



MEMORANDUM

TO: University Advancement & University Communications Committee
Brian K. Holland, Chair
Toykea S. Jones, Vice Chair
R. Bruce Bradley (ex-officio)
P. Murry Pitts (ex-officio)
Juan M. Montero, II
Maurice D. Slaughter

FROM: Alonzo Brandon, Vice President for University Advancement
Jaime Hunt, Vice President for University Communications and Chief Marketing Officer

SUBJECT: University Advancement and University Communications Committee Meeting
November 30, 2023, Agenda

The University Advancement and University Communications Committee of the Board of Visitors will meet November 30, 2023, from 3:15 p.m. to 4:30 p.m. in Board Room of the Broderick Dining Commons on the main campus at Old Dominion University.

ACTION ITEM

1. Approve the minutes of the September 14, 2023, meeting.

ITEMS FOR REVIEW

Office of University Advancement and University Communications

1. **Mr. Alonzo Brandon**, Vice President for University Advancement, will report on the following:
 - a. Capital Campaign Update
 - b. College Advisory Boards
 - c. Alumni Association President: Janet Carter

2. **Ms. Jaime Hunt**, Vice President for University Communications and Chief Marketing Officer will report on the following:
 - a. Building Brand Awareness
 - b. Supporting Enrollment
 - c. Aligning the Campus
 - d. Generating Revenue

cc: Corrin Gillis (*Faculty Representative*)