

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

**Student Enhancement & Engagement and Digital Learning Committee
Friday, December 12, 2025**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Friday, December 12, 2025, at 9:00 AM 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
Claire Wulf Winiarek, Vice Chair
P. Murry Pitts (ex officio)
Andrew Hodge (ex officio)
Greg Eure
Florencia Segura
Tatyana Lobova (faculty representative)

Absent from the committee:

Elza H. Mitchum
Leslie Henderson Murphy

Also present from the Board:

William Giandoni
Kedar Lavingia
E.G. (Rudy) Middleton, III
Juan M. Montero, II
Robert (Bob) Tata
D.R. (Rick)Wyatt

Also present were:

Abuhamad, Alfred	Henken, Adam	Payne, Brian
Agho, Austin	Hephner LaBanc, Brandi	Reed, Chad A.
Andrewlavage, Karen	Jennelle, Stephanie	Reynoso, Emanual
Araia, Nemehia	Jordan, LaToya	Rhodes, Kate
Ashley, Evelyn	Judd, Darcy (student rep)	Rodriguez Gonser, Nina
Balde, Ibrahima	Karlis, Mary Jo	Schumaker, Ashely
Brandon, Alonzo	Kenter, Susan	Selig, Wood
Coleman, Christian	Ledger, Kate	Shelton, Garrett
Dewyea, Kirk	Malogianni, Chrysoula	Tabacco, Jennifer
Fridley, Kenneth	Martin, Victoria	Tugas, Fred

DRAFT - SUBJECT TO APPROVAL BY COMMITTEE

Gibson, Annie	Miller, Ashley	Walker, Jalen
Gillis, Corrin	Miller, Tony, Jr.	Watson, Luke
Ginder, Annamarie	Moore, Megan	West, Aiden
Hemphill, Brian O.	Osborne, Kimberly	Wilson, Al

Chair Susan Allen called the meeting to order at 9:11 AM.

APPROVAL OF THE OCTOBER 10th MINUTES

The minutes of the October 10, 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 AND CAMPUS LIFE

Vice President of Student and Campus Life, Brandi Hephner LaBanc reported on strategic efforts to enhance student success, well-being, and safety. She highlighted the division's focus on increasing first-year retention through the implementation of recommendations from the National Institute for Student Success (NISS) to develop student pathways for success and strengthen financial support. High-impact programs such as Living-Learning Communities (LLCs), the Learn and Earn Advantage Program (LEAP), and the First-Year Summer Institute (FSI) are yielding significant positive results for student retention. First-year students in these programs are outpacing their peers in returning for their second year by six, fourteen, and nine percentage points respectively. Vice President Hephner LaBanc also outlined that over \$10 million secured in grant funding for Pell-eligible students has been strategically deployed through completion grants, emergency support, and housing assistance to remove financial barriers and ensure persistence. To date, more than 1,000 Pell-eligible students have received awards ranging from \$199 to \$14,000.

Senior Associate Vice President for Student Engagement and Dean of Students, Evelyn Ashley, presented the division's holistic and proactive approach to well-being, emphasizing that student engagement with Counseling Services' TalkCampus peer-to-peer mental health app and the Dean of Students Office Extended Absence Notification (EAN) process resulted in improved first-year retention rates. The TalkCampus app has facilitated over 20,000 interactions in its eight months of use. Senior AVP Ashley also discussed how Dean of Students Office staff triage issues and coordinate care with specialized support teams such as the CARE team, THREAT team, and Title IX office to provide comprehensive support to students in need.

Chief of Police and Assistant Vice President for Campus Safety, Garrett Shelton, then introduced Director of Threat Assessment, Jennifer Tabacco, who provided the Public Safety report. Director Tabacco outlined how the work of the Threat Assessment team aligns with a student-centered care model through proactively identifying concerning behavior and coordinating early, comprehensive intervention. She discussed how this preventative approach improves outcomes

not only for the individual of concern but also for the entire campus community, positively contributing to campus safety and promoting student well-being.

REPORT OF VICE PRESIDENT OF DIGITAL TRANSFORMATION AND TECHNOLOGY

Vice President of Digital Transformation & Technology (DTT), Nina Rodriguez Gonser, introduced Chief Information Security Officer (CISO), Kate Rhodes. CISO Rhodes highlighted the University Information Security Office's (UISO) enhancements to build scalable, cloud-ready security as part of the Forward-Focused initiatives. These new cloud tools require heightened security and responsiveness. Key UISO improvements are higher gap analysis scores, better Governance, Risk, and Compliance tools, and a university risk register. Since 2023, automation has accelerated Security Operations Center (SOC) incident management by 333% per hour. Adaptive security measures now counter ransomware and credential abuse, using cloud architecture and zero-trust principles. The Student SOC offers practical learning for workplace readiness.

Associate Vice President for Enrollment Management, Ashley Miller, outlined strategies aimed at increasing on-campus enrollment in response to demographic challenges. She highlighted efforts targeted at both traditional and transfer students that include offering competitive financial aid packages. There is significant growth in military/military-affiliated and first-generation groups, and 91% of on-campus students are Virginia residents. Marketing efforts include digital campaigns and geographical outreach, and partnerships with the Common App and Phi Theta Kappa. Expanded campus visits and recruiter coverage have led to a 33% increase in applications, and improved communication with students and parents has enhanced yield rates. Relationships are established early and maintained through enrollment.

Associate Vice President for Strategic Enrollment & Outreach, Kate Ledger, emphasized ODUGlobal's focus on adults with some college but no degree, in addition to transfer, military-affiliated, and graduate students. The program leverages a high-touch, high-tech approach, strong branding, and a student success-focused staff to distinguish ODUGlobal from competitors. Successful digital marketing and influencer partnerships have achieved above-average engagement rates. Enrollment processes, including fee waivers and rapid reviews, are streamlined by AI-driven transcript evaluations. The Fall 2026 expansion into 8-week asynchronous courses will offer greater enrollment flexibility. Updates show a 19% rise in applications and a 14% increase in registrations for Spring 2026. ODUGlobal provides comprehensive online support services to assist adult learners to earn their degrees.

ADJOURNMENT

There being no further business, the meeting adjourned at 10:29 AM.