



Branding, Marketing and Communication Subcommittee
February 28, 2022
Minutes

Present were Dr. John Ford (co-chair), Dr. Jason Chandler (co-chair), Dr. Steve Hsiung, Ms. Aimee Clark, Professor Theodore Gournelos, Ms. Tiffany Whitfield, Mr. Harold Williams, Ms. Christen Turney, Ms. Sherry Dibari, Ms. Page Stooks, Ms. Esther Dodge, Ms. Candice Goodin, Ms. Lisa Litwiller, Coach Dominic Manilla, Ms. Pamela Martin, Dr. Carolyn Rutledge, Dr. Julie Cavallario, Ms. Giovanna Genard, Dr. Cullen Strawn, Ms. Amy Matzke-Fawcett, Ms. Tesha Benjamin, Mr. Michael Price, and Dr. Dennis Gregory.

President Brian O. Hemphill, Ph.D. opened the subcommittee meeting thanking the group for their willingness to lend their time and talent to our strategic planning work. He thanked Drs. Ford and Chandler for their willingness to serve as co-chairs.

We are embarking on a year-long process that will culminate with the following activities:

September 2022 – Draft plan will be presented to the Board of Visitors followed by a campus comment period.

December 2022 – Proposed plan will be presented to the Board of Visitors for consideration/approval.

January 2023 – Implementation of approved plan will occur.

International and external focus groups were held. General themes, as well as strengths and weaknesses, should be reviewed and considered as your work begins.

The Mission and Core Values Subcommittee and Challenges and Opportunities Subcommittee are completing their work in the coming weeks. Their reports are due to the Steering Committee on March 14, 2022. You will have access to their submissions to help inform your focus and work.

In an effort for both engagement and transparency in the process, we are launching a dedicated webpage.

As a member of the Branding, Marketing and Communication Subcommittee, you will review and continue to reimagine our work in this critical area. That work will occur through the development of goals and strategies. Every strategy should have a KPI, or key performance indicator, as well as a timeline, responsible party, and budget. I would encourage you to focus on



somewhere between four and 10 overall goals. It is not uncommon to have three to five strategies for each goal.

The Steering Committee will provide a template by which you can population and submit your subcommittee's work for consideration. Templates should be completed and submitted no later than June 1, 2022.

This subcommittee is different than the others! Because of the prior work of the Branding, Marketing, and Communication Task Force and the on-going work of the University Communications Working Group. I encourage you to invite both groups to join you to provide a briefing of their work, including prior assessment, in-depth research, and intended outcomes. Considering this prior and on-going work, I want to really focus on the guidance and items that were included in the Task Forces final report.

Logo; slogan/tagline; brand positioning statement; strategies for coordinating the ODU and ODUOnline brands; enhancing the campus infrastructure (both outside and inside buildings) to improve ODU's brand; formalizing student engagement in branding, marketing, and communications through regular interactions and formal programming

President Hemphill opened the floor to questions.

Dr. Ford asked what has been done before so we don't reinvent the wheel. We need to send the same message everywhere – a united image to the public. Has a needs assessment been conducted? Ms. Dodge mentioned the Task Force looked at infrastructure – unity – so no matter what it looks like one would know it's ODU. Dr. Ford asked for a copy of the report.

All emails need to look the same. R1, taglines, logo – what looks good for us? If we try to be everything to everybody, we are nothing to anyone. What do constituents think of us? What does Old Dominion mean to them?

6/1 is the deadline for the template.

Has there been any market research? Do we have information on what constituents and stakeholders want? President Hemphill said part of this we have. Ms. Dodge said a survey of marketing professionals inside ODU, but not outside ODU was conducted - 2019 or 2020 information was provided but nothing current.

President Hemphill thanked the subcommittee for their time and commitment. People are excited with this committee. I am willing to come back and set with the group anytime.



Dr. Ford expressed his concern about pulling together this information by the deadline. It is important what constituents think and if not, we need to re-educate them. Ms. Genard said she has the funds to handle the instrument to survey and the company used in the past can complete it in about two weeks' time. She also has branding information for on and off campus. It was conducted five years ago. The on-campus perception is worse than the external perception.

Dr. Chandler asked if anyone reviewed the Teams folder – information has already been placed in there.

It was mentioned the subcommittee should ask the President for more details on goals, branding, marketing, etc.

It is important to know about the mission statement. Mission and Core values will be ready on 3/14.

Read up on Teams info and the subcommittee will meet next Monday, March 7, at 3pm in the Koch Hall Board Room. Dr. Ford will email information to the subcommittee members.

Dr. Chandler mentioned that since the subcommittee is large, breaking up into subgroups to assist with digital, social media, etc. may be a good idea.

It was mentioned that a budget would be needed to design a logo. Ms. Goodin spoke up saying we are not doing this but making recommendations.

Ms. Martin said if there are no baselines, we need to create them.

Dr. Ford again mentioned the need for consistency, whether it be business cards, email, etc. as well as the need for consistency with color and type size.

Bring everything to the table next week and we will divide up into subgroups. Dr. Ford will ask President Hemphill about goals, what we are trying to do and ask Ashley Schumaker to join the subcommittee for a meeting.

Ms. Benjamin said it would be helpful to have all materials in Teams.

The meeting adjourned at 4pm.