

DRAFT – SUBJECT TO COMMITTEE APPROVAL

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, April 21, 2022

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, April 21, 2022, at 2:30 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:

Unwana B. Dabney, Chair
Jerri F. Dickeski
Alton (Jay) Harris
Kay A. Kemper
Lisa B. Smith

Absent were:

R. Bruce Bradley (*ex-officio*)
Toykea S. Jones (*ex-officio*)
Carlton F. Bennet
Larry R. Hill
Peter (Pete) G. Decker, III

Also present in person were:

Alonzo Brandon
Dan Genard
Joy Jefferson
Donna Manglicmot
Ashley Schumaker
Al Wilson, Esq.

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Dabey called the meeting to order at 2:37 p.m. A motion was made by Ms. Jerri Dickeski and seconded by Mr. Jay Harris to approve the minutes of the December 9, 2021 meeting and was approved by all in attendance (*Aye: Dabney, Dickeski, Harris, Kemper and 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 on the Athletic and Educational fundraising progress as well as donor counts. Collectively, the foundations was at 67.42% of dollars raised and 45.37% of new donors met. An announcement will be made at the June Board of Visitors meeting of a new fundraising campaign that will officially start during Homecoming in October. Mr. Brandon noted the Office of Development has purchased a new alumni database, *Blackbaud* which will go live in September. Mr. Brandon and the committee discussed gifts that made up the total funds raised and how funds are distributed to various programs at the University.

Quarterly events review

Mr. Brandon provided an overview of alumni, donor relations and athletic development events and guest registrations held since December 2021. Alumni held 10 events in December with 1,100 registrants and Athletic Development held 3 events with 204 registrants. Events related to the Myrtle Beach Bowl were well attended. Alumni held a series of events in January 2022 in response to the pandemic called the Monarch Wellness Series. Donor relations held several endowment receptions and lunches for each college of the University and plan to hold events celebrating donors of each college in the future.

Review former BOV policies

Mr. Brandon turned the meeting over to Mr. Dan Genard, Associate Vice President for Advancement. He provided an overview of the University Board of Visitors policies relating to gifts and development procedures. The Board of Visitors will reinstate policy 1801 and will move policies 1100 on Development Policy as well as 1102 on the Acceptance of Gifts-in-Kind to the University.

Software Update

Mr. Genard reviewed the deliverables timeline for the new alumni database as well as other software systems that have or will be implemented in the future. The goal is to improve fundraising activities and communication with donor prospects. The Office of Development has obtained ReplyBuy, KWALL, FreeWill, GRAVITY and various other mobile payment programs. Development is also researching annual fund donation vehicles such as Facebook and Instagram. Mr. Genard provided an overview of the features of the software program, GRAVITY. The program uses AI technology and offers personalized outreach for fundraisers to cultivate and steward prospective donors. The committee discussed privacy matters regarding the software.

Office of Alumni Relations

Mr. Brandon invited Ms. Joy Jefferson to provide an update on alumni relations. The Alumni Relations office serves 162,000 members worldwide and is governed by a 23-member board of directors. Currently, there are 20 chapters and clubs for alumni. Since January 2022, the Alumni Relations office hosted 22 events, engaged approximately 6,000 alumni and awarded 48 scholarships.

Ms. Jefferson discussed the office's successful events which included the sold-out Myrtle Beach Bowl Tailgate event. Other events held was the Wellness Series as previously mentioned and a private dining experience by national jazz recording artist Rick Braun. Alumni Relations has held basketball night, JCPenney Suit-up event and the Faculty and Staff Alumni luncheon which was held in person. Ms. Jefferson also provided information on upcoming signature events hosted by the Alumni Association.

Ms. Jefferson provided an overview on alumni relations communications. She noted the department sent approximately 60 email communications as well as 75 social media posts which included academic and non-academic newsletters. The average open rate for correspondences was 20-30%. The Alumni Association has partnered with the University's Admissions office to engage students early before graduating from the university.

Research and prospecting methods

Mr. Brandon continued to discuss current research and prospecting methods. Due to sensitive donor data, the committee moved into closed session. Ms. Dickseki moved the motion to convene into a closed session. Mr. Harris seconded the motion to convene into a closed session and was unanimously carried by all members present and voting (*Aye: Dabney, Dickseski, Harris and Smith; Nay: None*).

Dr. Dabney motioned to approve the certificate of that information that was presented during the closed session. Ms. Dickseski seconded the motion to approve the certification of compliance after the meeting and was unanimously carried by all members of the committee present and voting (*Aye: Dabney, Dickseski, Harris and Smith; Nay: None*).

With no further business to discuss, the meeting was adjourned at 4:02 p.m.