

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Friday, October 10, 2025

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Friday, October 10, 2025 at 8:30 a.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Present from the Committee:

Juan M. Montero, II, Vice Chair
P. Murry Pitts (*ex-officio*)
Andrew Hodge (*ex-officio*)
William Giandoni
Robert M. Tata
Claire Wulf Winiarek
Corrin Allen (*Faculty Representative*)

Absent from the Committee:

Brian M. Holland, Chair

Other Board Members Present:

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

Others Present:

Alfred Abuhamad	Darcy Judd
Austin Agho	Mary Jo Karlis
Susan Allen	Amber Kennedy
Sylvia Ameen	Susan Kenter
Karen Andrewlavage	Ashley Miller
Alonzo Brandon	Manuela Monteilh
Gregg Eure	Diana Nichols
Kenneth Fridley	Kimberly Osborne
Dan Genard	Brian Payne
Annie Gibson	Chad Reed
Nina Gonser	September Sanderlin
Krista Harrell	Ashley Schumaker
Brian O. Hemphill	Wood Selig
Leslie Henderson Murphy	Fred Tugas
Adam Henken	JaRenae E. Whitehead-Cooper
Brandi Hephner LaBanc	Allen Wilson
Stephanie J. Jennelle	Wie Yusuf
Latoya Jordan	

Call to Order. Dr. Claire Wulf Winiarek called the University Advancement and University Communications Committee meeting to order at 8:30 a.m.

Approval of Minutes. Dr. Wulf Winiarek asked for a motion to approve the minutes of the June 12, 2025 meeting. Mr. Andrew Hodge moved to approve the minutes as presented. The motion was

seconded by Mr. Murry Pitts and unanimously approved by all members present. Dr. Wulf Winiarek then turned the meeting over to Alonzo Brandon, Vice President for University Advancement.

University Advancement:

Vice President Brandon gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$33.4 million. The goal for this year is \$40 million. He reported that the Capital Campaign is currently at \$493.8 million, which represents approximately 98.76% of the \$500 million goal. Vice President Brandon introduced Mr. Dan Genard, Associate Vice President for Advancement, who provided an update on College Advisory Boards, in accordance with Board of Visitors policy 1840. Vice President Brandon also shared information on a proposed merger between the ODU Educational Foundation and the ODU Alumni Association. The primary reason for the merger is to better align the missions of both organizations and to provide deeper engagement with alumni and the broader community. In addition, Vice President Brandon reported that the legacy EVMS advancement team has now integrated into the overall University Advancement group.

Dr. Wulf Winiarek then turned the meeting over to Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer.

University Communications Update:

Vice President Osborne shared updates regarding the Division of University Communications, including the hiring of a Senior Assistant Vice President for Integrated Marketing Communications and the addition of the college and school marketing and communications leaders to the Division. Diana Nichols, the new Senior AVP for Integrated Marketing Communications, comes to Old Dominion University from the University of South Alabama, where she most recently served as Senior Director of Marketing and Creative Services. The college and school marketing and communications leaders will continue to serve on their respective deans' leadership teams while reporting to University Communications, where their work is strategically aligned with the integrated marketing communications plan and the University's strategic plan. Also, Vice President Osborne reviewed the internal and external rollout of the University brand: Forward-Focused. She shared the environmental branding that is currently installed on campus and assets that are forthcoming as well as a variety of brand templates available for campus-wide use. She also presented the newly launched external advertising campaign that is running now through December. The University public relations team garnered an earned media reach of 6.44 billion, with 8,570 mentions from July 1 to date. University Licensing's royalty revenue is performing very well, with a fiscal year-to-date total of more than \$96,000 - a university record for the first three months of the fiscal year.

There being no further business, the meeting was adjourned at 9:30 a.m.