho, Austin	Jennelle, Stephanie	Osborne, Kimberly
Andrewlavage, Karen	Jordan, LaToya	Payne, Brian
Ashley, Evelyn	Judd, Darcy (student rep)	Purcell, Stacey
Brandon, Alonzo	Karlis, Mary Jo	Rao, Lakshmi
Dewyea, Kirk	Kennedy, Amber	Reed, Chad A.
Francis, Akellia	Kenter, Susan	Rodriguez Gonser, Nina
Fridley, Kenneth	Kivin, Lisa	Sanderlin, September
Gibson, Annie	Ledger, Kate	Schumaker, Ashley
Graham, Melanie	Lindsey, Patricia	Selig, Wood
Harrell, Krista	Malogianni, Chrysoula	Tugas, Fred
Hemphill, Brian O.	Martin, Victoria	Wilson, Al
Hepner LaBanc, Brandi	Miller, Ashley	Witmer, Dawn

Chair Susan Allen called the meeting to order at 1:52 PM.

APPROVAL OF THE APRIL 24th MINUTES

The minutes of the April 24, 2025, meeting were approved by all members present and voting.

Chair Allen then asked Dr. Hephner LaBanc to begin the presentation.

REPORT OF VICE PRESIDENT OF STUDENT ENROLLMENT, ENGAGEMENT AND SERVICES

Vice President of Student Enrollment, Engagement, and Services, Brandi Hephner LaBanc and colleagues shared updates on recruitment and enrollment efforts and updates from the Campus Life Services departments.

Ashley Miller, Associate Vice President for Enrollment Management, shared trends for confirmed students for Fall 2025, noting increases in the Hampton Roads market and in graduate student admissions. She shared financial aid information, including over \$55 million in Pell grants awarded to eligible new students. She noted increased engagement on student and family social media platforms, as well as increased retention among students who attend new student orientation and overall, within the first-year cohort. Very high engagement was noted around Admitted Students Day and on FAFSA or Financial Aid information. Confirmation and yield rates are higher among those who use these engagement platforms. Year-over-year retention rates for the fall cohort show growth.

Dr. Brandi Hephner LaBanc discussed the transition of Campus Life Service areas to SEES and highlighted how they are central to the student experience. On recommendation from a student advisory board, Broderick Dining Commons will incorporate customizable stations with Hibachi and Mongolian BBQ, and a wood fire grill. Specialized staff are being added in Housing and Residence Life to bolster academic success and mental health support – key retention challenges for this community. Campus Life Service employs over 350 students, enabling them to stay enrolled, build their resume and give them work-ready skills.

Shannon M. Hurt, Assistant Vice President for Campus Life Services (CLS), said that Starship Robot Delivery System launch is planned for Fall 2025 semester. Autonomous delivery will benefit students with tight schedules or limited mobility. A partnership with Barnes & Noble College will yield store upgrades, new and expanded product lines, and increased commission structure. The stores will provide internship and employment opportunities for students. On-campus childcare oversight will transition from the Darden College of Education and Professional Studies to Bright Horizons on August 1. This convenient service removes barriers to success for students while enabling faculty and staff to balance their work and family responsibilities. It will function as a competitive advantage in attracting and retaining top talent.

REPORT OF VICE PRESIDENT OF DIGITAL TRANSFORMATION AND TECHNOLOGY

Vice President of Digital Transformation & Technology Nina Rodriguez Gonser presented a Committee Charter update for review. The updates were approved and will be shared with Governance Committee for approval at the October 2025 meeting.

Vice President Rodriguez Gonser shared positive enrollment trends for Summer 2025, including a 26.6% increase in undergraduate applications and a 27.3% increase in undergraduate registrations. Fall applications for graduate students are up 5.6%. Nearly 4,660 students are registered for Fall 25.

She then spoke about the AI initiatives that are helping to position ODU as a leader. The University's AI web page is a hub for information and resources related to AI initiatives at the university. The Vice President shared the new AI publication, *Future Ready – Transforming Higher Education Through AI*, available online and in print. This publication presents an in-depth view of the University's strategic approach to integrating AI into its work.

Dr. Chrysoula Malogianni, Associate Vice President for Digital Innovation, shared that ODU's work in AI is gaining recognition as a strategic model for higher education. She emphasized the transition from planning to implementation in teaching, operations, and research. Webinars and events have raised awareness and deepened understanding of AI, and multiple credit-bearing AI certificates have been launched. Developed in partnership with AI Teaching Fellows across high-impact academic areas, these programs integrate GenAI content and tools, providing practical AI experience.

The Monarch Mind AI platform provides the ODU community direct, safe access to AI capabilities. Tools like Advisor Assistant and Course Assistant enhance student support, leading to better enrollment and retention. In collaboration with Google, DTT is co-developing AI applications across learning, research, and operations. This unique partnership with Google positions ODU as a leading institution among universities. Dr. Malogianni closed by stating that ODU's approach to AI implementation is visionary and ethical.

Vice President Rodriguez Gonser responded regarding the integral role of cybersecurity as AI implementation at ODU transitions from strategy to execution.

ADJOURNMENT

There being no further business, the meeting adjourned at 2:53 PM.