

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, December 3, 2015**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, December 3, 2015, at 10:30 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Judith O. Swystun, Vice Chair
Ronald C. Ripley (*ex-officio*)
John F. Biagas (*ex-officio*)
Michael J. Henry
Mary Maniscalco-Theberge
Ross A. Mugler
William D. Sessoms, Jr.
Sebastian Kuhn (*Faculty Representative*)

Absent were: Frank Reidy, Chair
David L. Bernd

Also present were:

Kohl Adams-Hurd	Nancy Grden
Alonzo Brandon	Alexandra Iqbal
Jon Cawley	Karen Meier
Karen Cook	Earl Nance
Dan Genard	Aron Blade Taylor
Giovanna Genard	Cecelia Tucker
Velvet Grant	

ACTION ITEMS

- I. Ms. Judith Swystun welcomed everyone to the meeting. A motion was made by Mr. William Sessoms and seconded by Mr. Ross Mugler to approve the minutes of the September 24, 2015 minutes. The motion was approved unanimously by all members present and voting.

ITEMS FOR REVIEW:

- I. **Strome Entrepreneurial Center** – Ms. Nancy Grden, Executive Director of the Strome Entrepreneurial Center, gave an overview of the center’s activities over the past year. She noted that Mark and Tammy Strome visited campus in November and had a very good visit. Mr. Alonzo Brandon added that after the Strome’s visit, they paid off their pledge. Ms. Grden then reviewed Old Dominion University’s Strategic Goal #5 which is to create an entrepreneurial culture to catalyze economic development in the region. The steps include implementing an entrepreneurial curriculum and co-curriculum for student, foster an entrepreneurial ecosystem for faculty, establish a Center for Enterprise Innovation, foster a culture of idea commercialization among faculty and students and to establish the Strome Entrepreneurial Center as a university-wide resource for entrepreneurship – across all six colleges. Ms. Grden noted the university and center have accomplished all of these steps. Ms. Grden then introduced students Aron Blade Taylor, Kohl Adams-Hurd and Alexandra Iqbal to speak about their companies. Mr. Taylor is CEO/Founder of 3D Extremes which produces custom products for customers with the use of 3D printing technology. His company also assists in design and prototyping production as well as providing promotional products. Mr. Taylor’s vision includes furthering the product line, investing in new customization techniques similar to 3D printing and creating a greater online presence to increase revenue. Mr. Adam-Hurd and Ms. Iqbal spoke about their company 2nd Gear Athletics which has a mission to change the lives of student athletes by providing all with a chance to earn university scholarships regardless of background and a vision to set the gold standard for elite athletic training at affordable prices. 2nd Gear offers a football academy with a 6:1 ratio and a low or no cost and will expand to other sports over time. Ms. Iqbal reviewed the operations side of the company which includes metrics and baseline testing throughout the camp. Mr. Adams-Hurd reviewed plans for a Top 100 Combine. 2nd Gear will host free regional camps in Virginia, Georgia, South and North Carolina on an invitation only basis. The top 100 athletes from these camps will then be invited to a combine at ODU. The top 20 from the ODU combine will be taken on a free bus tour to visit top schools in Virginia, North Carolina and South Carolina, giving the athletes exposure to coaching staffs at the universities. Dr. Mary Maniscalco-Theberge asked how the company was being financed. Mr. Adams-Hurd reported Marriott has offered to house the athletes and also offered a \$50,000 grant, and there are other principal investors involved. He noted that specific skill camps would have a low fee to enter so those camps will be self-sustaining. The larger camps and bus tour will rely on sponsors.

Ms. Grden continued by reviewing the Entrepreneurial Center is an internal university resource covering all six colleges including students and faculty/staff. The Center assists with for-profit, not-for-profit and organizational innovators across the life cycle of a company, includes co-curricular programs and works closely with multiple student clubs and organizations on campus. Ms. Grden reviewed the four main areas within the center are events, workshops and competitions; consultations; internships and projects; and shared working space within the center. In the Fall 2015, the Center established co-curricular programs, mentor/coach networks, project teams, entrepreneurial internships/site visits and an advisory board. The Center also hosted Entrepreneurial Week in November which ended with the Entrepreneurial Hall of Fame Induction

Ceremony. Ms. Grden also discussed the academic partnership which includes a new minor and certificate in entrepreneurship in development. A new entrepreneurial learning community has been developed for freshmen and the Entsminger Fellows program continues with its second class attending Babson over the summer.

Ms. Grden noted that there has been enormous interest from K-12 schools in partnering and using the Center's services. She reported Virginia Beach Public Schools sent seven teacher to Babson along with ODU's Entsminger Fellows this year and they are working together on co-curricular programs. Ms. Grden noted hundreds of students have come through the center for events and over 90 student companies have used services between January and May 2015. Many of these companies are ready for investors and the center provides local mentors and works with 757 Angels and other local business to assist with investors. Ms. Grden also works very closely with the Center for Enterprise Innovation on campus as well as participates on a campus committee to work out details, identify gaps to fix, etc. related to entrepreneurship.

II. **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, college giving and donor counts. He noted total giving amounts for both foundations were at \$8.7 million on November 20, and now are around \$9.3 million. He also noted that total giving should be at \$10 million by the end of December. Planned Giving had a good start to the year and has exceeded its goal already and still has some gifts yet to come in. Annual Giving is tracking well and the calling center is ahead of last year's numbers at this same time of year. He also noted the largest direct mail piece just hit mailboxes which should bring in a large amount of gifts. Mr. Brandon reported that the 85 Hours of Giving campaign helped the annual giving numbers greatly and the campaign will continue next year with a "Day of Giving". Mr. Brandon noted the College Giving slide was removed due to a glitch in the reporting. Donor counts are tracking well and should hit its goal by the end of the year. Mr. Brandon then discussed three new reports that are received by staff weekly. The first report showed a snapshot of current dollars and donors raised. The second report showed gift income which is actual money coming in and both foundations have brought in \$3.2 million so far this year. Mr. Brandon noted the importance of looking at not only endowments but also cash received. The final report showed current Athletic Foundation membership levels. He noted these numbers are based on a calendar year and the foundation should be at 3,400 members by the end of the year.

Mr. Brandon concluded by thanking Rector Ripley for the joint affiliated board meeting that took place in October. Rector Ripley noted there was good dialog, he received good feedback from participants and it was a good first step. Ms. Swystun noted there was good dialog between the different boards in attendance, and everyone received helpful information on how the ODU structure work along with board information.

CLOSED SESSION

- I. A motion was made by Mr. John Biagas and seconded by Mr. William Sessoms 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, Ms. Swystun thanked everyone for attending and the meeting was adjourned.