



MEMORANDUM

TO: University Advancement & University Communications Committee
Brian K. Holland, Chair
Maurice D. Slaughter, Vice Chair
P. Murry Pitts (ex-officio)
Andrew Hodge (ex-officio)
Juan M. Montero, II, MD
Claire Wulf Winiarek
Corrin Gillis (Faculty Representative)

FROM: Alonzo Brandon, Vice President for University Advancement
Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer

SUBJECT: University Advancement and University Communications Committee Meeting
December 5, 2024, Agenda

The University Advancement and University Communications Committee of the Board of Visitors will meet December 5, 2024, from 3:00 p.m. to 4:15 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 12, 2024, 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. Annual Giving
 - c. Advancement at the Macon & Joan Brock Virginia Health Sciences at Old Dominion University
2. **Mrs. Kimberly Osborne**, Vice President for University Communications and Chief Marketing Officer will report on the following:
 - a. Brand Project Update
 - b. Marketing Campaigns
 - c. Earned Media
 - d. Trademark Licensing

cc: Corrin Gillis (*Faculty Representative*)