

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting  
Thursday, April 18, 2024

**MINUTES**

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 18, 2024, at 2:17 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

**Committee Present:**

R. Bruce Bradley (ex-officio)  
P. Murry Pitts (ex-officio)  
Juan M. Montero, II

**Committee Absent:**

Brian K. Holland, Chair  
Toykea S. Jones, Vice Chair  
Maurice Slaughter

**Others Present Via Zoom:**

Kay A. Kemper

**Others Present:**

Alonzo Brandon  
Serena Amerson  
Jerri Dickeski  
Brian Eubank  
Kenneth Fridley  
Dan Genard  
Annie Gibson  
Nina Gonser  
Krista Harrell

Brian O. Hemphill  
Brandi Hephner LaBanc  
Andrew Hodge  
Jaime Hunt  
Stephanie J. Jennelle  
Amber Kennedy  
Donna Meeks  
Rudy Middleton  
Manuela Monteilh

Ross Mugler  
Priya Panikkar  
Brian K. Payne  
Christian Ponce  
Chad Reed  
September Sanderlin  
Ashley Schumaker  
Wood Selig  
Amanda Skaggs  
Allen Wilson

**Call to Order.** Mr. P. Murry Pitts, who presided over the meeting in the absence of the Chair and Vice Chair, called the University Advancement and University Communications Committee meeting to order at 2:17 p.m.

**Approval of Minutes.** Mr. Pitts asked for a motion to approve the minutes of the November 30, 2023 meeting. Dr. Juan M. Montero moved to approve the minutes as presented. The motion was seconded by Rector Bruce Bradley and unanimously approved by all members present. Mr. Pitts then turned the meeting over to Mr. Alonzo Brandon.

**1. University Advancement:**

- a. **Capital Campaign Update.** Mr. Alonzo Brandon, Vice President for University Advancement gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$58.5

million, broken out into \$52.2 million for the Educational Foundation and \$6.3 million for the Athletic Foundation. The goal for this year is \$40 million. Additionally, he reported that the Capital Campaign is currently at \$360.8 million, which represents approximately 72.15% of the \$500 million goal.

- b. **Alumni Association Update.** Dr. Krista Harrell, Associate Vice President for Alumni Relations, shared an update on the Alumni Association events, including the Famous Toastery Bowl Tailgate and Legislative Day in Richmond. She also, highlighted ongoing marketing initiatives and the nomination for the ODUAA Black Alumni Chapter Award.
- c. **A Journey Through Data and Technology.** Ms. Priya Panikkar, Assistant Vice President for Advancement Operations, delivered a presentation titled "Unveiling Prospects: A Journey Through Data and Technology," exploring the diverse methodologies employed by the office in identifying potential donors. Additionally, she highlighted several technology tools and services utilized by the office to facilitate these endeavors.
- d. **Trends in Philanthropy.** Mr. Brandon provided an overview of the 2023 Bank of America and the Indiana University Lilly Family School of Philanthropy Study report, which tracks charitable giving trends by affluent households.

## 2. **University Communications Update:**

- a. **Quarterly Update.** Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer reported on University Communications' quarterly update covering media relations, social media, marketing and branding, and licensing.
- b. **Recap of "The College Tour".** Ms. Hunt shared information about the University's participation in the Amazon Prime series, "The College Tour."

There being no further business, the meeting was adjourned at 3:10 p.m.

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