

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, April 26, 2018**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, April 26, 2018, at 11:15 a.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Toykea S. Jones, Chair
Jerri F. Dickeski
Michael J. Henry
Larry R. Hill
Toykea S. Jones
Pamela C. Kirk
Sebastian Kuhn (*Faculty Representative*)

Absent were: Ross A. Mugler, Vice Chair
William D. Sessoms, Jr.

Also present were: Austin Agho
Alonzo Brandon
Karen Cook
Greg DuBois
Dan Genard
Meredith Hamlet
Elizabeth Kersey
Karen Meier
Wood Selig

ACTION ITEMS

- I. Ms. Toykea Jones welcomed everyone to the meeting. A motion was made by Mr. Michael Henry and seconded by Ms. Jerri Dickeski to approve the minutes of the December 7, 2017 minutes. The motion was approved unanimously by all members present and voting.

CLOSED SESSION

- I. A motion was made by Mr. Mike Henry 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. The motion was approved by all members present and voting.

Following closed session, the Committee reconvened in open session and unanimously approved the FOIA Certification read by the Chair.

ACTION ITEMS

- II. A motion was made by Mr. Larry Hill and seconded by Ms. Pam Kirk to approve the resolution to name the Honors College as the Patricia and Douglas Perry Honors College. The motion was approved unanimously by all members present and voting.

ITEMS FOR REVIEW:

- I. **Office of University Advancement** – Mr. Alonzo Brandon, Vice President for University Advancement, presented and discussed dashboard items measuring productivity in the area of Development which included fundraising amounts for total giving, planned giving, annual funds, donor counts and gift income. Mr. Brandon noted it has been a good fiscal year, raising \$49.8 million to date for total fundraising. He estimated closing the year between \$50-55 million with the gifts currently in the pipeline. Planned Giving has a number of gifts in the pipeline and should finish at \$5 million. Mr. Brandon reported that donor counts are currently at 6,291. He then reviewed the Fundraising Initiative dashboard. Current totals are \$24.7 million for scholarships, \$14.9 million for academic enhancements, \$5.2 for student success, \$15.7 million for athletics and \$44.1 million for special projects. The total amount raised since July 2016 is \$104.9 million.

Mr. Brandon discussed the Fundraising Initiative key gifts since December 2017. He explained the prospect pipeline since July 2017 included \$19.3 million in active solicitation, of that, \$5.7 million has been committed, leaving \$13.6 million left to close by July 1. He reported solicitation meetings are almost complete with board members from the Board of Visitors, Educational Foundation and Athletic Foundations. Mr. Brandon reported that Area Leaders Tours have been brought back and three took place this Spring with 84 attendees. Each college will host their own tour this Fall. He discussed fundraiser contacts over the last three years, which averaged 18 contacts per fundraiser.

Mr. Brandon reviewed marketing efforts on behalf of the Fundraising Initiative which include ads in Inside Business, website and email blasts on Inside Business and Pilot Online, and banner ads in TidewaterBiz daily. Over the summer, new ads will be run promoting good things going on at the university to local audiences. The Steering Committee receives monthly e-newsletter with university stories and initiative updates. The case statement is complete and at the printers. It includes success stories, student stories and covers the five key initiative focus areas.

Mr. Brandon discussed the results from the March 13 Give2ODU Day. This annual campaign is designed to get people involved and to use social media. The campaign has 56,000 Twitter impressions, 14,000 Facebook reach, and 10,000 views of our videos. A texting service called Hustle was used and reached 5,000 people. The campaign raised \$153,268 and had 659 donors (solely money raised in \$24 hours).

- II. **Office of Development** – Ms. Meredith Hamlet, Director of Donor Relations, presented the redesigned Educational Foundation website. This website will be the home base to the Educational Foundation as well as serving as a landing page for the Fundraising Initiative. Ms. Hamlet displayed key pages from the website including the Fundraising Initiatives and each of the five priority areas, big ideas pages, areas of impact (colleges, research, annual fund), donor pages, student pages and about us pages that include donor and student stories. One key feature of the website is a prominent “Give Now” button that remains in sight where ever you go on the website.

The website will launch by the end of June. Ms. Hamlet reported marketing efforts are in place to promote the new site such as postcards and email blasts. Any upcoming mail able pieces will include information on the website (annual donors gift, endowment reports, donor newsletter). Development office staff will also add the website information to their signature lines.

Alonzo Brandon noted to the group that Elizabeth Kersey, Assistant to the President for Government Relations, will be leaving ODU and congratulated her and wished her well. There being no further business, Ms. Jones thanked everyone for attending and the meeting was adjourned.