

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting  
Thursday, June 12, 2025

**MINUTES**

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 12, 2025, at 3:15 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

**Committee Present:**

Brian Holland, Chair  
P. Murry Pitts  
Juan M. Montero, II  
Claire Wulf Winiarek

**Committee Absent:**

Andrew Hodge (*ex-officio*)  
Maurice Slaughter, Vice Chair  
Corrin Gillis (*Faculty Representative*)

**Other Board Members Present:**

Kedar S. Lavingia  
E.G. (Rudy) Middleton, III  
D.R. (Rick) Wyatt

**Others Present:**

Alfred Abuhamad  
John Adams  
Austin Agho  
Sylvia Ameen  
Alonzo Brandon  
Tammy Chrisman  
David Flanagan  
Ken Fridley  
Annie Gibson  
Annmarie Ginder  
Melanie Graham  
Krista Harrell  
Brandi Hefner LaBanc  
Brian O. Hemphill  
Adam Henken  
Etta Henry  
Helen Heselius  
Mike Holliday  
Stephanie Jennelle  
LaToya Jordan  
Darcy Judd (*Student Representative*)

Kate Ledgers  
Holly Lucas  
Chrysoula Malogianni  
Ashley Miller  
Manuela Monteilh  
Hurran Moorin  
Kimberly Osborne  
Brian Payne  
Jonas Porter  
Stacy Purcell  
Chad Reed  
Jessica Robinson  
Tina Russell  
Romina Samson  
September Sanderlin  
Tara Saunders  
Ashley Schumaker  
Wood Selig  
Garrett Shelton  
Alona Smolova  
Fred Tugas

Mary Jo Karlis  
Amber Kennedy  
Susan Kenter  
Neal Kessler  
Casey Kohler  
Mike LaRock

Rob Wells  
JaRenae Whitehead Cooper  
Allen Wilson  
Robert Wojtowicz

**Call to Order.** Chair Brian K. Holland called the University Advancement and University Communications Committee meeting to order at 3:07 p.m.

**Approval of Minutes.** Mr. Holland asked for a motion to approve the minutes of the April 25, 2025 meeting. Dr. Claire Wulf Winiarek moved to approve the minutes as presented. The motion was seconded by Mr. Murry Pitts and unanimously approved by all members present. Mr. Holland then turned the meeting over to Alonzo Brandon, Vice President for University Advancement.

**University Advancement:**

- a. **Capital Campaign Update.** Vice President Brandon, gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$102.4 million, broken out into \$90.4 million for the Educational Foundation and \$12.0 million for the Athletic Foundation. The goal for this year is \$38 million. Additionally, Vice President Brandon reported that the Capital Campaign is currently at \$467.75 million, which represents approximately 93.55% of the \$500 million goal.
- b. **Data Merging Project.** Vice President Brandon shared information on the ODU and EVMS Foundations data merging project, including the integration timeline, constituent types, legacy data details, and transaction and fund counts, with the final merged database scheduled for delivery in July 2025.
- c. **Barry Art Museum Expansion.** In addition, Vice President Brandon introduced Dr. Robert Wojtowicz, Executive Director for Old Dominion University Museum Foundation. Dr. Wojtowicz provided an update on the Barry Art Museum Expansion. He shared details about the groundbreaking ceremony held on April 16, 2025, the expansion's budget and construction timeline, and highlighted the Weiss Collection.

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

**University Communications Update:**

- a. **University Communications Reflections.** Vice President Kimberly Osborne provided an update on significant achievements in the trademark licensing program, noting a 49% increase in royalties and attributing much of this success to Esports game launch featuring ODU football. Vice President Osborne also highlighted how social media initiatives have effectively engaged key audiences and celebrated faculty achievements. She emphasized the impact of web content enhancements and the introduction of an operations dashboard, which will soon enable real-time operational updates during emergencies. Additionally, she shared an update on a portion of the University's strategic plan which focuses on training for marketing and communications professionals via a successful University-Wide Marketers and Communicators Summit. The Summit received positive feedback and requests for longer, future training sessions.

- b. **Brand Project Update.** Vice President Osborne, shared details about the brand project, emphasizing Old Dominion University's forward-focused brand message. The new brand will engage various stakeholders by highlighting the University's role in transformative change and regional development. She highlighted the new brand including new messaging and new visual elements featuring coastal-themed graphics. Also, she explained how concepts for social media and billboards express community resilience and healthcare improvements, reflecting Old Dominion's commitment to progress. The brand strategy outlines plans for comprehensive rollouts across both digital and physical platforms.

There being no further business, the meeting was adjourned at 3:50 p.m.

Respectfully submitted,

Manuela Monteilh

Executive Assistant to Vice President for University Advancement