

MEMORANDUM

TO: University Advancement Committee
Frank Reidy, Chair
Ross A. Mugler, Vice Chair
Carlton F. Bennett (*ex-officio*)
Lisa B. Smith (*ex-officio*)
Jerri F. Dickeski
Michael J. Henry
Larry R. Hill
Toykea S. Jones
Pamela C. Kirk
William D. Sessoms, Jr.

FROM: Alonzo Brandon
Vice President for University Advancement

SUBJECT: University Advancement Committee Meeting
September 21, 2017, Agenda

The University Advancement Committee of the Board of Visitors will meet September 21, 2017, from 10:45 a.m. to 12:00 p.m. in Committee Room B of the Kate and John R. Broderick Dining Commons.

ACTION ITEMS

1. Approve the minutes of the June 8, 2017 meeting.

ITEMS FOR REVIEW

Office of Community Engagement – Ms. Cathy Lewis, Community Engagement Liaison will review the ODU/CIVIC Student Scholars Program and provide highlights from the past year.

Office of University Advancement – Mr. Alonzo Brandon, Vice President for University Advancement, will report on dashboard items measuring productivity in the area of University Advancement and will provide an orientation to University Advancement.

University Strategic Communication and Marketing – Ms. Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing, will give updates from the marketing consultants 160over90.

Old Dominion Athletic Foundation – Ms. Jena Virga, Senior Associate Athletic Director, will provide a year-in-review on the Old Dominion Athletic Foundation.

CLOSED SESSION – The Committee will meet in closed session, Pursuant to Section 2.2-3711 (8), to discuss matters relating to gifts, bequests and fund-raising activities.

cc: Sebastian Kuhn (*Faculty Representative*)