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
Helen Crompton
Kirk Dewyea
J. Christopher Fleming
Ashley Miller
Donna Meeks
Alicia Monroe
Chad A. Reed

Kenneth Fridley
Wood Selig
Annie Gibson
Nina Rodriguez Gonser
September Sanderlin
Ashley Schumaker

Fred Tugas Brian O. Hemphill 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 Vera Riddick Annamarie Ginder

Vice Chairman Robert S. Corn called the meeting to order at 1:0

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, mili,geperatengs todd

m m2ti)2 47 2 (o2 09 49 . (8 a8 D -T 3m