

Goal / Strategy	Goal	Strategy	Status	Progress	Challenges	Collaboration	Next Steps	Investments	Submitter Name
1.a.	Create a more robust infrastructure for advancement-related activities and operations	Increase engagement in and support for development initiatives, especially among alumni	In progress and on schedule	The Libraries have concentrated efforts on fundraising this period, creating two new advisory boards and holding meetings with each, ramping up communication to current and potential donors, and systematizing the recognition of donors. Libraries leadership also created a comprehensive list of fundraising opportunities and presented to Advancement on new strategic initiatives. Initial results show some increase in donations and Friends of the ODU Libraries memberships, but more time is required to assess trends.	The Libraries lacks a dedicated Major Gift Officer; therefore, support from University Advancement can be inconsistent	University Advancement	Continue efforts to involve Advisory Boards in these activities and turn engagement into donations; University Libraries to continue efforts to inform University Advancement of goals and opportunities for fundraising to support these goals.	None	Timothy Hackman
				Annual Giving has recently updated database attributes for upcoming solicitations. Transitioning to GiveCampus, a digital giving platform set to launch in Spring 2024, brings enhanced features with the potential to increase revenue. ODAF introduces new benefits, including the coveted "Donor of the Game" recognition, and diversifying annual giving levels. An exciting addition is the Young Professional Networking Social at the Priority Club, fostering connections with the next generation of supporters. To streamline contributions, donation buttons are now integrated into all electronic communications between the Alumni Association and constituents. Further optimizing operations, the Alumni Office successfully converted its database to RE NXT, bolstering fundraising endeavors.	Athletic support tends to be more transactional versus relations based. Unfortunately wins and losses in competition can have a positive or negative impact on the number of donors and their propensity to give. Meanwhile funds have to be raised consistently.	University Advancement, University Marketing, SEES, and Athletics	1. Day of Giving activities in the Spring utilizing GiveCampus software. 2. Develop customized reporting templates utilizing RE NXT software which will assist in fundraising. 3. Conduct alumni engagement trips and activities in Raleigh/Durham, Atlanta, and Los Angeles, which should assist in chapter development and capital campaign goals.	\$45k annually for GiveCampus software	Alonzo Brandon
1.b.		Upgrade alumni/donor database software to increase effectiveness	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided
2.a.	Build a sustainable culture of philanthropy across the University	Generate a sense of ownership and responsibility among campus constituents for philanthropy and alumni engagement, including support of University operating procedures and constituent training	In progress and on schedule	Crafted the curriculum for two culture of philanthropy modules, collaborating with the ITS team to facilitate two upcoming live webinars slated for a late Spring launch. Initiated discussions with Marketing and Communications to reshape our Foundation newsletter to spotlight donor stories and their impactful gifts. The upcoming Give2ODU Day in 2024 is strategically designed to acquaint students with philanthropy, expanding outreach. Scheduled information sessions and communications in February 2024 aim to amplify awareness and engagement.	No significant challenges	University Advancement, Marketing and Communications, SEES, and Athletics	1. Produce new Foundation newsletter in Spring 2024. 2. Implement a successful Give2ODU Day in Spring 2024. 3. Conduct webinar on the "Culture of Philanthropy" which will launch in late Spring 2024.	\$10k for expenses related to developing modules.	Alonzo Brandon
2.b.		Increase lines of communication with all campus constituents regarding institutional needs, accomplishments, and engagement	In progress and on schedule	University President and advancement leadership engaged in on-campus meetings with Dean Councils from each college, sharing updates on the capital campaign and exploring future fundraising opportunities. Leveraging Zoom, the Alumni Association initiated virtual meetings with chapters nationwide, including national chapter leadership training seminars. Development blitz events in Richmond, Northern Virginia, Raleigh/Durham, and South Florida delivered comprehensive updates on the University, the merger, and the Capital Campaign. The Alumni Relations Office heightened social media highlights of ODU Athletics and collaborated with SEES to establish the Blue Crown Society Student Ambassadors, slated for launch in Spring 2023. Lastly, annual fund and alumni leadership conferred with the Office of Human Resources to align Advancement's role with the Monarch Inclusive Excellence Strategic Plan, aiming to enhance philanthropic accessibility.	No significant challenges	Marketing and Communications, Office of Human Resources, Academic Affairs and SEES	1. Annual Giving office is to develop new strategies to enhance giving opportunities to include the creation of a 24-hour day of giving event. 2. Application for interviews and selection of students for the Blue Crown Society. 3. Collaborate with the Provost and Vice President for Academic Affairs and the Vice President for Human Resources on identifying mechanisms to foster a culture of giving among faculty and staff.	None	Alonzo Brandon
