

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING
Thursday, June 13, 2013**

MINUTES

The Institutional Advancement Committee of the Board of Visitors met Thursday, June 13, 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. Frank Reidy, Vice Chair
Mr. Fred J. Whyte (ex-officio)
Mr. Barry M. Kornblau (ex-officio)
Mr. Jeffrey W. Ainslie
Mr. Frank Batten, Jr.
Mr. John F. Biagas
Ms. Dee D. Gilmore
Mr. Ronald C. Ripley

Also present were:

Mr. Alonzo Brandon	Ms. Elizabeth Kersey
Ms. Karen Meier	Ms. Karen Cook
Mr. Earl Nance	Ms. Anita Friedmann
Mr. Dan Genard	Ms. Giovanna Genard
Ms. Cecelia Tucker	Ms. Stacy Nixon
Mr. Richard Massey	Ms. Carol Simpson
Ms. Cathy Craft	Ms. Jennifer Mullen
Mr. David Harnage	

ACTION ITEMS

- I. Ms. Pamela Kirk welcomed everyone to the meeting. A motion was made by Mr. Jeffery Ainslie and seconded by Mr. Frank Reidy to approve the minutes of the April 26, 2013 minutes. The motion was approved unanimously by all members present and voting.
- II. Mr. Alonzo Brandon, Vice President for University Advancement presented the details of the Donna Fischer resolution. A motion was made by Mr. Frank Batten, Jr. and seconded by Mr. John Biagas to approve the resolution to name the Systems Research and

Academics Building Dean's Suite and Atrium as the Donna Scassera Fischer Dean's Suite and the Donna Scassera Fischer Atrium. 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. Mr. Brandon noted total giving should reach \$20.2 million by the end of June. Mr. Brandon also gave a year-in-review and presented 2013-2014 goals for the division of University Advancement.
- II. **Office of University Relations** – Ms. Jennifer Mullen Collins, Assistant Vice President for Marketing and Communications gave an update on marketing and communication efforts. She gave a special thanks to David Harnage for his vision and knowledge during this planning period. Ms. Mullen Collins outlined a five-year marketing initiative that began with market research. From this research, they developed marketing campaign tactics, annual goals and measurements. Ms. Mullen Collins also reviewed the concept testing of three advertisements which the results are being used to build out additional campaign concepts.

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