

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, June 13, 2024

MINUTES

The University Advancement and University Communications Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 13, 2024, at 3:30 p.m. in Board Room of the Broderick Dining Commons on the main campus of Old Dominion University.

Committee Present:

Brian K. Holland, Chair
Toykea S. Jones, Vice Chair
R. Bruce Bradley (ex-officio)
P. Murry Pitts (ex-officio)
Juan M. Montero, II

Committee Absent:

Maurice Slaughter

Others Present:

Alonzo Brandon	Brian O. Hemphill	Chad Reed
Austin Agho	Brandi Hephner LaBanc	September Sanderlin
Jerri Dickeski	Andrew Hodge	Ashley Schumaker
Kenneth Fridley	Jaime Hunt	Wood Selig
Dan Genard	Amber Kennedy	Amanda Skaggs
Annie Gibson	Donna Meeks	Allen Wilson
Nina Gonser	Rudy Middleton	D.R. (Rick) Wyatt
Krista Harrell	Manuela Monteilh	BOV Student Representative

Call to Order. Chairman Brian K. Holland called the University Advancement and University Communications Committee meeting to order at 3:30 p.m.

Approval of Minutes. Mr. Holland asked for a motion to approve the minutes of the April 18, 2024 meeting. Mr. Murry Pitts moved to approve the minutes as presented. The motion was seconded by Rector Bruce Bradley and unanimously approved by all members present. Mr. Holland then turned the meeting over to Mr. Alonzo Brandon.

University Advancement:

- a. **Capital Campaign Update.** Mr. Alonzo Brandon, Vice President for University Advancement gave an update on the Capital Campaign. Fundraising progress for this fiscal year totaled \$59.3 million, broken out into \$51.4 million for the Educational Foundation and \$7.9 million for the Athletic Foundation. The goal for this year is \$40 million. He reported that the Capital Campaign is currently at \$361.5 million, which represents approximately 72.30% of the \$500 million goal. The Educational Foundation stands at \$271 million, the Athletic Foundation at \$90 million. In planned giving, \$63 million has been raised, with a campaign goal of reaching \$100 million. We have received commitments from 53 donors totaling \$242 million. Our donor base is approaching 20,000, with 63,000 gifts given. Among them, 92 donors gave between \$25,000 and \$500,000, totaling 179 gifts averaging \$55,000 each—a \$10 million increase since last year, representing a 17% rise. Thanks to President Brian O. Hemphill for his leadership; he is a great partner for fundraising, as well as our staff members.
- b. **Regional Prospecting.** Mr. Brandon shared the regional prospecting data. Last year, we focused our regional activities on Raleigh, NC, and Richmond, VA. This coming year, we will target Atlanta, GA. He provided a brief overview of our prospecting process for blitz efforts. Our top states are Virginia, North Carolina, Florida, and Maryland.
- c. **2023 NACUBO Endowment Report.** Mr. Brandon then provided an overview of the 2023 NACUBO (National Association of College & University Business Officers) Endowment report. There were 688 participating colleges and universities, representing \$839.1 billion in endowment assets and \$28.4 billion in endowment distributions. Forty-seven percent of distributions were allocated to financial aid. The median endowment size was \$209 million, with nearly one-third of endowments under \$100 million. The average return net of fees was 7.7%. South Alabama led the Sun Belt schools with an endowment of \$415,769,000, while we came in second at \$328,784,042 for FY 2023. In regard to 10-year returns, our endowment was the highest at 8%, with the Troy University Foundation at 7.8%.
- d. **Alumni Association Update.** Dr. Krista Harrell, Associate Vice President for Alumni Relations, shared an update on the Alumni Association events, including the 22nd Annual ODUAA Golf Tournament and Commencement celebrations. She also highlighted the 2024 Class of the ODUAA 40 Under 40, the incoming and outgoing Board Officers and Members, alumni demographics, ongoing marketing initiatives, and the ODUAA Black Alumni Chapter winning the Black Collective Rising Star Award.

There being no further business, the meeting was adjourned at 3:57 p.m.

Respectfully submitted,
Manuela Monteilh
Executive Assistant to VP for University Advancement