

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Friday, April 25, 2025

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Friday, April 25, 2025, at 8:45 a.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:

Brian K. Holland, Chair
Juan M. Montero, II
Claire Wulf Winiarek

Committee Present:

P. Murry Pitts (ex-officio)
Andrew Hodge (ex-officio)

Committee Absent:

Maurice Slaughter, Vice Chair
Corrin Gillis (Faculty Representative)

Others Present:

Allen Wilson	Brian O. Hemphill	Jerry Dickeski	Nina Gonser
Alonzo Brandon	Brian Payne	Kenneth Fridley	Raquan (Ray) Griffin
Amber Kennedy	Chad Reed	Kimberly Osborne	Robert S. Corn
Annie Gibson	D.R. (Rick) Wyatt	Krista Harrell	September Sanderlin
Ashley Schumaker	Dan Genard	Latoya Jordan	Stacy Purcell
Austin Agho	Dex Blank	Manuela Monteilh	Stephanie Jenelle
Brandi Hephner LaBanc	E.G. (Rudy) Middleton III	Mary Jo Karlis	Sylvia Ameen
	Fred Tugas	Michele A.W. McKinnon	Tina Russell
	Jena Virga	Mike LaRock	Wood Selig

Call to Order. Chairman Brian K. Holland called the University Advancement and University Communications Committee meeting to order at 8:45 a.m.

Approval of Minutes. Mr. Holland asked for a motion to approve the minutes of the December 5, 2024, meeting. Mr. Murry Pitts moved to approve the minutes as presented. The motion was seconded by Dr. Claire Wulf Winiarek and unanimously approved by all members present. Mr. Holland then turned the meeting over to Mr. Alonzo Brandon.

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 \$85.8 million, broken out into \$75.4 million for the Educational Foundation and \$10.4 million for the Athletic Foundation. The goal for this year is \$38 million. Additionally, Vice President Brandon reported that the Capital Campaign is currently at \$451.14 million, which represents approximately 90.23% of the \$500 million goal.
- b. **Athletic Development: Game Plan Overview.** Mr. Brandon introduced Ms. Jena Virga, Assistant Vice President for Athletic Development, who presented the ODAF “Game Plan”, outlining giving levels, impact, and key timelines. She shared academic stats, football schedule, and hospitality areas.
- c. **Update on Washington, D.C.: Potential Impacts on the Foundation.** In addition, Mr. Brandon introduced Ms. Michele A.W. McKinnon, Partner at McGuireWoods LLP and currently our ODU Educational Foundation attorney, who provided an update on current developments in Richmond and Washington, D.C., highlighting legislative and budget decisions. She discussed how policy changes could affect higher education funding and the potential impact on the Foundation’s operations and strategic priorities.

Mr. Holland then turned the meeting over to Mrs. Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer.

1. University Communications Update:

Mrs. Kimberly Osborne, Vice President for University Communications and Chief Marketing Officer, provided an update on the university’s brand project, which launched in late fall 2024 and is on track for completion by the end of June 2025. She highlighted the extensive research conducted by Ologie, a nationally recognized branding and marketing firm specializing in higher education. This research has informed a comprehensive brand strategy. Mrs. Osborne also noted that the project has begun the creative phase.

There being no further business, the meeting was adjourned at 9:42 a.m.

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