

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting  
Thursday, December 8, 2022

**MINUTES**

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, December 8, 2022, at 2:30 p.m. in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University.

<b>Committee Present:</b>	<b>Committee Absent:</b>	<b>Also present were:</b>
R. Bruce Bradley (ex-officio)	Pete G. Decker, III, Chair	Alonzo Brandon
P. Murry Pitts (ex-officio)	Dennis M. Ellmer	Anne Marie Ginder
<b>Committee Present via Zoom:</b>	Larry R. Hill	Brian K. Holland
Kay A. Kemper, Vice Chair	Maurice Slaughter	Dan Genard
Jerri F. Dickseski		Jaime Hunt
		Jennifer George
		Manuela Monteilh
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1. **Call to Order.** Ms. Kay A. Kemper, Vice Chair called the University Advancement and University Communications Committee meeting to order at 2:34 p.m. She then turned the meeting over to Vice President for University Advancement Alonzo Brandon.

2. **Approval of:**  
**Minutes.** Ms. Kemper asked for a motion to approve the minutes of the September 15, 2022 meeting. Ms. Dickseski moved to approve the minutes as presented. The motion was seconded by Mr. Bradley and unanimously approved by all members present, and roll call was utilized for voting (Aye’s: Ms. Kemper, Mr. Bradley, Ms. Dickseski, Mr. Holland).

**Naming of the new baseball stadium.** The proposed naming for the new baseball stadium is the Ellmer Family Baseball Complex. Mr. Brandon asked for a motion to approve the naming of the new stadium. Ms. Dickseski moved to approve the naming as presented. The motion was seconded by Ms. Kemper and unanimously approved by all members present, and roll call was utilized for voting (Aye’s: Ms. Kemper, Mr. Bradley, Ms. Dickseski, Mr. Holland).

**Revised Committee Charter.** The basis of the charter was to change the name of our committee to University Advancement and University Communications Committee. Also Ms. Jaime Hunt added some lines about branding and marketing oversight. Mr. Brandon asked for a motion to approve the revised Committee Charter. Ms. Kemper moved to approve the revised Committee Charter. The motion was seconded by Ms. Dickseski and unanimously approved by all members present, and roll call was utilized for voting (Aye’s: Ms. Kemper, Mr. Bradley, Mr. Pitts, Ms. Dickseski, Mr. Holland).

3. **University Advancement:**

A. **Capital Campaign Orientation.** Mr. Alonzo Brandon, Vice President for University Advancement, gave an orientation of the University Advancement Capital Campaign. Planning for the campaign began in August 2021 and was announced during Homecoming week in 2022. We have approximately \$500 million in university priorities. Mr. Genard and Mr. Brandon met with the Provost, President Hemphill, Mr. Morris Foster, the University Administration and Deans to determine fundraising priorities. We started the campaign planning in September 2022, and have developed the gift pyramid, recruited the steering committee, designed the campaign website, videos and case statement. We categorized the requests to support student success, ensuring academic excellence, gameplan for success (Athletics), define a path forward for research, accelerate advances in healthcare, and our campus special projects. Mr. Brandon played the two Alumni dinner videos. He acknowledged that Ms. Jaime Hunt's Team helped designed the Case Statement. Paper Clip has been working with ODU staff to develop an overall case statement. It is designed to have inserts, and those inserts will be mostly customized proposals. Mr. Brandon talked about some of our biggest projects that are focused on research (the research vessel), student success and healthcare (mental health to support our students, naming opportunities for our Student Health Center and College of Health Sciences), academic excellence (autonomous systems and water service vehicles), our campus (Barry Museum expansion), athletics (baseball stadium).

B. **Dashboard items measuring productivity in the area of University Advancement.** Mr. Alonzo Brandon, Vice President for University Advancement, presented dashboard items measuring productivity in the area of University Advancement. Fundraising progress for this fiscal year totaled \$22.1 million broken out into \$13.1 million for the Educational Foundation and \$9 million for the Athletic Foundation. The goal for this year is \$40 million. Additionally, Vice President Brandon reported that the Capital Campaign is currently at \$278.7 million which represents approximately 56% of the \$500 million goal.

4. **University Communications update.** Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer, shared a presentation updating the committee on a current evaluation of the marketing and communications efforts of the university and outlining the long-term vision and short-term strategies for maturing the university's marketing communications efforts. Ms. Hunt talked about goals for **operations:** fill vacant and new positions, build a marketing infrastructure, and cultivate expertise; **messaging/alignment:** create alignment and synergy, invest in tools, and training and templates; **strategy:** move from reactive to proactive and identify priorities (brand/image, recruitment, reputation, retention, and revenue generation); **brand:** develop a brand story. She also shared plans for a national awareness-building earned media strategy and an omni-channel marketing campaign around ODU's R1 status.

There being no further business, the meeting was adjourned at 3:38 p.m.

Respectfully submitted,  
Manuela Monteilh  
Executive Assistant to VP for University Advancement