

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, April 24, 2025**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 24, 2025, at 1:30 p.m. in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Present from the committee were:

Robert S. Corn, Vice Chair
Andrew Hodge (*ex-officio*)
P. Murry Pitts (*ex officio*)
Floencia Segura
Gregory Dennis (faculty representative)

Absent from the committee:

Susan Allen, Chair
Jerri F. Dickseski

Also present from the Board:

Brian Holland
E.G. (Rudy) Middleton, III
D.R. (Rick) Wyatt

Also present were:

Abuhamad, Alfred	Kruesi, Gavin
Agho, Austin	Lindsey, Patricia
Andrewlavage, Karen	Malogianni, Chrysoula
Brandon, Alonzo	Miller, Ashley
Dewyea, Kirk	Osborne, Kimberly
Fridley, Kenneth	Payne, Brian
Gassaway, Zaria	Purcell, Stacey
Gibson, Annie	Reed, Chad A.
Griffin, Ray	Rodriguez Gonser, Nina
Grimm, Jenn	Russell, Tina
Hephner LaBanc, Brandi	Sanderlin, September
Hemphill, Brian O.	Schumaker, Ashley
Jennelle, Stephanie	Selig, Wood
Jordan, LaToya	Smith, Dwayne
Karlis, Mary Jo	Tugas, Fred
Kennedy, Amber	Wilkinson, Kelsey
Kenter, Susan	Wilson, Al
Kivin, Lisa	Witmer, Dawn

Vice Chair Robert Corn called the meeting to order at 1:30 PM.

APPROVAL OF THE DECEMBER 5th MINUTES

The minutes of the December 5, 2024, meeting were approved by all members present and voting.

Vice Chair Corn 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, Dr. Brandi Hephner LaBanc, recognized the contributions of Student Government Association (SGA) Vice President Gavin Kruesi, President Zaria Gassaway, and Student Representative to the ODU Board of Visitors Ray Griffin.

VP Hephner LaBanc then introduced two main topics for the Student Enrollment, Engagement and Services portion of the meeting—recruitment and retention of students. She highlighted that in today's environment universities are often asked to demonstrate effectiveness and outcomes, specifically highlighting how incoming students and families want to know about specific career outcomes. With that in mind, VP Hephner LaBanc introduced Associate Vice President for Enrollment Management Ashley Miller to provide a recruitment update and to highlight how ODU's efforts have re-focused on careers.

AVP Miller provided an update on recruitment and enrollment efforts, including application and confirmation numbers, and yield and anti-melt strategies. There was a more than 50% increase in students and guests attending campus admissions events this Spring.

VP Hephner LaBanc then introduced the merged and re-visioned Center for Career & Leadership Development. ODU previously maintained a Career Center and a separate Center for Leadership & Learning. During the SEES strategic planning process, it was determined that these offices would be more effective merged together as career readiness is not something today's student focuses on in their junior & senior years. She indicated students are thinking about their career choice when they initially enroll at ODU, so the Center for Career & Leadership Development (CCLD) was conceived with the goal of mapping a four-year career development journey. Dr. Jenn Grimm, Executive Director for CCLD presented a marked improvement in how students connect the dots between service, leadership, and their career aspirations over the course of their college experience.

VP Hephner LaBanc wrapped up the SEES portion of the meeting expressing hope that the presentation highlighted some of the ways ODU is keeping career development and outcomes front & center as we recruit, enroll and retain students.

REPORT OF VICE PRESIDENT OF DIGITAL TRANSFORMATION AND TECHNOLOGY

Vice President Rodriguez Gonser shared positive enrollment trends for Summer 2025, including an 18.1% increase in applications and a 15.4% increase in new student registrations. The 34.2% increase in registered new transfer students this summer indicates online students' demand for flexibility in course commencement. Fall applications for graduate students are up 10.6%. While it is still early in the cycle, overall, registrations for Fall 25 are off to a decent start with nearly 2,900 students already registered.

Continuous improvement is one of the core values in the division. Even more is being done to connect with students including efforts to reduce friction, close service gaps, and enhance the overall student experience from the application phase through to enrollment. Request for Information (RFI) forms have fewer fields, and prospective students can upload transcripts through the RFI to receive a free transfer credit evaluation. An AI-supported process will transform existing transfer credit evaluations into personalized web pages for prospective students. New, personal admission videos that celebrate a student's admission and tell them if they received a scholarship are being shared by students on social media.

VP Rodriguez Gonser shared that a vendor is operating as a prospective student to assess all aspects of the recruitment journey to help identify areas to continue to reduce friction in our processes and close gaps in service. The integration of Degree Works with Education Cloud enables students and advisers to not only map out and monitor their academic journey and progress towards graduation but also see activity in the student's academic plan that could impact time to degree.

Collaborations with academic departments integrate real-world experiences into the curriculum. Student well-being and academic success support initiatives include partnerships with TimelyCare for mental health services and BrainFuse for tutoring support, 24/7.

Finally, VP Rodriguez Gonser shared a video that captured the thoughts of graduates about ODUGlobal at the first commencement reception.

ADJOURNMENT

There being no further business, the meeting adjourned at 2:21 p.m.