

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, December 5, 2024

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, December 5, 2024, at 3:00 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:

Brian K. Holland, Chair
Dr. Juan M. Montero, II
Claire Wulf Winiarek

Committee Present:

P. Murry Pitts (ex-officio)
Andrew Hodge (ex-officio)

Committee Absent:

Maurice Slaughter, Vice Chair
Corrin Gillis (Faculty Representative)

Others Present:

Allen Wilson	Brian O. Hemphill	Dr. Alfred Abuhamad	Mary Jo Karlis
Alonzo Brandon	Brian Payne	E.G. (Rudy) Middleton III	Nina Gonser
Amber Kennedy	Chad Reed	Fred Tugas	Raquan (Ray) Griffin
Annie Gibson	Christian Ponce	Harold Williams	September Sanderlin
Ashley Schumaker	D.R. (Rick) Wyatt	Kenneth Fridley	Sr. Stanley Goldfarb
Brandi Hephner LaBanc	Dan Genard	Kimberly Osborne	Stephanie Jenelle
Brian E. Campbell	Dennis Gregory	Krista Harrell	Sylvia Ameen
Brian Eubank	Donna Meeks	Manuela Monteilh	The Hon. Ross Mugler Wood Selig

Call to Order. Chair Brian K. Holland called the University Advancement and University Communications Committee meeting to order at 3:10 p.m.

Approval of Minutes. Dr. Holland asked for a motion to approve the minutes of the September 12, 2024, meeting. Claire Wulf Winiarek moved to approve the minutes as presented. The motion was seconded by Mr. Andrew Hodge and unanimously approved by all members present. Mr. Holland then turned the meeting over to Mr. Alonzo Brandon.

University Advancement:

- a. **Capital Campaign Update.** Mr. Alonzo Brandon, Vice President for University Advancement, gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$30.3 million, broken out into \$27.5 million for the Educational Foundation and \$2.8 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 \$394.09 million, which represents approximately 78.82% of the \$500 million goal.
- b. **Annual Giving.** Mr. Brandon introduced Harold Williams, Director of Annual Fund, who presented “Annual Giving: Pathways to Philanthropy”, which focused on current trends and innovations in annual giving.
- c. **Advancement at the Macon & Joan Brock Virginia Health Sciences at Old Dominion University.** In addition, Mr. Brandon introduced Ms. Sylvia Ameen, Senior Associate Vice President for Development & Alumni Relations, who gave an overview of the advancement operation at Macon & Joan Brock Virginia Health Sciences at Old Dominion University.

Mr. Holland then turned the meeting over to Mrs. Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer.

1. University Communications Update:

Mrs. Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer, provided an update on key projects. ODU has partnered with Ologie, a nationally recognized higher education branding agency, and is in the Discovery phase of the Brand Project, with completion expected in Spring 2025. This fall, University Communications ran marketing campaigns for Admissions recruitment, brand awareness, and Chemistry Ph.D. recruitment, with seven additional academic program campaigns in progress. ODU earned media included a reach of over 8 billion, with features in NPR, Rolling Stone, and The Washington Post. Trademark licensing highlights include community events like Dicks House of Sport and Miracle on Monarch, which doubled bookstore sales on one Saturday, as well as the launch of the ODU Burger in November and plans for ODU coffee in early 2025.

There being no further business, the meeting was adjourned at 4:00 p.m.

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