

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, December 6, 2021**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, December 6, 2021, at 4:30 p.m. in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University. Pursuant to § 4-0.01(g) of Chapter 1289 of the 2020 Acts of Assembly, Board members and members of the public who are unable to attend in person participated via Zoom.

Present from the Committee in person were:
Peter G. Decker, III, Vice Chair
Jerri F. Dickseski
Lisa B. Smith
David Burdige (*Faculty Representative*)

Present from the Committee via Zoom were:
Kay A. Kemper

Absent were: Unwanna B. Dabney, Chair
R. Bruce Bradley (*ex-officio*)
Toykea S. Jones (*ex-officio*)
Carlton F. Bennett
Alton (Jay) Harris
Larry R. Hill

Also present in person were:
Alonzo Brandon
Karen Cook
Dan Genard
Teressa Murrell
Jeff Tanner

CALL TO ORDER AND APPROVAL OF MINUTES

Mr. Peter Decker called the meeting to order at 4:30 p.m. A motion was made by Ms. Jerri Dickseski and seconded by Ms. Lisa Smith to approve the minutes of the September 14, 2021 meeting and were approved by all in attendance (*Aye: Decker, Dickseski, Smith; Nay: None*).

ITEMS FOR REVIEW

Office of University Advancement Dashboards – Mr. Alonzo Brandon, Vice President for University Advancement, presented dashboard items measuring productivity in the area of Development.

He reported that only one dashboard will be shown for fundraising until there is additional information regarding the Fundraising Initiative. This dashboard will report the current fiscal year progress along with donor counts. The last week was very good for fundraising going from \$14 million to \$21.2 million currently. Athletics is still lagging but it is expected to increase soon. Another \$1.25 million to athletics is expected this month which should put totals at 30% of the fiscal year goal. Mr. Brandon reported there is a verbal commitment of \$3 million that should be confirmed by end of the month. This would increase totals to \$25 million by end of month – that is double the last 2 years in just five months. He noted that donor counts are down but athletic counts are starting to catch up. Annual Giving is starting a social media push to tie in with the football bowl game and that should help increase donor numbers.

Quarterly events review

Mr. Brandon continued by giving an overview of alumni, donor relations and athletic development events that took place since the September meeting. A total of 23 events took place in the last quarter. September had a number of chapter events and football game tailgates both home and away. October held the VIP Oyster Roast for top donors to the university. This annual donor recognition event had its highest number of guests since its inception. Homecoming week had a wide range of events that included the Alumni Honors Dinner, chemistry building donor reception, Black Alumni Council breakfast with the president, Violet Endowment reception, and the Athletic Hall of Fame, to name a few. In November, the 10th Annual Monarch Smash was held and raised over \$32,000 for men's and women's tennis. Our partnership continued with the Virginia Symphony Orchestra (VSO) in a side-by-side concert with the ODU Orchestra that had over 900 attendees. A reception was held prior to the concert for donors and board members for both ODU and VSO. The alumni office hosted a pregame event and tickets to see the Washington Football Team and Taylor Heinicke take on the Seattle Seahawks. In the future more professional games and events will be planned, specifically a NBA basketball game in Atlanta when they play the LA Lakers where ODU alumni Kent Bazemore plays.

New alumni database

Mr. Brandon then turned the meeting over to Mr. Dan Genard, Associate Vice President for Advancement. Mr. Genard reviewed the process for a new alumni database. As the Development Office is moving forward with large projects, evaluations have been done on what is needed to continue with fundraising. A new database has been a priority. Mr. Genard noted that the current database is over 20 years old and Information Technology has said they will no longer be able to support database on the next upgrade cycle. With that information, the team has been looking at options for a new software. Blackbaud has been the solution and the company currently has a state contract and is the preferred database provider for state of Virginia. Other universities in the state using Blackbaud are VCU, George Mason and William & Mary. The software has move to cloudbased, which has made it more affordable. The Educational Foundation has agreed to pay for start-up costs.

