

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING
Friday, April 26, 2013**

MINUTES

The Institutional Advancement Committee of the Board of Visitors met Friday, April 26, 2013, from 11:30 a.m. to 12:30 p.m. in the Board of Visitors Room of Webb Center.

Present from the committee were:

Ms. Pamela C. Kirk, Chair
Mr. Fred J. Whyte (ex-officio)
Mr. Barry M. Kornblau (ex-officio)
Mr. Jeffrey W. Ainslie
Mr. Frank Batten, Jr.
Ms. Dee D. Gilmore

Also present were:

Mr. Alonzo Brandon	Mr. Sebastian Kuhn
Ms. Karen Meier	Ms. Karen Cook
Mr. Earl Nance	Ms. Anita Friedmann
Mr. Dan Genard	Ms. Giovanna Genard
Ms. Cecelia Tucker	Ms. Velvet Grant
Mr. Justin Jannuzzi	Ms. Dana Allen
Ms. Cathy Craft	Ms. Jennifer Mullen
Mr. Bill Nuckols	
Members of Higher Education Organization & Administration Graduate Class	

ACTION ITEMS

- I. Ms. Pamela Kirk welcomed everyone to the meeting. A motion was made by Mr. Jeffery Ainslie and seconded by Ms. Pamela Kirk to approve the minutes of the September 13, 2012 minutes. The motion was approved unanimously by all members present and voting.

CLOSED SESSION

- I. Mr. Jeffrey Ainslie made a motion that the meeting be recessed, and, as permitted by Virginia Code Section 2.2-3711(A)(8), reconvene in closed session for the purpose of

discussing matters related to gift giving, bequests, and fundraising activities of the University. The motion was approved by all members present and voting.

ITEMS FOR REVIEW:

- I. **Office of University Advancement** – Mr. Brandon presented and discussed dashboard items measuring productivity in the area of Development which included fundraising amounts for total giving, planned giving, annual funds, college giving and donor counts.
- II. **Old Dominion Athletic Foundation** – Mr. Justin Jannuzzi, Director of Old Dominion Athletic Foundation (ODAF), reviewed the new ODAF brochure which has been a key marketing and communication piece for the upcoming football reseating process. The ODAF staff has worked tirelessly to ensure alumni, donors and friends of the university are informed of the reseating process through individual appointments, town hall meetings, reminder phone calls and use of the new ODAF website. Football reseating will take place May 14 – 31 and parking requests will be taken thru June 15.
- III. **Office of Alumni Relations** – Ms. Dana Allen, Assistant Vice President for Alumni Relations reviewed data trends of email communications to alumni along with an overview of marketing and communication tools. Alumni have an email open rate of 17% for registered alumni and 7% for non-registered alumni. Ms. Allen reviewed the recent successful alumni activities as well as upcoming alumni events and focus areas.

There being no further business, Ms. Kirk thanked everyone for attending and the meeting was adjourned.