

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, December 5, 2024**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, December 5, 2024, at 1:45 p.m. 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
Campbell, Brian
Corn, Robert S.
Dickseski, Jerri
Goldfarb, Stanley
Hodge, Andrew
Holland, Brian
Middleton, E.G. (Rudy), III
Mugler, Ross A.
Pitts, P. Murry (ex officio)
Winiarek, Claire Wulf
Wyatt, D.R. (Rick)

Also present were:

Abuhamad, Alfred	Lindsey, Patricia
Agho, Austin	Malogianni, Chrysoula
Andrewlavage, Karen	Meeks, Donna
Ashley, Evelyn	Miller, Ashley
Brandon, Alonzo	Osborne, Kimberly
Cutler, Tina	Payne, Brian
Dewyea, Kirk	Reed, Chad A.
Felts, Renee	Riddick, Vera
Fleming, J. Christopher	Rodriguez Gonser, Nina
Fridley, Kenneth	Russell, Tina
Gibson, Annie	Sanderlin, September
Gregory, Dennis	Selig, Wood
Griffin, Ray	Skaggs, Amanda
Hephner LaBanc, Brandi	Smith, Dwayne
Hemphill, Brian O.	Schumaker, Ashley
Karlis, Mary Jo	Winstead-Reichner, Katie
Kennedy, Amber	Wilson, Al
Kenter, Susan	Tugas, Fed

Chair Susan Allen called the meeting to order at 1:47 PM.

APPROVAL OF THE SEPTEMBER 12th MINUTES

The minutes of the September 12, 2024, meeting was approved by all members present and voting.

Chair Allen then asked Dr. Hephner LaBanc to begin the presentation.

REPORT OF VICE PRESIDENT OF STUDENT ENROLLMENT, ENGAGEMENT AND SERVICES

Dr. Brandi Hephner LaBanc, Vice President for Student Enrollment, Engagement and Services, gave an update on recruitment and retention efforts. Key initiatives focused on enhancing engagement and increasing retention, emphasizing the role of campus events and student involvement.

Ashley Miller, Associate Vice President for Enrollment Management, discussed recruitment efforts including Fall 2024 recruitment events, senior searches, and expanded in-house marketing efforts. Focus on digital marketing, expanded on-ground recruitment, and merit scholarships for Fall 2025.

Dr. Hephner LaBanc highlighted successful fall student engagement activities, including a 45% year-over-year increase in student organization memberships, marked increases in Panhellenic Council and Interfraternity Council membership and record student attendance at athletics events. Monarchs Give Back achieved over 76,000 items donated, exceeding the goal of 40,000; an effort that benefits Norfolk Public Schools, Monarch Pantry and the Foodbank of Southeastern Virginia and the Eastern Shore. Family Weekend saw strong participation, with over 650 families attending, alongside increased engagement from Monarch VIPS (Very Important Parents & Supporters), which grew by 12%.

The Spring 2024 Registration and Retention campaign included targeted efforts throughout Fall 2024, including social media campaigns and department-specific registration challenges, which contributed to a 4.2% increase in the fall-to-spring retention rate as of the time of the meeting (78.6%).

Dr. Katie Winstead Reichner, Executive Director for Student Engagement and Traditions, closed the SEES portion of the meeting with an overview of ODU's efforts to increase student participation in local and national elections through the ODU Votes initiative.

REPORT OF VICE PRESIDENT OF DIGITAL TRANSFORMATION AND TECHNOLOGY

Vice President Rodriguez Gonser shared positive enrollment trends for Spring 2025, including increases in applications and registrations. Increases for Fall 2025 in applications were also reported among key audiences. The Fall 2025 enrollment target is set at 7,850 students, with current trends indicating a promising outlook.

Vice President Rodriguez Gonser then provided an overview of the new division combining Digital Learning and Information Technology to enhance ODU's digital landscape. The organization includes three pillars: Technology Innovation, Digital Transformation, and Strategic Enrollment, with a focus on collaboration and agility to meet the needs of students, faculty, and staff.

Chief Information Security Officer Kate Rhodes provided an overview of ODU's Cybersecurity program. The key initiatives involve people, processes, and technology, taking a layered approach to security and defense. The unit recently participated in a third-party assessment that identified priorities for continuous improvement of the security landscape at the University. Additionally, she updated the board on a security breach and detailed their response.

Kirk Dewyea, Interim Chief Information Officer, shared the vision for technology innovation at ODU. By integrating data, people, process, and technology they will create a resilient, adaptable digital infrastructure that supports ODU's long-term health and innovation. Their goal is to deliver scalable and resilient solutions that foster innovation and collaboration. He noted their work transforming technology as part of the EVMS integration, which includes a strategic, phased approach that unites systems between ODU and EVMS, ensuring scalability, security, and seamless experience across education, research, and clinical operations.

ADJOURNMENT

There being no further business, the meeting adjourned at 3:04 p.m.