

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Friday, December 12, 2025

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Friday, December 12, 2025 at 8:00 a.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:

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

Committee Absent:

Brian K. Holland, Chair

Other Board Members Present:

Susan Allen
Gregg Eure
E.G. (Rudy) Middleton, III
D.R. (Rick) Wyatt

Others Present:

Alfred Abuhamad	LaToya Jordan
Austin Agho	Darcy Judd
Sylvia Ameen	Mary Jo Karlis
Karen Andrewlavage	Amber Kennedy
Alonzo Brandon	Susan Kenter
Brian Eubank	Ashley Miller
Kenneth Fridley	Manuela Monteilh
Doug Gardner	Kimberly Osborne
Dan Genard	Brian Payne
Annie Gibson	Chad Reed
Nina Gonser	September Sanderlin
Brian O. Hemphill, President	Ashley Schumaker
Adam Henken	Wood Selig
Brandi Hephner LaBanc	Fred Tugas
Stephanie J. Jennelle	Allen Wilson

Call to Order. Dr. Claire Wulf Winiarek called the University Advancement and University Communications Committee meeting to order at 8:05 a.m.

Approval of Minutes. Dr. Wulf Winiarek asked for a motion to approve the minutes from the October 10, 2025 meeting. Rector P. Murry Pitts moved to approve the minutes as presented. The motion was

seconded by Mr. Robert Tata 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 \$62 million. The goal for this year is \$40 million. Additionally, Vice President Brandon reported that the Capital Campaign is currently at \$499 million, which represents approximately 99.8% of the \$500 million goal. Also, Vice President Brandon provided an overview of the 2025 Bank of America Study of Philanthropy, highlighting key trends and insights shaping donor behavior. He identified several areas of opportunity for strengthening donor engagement and emphasized the importance of aligning our efforts with emerging donor priorities, noting the implications for our fundraising strategies moving forward.

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 Osborne shared updates on the Forward-Focused brand campaign, including a preview of the University's commercial. She discussed the impact of the paid media campaign, social media successes, and public relations engagements, featuring faculty experts and University announcements. In October alone, Old Dominion University faculty were featured on CNN, Reuters, and Wired. Vice President Osborne also recognized two University Communications employees: Doug Gardner, Director of News and Publications, and Brian Eubank, Executive Director of University Licensing. Mr. Gardner has provided exceptional public relations and photography services at the medical campus for more than 30 years and will retire this month. Mr. Eubank has received accolades from Dick's House of Sport for Old Dominion University Fan Fest – which won a company award for best engagement event.

Vice President Osborne then turned the meeting over to Mr. Eubank, who discussed the promotion, protection, and profit collection of University Licensing. The University now works with a record 203 licensed vendors. Revenue collections are growing thanks to new product launches, new gift guides developed by University Communications, and increased exposure through partnerships, such as Dick's House of Sport and ESPN's SportsCenter visit to campus.

There being no further business, the meeting was adjourned at 9:05 a.m.

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