

**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 the 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, MD, Vice Chair
P. Murry Pitts (*ex officio*)
Andrew Hodge (*ex officio*)
Peter G. Decker, III, Esq.
Mark T. Fleming, MD
Claire Wulf Winiarek, Ph.D.
Corrin Allen (*Faculty Representative*)

Other Board Members Present:

Robert S. Corn
E.G. (Rudy) Middleton, III
Charlene A. Moring, Esq.
Kenneth R. (Ken) Plum
Darcy Judd, (*Student Representative*)

Others Present:

Brian O. Hemphill, President
Alfred Abuhamad
Austin Agho
Sylvia Ameen
Alonzo Brandon
Lauren Ciampoli
Brian Eubank
Kenneth Fridley
Annie Gibson
Ashley Miller
Adam Henken
Brandi Hephner LaBanc
Virginia Hilton
Stephanie J. Jennelle
Kimberly Johnson
LaToya Jordan
Mary Jo Karlis

Susan Kenter
Kate Ledger
Brooks Lively
Manuela Monteilh
Diana Nichols
Kimberly Osborne
Brian Payne
Stacy Purcell
Chad Reed
Nina Rodriguez Gonser
September Sanderlin
Ashley Schumaker
Wood Selig
Stephanie Smaglo
JaRenae Whitehead Cooper
Allen Wilson

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, and Rector P. Murry Pitts moved to approve the minutes as presented. The motion was seconded by Vice Rector Andrew Hodge and unanimously approved by all members present and voting. Chair Holland then turned the meeting over to Alonzo Brandon, Vice President for University Advancement.

University Advancement Update:

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, Ph.D., Rector 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.

University Communications Update:

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

University Communications has a Macon & Joan Brock Virginia Health Sciences at Old Dominion University marketing campaign underway, as well as the launch of a brand awareness campaign for EVMS School of Health Professions at Old Dominion University. 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, but is expected to do so this fiscal year.

Vice President Osborne also addressed a new newsletter centered on research, as well as engagement with local and national media.

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.