

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, June 13, 2024**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 13, 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)
Susan Allen
R. Bruce Bradley (*ex officio*)
Jerri Dickeski
P. Murry Pitts (*ex officio*)

Additional Board members present were:

E. G. (Rudy) Middleton
D.R. (Rick) Wyatt

Also present were:

Austin Agho	Susan Kenter
Evelyn Ashley	Lisa Kivin
Alonzo Brandon	Kate Ledger
Terry Curran	Patricia Lindsey
Kirk Dewyea	Chrysoula Malogianni
Kenneth Fridley	Hope McGinnis
Annie Gibson	Donna Meeks
Nina Rodriguez Gonser	Tony Miller, Jr.
Dennis Gregory	Brian Payne
Raquan Griffin	Pearson
Stacy Hardin	Chad A. Reed
Brian O. Hemphill	September Sanderlin
Brandi Hephner LaBanc	Ashley Schumaker
Patricia Hinton	Amanda Skaggs
Jaime Hunt	Fred Tugas
Danny Kemp	Bridget Weikel
Amber Kennedy	Allen Wilson

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

APPROVAL OF THE April 18TH MINUTES

A motion to approve the minutes of the April 18, 2024 meeting was made by Ms. Dickeski and seconded by Ms. Allen. They were approved by all members present and voting.

REPORT OF VICE PRESIDENT OF STUDENT ENGAGEMENT, ENROLLMENT & SERVICES

Vice Chairman Corn then asked Dr. Hephner LaBanc to begin the presentation. Vice President Hephner LaBanc presented information about campus-based enrollments for Fall. She noted the impact the delays with FAFSA this year have had as financial aid packages were not able to flow to incoming students until Sunday May 5th. She recognized the hard work of the Financial Aid and ITS teams, and over 14,000 students have now received an award package.

These delays, however, have impacted confirmations of new students, and the Admissions office moved the commitment date to June 1st. Vice President Hephner LaBanc shared current confirmation numbers for undergraduate domestic, international, and transfer students and noted the trends are encouraging. They anticipate that confirmations will continue to grow as they continue to talk with students and see new applications. For applications for graduate students, she noted that international applications are up, mostly due to increased recruiting efforts in Africa.

Vice President Hephner LaBanc then introduced Dr. Pearson, Associate Dean and Director for the Center for Orientation, Retention, and Exploration (CORE), to discuss how they have re-envisioned orientation for new campus-based students. The new orientation, called New to Blue, is a transition journey that begins on confirmation day and leads students to day one on campus. Dr. Pearson described the three intentionally timed phases of this: Explore. Discover. Rule. They explained that Explore is designed in our learning management system for students while they are still at home. There are academic, personal and financial sections that help students to learn about campus resources and supports. Discover is the one-day on campus experience for students and their families that will occur over the summer. Dr. Pearson noted that they are piloting a more extensive two-day experience that would include an overnight stay for students and families. Next, Dr. Pearson discussed the success teams that each student will have access to. These connect students to resources, and a student can choose to work with a “blueprint” success team or customize one for their very specific needs. They then discussed the Rule Your Dominion aspect of orientation. This begins the day after a student’s orientation and continues through the first day of classes. This new approach to orientation is designed to minimize the loss of new students that occurs through ‘melt’ and to set student up for success.

Vice President Hephner LaBanc discussed the SEES Strategic Planning process that the Division engaged in over the past nine months. A committee worked for over 200 hours, listening, learning, and analyzing focus group and survey responses from students and teaching and administrative faculty. The Vice President introduced Dr. Evelyn Ashley, Senior Associate Vice President for Student Engagement, who explained the three focus areas: Get. Keep. Graduate Monarchs. Dr. Ashley described four overarching goals that

came out of this process and will guide the Division moving forward: student experience, employee experience, well-being, and resource stewardship.

Vice President Hephner LaBanc concluded the presentation by noting that Auxiliary Business Services has recently joined the Division and Student Enrollment, Engagement & Services has been re-organized to increase alignment and collaboration for the benefit of students and the broader campus.

REPORT OF VICE PRESIDENT OF DIGITAL TRANSFORMATION & TECHNOLOGY

Vice President Rodriguez Gonser introduced Dr. Lisa Kivin, Associate Vice President for Student Experience, who presented on how ODUGlobal adapts to the diverse needs of our students through personalized support and guidance. Dr. Kivin noted that they provide development and academic support, meeting students where they are using a high-tech, high-touch approach. She described the onboarding process for online students, designed to provide the tools, resources and support services to help students succeed.

Dr. Kivin then presented four student profiles and the journeys they take with ODUGlobal. Although these profiles were fictionalized, they were based on real students the staff have supported. “Katrina” represented a full-time nurse, pursuing her BSN. Dr. Kivin highlighted how one staff member worked with her through the entire pre-admission and admission processes. This included an unofficial review of her credits to transfer, close support while applying, and a congratulatory message upon admission. Dr. Kivin noted that there is only one transition once a student is admitted: to the person who will serve as their advisor for their entire time with ODUGlobal. The advisor tailors supports and communication methods to meet the needs of the student. Dr. Kivin’s second example student was an international student studying engineering. She focused on the transfer equivalency process where staff work with academic departments to determine what international credits will be accepted for ODU coursework. She also discussed how our systems and processes are designed to ensure that staff outreach to students at important junctures to help ensure students progress appropriately. The next example student, “Andre,” helped Dr. Kivin illustrate the prior learning assessment process that can benefit some students. A student’s work and life experiences are reviewed to determine where academic credit can be awarded. In this case, Andre earned credit for four classes towards his business degree for his work in the family business. This student also needed to utilize counseling services, and Dr. Kivin explained how the advisor was able to assist with faculty notifications and connect Andre to the needed supports. The final example student, Tammy, was a pre-school teacher in North Carolina wanting to train to become a principal. Dr. Kivin noted that staff are well-versed in educational reciprocity that helps them to guide students appropriately to reach their goals. In this case, this included connecting the student to out-of-state internship opportunities. Dr. Kivin then discussed the success stories for these four example students. She shared a personalized diploma video that is emailed to all graduating students and highlighted how online students interacted with them.

Vice President Rodriguez Gonser shared a video created during this May’s graduation weekend. ODUGlobal stoles were provided to online student who came to Norfolk for their ceremony, and many shared their success stories. The Vice President then provided an

update on Fall enrollment. So far, almost 850 new students have registered which is an 17% increase over this point last year. Increases by master's and doctoral students are both showing even stronger increases. Vice President Rodriguez Gonser noted that they have awarded \$440,000 in scholarships to 338 students so far, and that almost 80% of those have confirmed. She shared that registrations by continuing students are also up by 17% over last year, which highlights the effectiveness of the strategies shared by Dr. Kivin. Vice President Rodriguez Gonser concluded by sharing that we are over 63% of the way toward a new enrollment goal of 7500 online students.

ADJOURNMENT

There being no further business, the meeting adjourned at 2:13 p.m.