



## MEMORANDUM

**TO:** University Advancement and University Communications Committee  
Peter G. Decker, III, Chair  
Kay A. Kemper, Vice Chair  
R. Bruce Bradley (*ex-officio*)  
P. Murry Pitts (*ex-officio*)  
Jerri F. Dickseski  
Dennis M. Ellmer  
Larry R. Hill  
Maurice D. Slaughter

**FROM:** Alonzo Brandon, Vice President for University Advancement  
Jaime Hunt, Vice President for University Communications and Chief Marketing Officer

**SUBJECT:** University Advancement and University Communications Committee Meeting  
June 15, 2023, Agenda

The University Advancement and University Communications Committee of the Board of Visitors will meet June 15, 2023, from 4:30 p.m. to 5:30 p.m. in Board Room of the Broderick Dining Commons on the main campus at Old Dominion University.

### ACTION ITEM

1. Approve the minutes of the April 20, 2023, meeting.

### ITEMS FOR REVIEW

#### Office of University Advancement and University Communications

1. **Mr. Alonzo Brandon**, Vice President for University Advancement, will report on the following:
  - a. Campaign Update Year-End Numbers
  - b. Strategic Plan - Plan
  - c. 2022 NACUBO Endowment Report
  - d. Alumni Association Update – Board Members, 40 under 40, Protopia Software
  - e. MARCOM Report
2. **Ms. Jaime Hunt**, Vice President for University Communications and Chief Marketing Officer will report on the following:
  - a. University licensing
  - b. An Update on The Brand Campaign Project

cc: Lynn Tolle (*Faculty Representative*)