

APPROVED BY COMMITTEE 12/8/16

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, September 22, 2016**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 22, 2016, at 10:30 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair  
Larry R. Hill  
Toykea S. Jones  
Mary Maniscalco-Theberge  
Ross A. Mugler  
Sebastian Kuhn (*Faculty Representative*)

Absent were: Michael J. Henry  
William D. Sessoms, Jr.

Also present were:

Alonzo Brandon	Velvet Grant
Karen Cook	Karen Meier
Dan Genard	Earl Nance
Giovanna Genard	

**ACTION ITEMS**

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Dr. Mary Maniscalco-Theberge 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 that it is still early in the fiscal year and amounts will grow throughout the year. The total giving amounts for both foundations were just over \$1 million on September 19. He mentioned this total does not include the \$34.5 million gift from the Barry family, and another column will be added for this gift at the next meeting. Planned Giving currently does not have any dollars raised, however there are a few gifts that should closed in the next month. Annual Giving has raised \$31,751 which includes funds from both Educational and Athletic Foundations. Mr. Brandon discussed the cost for Annual Giving and will give a more detailed report at the December meeting. He reported that donor counts is currently at 1,176 and noted the Athletic Foundation membership number starts from zero on July 1 every year.

## **CLOSED SESSION**

- I. A motion was made by Mr. Ross Mugler 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. 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.

## **ITEMS FOR REVIEW:**

- II. **Office of University Advancement** – Mr. Alonzo Brandon, gave an orientation to University Advancement to the board members. Mr. Brandon reviewed the mission of University Advancement and noted the goal is to engage alumni and donors so much that they want to give back. He reviewed the departments of University Advancement which include Development, Athletic Development, Foundations, Alumni Relations, Community Development Corporation and Community Engagement.

Mr. Brandon discussed the areas which are supported by endowed and annual funds along with the many ways to give back to the university. He noted the mechanisms of both the Educational and Athletic Foundations and also mentioned the Barry Museum Foundation will be added to the Foundations.

In discussing Alumni Relations, Mr. Brandon noted the DMV license plate program will deposit \$250,000 into the university which will go toward scholarships. He spoke about the new travel program that will kick off in 2017 along with a new fishing tournament which will take place in the summer of 2017.

The Community Development Corporation has contracts on the final four townhomes located on 43<sup>rd</sup> Street and will close in October. The Administration will then revisit the purpose of the CDC after the closing. The CDC, through tax credits, has supported BullyProof camps, Life Enrichment camps, the Conference for Girls and Young Women, music programs for Title 1 schools among other things. Mr. Brandon noted the Office of Community Engagement has produced an average of 125 events year and will be looking for more quality events versus the number of events each year.

Mr. Brandon concluded by discussing the 24 Hour Roar which is the Day of Giving event. This annual campaign will take place on March 14, 2017 and will piggy back with the annual Faculty/Staff Campaign in March 2017. The goal of this campaign is get new donors on an annual basis. Mr. Brandon noted the importance of having a strong social media presence to support the campaign.

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