

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, April 20, 2023

DRAFT MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 20, 2022, at 4:00 p.m. in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee present:	Absent:	Also present were:
Peter (Pete) G. Decker, III, Chair	Dennis M. Ellmer	Alonzo Brandon
Kay A. Kemper, Vice Chair	Larry R. Hill	Dan Genard
Jerri F. Dickeski	Maurice Slaughter	Jaime Hunt
	R. Bruce Bradley (ex-officio)	Manuela Monteilh
	P. Murry Pitts (ex-officio)	Priya Panikkar

Call to Order. Mr. Peter G. Decker, III, Chair called the University Advancement and University Communications Committee meeting to order at 3:59 p.m.

Approval of Minutes. Mr. Decker asked for a motion to approve the minutes of the December 8, 2022 meeting. Ms. Dickeski moved to approve the minutes as presented. The motion was seconded by Ms. Kemper and unanimously approved by all members present. Mr. Decker then turned the meeting over to Alonzo Brandon, Vice President for University Advancement.

1. **University Advancement:** Mr. Brandon briefed the committee on the agenda and shared that in the next few meetings certain Capital Campaign projects will be highlighted. He introduced Ms. Priya Panikkar, Assistant Vice President for Operations, to take us into the future and current state using AI. Mr. Brandon then turned the meeting over to Dan Genard, Associate Vice President for Advancement to talk about one of our Capital Campaign projects.
 - a. **Capital Campaign – Highlight the Barry Art Museum.** Mr. Genard highlighted the Barry Art Museum project. The Museum was founded in 2016 by Mrs. Carolyn and Mr. Richard Barry. They gave us their art collection and built the building. The Barry Art Museum team is composed of museum professionals, alumni, artists, graduate researchers, student workers, and interns from many disciplines across ODU’s campus. Mrs. Charlotte Kasic, Executive Director has been doing a tremendous job growing the Museum, and she is great working with donors. We have three main collections, glass, paintings, and our extensive dolls collection, which is our most popular collection and visited by other countries. We will have the third Annual Arts Festival at Old Dominion University, October 13th through the 15th of this year. Mr. Genard shared the fundraising efforts to support the proposed Barry Art Museum expansion.
 - b. **Annual and Capital Campaign Update.** Mr. Brandon gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$34.2 million, broken out into \$22.1 million for the Educational Foundation and \$12.1 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 \$295.2 million, which represents approximately 59% of the \$500 million goal.

- c. **Alumni Association Update.** Mr. Brandon provided an overview of our Alumni Relations Team, Ms. Krista Harrell our new Associate Vice President for Alumni Relations, the goals for her role, strategic plan priorities, Alumni programs and initiatives, signature events, 3rd Annual 40 Under 40 recognition program, and visits to Alumni relations at peer universities.
 - d. **The Power of the Digital Technology Fueling the Forward Focus Campaign.** Ms. Panikkar gave a presentation entitled “The Power of the Digital Technology Fueling the Forward Focus Campaign” and talked about recent software updates in the Office of Advancement, that will enhance our “Donor Cycle”.
2. **University Communications update.** Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer, gave an update on University Communications. Ms. Hunt discussed an “Integrated Marketing Communications” approach to reach the right people at the right time with the right message. She talked about her Team, the status of her leadership searches, and provided updates and timelines regarding new initiatives in the department.

There being no further business, the meeting was adjourned at 5:22 p.m.

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