

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, November 30, 2023

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, November 30, 2023, at 3:15 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:	Committee Absent:
Brian K. Holland, Chair	Toykea S. Jones, Vice Chair
R. Bruce Bradley (ex-officio)	Maurice Slaughter
P. Murry Pitts (ex-officio)	
Juan M. Montero, II	

Others Present:		
Austin Agho	Brian O. Hemphill	Ross Mugler
Alonzo Brandon	Jaime Hunt	Christian Ponce
Janet Carter	Charlotte Kasic	Chad Reed
Brian Eubank	Amber Kennedy	September Sanderlin
Kenneth Fridley	Susan Kenter	Ashley Schumaker
Dan Genard	Stephanie J. Jennelle	Wood Seligh
Annie Gibson	Donna Meeks	Amanda Skaggs
Nina Gonser	Rudy Middleton	Keshav Vermani
Krista Harrell	Alicia Monroe	Allen Wilson
	Manuela Monteilh	Rick Wyatt

Call to Order. Chairman Brian K. Holland called the University Advancement and University Communications Committee meeting to order at 3:28 p.m.

Approval of Minutes. Mr. Holland asked for a motion to approve the minutes of the September 14, 2023 meeting. Rector Bruce Bradley moved to approve the minutes as presented. The motion was seconded by Mr. Juan M. Montero and unanimously approved by all members present. Mr. Holland then turned the meeting over to Alonzo Brandon, Vice President for University Advancement.

1. University Advancement:

- a. **Capital Campaign Update.** Mr. Brandon gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$23.3 million, broken out into \$19.2 million for the Educational Foundation and \$4.1 million for the Athletic Foundation. The goal for this year is \$40 million. Additionally, Vice President Brandon reported that the Capital Campaign is currently at \$325.4 million, which represents approximately 65.09% of the \$500 million goal. Mr. Brandon then turned the meeting over to Ms. Charlotte Kasic, Executive Director for Barry Art Museum and Old Dominion University Museum Foundation. Ms. Kasic provided a brief update on the Barry Art Museum Capital Campaign and the 5th Anniversary of the Barry Art Museum celebration.
- b. **College Advisory Boards.** Mr. Dan Genard, Associate Vice President for Advancement, presented an update on Advisory Council memberships and policies per BOV Policy 1840.
- c. **Alumni Association Update.** Dr. Krista Harrell, Associate Vice President for Alumni Relations, and Ms. Janet Carter, President of the Old Dominion University Alumni Association shared an overview of the Alumni Association's alignment with the University's vision in the Strategic Plan. The Association has committed a focus on elevating alumni engagement and philanthropy and enhancing student support through mentorship opportunities, scholarships, and career development partnership programs. Also, Dr. Harrell and Ms. Carter provided highlights of alumni whose success has had a positive impact on the reputation of the achievements of the University, including the most recent Distinguished Alumni honorees and the Class of 2023 40 Under 40 recipients. Additionally, they discussed the importance of Board support in continuing the collaboration between the Alumni Association and the University.

2. University Communications Update:

- a. Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer, reported on University Communications' efforts toward building brand awareness, supporting enrollment and retention, aligning the campus, and generating revenue. Included in her report were numbers reflecting significant progress for the department. A new 15 billboard campaign was launched, and the University rolled out two new 30 second commercials. The University will also be the first Virginia school showcased on The College Tour on Amazon Prime. On the earned media side, in the first quarter of the academic year, the university saw 4,700 editorial mentions with a potential reach of 8.8 billion. Of those mentions, 2,200 were connected to research. Additionally, there was a 74% increase in total engagement on the University's social media channels with total engagement topping 211,000. On the licensing side, Ms. Hunt reported a 14% increase in royalty revenue year-over-year. Among the drivers of increased revenue was the successful launch of ODU Golden Ale, which was New Realm Brewery's most successful launch with 2,500 cases sold in eight weeks. Ms. Hunt also shared details around the division's support of recruitment and retention.

There being no further business, the meeting was adjourned at 4:20 p.m.

Respectfully submitted,
Manuela Monteilh
Executive Assistant to VP for University Advancement