



## MEMORANDUM

**TO:** Board of Visitors Marketing Subcommittee  
Toykea S. Jones, Chair  
Jerri F. Dickeski, Vice Chair  
Unwanna B. Dabney  
Alton (Jay) Harris  
Lisa B. Smith  
Armistead D. Williams, Jr.

**FROM:** Giovanna M. Genard, Assistant Vice President for Strategic Communication and Marketing  
Brian Payne, Vice Provost for Academic Affairs  
Ashley Schumaker, Chief of Staff and Vice President for Strategic Operations

**DATE:** September 3, 2021

**SUBJECT:** Marketing Subcommittee Meeting  
September 14, 2021 Agenda

The Marketing Subcommittee of the Board of Visitors will meet on Tuesday, September 14, 2021, from 9:00 A.M. to 10:00 A.M. in the Kate and John R. Broderick Dining Commons Board Room.

### **ACTION ITEM:**

- I. Approve the minutes of the October 8, 2020 Meeting

### **ITEMS FOR REVIEW:**

- I. **Branding, Marketing, and Communication Task Force**  
Ashley Schumaker  
*Chief of Staff and Vice President for Strategic Operations*

Brian Payne, Ph.D.  
*Vice Provost for Academic Affairs*