

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, September 14, 2023

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, September 14, 2023, at 3:15 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:

Committee Absent: :

- a. Mr. Brandon gave an update on the Capital Campaign and mentioned that they conducted rating sessions and blitzes in Raleigh, NC and Northern Virginia. From July of this year until now has been the period for planning, building relationships and stewardships. Fundraising progress for this fiscal year totaled \$2.1 million, broken out into \$1.2 million for the Educational Foundation and \$900 thousand for the Athletic Foundation. The goal for this year is \$40 million. Additionally, Vice President Brandon reported that the Capital Campaign is currently at \$302 million, which represents approximately 60.4% of the \$500 million goal. Mr. Brandon then turned the meeting over to Dan Genard, Associate Vice President for Advancement.
- b. Mr. Genard shared the Campaign Highlight – the First Star Program, and the fundraising efforts to support it. This program was brought to us by Mrs. Audra Bullock, a three-time Alumna of Old Dominion University, and former NASA Scientist. She retired from NASA and became a foster parent for the City of Norfolk (Friends of Foster Care) to impact the lives of the youth in this area. Mrs. Bullock currently serves on our Old Dominion Athletic Foundation Board of Directors. The mission of this program is to provide high school youth in foster care with the opportunity, tools, and support to successfully transition to self-sufficiency through higher education or other viable pathways. Mr. Genard then turned the meeting over to Mr. Brandon.
- c. Mr. Brandon gave an orientation of the University Advancement and Foundations. He shared about the affiliated organizations, role of the foundations, the mission, fundraising strategies, types of gifts, timeline, flow to the University, summary of reports and summary of controls. Mr. Brandon then turned the meeting over to Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer.

2. University Communications Update:

- a. Ms. Hunt, reported on the University's progress on its brand campaign. Ms. Hunt shared the findings from the qualitative and quantitative research that was conducted by the marketing research firm, SimpsonScarborough, as well as the next steps in the process. She also discussed the university's efforts toward improving perceptions of the University among peer institutions and its efforts toward enhancing earned media opportunities.

There being no further business, the meeting was adjourned at 4:53 p.m.

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