



MEMORANDUM

TO: University Advancement & University Communications Committee
Brian K. Holland, Chair
Juan M. Montero, II, MD, Vice Chair
P. Murry Pitts (ex-officio)
Andrew Hodge (ex-officio)
William Giandoni
Robert M. (Bob) Tata, Esq.
Claire Wulf Winiarek, Ph.D.
Corrin Allen, Ph.D. (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
October 10, 2025, Agenda

The University Advancement and University Communications Committee of the Board of Visitors will meet October 10, 2025, from 8:30 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 June 12, 2025 meeting

ITEMS FOR REVIEW

Office of University Advancement and University Communications

1. **Alonzo Brandon**, Vice President for University Advancement, will report on the following:
 - a. Capital Campaign Update;
 - b. 2025 University Advisory Boards;
 - c. Alumni Association Update – Merger; and
 - d. New Structure of the Development Office.
2. **Mrs. Kimberly Osborne**, Vice President for University Communications and Chief Marketing Officer, will report on the following:
 - a. New Division Personnel Additions;
 - b. Implementing the University's New Brand: Forward-Focused;
 - c. Public Relations; and
 - d. University Licensing.

cc: Corrin Allen (*Faculty Representative*)