

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, December 8, 2016**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, December 8, 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
Ross A. Mugler, Vice Chair
Michael J. Henry
Larry R. Hill
Toykea S. Jones
Mary Maniscalco-Theberge
Sebastian Kuhn (*Faculty Representative*)

Absent were: William D. Sessoms, Jr.

Also present were:

Alonzo Brandon	Velvet Grant
Karen Cook	Rick Massey
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 Mr. Larry Hill to approve the minutes of the September 22, 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 totals are based on fiscal year and amounts will still be on the low end. The total giving amounts for both foundations and adding in the Barry Museum Foundation was \$38.1 million. He mentioned the Athletic Foundations totals will be low until the spring when reseating happens for both football and basketball. Planned Giving has raised \$477,500 to date with a few large gifts in the pipeline. Annual Giving has raised \$220,439 which includes funds from both Educational and Athletic Foundations. He reported that donor counts are currently at 2,454 and will increase in the spring due to athletic reseating.

ITEMS FOR REVIEW:

- II. **Office of University Advancement** – Mr. Alonzo Brandon, reviewed the cost of fundraising, which for ODU is \$0.28 to raise a dollar in FY2015. The national average is \$0.20 and ODU's average cost since 1999 is \$0.20. This cost includes all operating costs in the department including salaries. Mr. Brandon discussed the cost to raise a dollar in the Call Center, which is \$3.80 and is close to the national average. The largest costs for the Call Center is salaries and software. The main purpose of the Call Center is for engagement and marketing for alumni and donors. The Call Center has also be used for other purposes such as polling and thank-a-thons with student athletes.

Mr. Brandon discussed the 24 Hour Roar which is the Day of Giving event. This annual campaign will take place on March 14, 2017 and was moved from the fall to the spring so students could be more involved. The campaign will have 14 participating units and the focus will be on scholarships across the board. Social media will have a large presence to help support the campaign. Mr. Brandon also noted there is working being done with the City of Norfolk to make March 17 "ODU Day". The overall goal of the campaign is to build capacity and obtain new donors. Mr. Brandon then showed the campaign video featuring Tim Seibles.

Mr. Brandon discussed trends in Higher Education Philanthropy. He noted that since 2002, state support of higher education has dropped 37%. Donors are more sophisticated and are giving to causes that reflect their personal interests and want to see a return. He reported there is a falling trust in philanthropy due to negative stories related to the Clinton Foundation and high salaries of large national nonprofits (this affects more non-profit than higher education). Impact investing has caused us to think across paths and blur the lines with other organizations. Donor advised funds have become popular due to their convenience and we are seeing less unrestricted money. Mr. Brandon discussed staff turnover as a trend, particularly at ODU. Major gift officers tend to have an 18 month turnover rate, and ODU has three new Deans and two more Deans leaving soon. As a result, our staff is trying to engage and develop long-term chairs to help with fundraising.

Mr. Brandon discussed additional trending statistics related to philanthropy based on a recent study. High wealth donors give to eight different not-for-profits and donors over 70 years old give to more than 11 organizations, which means we have competition and in turn, we have partnered with other organizations. Wealthy donors supported the

following top eight organizations (in order): basic needs, religion, health, combination, youth/family services, K-12 education, animals and higher education. In respect to total dollars given, higher education ranked third on the list. Nearly one out of five donors stopped giving to nonprofits because of too frequent solicitations. The study found the more knowledgeable a donor is about an organization, the higher the donation will be. On average, donors who classify themselves as “novice” give \$3,300, “knowledgeable” give \$8,200 and “expert” give \$14,300.

Mr. Brandon concluded by showing a website/cultivation email sent to alumni from the Strome College of Business. The site shows eight to ten priority areas and the goal is to target smaller gifts from alumni. Mr. Brandon noted the Development Office would be doing a year-end push for gifts, minus Business alumni.

CLOSED SESSION

- I. A motion was made by Mr. Ross Mugler and seconded by Mr. Larry Hill 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. There being no further business, Mr. Reidy thanked everyone for attending and the meeting was adjourned.