

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Student Enhancement & Engagement and Digital Learning Committee
Thursday, September 15, 2022**

MINUTES

The Student Enhancement & Engagement and Digital Learning Committee of the Board of Visitors of Old Dominion University was held on Thursday, September 15, 2022, at 10:30 a.m. in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Present from the committee were:

Yvonne T. Allmond, Chair
Robert Corn, Vice Chair
R. Bruce Bradley (*ex officio*)
P. Murry Pitts (*ex officio*)
Peter G. Decker, III
Dennis M. Ellmer
Elza H. Mitchum
Ross A. Mugler
David Burdige (*Faculty Representative*)
Antra Patel (*Student Representative*)

Also present were:

Austin Agho	Alicia Monroe
Bruce Aird	Chad Reed
Robert A. Broermann	Nina Rodriguez-Gonser
Jane Dané	September Sanderlin
Jerri F. Dickseski	Ashley Schumaker
Brian O. Hemphill	Amanda Skaggs
Joy Himmel	Don Stansberry
Brian K. Holland	Rusty Waterfield
Jaime Hunt	Armistead D. Williams, Jr.
Kay A. Kemper	Al Wilson

Chairwoman Yvonne T. Allmond called the meeting to order at 10:30 am.

APPROVAL OF THE JUNE 2, 2022 MINUTES

Ross Mugler moved to approve the minutes of the June 2, 2022 meeting. Peter G. Decker, III seconded the motion. The minutes were unanimously approved by all members present and voting.

REPORT OF VICE PRESIDENT OF STUDENT ENGAGEMENT AND ENROLLMENT SERVICES

Dr. Don Stansberry, Vice President for Student Engagement & Enrollment Services, reported on the Fall 2022 opening. In total, Housing & Residence Life welcomed just under 4,800 Monarchs back to campus. Whitehurst Hall was brought back online, allowing an additional 400 students to live on-campus. Over 300 faculty, staff, and students volunteered to assist with the move-in experience. During the weeks of August 23 through September 16, the Monarch Experience hosted 54 events and programs across campus. The events were aimed at helping to facilitate connections made amongst students on campus.

Dr. Stansberry provided division highlights for the fall semester, to include the branding of on-campus neighborhoods, encouraging a sense of belonging among students. He shared information on the Every Campus a Refuge (ECAR) program, in which a family from Syria is living on campus. The family is actively learning about the American culture and in turn, our students are learning about Syria. Dr. Stansberry also highlighted the Virginia Symphony and Orchestra (VSO) Fellowship program. This program was created to help diversify membership in the symphony orchestra. In total, three graduate students are living on campus, taking classes, and performing with the Virginia Symphony. The group is also holding mock auditions for music students, so they gain experience with auditioning. During the summer, over 100 students participated in the First-Year Summer Institute. The First-Year Service Experience was offered to students who returned to campus early for the fall. Over 200 students participated in 16 service projects, exposing them to various resources and allowing them to see what it is like to be a Monarch. Dr. Stansberry also reviewed the Living Learning Communities fall kickoff, a partnership with our Academic Affairs colleagues. This year, we have over 400 students living in the residence halls together and taking classes together.

Dr. Stansberry shared appreciation for the support provided by President Hemphill regarding recruiting efforts in the Office of Counseling Services. Telecounseling for our students has been expanded to offer our more ways for them to obtain mental health support. Dr. Stansberry introduced Dr. Joy Himmel, Director of Counseling Services, for an in-depth update on the services offered by the Office of Counseling Services.

Dr. Himmel shared nationally and locally about 41% of students endured symptoms of depression that were functionally debilitating over the past year. In total, around 34% indicated very high levels of anxiety. Approximately 13% indicated they have had suicidal ideation. Since April of 2020, mental health of students was the issue cited most frequently by university presidents on the American Council on Education's annual campus survey. According to the survey, 62% of all institutions and 76% of four-year public institutions indicated that mental health problems have become worse over the last couple of years, and 84% have seen an increase in utilization. The Office of Counseling Services has also seen this increase in demand. Dr. Himmel's team looked to other universities to see what options for counseling were available, aside from the traditional model of counseling. Her staff began working under a flexible care model, providing services to the student as they are needed. For example, students can go to their portal and schedule a same day appointment for the team to determine the right level of care needed. Students are evaluated during the initial meeting and from there, are referred out to other services depending on the level of need. Counseling Services has partnered with Mantra Health for

those students who do not have insurance and want to have off-campus services. Dr. Himmel shared they also partnered with Path, a third-party provider who provides services off-campus to students with insurance.

