

MEMORANDUM

TO: University Advancement Committee
Frank Reidy, Chair
Judith O. Swystun, Vice Chair
Ronald C. Ripley (ex-officio)
John F. Biagas (ex-officio)
David L. Bernd
Barry M. Kornblau
Mary Maniscalco-Theberge
Ross A. Mugler
William D. Sessoms, Jr.

FROM: Alonzo Brandon
Vice President for University Advancement

SUBJECT: University Advancement Committee Meeting
April 23, 2015, Agenda

The University Advancement Committee of the Board of Visitors will meet April 23, 2015, from 11:00 a.m. to 12:30 p.m. in the Board of Visitors Room of Webb Center.

ACTION ITEMS

1. Approve the minutes of the December 4, 2014 meeting.

ITEMS FOR REVIEW

Office of University Advancement – Mr. Alonzo Brandon, Vice President for University Advancement, will report on the following items:

1. Dashboard items measuring productivity in the area of University Advancement
2. Naming Committee updates
3. 85 Hours of Giving campaign overview

University Strategic Communication and Marketing – Ms. Giovanna Genard, Acting Assistant Vice President for Strategic Communication and Marketing, will review marketing and communication efforts.

Office of Government Relations – Ms. Elizabeth Kersey, Assistant to the President for Local, State and Federal Government Relations, will give an update on the government internship program.

CLOSED SESSION – The members of the University Advancement Committee will receive information related to the items to be discussed in closed session.

cc: Sebastian Kuhn (Faculty Representative)