



MEMORANDUM

TO: University Advancement & University Communications Committee
Brian K. Holland, Chair
Maurice D. Slaughter, Vice Chair
P. Murry Pitts (ex-officio)
Andrew Hodge (ex-officio)
Juan M. Montero, II, MD
Claire Wulf Winiarek
Corrin Gillis (Faculty Representative)

FROM: Alonzo Brandon, Vice President for University Advancement
Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer

SUBJECT: University Advancement and University Communications Committee Meeting
April 25, 2025, Agenda

The University Advancement and University Communications Committee of the Board of Visitors will meet April 25, 2025, from 8:45 a.m. to 10:00 a.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 December 5, 2024, 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. Capital Campaign Update
 - b. Athletic Development: Game Plan Overview
 - c. Update on Washington, D.C.: Potential Impacts on the Foundation
2. **Mrs. Kimberly Osborne**, Vice President for University Communications and Chief Marketing Officer will report on the following:
 - a. ODU Brand Project Update

cc: Corrin Gillis (*Faculty Representative*)