

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
ADMINISTRATION AND FINANCE COMMITTEE
April 21, 2016

MINUTES

The Administration and Finance Committee of the Board of Visitors of Old Dominion University met on Thursday, April 21, 2016, at 9:30 a.m. in the Board of Visitors Room of the Webb University Center on the Norfolk campus. Present from the Board were:

Robert M. Tata, Chair
Ronald C. Ripley (*ex-officio*)
John F. Biagas (*ex-officio*)
Yvonne T. Allmond
Ross A. Mugler
Donna Scassera
Fred J. Whyte

Absent:

Alton J. Harris
William D. Sessoms, Jr.

Also present were:

Bruce Aird	Richard Massey
John R. Broderick	Donna Meeks
Leigh Comsudis	Earl Nance
Dale Feltes	David Robichaud
Giovanna Genard	September Sanderlin
Velvet Grant	Wood Selig
David F. Harnage	Scott Silsdorf
Rhonda Harris	Deborah Swiecinski
Scott Harrison	Rusty Waterfield
Etta Henry	

The Chair called the meeting to order at 9:55 a.m.

I. ACTION ITEM

- A. **Approval of Minutes** – Mr. Mugler moved to approve the minutes of the December 3, 2015 meeting. Mr. Whyte seconded the motion. The minutes were unanimously approved by all members present and voting. (*Allmond, Biagas, Mugler, Ripley, Scassera, Whyte*)

II. PRESENTATIONS

- A. **Disaster Recovery Test** – Mr. Rusty Waterfield, CIO and Associate Vice President for University Services, briefed the Committee on Information Technology Service’s annual test of the University’s IT Disaster Recovery Plan, which is part of the University’s Continuity of Operations Plan. Mr. Waterfield reported the annual test of the IT Disaster Recovery Plan serves both to verify critical services can be recovered and to strengthen the process of recovery. He identified and explained the services included in the plan and the steps for preparation and execution of the test. He reported that the outcome of the test was successful and the results and lessons learned were documented in the final report.

Mr. Whyte asked if the back-up system has separate hardware. COO Harnage responded that there is redundant hardware which is located at VMASC and in Gornto in case of an emergency.

Mr. Tata asked if the primary and redundant servers are kept above sea level.

Mr. Waterfield responded yes, noting that in the E&CS Building the servers are kept on the 4th floor, in Gornto on the 2nd and 3rd floors and in VMASC on the 2nd floor.

- B. **Marketing and Communications Plan** – Ms. Giovanna Genard, Acting Vice President for Marketing and Communications, presented the University’s Marketing and Communications Plan. She briefed the Committee on the goal and strategy of the Plan and the three objectives of the Plan, which are: Support Institutional Enrollment Goals, Building University-Wide ODU Endorsement and Promotion, and Enhance Public Awareness. She shared the major initiatives being deployed to meet these objectives to secure University-wide engagement to leverage and promote the ODU image effectively and consistently among target audiences. The strategy presents the best of ODU and ensures the University’s image reflects the excellence of ODU’s academics, research and student experience. It included public relations-focused efforts on Cyber Security, Sea Level Rise and Flooding Resilience and Entrepreneurism. She added that research-based targeted advertising campaigns are being expanded in new markets, which include movie theaters (in Hampton Roads and select areas in Northern Virginia), innovative test campaigns (Pandora Internet Radio), digital, billboards, military, TV spots and HRT Tide wrap and more.

COO Harnage added that the University started looking at the program competitively, and found that the funds used for marketing/advertising was only \$400,000 per year. The current amount has moved to \$1.5 million in a year, which provides more opportunity for better promotion of the University.

- C. **Chief Operating Officer Report** – Chief Operating Office Harnage provided an update on the proposed changes to the Virginia Retirement System Optional Retirement Plan. He reported in December that the VRS was planning to replace TIAA and Fidelity as third-party administrators for the optional retirement plan. Due to the outcry from Higher Education across the state, the VRS revisited the changes and now plans to offer three investment platforms, keeping TIAA and Fidelity as program administrators.

He briefed the Committee on the University's Innovation Center-Norfolk, the first of a planned network of such centers throughout Hampton Roads that will serve as collaboration space and offer programs designed to build and grow a community of scalable entrepreneurial businesses.

Mr. Harnage shared recognitions that the Ted Constant Convocation Center has received from three entertainment publications during 2015 and updated the Committee on the highway signage project.

Lastly, he briefed the Committee on a new student mentoring program, Monarch Connect, that he and his direct-report staff created that pairs undergraduate students with executive staff members to share their experiences and provide advice.

III. STANDING REPORTS

- A. **Capital Outlay Projects Status Report** – Mr. Dale Feltes, Director of Design and Construction, presented information updates on the University's projects.
- B. **Investment Report** – Mr. Richard Massey, Associate Vice President for Foundations, briefed the Committee on the University's investments and endowments.

The meeting was adjourned at 10:50 a.m.