

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Friday, April 24, 2026

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Friday, April 24, 2026, at 9:00 a.m. in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Present from the Committee were:

Claire Wulf Winiarek, Ph.D., Vice Chair
P. Murry Pitts (*ex officio*)
Andrew Hodge (*ex officio*)
Robert S. Corn
Charlene A. Moring, Esq.
Tatyana Lobova (*Faculty Representative*)

Absent from the Committee:

Susan Allen, Chair
Elza H. Mitchum

Also present from the Board:

Dennis M. Ellmer
Brian K. Holland
E.G. (Rudy) Middleton, III
Juan M. Montero, II, MD
Keith H. Newby, Sr., MD
The Honorable Kenneth R. (Ken) Plum
Bruce L. Thompson
Darcy Judd (*Student Representative*)

Also present were:

Brian O. Hemphill, President	Adam Henken	Brian Payne
Alfred Abuhamad	Brandi Hephner LaBanc	Stacy Purcell
Austin Agho	Shannon Hurt	Chad A. Reed
Louis Ancheta	Stephanie Jennelle	Ruth Robinson
Karen Andrewlavage	LaToya Jordan	Nina Rodriguez Gonser
Evelyn Ashley	Mary Jo Karlis	September Sanderlin
Oshea Bego	Susan Kenter	McKenzie Scherra
Alonzo Brandon	Kate Ledger	Ashley Schumaker
Evan Chambers	Marchelle Lynch	Wood Selig

Kirk Dewyea	Victoria Martin	Garrett Shelton
Kenneth Fridley	Ashley Miller	Bruce Waldholtz
Annie Gibson	Tony Miller, Jr.	Bridget Weikel
Melanie Graham	Megan Moore	Al Wilson
Elizabeth Gregory	Daniel O'Donnell	Dawn Witmer
Rebecka Hall	Kimberly Osborne	

CALL TO ORDER

Vice Chair Claire Wulf Winiarek, Ph.D. called the meeting to order at 9:00 a.m.

APPROVAL OF MINUTES

The minutes of the December 12, 2025 meeting were approved by all members present and voting.

Vice Chair Wulf Winiarek then asked Nina Rodriguez Gonser, Vice President for Digital Transformation and Technology, to begin her presentation.

REPORT OF VICE PRESIDENT FOR DIGITAL TRANSFORMATION AND TECHNOLOGY

Vice President for Digital Transformation and Technology Rodriguez Gonser introduced her team: Ashley Miller, Associate Vice President for Enrollment Management (on campus); Kate Ledger, Associate Vice President for Strategic Enrollment and Outreach (online); and Rebecka Hall, Executive Director of Web Innovation and Strategy. They explained how enrollment strategy is adapting to address gaps created by industry transformation.

Students increasingly expect speed, convenience, personalization, and clear support. ODUGlobal is responding to shoppers' transition from anonymous engagement to personalized experiences with prompt responses and free (to the applicant), rapid transcript procurement. Efforts include flexible course options, no course registration caps, time management tools, and mental health resources. As traditional early-contact strategies decline, both on-campus and online programs are prioritizing intentional engagement to gather student information earlier and strengthen pathways to enrollment. Old Dominion University's website supports this with self-service tools that streamline the transition from browsing to application.

As AI reshapes how users search and interact online, Old Dominion University is optimizing its website for visibility and discoverability. Technology is also used to prevent fraudulent applications and verify aid eligibility prior to disbursement. In response to changing media consumption, Old Dominion University is leveraging streaming and connected TV for targeted outreach. Evolving federal compliance requirements demand financial agility and digital accessibility. Accordingly, on-campus programs have increased need-based awards, while online programs have shifted to behavior-based aid to encourage applications and enrollment. These factors shape systems, communications, and processes to ensure effective student access and engagement.

Vice President Rodriguez Gonser further highlighted ongoing efforts to remove barriers and expand access, including the transition to 8-week terms, which provides online students with six start dates. Summer and Fall applications and admissions for online students have increased year over year. Increases were also noted for on-campus applications and admissions. Yield continues to be higher

among students who visit campus, and the strong turnout at Admitted Students Day—1,223 prospective students and 2,103 family members—signals encouraging momentum.

REPORT OF VICE PRESIDENT FOR STUDENT AND CAMPUS LIFE

Vice President for Student and Campus Life, Brandi Hephner LaBanc, Ed.D., highlighted proactive efforts to positively impact first-year retention rates including the development of a year-round retention strategy and the pilot of a Sophomore Success Institute aimed at helping students progress to their second year at Old Dominion University. She then introduced Lieutenant Colonel Daniel O'Donnell, Professor of Military Science, to discuss the student experience within the Army ROTC Monarch Battalion. He explained that the battalion operates under a "Scholar, Athlete, Leader" model, which challenges cadets to develop academically, personally, and professionally while also building a culture of care and resilience. Five current Army ROTC cadets shared how the program has shaped their individual student experiences at Old Dominion University. The students identified themes such as skill development, sense of belonging, confidence and community building, and support and inspiration.

Vice President Hephner LaBanc and Associate Vice President for Well-Being and Belonging, Bridget Weikel, Ph.D., outlined the University's transition from emergency response following the March 12 tragedy to a recovery phase focused on stabilizing campus well-being. During spring break, faculty support, property retrieval from Constant Hall, and specialized outreach for the Army ROTC community were prioritized. Upon the students' return to campus, a tiered mental health framework was implemented to build capacity and provide appropriate levels of care while ensuring clinical services remained effective. The layers of support were deployed with the support of 538 volunteers and included Campus Care Stations in academic buildings and high-traffic locations, mental health Advocates for classroom support and the Navy's SPRINT team for ROTC support, peer-to-peer crisis support groups facilitated by the Victims of Crisis Assistance and Response Team (VCART), 75 therapy dogs, and clinical counseling provided by the Office of Counseling Services.

Chief of Police and Assistant Vice President for Public Safety Garrett Shelton provided the public safety report. He discussed the efforts of the Office of Emergency Management to coordinate the University's March 12 response efforts. The Emergency Operations Center was repurposed to centralize intelligence and streamline cross-agency communication, increasing operational agility.

ADJOURNMENT

There being no further business, the meeting adjourned at 10:28 a.m.