

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, April 23, 2015**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, April 23, 2015, at 11:00 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair  
Ronald C. Ripley (*ex-officio*)  
John F. Biagas (*ex-officio*)  
Barry M. Kornbalu  
Mary Maniscalco-Theberge  
Ross A. Mugler  
William D. Sessoms, Jr.  
Judith Swystun  
Sebastian Kuhn (*Faculty Representative*)

Absent were: David L. Bernd

Also present were:

Alonzo Brandon	Richard Massey
Caitlin Chandler	Donna Meeks
Karen Cook	Karen Meier
Dan Genard	Earl Nance
Giovanna Genard	Jason Ragar
Velvet Grant	Jacqueline Sayward
Elizabeth Kersey	Taniesha Simmons
Matthew Leonard	

**ACTION ITEMS**

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Dr. Mary Maniscalco-Theberge to approve the minutes of the December 4, 2014 minutes. The(t)JTJDminutes of the P ÅMC2 Tmk(r 4)BT1 0 0 1 143.18 127.22 Tm[ D

**ITEMS FOR REVIEW:**

University as a leader in research, and expand the reach of the university brand. An executive director position was created to oversee publications, design and branding and Ms. Caitlin Chandler was hired in this role. Media relations was separated out and Mr. Jon Cawley was hired as director, and staffing in social media and digital marketing (video) was bolstered. As part of restructuring, the department established an active University-wide communications network of program marketers from each college and administrative unit.

Ms. Genard presented business objectives, developed in collaboration with key groups on campus and during monthly marketing strategy meetings with enrollment services and distance learning. The objectives are part of a comprehensive plan for marketing the on-campus and online ODU experience to prospective students and their families. The university's marketing efforts now have been expanded to reach all of Virginia and will be moving into select Conference-USA areas in future years. Ms. Genard reviewed marketing studies that have been conducted to determine what is valued, important or influences decision-making and how ODU is perceived in comparison to other large public state universities. The department also studied the brand and competitive landscape and conducted advertising testing. She reported an upcoming partnership with Padilla CRT, who will work with ODU on the BrandScan program, for free. This four-week program will include interviews with University leadership and students to find out how they connect or align with the ODU brand. The results of this study will help inform the marketing strategy for 2015-16.

Ms. Genard reported on the current marketing strategy which is transitioning from the old campaigns (Monarchability and Roar) to a new one. The strategy includes pushing a more visible call to action to go online via Internet searches, using free TV spots with Conference-USA, print ads, outdoor billboards and video spots in Hampton Roads movie theaters. ODU has also purchased a Norfolk Airport digital sign that has 100% visibility and is changeable. Ms. Genard also discussed Internet searches and that ODU appears at the top of the list in Google searches for colleges in Virginia Beach and Virginia. ODU also has a strong click-through rate, anywhere from 4-18% (national average is 1%) and the conversion rate is 105%. She discussed harnessing emerging media to build immersive experiences during sports championships, TEDx talks, etc., and using student videos and pictures on Instagram. ODU has also taken advantage of and grown key experiences that engage future students, such as the Strome College of Business and Strome Entrepreneurial Center openings as well as experts who have visited campus (Guy Kawasaki, etc.) and science related Open Houses. She also discussed her team's focus on marketing to Generation Z (born mid-90s to early 2000s) who are more independent thinkers, more engaged and enjoy hands-on experiences.

- III. **Office of Government Relations** Ms. Elizabeth Kersey, Assistant to the President for Local, State and Federal Government Relations, gave an update of the government internship program which has been in existence for 20-22 years. Ms. Kersey noted this program is highly competitive and only 6 students are hand-selected to become interns. The interns work 20 hours a week in 12 offices during the Spring Session. She asked a

