

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, April 18, 2024

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 18, 2024, at 2:17 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Won

Committee Present:

Kay A. Kemper

P. Murry Pitts (ex-officio) Toykea S. Jones, Vice Chair

Juan M. Montero, II Maurice Slaughter

Others Present:

Alonzo Brandon

Brian O. Hemphill

Ross Mugler

Serena Amerson

Brandi Hephner LaBanc

Priya Panikkar

Jerri Dickeski

Andrew Hodge

Brian K. Payne

Brian Eubank

Jaime Hunt

Christian Ponce

Kenneth Fridley

Stephanie J. Jennelle

Chad Reed

Dan Genard

Amber Kennedy

September Sanderlin

Annie Gibson

Donna Meeks

Ashley Schumaker

Nina Gonser

Rudy Middleton

Wood Selig

Krista Harrell

Manuela Monteilh

Wilson

Call to Order. Mr. P. Murry Pitts, who presided over the meeting in the absence of the Chair and Vice Chair, called the University Advancement and University Communications Committee meeting to order at 2:17 p.m.

Approval of Minutes. Mr. Pitts asked for a motion to approve the minutes of the November 30, 2023 meeting. Dr. Juan M. Montero

million, broken out into \$52.2 million for the Educational Foundation and \$6.3 million for the Athletic Foundation. The goal for this year is \$40 million. Additionally, he reported that the Capital Campaign is currently at \$360.8 million, which represents approximately 72.15% of the \$500 million goal.

- b. **Alumni Association Update.** Dr. Krista Harrell, Associate Vice President for Alumni Relations, shared an update on the Alumni Association events, including the Famous Toastery Bowl Tailgate and Legislative Day in Richmond. She also, highlighted ongoing marketing initiatives and the nomination for the ODUAA Black Alumni Chapter Award.
- c. **A Journey Through Data and Technology.** Ms. Priya Panikkar, Assistant Vice President for Advancement Operations, delivered a presentation titled "Unveiling Prospects: A Journey Through Data and Technology," exploring the diverse methodologies employed by the office in identifying potential donors. Additionally, she highlighted several technology tools and services utilized by the office to facilitate these endeavors.
- d. **Trends in Philanthropy.** Mr. Brandon provided an overview of the 2023 Bank of America and the Indiana University Lilly Family School of Philanthropy Study report, which tracks charitable giving trends by affluent households.

2. **University Communications Update:**

- a. **Quarterly Update.** Ms. Jaime Hunt, Vice President for University Communications and Chief Marketing Officer reported on University Communications' quarterly update covering media relations, social media, marketing and branding, and licensing.
- b. **Recap of "The College Tour".** Ms. Hunt shared information about the University's participation in the Amazon Prime series, "The College Tour."

There being no further business, the meeting was adjourned at 3:10 p.m.

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