

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Marketing Subcommittee Meeting
Thursday, October 8, 2020

MINUTES

A meeting of the Marketing Subcommittee of the Old Dominion University Board of Visitors was held on Thursday, October 8, 2020 at 10:00A.M. The meeting was held electronically using the Zoom application pursuant to §401(g) of Chapter 1289 of the 2020 Acts of Assembly.

Present from the committee were:

- Toykea S. Jones, Chair
- Jerri F. Dickseski, Vice Chair
- Unwanna B. Dabney
- Lisa B. Smith
- Armistead D. Williams Jr.

Absent from the Committee: Alton (Jay) Harris

Also, in attendance from the Board: Kay A. Kemper, Rector
P. Murry Pitts

Also present were:

- John R. Broderick, President
- Austin Agho
- Alonzo Brandon
- Andy Casiello
- Caitlin Chandler
- Greg DuBois
- Giovanna Genard
- Casey Kohler
- Donna Meeks
- Annie Morris
- R. Earl Nance
- Tom Odom
- Maite Wilson

I. CALL TO ORDER

Ms. Toykea Jones called the meeting to order at 10:00 A.M.

II. APPROVAL OF MINUTES

Department of Health. It also and links to the Rise to the Challenge Fund, an initiative led by Mr. Alonzo Brandon, vice president for university advancement, which helps secure funding for students or employees impacted by the COVID pandemic.

Throughout the pandemic, StratComm mobilized to share information quickly and accurately to internal and external audiences, in an open and transparent way. This was accomplished through a series of letters to campus, social media posts, and a series of town

other was 35%. The latest study presented at a recent American Marketing Association meeting on spending across higher education was also examined. According to the 2019 State of Higher Ed Marketing report by Simpson Scarborough, the median annual marketing budget for a doctoral university is \$3.4 million. On the extreme high end of marketing spend, spend more than \$500 million over six years (\$83 million per year to expand a global brand). Also reported Southern New Hampshire invested \$132 million in marketing in 2017.

ODU has contacted EAB for comparison data regarding funding models for state and national marketing departments. EAB works through tailored partnerships with more than 1,700 schools across the nation, including ODU. It helps education leaders accelerate their programs and drive results in key areas. Academic Affairs is also reaching out to the Council for Advancement and Support of Education (CASE) and KANTAR for further spend analysis. KANTAR is a group that measures and collects estimates of expenditure based on local markets.