Mr. Genard reviewed what are needs in a database which includes information access for fundraisers, ability to target prospects, events management, shifting to online giving, and accessibility anywhere and on any device. The Blackbaud software will help with engaging new people, campaign management, social media tools and marketing tools. For the current donor base, Blackbaud includes wealth screening, affluence ratings, planned giving tracking, and once a year it provides wealth rating updates. This system also talks to the accounting software making gift

management easy for gift processing staff. Blackbaud will also increase operational efficiency by providing data on demand and instant uploading, ease of manipulating lists for travel visits, managing events and mailing, as well as mobile payment. This software will be better for the calling center by reducing steps to take payments over the phone (all information is on the same screen) and fundraisers can take credit card payments while on the road. Mr. Genard reported as an update from the previous meeting discussion on mobile payments –Paypal is currently active and ApplePay is close to being ready for activation.

Mr. Genard reviewed the implementation timeline and pricing structure. He noted during implementation, there would be up to eight Blackbaud support staff working on the database at one time. Because the software would be rented, there will be a dedicated representative for support at all time, and with current experience, they are extremely responsive. He reported that the implementation timeline is very aggressive in eight to nine months, with completion by the end of next year. The contract will be signed in January and the Foundation will support the database for two years. The current database will need to be kept active until the implementation is complete.

EAB annual giving marketing project

Mr. Genard continued his presentation by reviewing a new marketing project for annual giving. Working off the current contract with the company EAB, talks have begun on how they can help with annual giving. The current annual giving team is only three staff and has a very small budget. ODU's alumni giving rate is currently at 3%, which is good for a university of our size. By growing and helping annual giving, that will help feed fundraising to other key areas. EAB will help increase alumni engagement, support our team, provide a multichannel communications approach and support data integrity.

Mr. Genard reported two options are being looked at and the more comprehensive support package is more than likely the one that will be selected. This package will be the equivalent of adding three to four staff members to the team. EAB will do data sorting, design direct mail pieces and work on social media needs. This will free up annual giving staff for more strategic targeting needs. EAB works with many universities across the nation and some partner schools have seen 40% increase in annual programs with this same package.

Strome College of Business – Dr. Jeff Tanner, Dean of the Strome College of Business, discussed the new Thurmond School of Professional Sales and Negotiations. Mr. Brandon noted this \$5 million gift was a good partnership between development and a dean.

Dr. Tanner reported that Launching Our Future is the college's five year strategic plan which is required for accreditation. The plan was launched this fall and over \$7.4 million has been raised in endowments. Over \$300,000 in annual giving pledges have been confirmed for a campaign for Accounting. Using the Accounting fundraising model, goals have been set to raise funds for graduate scholarship in Economics, MBA program, Public Administration and Maritime/Supply Chain. The fundraising goals in these respective areas are based on past history of giving and many donors haven't been asked to give to these program areas.

The Thurmond School of Professional Sales and Negotiation was created with a \$5 million gift from Dick Thurmond. It is the first school in the nation in this program. Professional Sales and

Negotiation is a major at over 100 institutions and there are over 20 global, national and regional competitions that attract hundreds of students, generate lots of funds in scholarships/sponsorships. This degree program is in high demand and according to Manpower, it is the hardest job to fill. Dr. Tanner noted when he first started as Dean at ODU, in over 250 visits, sales was biggest topic of discussion for needs. He reported that ODU won a national competition last year in sales and all team members walk away with many job offers.

The mission of the Thurmond School is to develop and deliver communication skills training to students, and the community, particularly women and minority groups that may have less access to formal soft-skills training. Mr. Thurmond made gifts to this area because he was impacted by women throughout his career and saw how women were left out of discussions for salary and promotions, because they don't have the training needed. Dr. Tanner noted the Jenson Lab was donated so that students could be empowered.

Dr. Aaron Arndt and Dr. Gina French will be the faculty leading the school. This program started taking shape in 2015 and over the course of six years has brought in gifts for the Jenson Lab, Thurmond Sales and Negotiations Lab, competitions and now the Thurmond School of Professional Sales and Negotiation. Future plans for the school include bringing on an assistant professor along with a faculty lead, funding research in this field and adding corporate partners. A critical challenge is recruiting and getting more students because nationwide there aren't enough students to meet the demand of the profession. Dr. Tanner noted the Thurmond School formally will be a school, but will not grant degrees. It is an undergraduate program and a 200-level General Education course will be added in. The school will be drawing students and professors from other colleges and departments simple because the three faculty we have can't meet the demand.

With no further business to discuss, the meeting was adjourned at 5:28 p.m.