

DRAFT – SUBJECT TO COMMITTEE APPROVAL

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 8, 2017**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 8, 2017, at 10:45 a.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair
Ross A. Mugler, Vice Chair
Michael J. Henry
Larry R. Hill
Toykea S. Jones
Mary Maniscalco-Theberge

Absent were: William D. Sessoms, Jr.

Also present were: Alonzo Brandon Dan Genard
Jim Clanton Giovanna Genard
Karen Cook Earl Nance
Joy Jefferson

ACTION ITEMS

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Mr. Michael Henry to approve the minutes of the April 27, 2017 minutes. 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, opened by thanking Dr. Mary Maniscalco-Theberge for her service on ODU boards from the Alumni Association up to the Board of Visitors. He then 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. Total giving amounts for the Educational

and Athletic Foundations and adding in the Barry Museum Foundation was \$57.3 million, of that total, \$23 million represented the Educational and Athletic Foundations. He reported that there are still gifts coming in for athletics before the end of the fiscal year. Mr. Brandon noted that once in initiative mode, the board would be seeing different fundraising reports. Planned Giving has achieved its goal with \$4 million raised to date. Annual Giving has raised \$601,557 with efforts being placed on direct mail pieces. He noted that staff are looking into a training program that would groom interns from the annual fund to flow into friend-raisers or fund-raisers. Mr. Brandon reported that donor counts are currently at 7,180 and will increase by the end of June due to athletic reseating for football. He noted that giving to the Athletic Foundation fluctuates depending on the season, win/loss records and reseating years.

- II. **Office of Community Engagement** – Mr. Jim Clanton, Director of Licensing, reported on updates from the university licensing program. He reported the total retail amount brought in for 2016-2017 was \$4.73 million, compared to \$4.33 million in 2015-2016. The final quarter of 16-17 is trending up, with April being a good month and having a 9.9% royalty change. Gross royalties at this time are trending towards \$227,000. He noted that the average price points for apparel are going up. Mr. Clanton showed a snapshot of how retail is changing, noting the brick and mortar sales are down and last year 50% of all sales were online.

Mr. Clanton reported that the university has redesigned the e-commerce site (shopodusports.com). The old website averaged \$6,000 in sales per year, where the new website had \$3,000 in sales in the first month. He discussed that direct to consumer shopping is evolving and online channels are up 17.8%. Licensing is working with key licensees to push social media awareness which includes purchasing ads on Facebook for Tervis and Champion. He noted that we do collect royalties from vendors through direct to consumer. Mr. Clanton discussed e-commerce with Amazon, noting deliveries have grown 457%. He reported that retro ads reached over 2,800 people and an ad for new apparel brand Johnnie-O reached over 1,700 people.

Mr. Clanton reviewed a new social media program with Top of the World hat company called Declaration Days. Over 120 schools participated nationwide in this competition for scholarships with ODU ranking 23rd. ODU used admissions and SEES to communicate this program. Finally, Mr. Clanton reviewed the Big Blue's Kids Club which launched in November 2016. There are currently 190 members and the club has a sponsorship with Chartway Federal Credit Union. Merchandise with the new Big Blue logos are available at the Bookstore and Walmart.

- III. **Office of Alumni Relations** – Ms. Joy Jefferson, Associate Vice President for Alumni Relations, presented updates on Alumni Relations. She noted that the alumni association (ODUAA) is working to increase programs to foster engagement. She reported the average age of ODU alumni is 46 years old. ODUAA includes 11 chapters and clubs, hosts over 80 events a year and engaged over 5,000 alumni this past year. The alumni association also has three endowed scholarships, including the new Legacy Scholarship, which awarded 32 scholarships in 2016.

ODUAA has two annual signature events, the Alumni Golf Tournament and Alumni Honors Dinner, and added a third signature event this year, the Monarch Cobia Classic. Other alumni events included five watch parties for the football bowl game which ended up being standing room only. There is a new book club with 230 members and partners with campus groups and departments. Adulting 101 is a new program for ages 20-30 and offers classes on buying insurance, how to buy a house, etc. ODUAA has also added on cultural events this year with the Motown Musical and museum tours. Ms. Jefferson reported that a Monarchs in Training session was added this year for leadership of Chapters and Clubs. She noted ODUAA is looking for new areas/interests and regional areas for new Chapters/Clubs.

Ms. Jefferson presented communication methods for the ODUAA including monthly e-newsletters, Facebook, Twitter and Instagram accounts. On average, 29 emails are sent per month with a 15% open rate. Ms. Jefferson discussed collaborations opportunities across campus. She noted the academic grant program provides funds for programs that support alumni engagement and included events such as a send-off event for the choir before they performed at Carnegie Hall and a lecture on the documentary “Searching for Shaniqa” with 200 attendees. Collaborations with students include Dinner and Discussions, pairing students with alumni in the same major, and ODU Day held twice a year at local elementary schools. This year, ODUAA has collaborated with athletics in creating the Letterwinners Chapter for former athletes from all sports. Finally, collaborations with admissions helped to bridge the gap between alumni and students. ODUAA assisted with recruiting students, congratulating admitted students and hosting send-off parties in regional cities.

CLOSED SESSION

- I. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Mr. Larry Hill 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. There being no further business, Mr. Reidy thanked everyone for attending and the meeting was adjourned.