

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, September 24, 2015**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 24, 2015, 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
Ronald C. Ripley (*ex-officio*)
John F. Biagas (*ex-officio*)
Michael J. Henry
Mary Maniscalco-Theberge
Ross A. Mugler
William D. Sessoms, Jr.
Judith O. Swystun
Sebastian Kuhn (*Faculty Representative*)

Absent were: David L. Bernd

Also present were:

Brooke Boothby	Elizabeth Kersey
John Broderick	Cathy Lewis
Karen Cook	Karen Meier
Dan Genard	Priya Panikkar
Giovanna Genard	Jena Virga
Velvet Grant	James Wright

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 11, 2015 minutes. The motion was approved unanimously by all members present and voting.
- II. Mr. Dan Genard, Associate Vice President for Advancement presented the details renaming of the Gornto Center. A motion was made by Mr. Ross Mugler and seconded

by Dr. Mary Maniscalco-Theberge to approve the resolution to rename the Albert Brooks Gornto Jr. TELETECHNET Center as the Albert Brooks Gornto Jr. Hall. The motion was approved unanimously by all members present and voting.

ITEMS FOR REVIEW:

- I. **Office of Community Engagement** – Ms. Cathy Lewis, Community Engagement Liaison, gave an overview of the ODU CIVIC Scholars Program. She reported the program is building a multi-year community of scholar leaders and this year's group is very diverse. The scholars have participated in many of the signature events for CIVIC including the Darden Awards where the students learned skills such as introductions and moving guests along throughout the event. Ms. Lewis discussed a few current mentor relationships with scholars and local business leaders. She noted the scholars had a group project to work with food insecurity. This class has established a student chapter food recovery network and they take leftover food from events, etc. to those who need it. Ms. Lewis reported in looking head, the program will enhance the mentor process and will explore expansion to other college in the region. She noted this program is now engaged with TCC and has one student participating now, with 2 additional students coming soon. Ms. Lewis discussed how she is struck by the first time experience and what the stories are of these scholars. Many of these scholars had the odds against them and this program helped them to succeed. Ms. Lewis reported the application process included an online application, personal interviews, 2.7 GPA, demonstrated engagement experience, and either a sophomore, junior, senior or graduate student. She also noted that mentors are not assigned until the junior year.

- II. **Office of University Advancement** – Mr. Dan Genard, Associate Vice President for Advancement, 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. He noted the totals are based on fiscal year and started on July 1 and current total giving amounts are \$5.6 million for the Educational Foundation and \$814,592 for the Athletic Foundation. He noted the reason the total giving numbers for FY2015 were lower than FY2014 was due to the \$11 million gift received in 2014. Planned Giving has almost exceeded its goal already with the help of an anonymous gift of \$2 million. Annual Giving is tracking well and the calling center had great success during the 85 Hours of Giving campaign. Mr. Genard discussed that college giving can have many factors for the fluctuation of numbers such as the Dean search for Engineering. He also noted we are not in a large campaign, but doing small campaigns that have been successful including the new Education building and the Arts district. Donor counts are tracking well. The Athletic Foundation had a spike at the end of the fiscal year due to renewals and they will also run a membership campaign this fall. The calling center is helping ODAF in calling donors and alumni in the Conference-USA footprint.

Mr. Genard gave an overview of the results of the 85 Hours of Giving campaign. The campaign from the start had substantial goals for both dollars raised and number of participating donors. The campaign exceeded both goals and raised \$1.1 million and had

927 donors – 244 of which were new donors. There was good participation from parents as well totaling 120 donors. This campaign was primarily a social media campaign in which the ODU and Alumni Association social media pages were use quite often. The total reach from the 85 Hours of Giving Facebook page was over 21,000 (shows who can see the information, you and your “friends”). There was also a good amount of followers on Twitter via the Alumni Association Twitter site. The Educational Foundation offered bonus money to participating units based on dollars raised and number of donors. In general, the scholarship fund and Alumni Association were pushed to increase giving to scholarships. Mr. Genard thanked the Board of Visitors for leading and supporting the campaign. He noted the dollars raised for the campaign would be distributed to the units in July 2016, however the bonus money earned is available immediately.

Mr. Genard reviewed the BOV Policy 1840 regarding advisory boards for the colleges. He discussed the evolution of the boards which includes more hands on mentoring, fundraising and networking. There is also a corporate program which allows a seat on the board. Mr. Mugler asked about creating a separate board for the government sector and having all three levels represented. Mr. Genard reported that Dean Tanner is looking into it in the Strome College of Business. Mr. Genard also discussed giving levels for the board and noted that Engineering is looking into raising their annual threshold. All board gifts go into the Dean’s discretionary fund.

Mr. Genard concluded by discussing the upcoming joint affiliated board meeting. He noted this event would include officers of all affiliated board of ODU and would discuss the budget cycle, major issues, strategic plans, fundraising, Dean’s roles and establishing an annual planning process. Rector Ripley reported that he was still deciding if all Board of Visitors members would be invited, or only 2.

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)(1) and (8), reconvene in closed session for the purpose of discussing personnel matters, specifically the evaluation of the fundraising and gift giving programs of the University, which necessarily will include a discussion of individual employees, and considering 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.