2.c.		Assess and enhance donor recognition efforts	In progress, but behind schedule	This effort will launch after the merger with Eastern Virginia Medical School. In the interim, teams have been organized to assess what both institutions are doing and sharing calendar information.	No significant challenges	Offices of Alumni Relations and University Communications	1. Organize donor recognition meetings after merger has been completed. 2. Work with University Communications to develop public relations strategies related to philanthropic giving and acknowledgements.	None	Alonzo Brandon
3.a.	Expand the University's alumni reach to foster pride and engagement	Promote and engage alumni through the prominent display of their accomplishments and their participation	In progress and on schedule	University Libraries are currently working on a project to digitize all pre-2016 Master's theses and make them available in ODU Digital Commons, the institutional repository which holds all electronic theses and dissertations since 2016 and all pre-2016 dissertations that have already been digitized. This is a way to promote graduate alumni accomplishments.	Funding support from partner has not been received	University Advancement, Graduate School	The project is ongoing. Items will become available in Digital Commons starting in 2024 with completion anticipated in 2025. Working with the Alumni Office to promote this effort.	None	Timothy Hackman
			In progress and on schedule	A strategic initiative is underway to showcase distinguished alumni banners during significant University events and enhancing visibility. Simultaneously, the alumni website has been revamped to prominently feature distinguished alumni, providing an accessible platform for recognition. The introduction of the Ice Cream and Cake Podcast adds a dynamic dimension to alumni engagement, offering a unique and enjoyable channel for communication. Complementing this, a series of versatile videos promoting distinguished alumni have been created, serving multiple purposes across various platforms. These efforts collectively contribute to fostering a sense of pride and connection within the alumni community.	No major challenges	Administration and Finance, SEES, Academic Affairs, Athletics	1. Set follow-up with Administration and Finance on plans for banners and developing an "alumni walk" area. 2. We need to finalize sponsorships for the podcast. 3. Continue to determine impactful and valuable avenues to utilize alumni promotional videos.	\$50k to be used to promote alumni success and alumni programs	Alonzo Brandon
3.b.		Increase the number of alumni chapters and clubs	In progress and on schedule	Six new chapters have recently been established, enriching the diversity and reach of the alumni community. These additions include the Latinos Alumni Chapter, the Puget Sound Chapter, ODU Alphas Chapter, Recreational Therapy Chapter, Military Alumni Chapter, and the Greater Los Angeles Chapter. Each chapter brings a unique perspective and connection to our alma mater, fostering a more inclusive and expansive network. These developments reflect our commitment to accommodating the varied interests and affiliations of our alumni, creating meaningful opportunities for engagement and collaboration across different regions and fields.	No major challenges	Offices of Development and Alumni Relations	1. Continue to hold meetings and events in new markets and assess willingness to establish new chapters. 2. Create a new position to assist in the outreach function of alumni relations.	\$35k is to be used to invest in the formulation of new chapters.	Alonzo Brandon

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4.a.	Increase overall annual support	Communicate the University's regional and global economic impact and why it is a good investment for donors	In progress and on schedule	<p>Divisions of University Advancement and University Communications are working together to ensure that an economic impact message is included in future publications, social media outlets and public presentations. As a result, for this quarter, presentations have been made to the following organizations:</p> <ol style="list-style-type: none"> <li>1. Reception for Local and State Officials and Business Leaders</li> <li>2. Hampton Roads Community Foundation Board of Directors</li> <li>3. Hampton Roads Chamber Board of Directors</li> <li>4. Maritime Institute Supply Chain Advisory Council</li> <li>5. Virginia Beach Vision</li> </ol> <p>In addition, the two divisions will produce a University video that communicates the importance of ODU's economic impact on the community.</p>	No major challenges	University Advancement, Division of University Communications	<ol style="list-style-type: none"> <li>1. Engage in discussion with video production and develop a narrative and production schedule.</li> <li>2. Develop introductory slide template which will be used to briefly tell our story prior to all key presentations.</li> </ol>	\$30,000 to support video production focusing on the University's economic impact to the Hampton Roads Community and State of Virginia.	Alonzo Brandon	
