



Branding, Marketing and Communication Subcommittee  
March 7, 2022, Minutes

Present were Dr. John Ford (co-chair), Dr. Jason Chandler (co-chair), Dr. Steve Hsiung, Ms. Aimee Clark, Professor Theodore Gournelos, Ms. Tiffany Whitfield, Mr. Harold Williams, Ms. Christen Turney, Ms. Sherry Dibari, Ms. Page Stooks, Ms. Esther Dodge, Ms. Candice Goodin, Ms. Lisa Litwiller, Coach Dominic Manilla, Ms. Pamela Martin, Dr. Carolyn Rutledge, Dr. Julie Cavallario, Ms. Giovanna Genard, Dr. Cullen Strawn, Ms. Amy Matzke-Fawcett, Ms. Tesha Benjamin, Mr. Michael Price, and Dr. Dennis Gregory.

The meeting began with a discussion of defining the goals and objectives for the committee. Dr. Ford and Dr. Chandler met with Ashley Schumaker and Vice Provost, Dr. Brian Payne, who steered the task force that preceded this subcommittee's work. They were able to confirm that the subcommittee's objectives were to provide strategies to achieve the goals they will set forth in the strategic plan, and not to provide tangible outcomes such as a branding guide, or conduct market research. Ms. Schumaker and Dr. Payne also suggested providing a "to-do" list for the incoming VP of Marketing & Communication. They also provided several themes that became prevalent in their work in the task force, that could provide good starting points for our subcommittee's goals.

The co-chairs explained that Dr. Payne will be joining the committee at their next meeting on March 14<sup>th</sup> to discuss the work and conclusions of the task force, and how that can help guide the work of the committee.

There was brief review of the documents that are now available in the TEAMS folder for the committee members to access. Several new pieces of marketing research and analysis, already conducted by the university, was provided by Giovanna Genard, including a market segmentation and perceptions study.

A question was asked about ODU Online and if their marketing efforts should be considered as part of a centralized marketing strategy, or if they should have autonomy. The co-chairs explained that their understanding is that the university intends to bring all marketing staff under the same umbrella of branding and communications strategies. Dr. Payne will be consulted on this when he visits with the committee.

Dr. Ford then led the committee in a discussion of university points of pride and areas of need. Below is the list provided by the committee members.

**Points of Pride:** R1/Carnegie status, EVMS partnership, international focus, community-based, entrepreneurship center, diversity rankings, alumni base within Hampton Roads,



alumni in Fortune 500 companies, NASA Langley and Jefferson Lab partnerships and projects, recent campus improvements, most affordable doctoral granting institution in Virginia, great relationship with the military, wonderful quality of life, highly entrepreneurial area, and very strong maritime program.

**Areas of Need:** Getting the word out about our faculty, alums and students much more effectively: we need to stop being a best-kept secret. This should include more highlights of faculty and alumni and curation of more stories of success. Other issues: need for centralized marketing structure, funding needs to be coordinated across components, and we need brand training, a stronger digital presence, a clear brand identity, and we need to streamline branding strategies and develop brand ambassadors.

Dr. Chandler mentioned that he will begin a working document that includes the themes, goals and strategies that are starting to become dominant in our discussions, so they can be vetted in upcoming meetings, and then used to sub-divide our committee into smaller working groups that will each be tasked with developing one of the goals for the strategic plan.

The meeting adjourned at 4pm.