

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, December 7, 2017**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, December 7, 2017, at 11:30 a.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Ross A. Mugler, Vice Chair  
Jerri F. Dickeski  
Michael J. Henry  
Larry R. Hill  
Toykea S. Jones  
Pamela C. Kirk  
William D. Sessoms, Jr.

Absent were: Frank Reidy, Chair

Also present were:

|                 |                  |
|-----------------|------------------|
| Alonzo Brandon  | Christina LiPuma |
| Karen Cook      | Michele McKinnon |
| Greg DuBois     | Karen Meier      |
| Dan Genard      | Earl Nance       |
| Giovanna Genard | Wood Selig       |
| Maggie Libby    | Jena Virga       |

**ACTION ITEMS**

- I. Mr. Ross Mugler welcomed everyone to the meeting. A motion was made by Mr. Michael Henry and seconded by Ms. Toykea Jones to approve the minutes of the September 21, 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, 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. Mr. Brandon noted now that we are in the Fundraising Initiative, the dashboards will be changed to match the Initiatives areas. Total giving amounts for the Educational and Athletic Foundations was \$22.8 million which includes the Pulse Bioscience money. Planned Giving has raised \$690,000 and several large gifts should close in early 2018 for this area. Annual Giving has raised \$346,200 and he noted this department is undergoing a restructure which will affect the way the numbers are reported. Mr. Brandon reported that donor counts are currently at 2,518 and are tracking well. He then reviewed a new dashboard with totals for the Fundraising Initiative. Current totals are \$17.3 million for scholarships, \$13.7 million for academic enhancements, \$697,000 for student success, \$11.9 million for athletics and \$35 million for special projects. The total amount raised since July 2016 is \$78.7 million.

Mr. Brandon discussed the Fundraising Initiative which has been in process since July 2016. The Steering Committee for the Initiative met for the first time on November 20 and has 18 members. Mr. Brandon noted the initial goal was \$200 million, however after looking at amount raised so far which was \$78 million, it was decided to increase the goal to \$250 million. He discussed the five areas that will be focused on along with the goals for each. These areas include Scholarships with a goal of \$100 million, academic enhancements with a goal of \$40 million, student success with a goal of \$20 million, athletics with a goal of \$40 million and special projects with a goal of \$50 million. Mr. Brandon reported the Initiative will have ten big ideas/projects to focus on. The largest will be water resilience to include creating a national center. The university will look for cities to partner with on water needs and research. Plans are in progress to build a case of what has been done and where we need to go.

II. **Educational Foundation** – Ms. Michele McKinnon, Partner at McGuireWoods LLP and attorney for the Educational Foundation, discussed tax reform in Washington DC and the implications on charitable donations. Ms. McKinnon reviewed the recent proposals for the Tax Bill from both the House and Senate. She noted that these bills had not been passed yet and the goal is to find common ground and pass the bill by Christmas. She discussed the impacts on non-profits and specifically colleges and universities. Ms. McKinnon discussed changes to corporations, individuals and charitable deductions. Mr. Alonzo Brandon noted that once the tax bill was approved, our foundations will ask for an advisory sheet from our lawyers and will share with boards and donors.

III. **Office of Community Engagement** – Ms. Karen Meier, Assistant Vice President for Community Engagement, provided updates on community engagement projects and events. Ms. Meier reported that her department included community engagement, community relations, university events and licensing and the main goal was to find ways to connect ODU with the community. She reviewed core areas of engagement which included water resiliency, diversity and inclusion, healthcare, economic development, regional sustainability, volunteerism, community service and partnerships.

Ms. Meier referenced a 2017 Chronicle of Higher Education article discussing the need to explain faculty research in lively, accessible ways. As a follow-up to this article, ODU has hosted Science Pubs for three years now giving researchers an open forum to explain their research. She discussed another new program called CommUNITY Conversations which are held to aid in building an inclusive community. STEM and Social Innovation is a multi-day event bringing together local stakeholders in technology, education, public service, community advocacy and social entrepreneurship. Ms. Meier reported the Virginia Engage Annual Conference was held on campus this Fall with 16 institutions attending. Ms. Meier concluded by discussing the speakers for the December Commencement ceremonies as well as the speaker lineup for the Spring 2018 President's Lecture Series.

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