

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, April 18, 2024**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 18, 2024 at 1:00 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
Kay Kemper, Chair (virtual)
R. Bruce Bradley (*ex officio*)
Jerri Dickseski
P. Murry Pitts (*ex officio*)
Ross A. Mugler

Also present were:

Alonzo Brandon	Chrysoula Malogianni
Renee Felts	Ashley Miller
Helen Crompton	Donna Meeks
Kirk Dewyea	Alicia Monroe
J. Christopher Fleming	Chad A. Reed
Kenneth Fridley	Nina Rodriguez Gonser
Wood Selig	September Sanderlin
Annie Gibson	Ashley Schumaker
Brian O. Hemphill	Fred Tugas
Brandi Hephner LaBanc	Amanda Skaggs
Jaime Hunt	Allen Wilson
Lisa Kivin	Patricia Lindsey
Stephanie Janelle	Melanie Graham
Kate Ledger	Evelyn Ashley
Amber Kennedy	Tony Miller, Jr.
Tina Russell	Vicki Williams
Annamarie Ginder	Vera Riddick

Vice Chairman Robert S. Corn called the meeting to order at 1:00 PM.

APPROVAL OF THE NOVEMBER 30TH MINUTES

The minutes of the November 30, 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, provided an overview of her presentation focused on campus-based enrollment efforts and the Board of Visitors Policy 1530: Code of Student Conduct. First, Vice President Hephner LaBanc provided an update on what has transpired with respect to the Free Application for Federal Student Aid (FAFSA) and how ODU has adapted to the rollout. Vice President Hephner LaBanc introduced Mrs. Ashley Miller, Associate Vice President for Enrollment Management, who provided an overview of recruitment event highlights, enrollment updates, and yield and melt strategies. 803 students and guests attended the February 3 Open House, 752 students and guests attended the February 24 Open House, 96 attended the March 15 Scholars' Reception, and 37 attended the March 16 Monarch Bilingual Event. For Admitted Students Day, a total of 2205 students and guests were in attendance. She shared that the recruitment and yield events are tracking in line or are above the attendance numbers last year. She also shared the undergraduate, campus-based application, admissions, and confirmation counts are up for domestic and transfer students compared to last year, though confirmations are down for domestic students. For graduate campus-based students, application and admissions counts are up for international students, and domestic applications are down. Associate Vice President Miller closed her remarks with an overview of yield and melt strategies to support campus-based recruitment efforts, including a focus on Latine and military students.

Then, Vice President Hephner LaBanc shifted her campus-based enrollment report to discuss the relationship between student retention, learning, growth, and the Code of Student Conduct. For the Board of Visitors Policy 1530: Code of Student Conduct, Vice President Hephner LaBanc provided an overview of the primary reasons for policy revisions, the focus of revisions, campus engagement in the review process, and requested a resolution to approve the proposed revisions to Board of Visitors Policy 1530: Code of Student Conduct. Board Member Jerri Dickeski made a motion, which was seconded, and approved unanimously by the Committee. Next, Vice President Hephner LaBanc introduced Dr. Tony Miller, Jr., assistant dean of students and director of student conduct and academic integrity, to provide a brief overview of the behavioral pathway plan model. Dr. Miller discussed the purpose of the pathway plan sanctioning model, the five pathways, the positive instant impact on students based on 2021-2023 benchmark data and post-meeting survey data, and the positive impact of the model on student retention at other universities. ODU is one of two Research I institutions in the nation to implement the Pathway Plan Sanctioning Model.

REPORT OF VICE PRESIDENT OF DIGITAL LEARNING

Vice President Rodriguez Gonser introduced Associate Vice President for Marketing and Outreach Kate Ledger to report on integrated marketing touchpoints in ODUGlobal. Associate Vice President Ledger reviewed ODUGlobal's audiences' expectations for cost, program, format, personalization, and speed. She also reviewed ODUGlobal's research-based niche offerings including high-touch and enduring support, innovation in the curriculum, ODUGlobal's 40-year history, and the credibility of the Old Dominion University degree.

Associate Vice President Ledger reviewed ODUGlobal's foundation of digital advertising and high-touch coaching. The digital advertising includes consistent optimization, targeting priority programs, focusing on audiences, and building out multi-channel advertising. ODUGlobal's platforms include pay per click on search engines, content advertising, social media advertising, and the goal is always to drive prospective learners to online.odu.edu to complete the request for information (RFI) form. She explained that the high-touch coaching, which begins once learners complete RFI form, ensures that learners are receiving personal engagement during the application process.

She shared continuous opportunities in search engine optimization, marketing cloud, mobile footprinting, dynamic content, personalized videos, military pathways, and scholarships. Associate Vice President Ledger also briefly touched on the brand and the essence of the ODUGlobal brand is "propel:" the idea that forward momentum is based on pushing from what's behind you. She shared examples of the "For Your World" campaign and the imagery and messaging that reflects the ODUGlobal brand and connects directly with the target audiences. ODUGlobal created a Branded ChatGPT to input communications and revise to align with the brand.

Associate Vice President Ledger closed by sharing a video of a student journey with ODUGlobal from pre-admission to registration, highlighting the integrated touchpoints throughout the student's college decision experience. The example student's name was Stu, and the video walked through his experience as active-duty military, including his interactions with his wife, the ODUGlobal coach, enrollment coordinator, and student success director, as well as a variety of web, social media, phone, text, and email interactions. The video highlighted the automation and personalization of the Salesforce Education Cloud and Marketing Cloud systems that drive the ODUGlobal's high-touch approach.

Following that, Vice President Rodriguez Gonser provided updates on ODUGlobal enrollment and persistence for Spring 2024, as well as more than 950 online students applying for graduation in May 2024. She highlighted growth in admissions and enrollment trends for Fall 2024. Spring 2024 had 1180 new students and 6810 total online students and Fall 2024 had 1879 total applications and 2724 total registrations. Vice President Rodriguez Gonser closed her report with updates on AI events for the campus hosted by the Division of Digital Learning.

ADJOURNMENT

There being no further business, the meeting adjourned at 1:58 p.m.