Dr. Stansberry provided an enrollment update for the fall 2022 semester. The information was current as of September 14, 2022. Dr. Stansberry reviewed retention percentages over the past 10 years. This year we are at approximately 74% for retention, an increase over last year. Applications for the year, were up 6.2%, with a slightly larger freshman class enrolled this year for the fall 2022 semester. Dr. Stansberry reviewed yield to admit rates, which have also improved over last year. Overall, graduation rates are remaining steady. Dr. Stansberry summarized the fall 2022 registration numbers for the freshman cohort, transfer students, second-degree students, and graduate students.

REPORT OF INTERIM VICE PRESIDENT OF DIGITAL LEARNING

Nina Rodriguez-Gonser, Interim Vice President for Digital Learning, introduced herself to the committee and gave a brief background of her time at Old Dominion University. She previously worked in Academic Affairs under Provost Agho. Nina was part of the taskforce that President Hemphill convened, as well as the working group who was to implement the results from the task force.

Nina reported on the trends of the fully online incoming class from 2018-2022. She defined the fully online student as one who is choosing to fully pursue their education online. Nina reviewed applications over the past 5 years, with fall 2021 being their best performing year in digital learning. Overall, admissions numbers for fully online students have increased from prior to the pandemic in 2020, showing the overall increase in interest in online learning. In total, 74% of students who applied to be fully online were admitted and confirmed for fall 2022. Nina also reviewed registration rates over the past 5 years, with 84% of registered students coming from the confirmed pool. She reviewed the incoming student mix to include freshman, transfer, undergraduate second degree, and graduate students. Overall, the fully online freshman population showed an increase in DFWI or drop, fail, withdraw, and incomplete rates, demonstrating that this population does not necessarily do well in the online environment. The graduate student population has shown a decline over the past five years, mainly due to the current online offerings. A marketing pilot was completed over the summer to allocate marketing dollars to the transfer population. Data shows the strategy was successful, as numbers for this population have increased. Year over year headcount for the fully online population is increasing, with over 50% of the graduate population headcount fully online. Nina discussed headcount and success as they relate to distribution of students by locality along with graduation and persistence rates for fully online students.

Nina shared results from a conducted market study, including the identified target audiences and target markets. Degree completers were defined as those individuals who started working on a college degree but stopped out. Transfer students were defined as those students who are coming from community colleges and are now transferring into a 4-year institution. Military affiliated students included active-duty members, their spouses, other dependents, and veterans. A final key target audience was the graduate student

population. Nina shared demographics for each of the four key target audiences, as well as their motivation factors. Nina reviewed the target markets from the study, to include high interest and high return states ranked with the highest current conversion rates. Out of the 10 states identified, 5 of the states were also identified as having extremely high military populations.

Nina detailed the brand strategy moving forward, based on the review of the market study results. A brand fragmentation strategy will be utilized to allow flexibility in reaching new target offices, maintaining ties to the Old Dominion University brand, and is in-line with several successful competitors. The *ODUOnline* name is currently in use by Ohio Dominican University and therefore will be phased out and replaced by ODUGlobal, which is available for trademark and not in use by other institutions. A new color palette has been formulated for ODUGlobal. The palette was inspired by an International Space Station photo, based on Monarch Blue and Aluminum from the ODU brand, and incorporates gold, as it signifies success and confidence. Two logo options will support the new color palette, with a focus on ODUGlobal with Old Dominion University beneath. The rebrand will begin to come to life over the next few months, with ODUGlobal being fully implemented by January 2023, to include a redesigned website launch and full set of marketing materials for use.

STUDENT REPRESENTATIVE REPORT

Antra Patel, student representative to the Board, introduced herself to the committee and shared information regarding her time here at Old Dominion University. She is a senior majoring in Biomedical Sciences and is on a pre-medical track. Recently, she added a minor in Chemistry. Antra shared a recap of her goals for the 2022-2023 academic year. Her first goal is to increase student engagement in various organizations. She shared her experience with involvement on campus and noted the involvement helped her build connections with faculty and staff. Antra would also like to increase the number of student leadership roles on campus and promote the opportunities through social media. She stressed the importance of being able to engage on social media to connect students to various campus events. Antra shared her ODU Food Pantry Drive initiative, which aims to increase student awareness of the pantry and donations received by the pantry. Antra's final goal was to increase involvement of students at graduation events.

ADJOURNMENT

There being no further business, the meeting adjourned at 11:57 am.