

DRAFT-SUBJECT TO COMMITTEE APPROVAL

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Marketing Subcommittee Meeting
Tuesday, September 14, 2021**

MINUTES

A meeting of the Marketing Subcommittee of the Old Dominion University Board of Visitors was held on Tuesday, September 14, 2021, at 9:00 a

Harry Minium
R. Earl Nance
Tom Odom
Brian Payne
September Sanderlin
Ashley Schumaker

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II. APPROVAL OF MINUTES

Upon a motion made by Ms. Dickeski and seconded by Dr. Williams, the October 8, 2021 meeting minutes were approved. (*Aye: Bradley, Dickeski, Jones, Smith, Williams; Nay: None; Absent: Dabney, Harris*)

III. BRANDING, MARKETING, AND COMMUNICATION TASK FORCE

Ms. Ashley Schumaker, Chief of Staff and Vice President for Strategic Operations, began by providing a brief overview of the Branding, Marketing, and Communication Task Force appointed by President Brian O. Hemphill, Ph. D. The task force is evaluating the University's marketing and branding efforts across all functions and benchmarking against peer institutions. There are 15 members from across campus, recommended by the vice presidents, serving on the task force. They represent all areas of the University and come with a variety of perspectives and expertise. The task force held its first meeting on August 27, 2021, and will continue to meet on a regular basis. The task force will report to the Board of Trustees on a regular basis.

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