

## News Release

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## **Old Dominion University VP Ellen Neufeldt selected for NASPA National Award**

*Vice President for Student Engagement & Enrollment Scott Goodnight Award recipient*

WASHINGTON, D.C. — Each year, NASPA - Student Affairs Administrators in Higher Education, recognizes members who are doing outstanding work in the student affairs profession. Ellen Neufeldt, vice president for Student Engagement and Enrollment Services at Old Dominion University in Norfolk, Va, is the 2015 recipient of the Scott Goodnight Award for Outstanding Performance as a Dean.

The award is given to a senior student affairs officer who has demonstrated sustained professional service in student affairs work, high-level competency in administrative skills, innovative response in meeting students' varied and emerging needs, effectiveness in developing junior staff members, and leadership in community and university affairs. The recipient must also have earned stature among and support of students, faculty, and fellow administrators on his or her campus and made significant contributions to the field through publications or professional involvement.

Neufeldt arrived at Old Dominion in 2011 to develop and launch the Student Engagement & Enrollment Services division, a new initiative by President John R. Broderick. Prior to joining ODU, she served from 2005-2011 as vice president for student affairs at Salisbury University; and assistant vice chancellor of student development and other roles at the University of Tennessee at Chattanooga, from 1995-2005. Overall, Neufeldt has served as a chief student affairs professional for ten years.

In her role at Old Dominion University, Neufeldt oversees more than 300 Student Engagement & Enrollment Services staffers organized into over 20 units, in the areas such as student enrollment, career management, intercultural relations, student success, institutional research, housing, student life, and student support.

“Dr. Neufeldt’s contributions are impressive in her nearly three years of pioneering efforts to take the new division and the university to the next level,” President Broderick said. “Student traditions have been established while collaborative programs have reinforced the importance of enrollment initiatives, beginning with the first point of contact with prospective students through their graduation and beyond.”

Old Dominion Provost Carol Simpson noted how Neufeldt, from her first moments on campus, infused the new division with her enthusiasm and determination to use data-informed strategies for student success. “Over the next two years, she completely overhauled all aspects of her division to provide what is now an efficient, professional and very high quality service organization for our students,” Simpson said.

Neufeldt co-chairs the university student success initiative with the University Provost. During her time at ODU, the University has experienced its highest retention and 6-year graduation rates in its history. She also co-chaired the University's most recent strategic plan with the Provost.

In addition to her work at ODU, Neufeldt has served for several years as a faculty member at the NASPA Region III/SACSA Mid-Manager's Institute as well as a faculty member for the Alice Manicur Symposium for women aspiring to be senior student affairs officers. She regularly contributes research and scholarship to the field. Her latest publication, "The Impact of Study Abroad on Academic Success" focused on the impact of semester-long study abroad programs on undergraduate degree attainment.

Neufeldt also served as president of the Southern Association of College Student Affairs (SACSA) in 2014. In a letter of support for Neufeldt's nomination for the Scott Goodnight Award, Deborah Kladviko, vice chancellor for student life and services at the University of South Carolina at Aiken, and a SACSA colleague, said she "is deeply committed to developing not only her staff, but other student affairs professionals throughout the country."

Kladviko said Neufeldt has strengthened and shaped SACSA during the past two years while more than doubling its membership and revenue generated through sponsors and exhibitors.

"Ellen provided a vision and a plan for moving the association forward and set high expectations for her board," Kladviko wrote. "She motivated the board to attempt to reach goals that many thought were not obtainable – but virtually every one of those goals has been met. She is an incredible leader and motivator."

Old Dominion University is Virginia's forward-focused research university with rigorous academics, an energetic residential community, entrepreneurial research and collaboration, and initiatives that contribute nearly \$2.1 billion to the economy.

Neufeldt and the other National Award winners will be honored in March at the 2015 NASPA Annual Conference in New Orleans, La.