



OLD DOMINION UNIVERSITY

Branding, Marketing, and Communication Subcommittee **Monday, March 7, 2022** **3:00 PM**

Virtual: <https://odu.zoom.us/j/94308327680?pwd=OGhFOUtCc1RVZjFEajVpWndrYm5yZz09>

In-Person: Koch Hall, 2nd Floor, Board Room

- I. Welcome
- II. Defining our Goals & Objectives for this Subcommittee
 - a. *Feedback from the Steering Committee Chairs*
 - b. *“To Do” List for New VP*
 - c. *4-10 Goals with Strategies and KPI’s*
- III. Review and Feedback of Working Documents in the TEAMS folder
 - a. *Task Force Executive Summary*
 - b. *Focus Group Summaries*
 - c. *2022 Licensing & Brand Survey and Analysis*
- IV. Discussion: Points of Pride & Areas of Needs
- V. Establishment of Subgroups
- VI. Next Meeting - Monday, March 14th @ 3:00pm
 - a. *Task Force Report Review with Dr. Brian Payne, Vice Provost for Academic Affairs*