

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 9, 2016**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 9, 2016, at 11:15 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair
Judith O. Swystun, Vice Chair
Ronald C. Ripley (*ex-officio*)
John F. Biagas (*ex-officio*)
David L. Bernd
Michael J. Henry
Mary Maniscalco-Theberge
Ross A. Mugler
Sebastian Kuhn (*Faculty Representative*)

Absent were: William D. Sessoms, Jr.

Also present were:

Alonzo Brandon	Elizabeth Kersey
Jim Clanton	Karen Meier
Karen Cook	Earl Nance
Chandra de Silva	Wood Selig
Dan Genard	Cecelia Tucker
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. Ross Mugler to approve the minutes of the June 9, 2016 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, 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. He noted total giving amounts for both foundations were at \$18.2 million on June 5. He mentioned an additional \$750,000 gift as well as a \$400,000 planned gift have yet to be booked, which should take the total to approximately \$20 million for the year. Planned Giving has already exceeded its goal with \$5.5 million raised this year. Mr. Brandon noted another Planned Giving fundraiser position will be added this fall. Annual Giving has raised \$9.3 million which includes funds from the 85 Hours of Giving. Mr. Brandon noted overall the donor count is currently down, mostly on the Athletic Foundation side. He reminded the committee that next year is a re-seating year for football and basketball, so the donor counts are expected to be higher.

Mr. Brandon gave a fundraising update mentioning he is working on two large gifts this summer. He noted all fundraisers, ODAF staff and select alumni staff will be blanketing Virginia Beach on July 13 visiting alumni who have not had contact from ODU recently. Mr. Brandon also mentioned staff would be visiting North Carolina alumni this summer ahead of the NC State and Charlotte football games and will follow-up with tailgating events before each game.

- II. **Office of Alumni Relations** – Ms. Joy Jefferson, Associate Vice President for Alumni Relations, joined Old Dominion in January and reviewed all alumni programs and opportunities to gauge better engagement for alumni. A new initiative is the alumni travel program which launched in April and will partner with Go Ahead Travel Company. The program will begin with three trips in the next year with the option to add additional trips. This year's trips include Italy, Cuba and Napa Valley. Ms. Jefferson noted that at least one rotating staff member will attend each trip. She also mentioned that all trips will have educational components which can be tailored to our needs.

Ms. Jefferson also reviewed new alumni programs with the committee. The Alumni Admissions Forum is a one-day event hosted by the Office of Alumni Relations and Office of Admissions for alumni and their high school aged children to get a jump start on the college admission process. This year's event will take place on June 11 and has 56 guests attending. Ms. Jefferson discussed the alumni insurance affinity partner which will now be Nationwide Insurance. The contract includes \$400,000 guaranteed funds over five years with opportunity for additional bonuses. Ms. Jefferson reviewed five new alumni clubs that have begun the chartering process: Filipino Club, Environmental Health Club, Letterman's Club, REAL Estate Club and Marching Band Club. Ms. Jefferson also discussed new opportunities that have taken place over the last six months to target a diverse group of alumni which include Washington Wizards basketball game, Virginia Symphony featuring Boyz II Men, Dinner and Discussions, Wine and Chocolate Tasting, Civil and Environmental Engineering Speed Networking and the ODU Day of Service. Ms. Jefferson concluded by reviewing goals for alumni relations to foster lifelong relationships.

III. Office of Community Engagement – Mr. Jim Clanton, Director of Licensing, gave an update on the licensing program. He reviewed the 3-year fiscal comparison and noted ODU averages \$4 million a year in retail value. As of today, current year-to-date gross royalty is \$199,000 with a goal of hitting \$200,000 by the end of the fiscal year. Mr. Clanton explained that 64% of college retail purchasing is done online versus 30% in “bricks and mortar” stores. He reviewed the three Cracker Barrel locations that will now sell ODU apparel and there will be a social media and marketing push to announce the new offerings. Mr. Clanton discussed the new youth logo and how it will be used on apparel and non-apparel items. He then reviewed the new Big Blue Activity Book for children that will include coloring pages, crosswords, stickers and other games. Mr. Clanton concluded with discussing the new Big Blue Kids Club which is a new program with athletics this year. Membership is \$20 for children 13 years and younger and includes a t-shirt, activity book, membership card, “Kid’s Club” game and members will received a signed birthday card from Big Blue.

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