

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, June 15, 2023

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 15, 2023, at 4:10 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:	Committee Absent:
Peter (Pete) G. Decker, III, Chair	Dennis M. Ellmer
Kay A. Kemper, Vice Chair	Maurice Slaughter
R. Bruce Bradley (ex-officio)	
P. Murry Pitts (ex-officio)	
Jerri F. Dickeski	
Larry R. Hill	

Others Present:		
Austin Agho	Brian O. Hemphill	Manuela Monteilh
Alonzo Brandon	Jaime Hunt	Chad Reed
Brian Eubank	Amber Kennedy	September Sanderlin
Annie Gibson	Brandi Hephner LaBanc	Ashley Schumaker
Nina Gonser	Donna Meeks	Wood Seligh
Krista Harrell	Alicia Monroe	Page Stooks
		Keshav Vermani

Call to Order. Mr. Peter G. Decker, III, Chair called the University Advancement and University Communications Committee meeting to order at 4:10 p.m.

Approval of Minutes. Mr. Decker asked for a motion to approve the minutes of the April 20, 2023 meeting. Ms. Jerri Dickeski moved to approve the minutes as presented. The motion was seconded by Mr. Larry R. Hill 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 gave an update on the Capital Campaign and mentioned that they hosted a second leadership meeting, where they conducted a rating session of the top 100 prospects, and they are working on a roadshow to Raleigh, NC and Richmond, VA to meet with

leadership and members of the Committee to talk about a plan to expand the campaign. Fundraising progress for this fiscal year totaled \$43.7 million, broken out into \$28.6 million for the Educational Foundation and \$15 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 \$299.6 million, which represents approximately 60% of the \$500 million goal. Key stats, we have over 1000 Major gifts donors, 310 gifts over \$100K dollars, 51 gift of \$1M+, 18K donors, and 51,760 Gifts. Mr. Brandon shared the Campaign Highlight - School of Supply Chain, Logistics and Maritime Operations Project, and the fundraising efforts to support it. He provided an overview of the 2022 NACUBO (National Association of College & University Business Officers) Endowment report. We currently ranked 174 out of 678 participants, and once we merge with EVMS we would move up approximately 30 slots. Mr. Brandon concluded by giving an overview of the Strategic Plan as it relates to the Office of Advancement. Mr. Brandon then turned the meeting over to Dr. Krista Harrell, Associate Vice President, Alumni Relations.

Alumni Association Update. Dr. Harrell provided an Alumni Association update, including incoming Board Officers and Members, 40 under 40, and talked about Protopia, an online-based Alumni Management Software. ODUAA hosted 27 events engaging more than 1,500 alumni, students, and friends of ODU. The annual golf tournament, hosted in April, is one of our biggest fundraisers.

- 2. University Communications Update:** Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer introduced Mr. Brian Eubank, Executive Director of Licensing and turned the meeting over to him.

University Licensing. Mr. Eubank provided an overview of the University's licensing program. Our mission is to protect, promote and profit from the university logos to support future Monarchs. Revenue is anticipated to top a record \$250,000 for FY23.

An Update on The Brand Campaign Project. Ms. Hunt gave an update on the brand campaign project, which has transitioned from the Discovery phase to the Research phase. She talked about the Discovery phase, the quantitative, research, the brand strategy, the creative development and the brand guidelines and internal rollout.

There being no further business, the meeting was adjourned at 5:09 p.m.

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