

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Institutional Advancement Committee Minutes
Thursday, September 18, 2014**

MINUTES

The Institutional Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 18, 2014, at 11:30 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair
David L. Bernd
Mary Maniscalco-Theberge
Ross A. Mugler
Judith O. Swystun
William D. Sessoms, Jr.
Lytton Musselman (*Faculty Representative*)

Absent was: Richard T. Cheng

Also present were: Alonzo Brandon
Karen Cook
Dan Genard
Giovanna Genard
Velvet Grant
Sebastian Kuhn
Earl Nance
Carol Simpson

ACTION ITEMS

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Ms. Judith Swystun to approve the minutes of the April 24, 2014 minutes. The motion was approved unanimously by all members present and voting.

ITEMS FOR REVIEW:

- I. **Office of University Advancement** – Mr. Alonzo 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. He reported goal for this year is \$24 million and could be difficult given

the current financial situation across the country. Planned Giving and the Annual Fund should reach their goals. The donor count numbers are up on the Educational Foundation side and down on the Athletic Foundation side. The Athletic Foundation donor counts rely heavily on how the sports teams are performing, specifically football and basketball.

Mr. Brandon reviewed the university naming policy and the history behind the revisions that took place in 2011. There is a campus naming committee that is chaired by Mr. Brandon and Ms. Carol Simpson. The committee has authority to approve naming opportunities below \$1 million and report it to the BOV. Any naming opportunity \$1 million or above is approved by the BOV. No building, building space or area shall be officially named until 50% of the gift has been received. Mr. Brandon announced that the President's House will be named the Jacobson House based on a gift from Marc Jacobson (former BOV member) for his endowment for house maintenance.

Mr. Brandon provided an overview of the Institutional Advancement committee specifically the area of University Advancement. University Advancement includes the departments of Development, Old Dominion Athletic Foundation, Educational Foundation, Alumni Relations, Community Development Corporation (CDC) and Community Engagement. The CDC has provided funds for many community programs and events such as the Steel Drum Program in association with the Virginia Arts Festival, Bully Proof Camp, Y on Granby after school program, Girls and Young Women Conference and the new E3 School. Mr. Brandon noted that ODU (through the Office of Community Engagement) has been recognized twice by the White House for the President's Higher Education Community Service.

Mr. Brandon reviewed areas in which the BOV can assist University Advancement including providing partnerships with other organizations, partnering with the CIVIC Leadership Institution and its Scholars Program and help to support and market speaker series in each college.

Mr. Brandon concluded by reviewing the week of events that are tied to the Strome Entrepreneurial Dedication/Hall of Fame Induction and Strome College of Business Dedication (September 19 – 26, 2014).

CLOSED SESSION

- I. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Mr. Ross Mugler 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.

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