

# DRAFT-SUBJECT TO COMMITTEE APPROVAL

## OLD DOMINION UNIVERSITY BOARD OF VISITORS Marketing Subcommittee Meeting Tuesday, September 14, 2021

### MINUTES

A meeting of the Marketing Subcommittee of the Old Dominion University Board of Visitors was held on Tuesday, September 14, 2021, at 9:00 a.m. in the Board Room of the Kate and John R. Broderick Dining Commons.

Present from the committee were: Toykea S. Jones, Chair  
Jerri F. Dickeski, Vice Chair  
Lisa B. Smith  
Armistead D. Williams Jr.

Absent from the Committee: Unwana B. Dabney  
Alton J. (Jay) Harris

Also in attendance from the Board: Bruce Bradley, Interim Rector  
Robert S. Corn  
Kay A. Kemper

Also present were: Brian O. Hemphill, President  
Austin Agho  
Alonzo Brandon  
Giovanna Genard  
Velvet Grant  
Omotomilola (Lola) Jegede, Student Representative  
Casey Kohler  
Donna Meeks  
Harry Minium  
R. Earl Nance  
Tom Odom  
Brian Payne  
September Sanderlin  
Ashley Schumaker  
Amanda Skaggs  
Don Stansberry  
Allen T. Wilson  
Maite Wilson

#### **I. CALL TO ORDER**

Ms. Toykea Jones called the meeting to order at 9:01 a.m.

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### **II. APPROVAL OF MINUTES**

Upon a motion made by Ms. Dickeski and seconded by Dr. Williams, the October 8, 2021 meeting minutes were approved. (*Aye: Bradley, Dickeski, Jones, Smith, Williams; Nay: None; Absent: Dabney, Harris*)

### **III. BRANDING, MARKETING, AND COMMUNICATION TASK FORCE**

Ms. Ashley Schumaker, Chief of Staff and Vice President for Strategic Operations, began by providing a brief overview of the Branding, Marketing, and Communication Task Force appointed by President Brian O. Hemphill, Ph. D. The task force is evaluating the University's marketing and branding efforts across all functions and benchmarking against peer institutions. There are 15 members from across campus, recommended by the vice presidents, serving on the task force. They represent all areas of the University and come with a variety of perspectives and expertise. The task force held its first meeting on August 27, 2021, and will continue to meet weekly. In addition, the task force developed five breakout groups. These breakout groups were formed based on some of the emerging themes discussed early on. These themes include ODU's budget and contracts with external vendors. As well as an examination of peer institutions, how their budget and staffing models look, and their branding messages, structure, and approach. Other themes include research, graduate and professional education, workforce development, and community, alumni, and donor engagement. Finally, the task force has identified the three large groups on campus engaging in marketing, branding, and communication efforts: ODUOnline, Athletics, and Strategic Communication and Marketing.

The task force has conducted a preliminary SWOT analysis, and early indicators suggest a lack of a coordinated approach across campus. However, there also seems to be an emerging theme of consistency or a comprehensive approach needed. The task force has 90 days to complete its report and present it to President Hemphill, with a deadline of November 25, 2021. The recommendations will be presented to the Board as part of the December meeting. Ms. Schumaker anticipates that the final report would ask the institution to recommend increased investment in marketing overall.

Dr. Brian Payne, Vice Provost for Academic Affairs, elaborated further about the SWOT analysis - a high-level overview of the current marketing, branding, and communication efforts strengths, weaknesses, and opportunities. Finally, Dr. Payne opened the floor to the Board members for their input and engaged in a rich discussion regarding strengths, weaknesses and opportunities.

The Board members discussed and asked several questions. Some of the questions asked were, "Who are our peers?" and "Did COVID accelerate our downward turn in enrollment?" In addition, discussions were held about the desire for students to return to campus and take classes in a hybrid format. As well, discussions covered social mobility, affordability, diversity, facilitating transfers from other institutions, retention rate, and graduation rate.

### **IV. MOTION FOR CLOSED SESSION**

Ms. Jones made the following motion, "I move that this meeting be convened in closed session, as permitted by Virginia Code Section 2.2-3711(A) (1), for the purpose of discussing a personnel matter. Ms. Dickeski seconded the motion and was approved by a vote (*Aye: Bradley, Dickeski,*

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*Jones, Smith, Williams; Nay: None; Absent: Dabney, Harris).* Joining the Board members in closed session were President Brian O. Hemphill, Austin Agho, Brian Payne, Ashley Schumaker, and Allen T. Wilson.

### **V. RECONVENE IN OPEN SESSION AND FOIA CERTIFICATION**

At the conclusion of the closed session, the meeting reconvened and the following Freedom of Information Act Certification was read: "Any person who believes that the subcommittee discussed items, which were not specifically exempted by law or not included in the motion, must now state where they believe there was a departure from the law or a departure in the discussion of matters other than that stated in the motion convening the closed session. I shall now take a vote of the subcommittee. All those who agree that only lawfully exempted matters and specifically only the business matter stated in the motion convening the closed session were discussed in closed session say "aye." All those who disagree say "nay." (*Aye: Bradley, Dickeski, Jones, Smith, Williams; Nay: None; Absent: Dabney, Harris).*

### **VI. ADJOURNMENT**

There being no further business, the meeting adjourned at 9:57 a.m.