

## MEMORANDUM

**TO:** Board of Visitors Marketing Subcommittee  
Toykea S. Jones, Chair  
Jerri F. Dickseski, Vice Chair  
Unwana B. Dabney  
Alton (Jay) Harris  
Lisa B. Smith  
Armstead D. Williams, Jr.

**FROM:** Giovanna M. Genard  
Assistant Vice President for Strategic Communication and Marketing

**DATE:** September 28, 2020

**SUBJECT:** Marketing Subcommittee Meeting  
October 8, 2020 Agenda

The Marketing Subcommittee of the Board of Visitors will meet Thursday, October 8, 2020 from 10:00 A.M. to 11:00 A.M. via Zoom conference.

### **ACTION ITEMS:**

- I. Approve the minutes of the November 18, 2019 Meeting

### **ITEMS FOR REVIEW:**

- I. **Overview of the role of the subcommittee**  
John R. Broderick, President,

Assistant Vice President for Strategic Communication and Marketing

- III. **Update on marketing spend**  
Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing
- IV. **Coordination of marketing activities across campus to maximize resources**  
Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing  
Andy Casiello, Associate Vice President for Distance Learning