



MEMORANDUM

TO: University Advancement & University Communications Committee
Brian K. Holland, Chair
Toykea S. Jones, Vice Chair
R. Bruce Bradley (ex-officio)
P. Murry Pitts (ex-officio)
Juan M. Montero, II
Maurice D. Slaughter

FROM: Alonzo Brandon, Vice President for University Advancement
Jaime Hunt, Vice President for University Communications and Chief Marketing Officer

SUBJECT: University Advancement and University Communications Committee Meeting
September 14, 2023, Agenda

The University Advancement and University Communications Committee of the Board of Visitors will meet September 14, 2023, from 3:15 p.m. to 4:45 p.m. in Board Room of the Broderick Dining Commons on the main campus at Old Dominion University.

ACTION ITEM

1. Approve the minutes of the June 15, 2023, meeting.

ITEMS FOR REVIEW

Office of University Advancement and University Communications

1. **Mr. Alonzo Brandon**, Vice President for University Advancement, will report on the following:
 - a. Capital Campaign Update
 - b. Capital Campaign – Highlight the First Star Program
 - c. Orientation

2. **Ms. Jaime Hunt**, Vice President for University Communications and Chief Marketing Officer will report on the following:
 - a. Branding at ODU: Uncovering Our Story

cc: Corrin Gillis (*Faculty Representative*)