

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, April 23, 2026

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 23, 2026 at 3:30 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:

Brian K. Holland, Chair
Juan M. Montero, II, Vice Chair
P. Murry Pitts (*Ex Officio*)
Andrew Hodge (*Ex Officio*)
Peter G. Decker, III
Mark Fleming
Claire Wulf Winiarek
Corrin Allen (*Faculty Representative*)

Other Board Members Present:

Robert S. Corn
E.G. (Rudy) Middleton, III
Charlene A. Morning
Kenneth R. (Ken) Plum

Others Present:

Alfred Abuhamad	Virginia Hilton	Kimberly Osborne
Austin Agho	Stephanie J. Jennelle	Brian Payne
Sylvia Ameen	Kimberly Johnson	Stacy Purcell
Alonzo Brandon	LaToya Jordan	Chad Reed
Lauren Ciampoli	Darcy Judd	September Sanderlin
Brian Eubank	Mary Jo Karlis	Ashley Schumaker
Kenneth Fridley	Susan Kenter	Wood Selig
Annie Gibson	Kate Ledger	Stephanie Smaglo
Nina Gonsler	Brooks Lively	Allen Wilson
Brian O. Hemphill, President	Ashley Miller	JaRenae Whitehead-Cooper
Adam Henken	Manuela Monteilh	
Brandi Hephner LaBanc	Diana Nichols	

Call to Order. Chair Brian K. Holland called the University Advancement and University Communications Committee meeting to order at 3:30 p.m.

Approval of Minutes. Chair Holland asked for a motion to approve the minutes of the December 12, 2025 meeting. Rector Murry Pitts moved to approve the minutes as presented. The motion was seconded by Ex Officio Andrew Hodge and unanimously approved by all members present. Chair Holland then turned the meeting over to Alonzo Brandon, Vice President for University Advancement.

University Advancement:

Vice President Brandon provided an update on the Capital Campaign, which concluded on March 31, 2026. The campaign not only met its goals but surpassed them, thanks to the leadership of President Brian O. Hemphill, Rector Murry Pitts, and the Board of Visitors. While the final total will remain under embargo until the Capital Campaign Gala celebration on May 21, a full report will be shared at the June Board of Visitors annual meeting.

Vice President Brandon then introduced Brooks Lively, Assistant Vice President for Development, who presented on the use of AI in fundraising practices, highlighting how it can be leveraged to build meaningful donor relationships, strengthen engagement, and enhance philanthropic support.

Vice President Brandon also introduced Kimberly Johnson, Senior Director for Alumni Relations, who shared the Old Dominion University oral history project related to and leading up to the 100-year anniversary, as part of the strategic plan. This key project aims to capture and preserve the rich history of our university.

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

University Communications Update:

Vice President Kimberly Osborne shared updates on the performance of the University’s Forward-Focused brand campaign, including awards won at the 41st Annual Educational Advertisings Awards.

University Communications has a Macon & Joan Brock Virginia Health Sciences at Old Dominion University marketing campaign in market, as well as a brand awareness campaign for EVMS School of Health Professions at Old Dominion University launching. University Communications’ charge is to supply campus partners with brand assets and tools to deliver consistent branded marketing and communications across the enterprise. Vice President Osborne shared two specific tools in use to assist with delivering on that charge.

Attention gained from the football team’s win at the Cure Bowl and a new advertisement in Webb Student Center are among the many reasons why University Licensing’s royalty revenue collection is performing well. The University has never breached \$300,000 in royalty revenue collection and is expected to do so this fiscal year.

Vice President Osborne also discussed a new research focused newsletter, local and national media engagement.

Following last month’s tragedy, Monarch Strong was a message that brought the campus and greater community together. Through a special limited-time fundraiser, \$8,000 was raised benefiting the Army ROTC program.

There being no further business, the meeting was adjourned at 4:22 p.m.

Respectfully submitted,
Manuela Monteilh
Executive Assistant to Vice President for University Advancement