

**OLD DOMINION UNIVERSITY BOARD OF VISITORS
UNIVERSITY ADVANCEMENT AND UNIVERSITY COMMUNICATIONS
COMMITTEE CHARTER**

The University Advancement and University Communications Committee of the Board of Visitors is charged with informing and advocating within the Board issues that relate to advancing the priorities of the University through active involvement with alumni engagement and development and marketing and branding. This Committee shall consider and recommend for approval policies and programs relating to philanthropic giving, fundraising initiatives, alumni engagement, marketing and branding and shall make appropriate recommendations to the Board of Trustees. The Committee shall also recommend to the board the naming of anything associated with the University, including, but not limited to, academic colleges, buildings, building spaces or areas in recognition of benefactors in affiliation with University Advancement ([Board Policy 1810](#)).

Staff Officer

The Vice President for University Advancement and the Vice President for University Communications shall serve as Staff Officers of this Committee.

Meetings

The University Advancement and University Communications Committee Meetings will occur in conjunction with regular meetings of the Board of Visitors, which happen no less frequently than four times each year on such dates and in such places as may be set by the Rector and the Board of Visitors. The Committee will have the authority to convene additional meetings as circumstances require. All committee members are expected to attend each meeting – either in person, by phone, or videoconference. An annual calendar will be established. The Vice Presidents, in collaboration with the Chair, shall be responsible for establishing the agendas for meetings. An agenda, together with relevant materials, shall be sent to committee members at least 7 days in advance of the meeting. Minutes for all meetings shall be drafted by the staff designee, reviewed by the committee chair, and approved by committee members at the following meeting.

Agenda, Minutes and Reports:

The Staff Officers will be responsible for developing agendas and materials for the board, in collaboration with the Chair of the committee. Minutes of all meetings shall be prepared by the Staff Officers. The minutes shall be approved by the Committee at the following meeting. Minutes will also be sent, once approved, to the Executive Committee of the Board. The Chair will make regular reports on Committee actions at the following Board meeting.

Committee Responsibilities:

1. Review and recommend fundraising programs which are necessary to enable the University to carry out its purpose; to ensure consistency with and contribution to the mission and goals of the University. These include development, advancement services, and alumni engagement.

2. Review and recommend communications, marketing and branding programs which are necessary to enable the University to build and grow its reputation; to ensure consistency with and contribution to the mission and goals of the University. These include communications, marketing and branding.
3. Affirm fundraising goals established by the Advancement Division and advocate Board definition and/or endorsement of overall University priorities, laying a clear path for fundraising objectives to be established either annually or in multi-year campaign efforts.
4. Affirm communications and marketing goals established by the Office of University Communications and advocate Board definition and/or endorsement of overall University priorities.
5. Provide advice and counsel to the Board regarding new fundraising initiatives, capital campaigns, and marketing and branding initiatives.
6. Ensure that the Board of Visitors is informed of the institution's marketing and enrollment challenges, opportunities, and strategies.
7. Make recommendations regarding financial expectations for trustee annual giving and capital campaign commitments.
8. Actively engage in Board solicitations, with Committee members setting leadership examples by making the first commitments to any fundraising campaign.
9. In collaboration with the President and Vice President of University Advancement, provide leadership in identifying prospects, cultivating, soliciting, and closing leadership gifts.
10. Host and/or represent the Board at cultivation and stewardship events of the University.
11. Review all activities on an annual basis to ensure the University Advancement Office and the Office of University Communications are pursuing industry "best practices".
12. Assist the University Advancement Office in identifying new and innovative ways to engage and thank donors.
13. Ensure alumni engagement activities are aligned with institutional priorities.
14. Report regularly on its activities to the Board of Trustees.