**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 1:0

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

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