

APPROVED BY COMMITTEE 9/18/14

OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING  
Thursday, April 24, 2014

MINUTES

The Institutional Advancement Committee of the Board of Visitors met Thursday, April 24, 2014, from 10:030 a.m. to 12:00 p.m. in the Board of Visitors Room of Webb Center.

Present from the committee were:

Ms. Judith O. Swystun, Vice Chair  
Mr. Fred J. Whyte (ex-officio)  
Mr. Barry M. Kornblau (ex-officio)  
Mr. Jeffrey W. Ainslie  
Mr. Richard T. Cheng  
Dr. Mary Maniscalco-Theberge

Also present were:

|  |                        |
|--|------------------------|
| Mr. Dan Genard   | Ms. Karen Cook         |
| Ms. Karen Meier  | Ms. Velvet Grant       |
| Mr. Earl Nance   | Ms. Anita Friedmann    |
| Ms. Elizabeth Kersey   | Ms. Giovanna Genard    |
| Ms. Jacqueline Sayward   | Ms. Dana Allen         |
| Ms. Brooke Boothby   | ODU Government Interns |
| Members of Higher Education Organization & Administration Graduate Class |                        |

**ACTION ITEMS**

- I. Ms. Judith Swystun welcomed everyone to the meeting. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Mr. Barry Kornblau to approve the minutes of the December 5, 2013 minutes. The motion was approved unanimously by all members present and voting.

**ITEMS FOR REVIEW:**

- I. Office of University Advancement – Mr. Dan Genard 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 that the Educational Foundation has reached its goal and is anticipating a few more large gifts to come in before the end of the fiscal year. The Athletic Foundation should raise around \$6 million. The Annual Fund will hit its goal and specifically the Phone-a-thon program will hit its goal due to the new contract with Harris Connect. The donor count numbers are below the goal and the national trend is showing decreases in donor counts, however, the Phone-a-thon program is helping with increasing our numbers. Ms. Swystun requested that a review of young alumni and student programs be presented at a future meeting.

Ms. Dana Allen, Assistant Vice President for Alumni Relations and Ms. Brooke Boothby, Director of Outreach presented on Alumni Relations events and chapter/club activities. There has been a 14% increase in members on the online community (Lion's Den) from last year (industry average is 10% increase). The alumni social media sites had a 10% increase in "likes", "followers", and "fans". There will be a new member's only LinkedIn site that will be pushed out during commencement activities. Ms. Boothby reported there are 3 chapters, 2 clubs, 2 clubs to be chartered and 2 councils involved in the Alumni Association. These groups help with events and encouraging alumni to update their information and join the Lion's Den.

- II. **Office of Government Relations** – Ms. Elizabeth Kersey, Assistant to the President for Local, State and Federal Government Relations reviewed the intern program with the General Assembly. The program includes 6 student interns working in 12 offices for 20 hours a week each. These interns typically work with local legislators. The application process is rigorous and 25-35 students apply each year. The selected interns are paid and their accommodations are taken care of. They work for 60 or 45 days depending on the session and they do receive class credit. Many interns have moved on to government related jobs after graduation. Several of the interns were present and talked about how the program has benefited them in their future careers.

## **CLOSED SESSION**

- I. A motion was made by Mr. Jeffrey Ainslie and seconded by Dr. Mary Maniscalco-Theberge 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, Ms. Swystun thanked everyone for attending and the meeting was adjourned.