4.b.		Increase alumni participation by expanding direct mail, social media, and online marketing	In progress and on schedule	<p>During the recent homecoming, Alpha Phi Alpha Fraternity Inc. and AKA Sorority Inc. alumni celebrated the establishment of their new endowments, fueled by leadership and mid-level gifts from first-time alumni donors. A collaborative effort on Giving Tuesday, involving various departments, expanded promotional reach and effectively engaged new donors. Plans are in motion to explore additional opportunities for increasing alumni giving through chapters and events. The Senior Challenge, averaging 300 new donors annually, is set to exceed expectations this year, thanks to the Herff Jones Partnership and the introduction of the Black Alumni Chapters Legacy Cord. In parallel, strategic initiatives encompass targeted direct mailings to new chapters and alumni, meticulous tracking of outreach metrics, interoffice mail for faculty/staff alumni engagement, and increased dynamism on social media platforms, along with deliberate ads on Facebook, enhancing visibility and promoting alumni events. These comprehensive strategies fortify alumni connections and sustain engagement across diverse channels.</p>	No significant challenges	University Advancement, Office of Marketing and Communications	<ol style="list-style-type: none"> <li>1. Establish Horne-Simmons Society, a giving society much like the Women's Initiative Network, to increase more first-time African American donors.</li> <li>2. Working with departments to establish a giving society to engage and grow their donors.</li> <li>3. Generate new donor reports to monitor growth based on last year.</li> <li>4. Increase reporting to identify more segments of potential donors.</li> <li>5. Work to enhance coordination between Alumni and Annual Giving to streamline solicitations with alumni event attendees.</li> <li>6. Begin discussions on including certificate graduates as full alumni in order to expand donor base.</li> </ol>	\$20k to support improvements on Day of Giving project.	Alonzo Brandon	
4.c.		Increase targeted financial assistance for international students, parent programs, and athletics with a goal of expanding alumni solicitation reach	In progress and on schedule	<p>Utilized connection with Marathon to launch new ODAF website. Clicks and social engagements come more often through social media platforms. Up 17.5% in ODAF Twitter followers in the last two years to 2,351. Have over 2,700 followers on ODAF Facebook page, and 1,111 followers on Instagram. Through ODAF's partnership with ODU Athletics reached 17.6k people on Twitter, 13k people on Facebook, and 13.9k people on Instagram. Have begun placing all mini campaigns from an annual giving perspective on these platforms and have cross-promoted with Athletics to increase reach.</p>	No significant challenges.	University Advancement, Department of Athletics Marketing team	<ol style="list-style-type: none"> <li>1. Continue to track growth of social pages/platforms, these are more productive than the website.</li> <li>2. Increase cross-promotions with ODUAA.</li> <li>3. Invest in product for donor portal.</li> <li>4. Begin discussions with Office of Academic Affairs and SEES on developing strategies for supporting international students and parent programs moving forward.</li> </ol>	No significant investments	Alonzo Brandon	
4.d.		Increase giving among high-new-worth households	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided
4.e.		Develop a robust parent program that includes philanthropy	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided	No Update Provided
5.a.	Launch and complete a comprehensive capital campaign	Implement and complete a multi-million dollar capital campaign	In progress and on schedule	<p>The campaign continues to move forward at a steady pace with numbers over \$350 million in gifts and pledges, which represents approximately 71% completion of goal.</p>	No significant challenges	Academic Affairs, Office of University Research, along with Marketing and Communications	<p>At this point there are no new significant strategies. Continue the pace and intensity of the program. Beginning next fiscal year, EVMS advancement numbers will be included in this campaign and should enhance efforts.</p>	No significant new investments	Alonzo Brandon	
5.b.		Lay groundwork for the University's centennial observance	In progress and on schedule	<p>Ongoing discussions persist with various vendors and potential partners in preparation for the centennial celebration. The latest focus has revolved around conceptualizing a podcast for the 99th year, delving into the University's rich history. This podcast aims to feature key moments and individuals who have significantly impacted the University by providing a dynamic and insightful narrative. The intention is to create a compelling audio journey that not only commemorates the centennial but also captures the essence of the University's history through engaging storytelling and thoughtful retrospectives.</p>	No challenges to date	University Chief of Staff	<p>Continue to have discussions on the possibilities throughout the remainder of this academic year and begin to draft a plan that can be submitted to the President for approval.</p>	No significant investment	Alonzo Brandon	