

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, April 23, 2015**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, April 23, 2015, at 11:00 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*)
Barry M. Kornbalu
Mary Maniscalco-Theberge
Ross A. Mugler
William D. Sessoms, Jr.
Judith Swystun
Sebastian Kuhn (*Faculty Representative*)

Absent were: David L. Bernd

Also present were:

Alonzo Brandon	Richard Massey
Caitlin Chandler	Donna Meeks
Karen Cook	Karen Meier
Dan Genard	Earl Nance
Giovanna Genard	Jason Ragar
Velvet Grant	Jacqueline Sayward
Elizabeth Kersey	Taniesha Simmons
Matthew Leonard	

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 December 4, 2014 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, college giving and donor counts. He reiterated that the \$24 million goal for this year would be difficult. He noted that fundraising was slow out of the gate, but should have a very good final two months and will close out strong. He estimated finishing the year around \$19-\$20 million. In the area of planned giving, he was not concerned the current number as there are a few large gifts that should close in the next month. He reminded the group that the Athletic Foundation is in the renewal period right now and should higher numbers after the May 1 deadline. Mr. Brandon noted that in college giving, Business should finish well and many donors are waiting until the new Dean is onboard. The donor count numbers are close to the goal and the number on the Athletic Foundation side have remained consistent over the years.

Mr. Brandon reviewed updates from the university naming committee which included the Paul Keyes Indoor Hitting Complex (for baseball), Ballard/Hillier Football Team Meeting Room (in the LR Hill Sports Complex) and revised naming opportunities for the basketball practice facility. He also noted a group of Japanese business men gave a donation in honor of Dr. Hamada (current ODU professor) and will name the gardens outside of the Diehn expansion building.

Mr. Brandon concluded by giving an overview of the 85 Hours of Giving Campaign. One of the main goals will be for participation and to acquire new donors. This campaign will take place September 9 – 12, 2015 and will last 85 hours to tie in with ODU's 85th anniversary. These dates were selected to coincide with ODU's Founding which is September 12 and there will be a home football game on September 12 versus Norfolk State for a final push. Mr. Brandon noted using social media to help drive the campaign with help from well-known alumni. He also noted that key alumni would be identified from each college to donate challenge money. The Educational Foundation has also offered \$200,000 in bonus money that will be used as incentive monies for competition among participated units. Bonus monies will be distributed in percentages based on units finish place - \$150,000 for dollars raised and \$50,000 for number of donors. During the September 12 football game, fans will be able to "Text to Give" in honor of ODU's birthday. The concept of Day/Hours of Giving has worked well at other colleges and should work for us. The overall goal is to raise \$850,000, have 850 donors and have 100% participation from all affiliated boards. This campaign is in a quiet phase right now, building relationships/social networks and will go public at the State of the University address.

- II. **University Strategic Communication and Marketing** – Ms. Giovanna Genard, Acting Assistant Vice President for Strategic Communication and Marketing, reviewed organizational changes that took place in the department over the last year. These structural changes are aimed to make the department more integrated and agile and to be able to deploy teams that can run innovative test-and-learn programs, position the

University as a leader in research, and expand the reach of the university brand. An executive director position was created to oversee publications, design and branding and Ms. Caitlin Chandler was hired in this role. Media relations was separated out and Mr. Jon Cawley was hired as director, and staffing in social media and digital marketing (video) was bolstered. As part of restructuring, the department established an active University-wide communications network of program marketers from each college and administrative unit.

Ms. Genard presented business objectives, developed in collaboration with key groups on campus and during monthly marketing strategy meetings with enrollment services and distance learning. The objectives are part of a comprehensive plan for marketing the on-campus and online ODU experience to prospective students and their families. The university's marketing efforts now have been expanded to reach all of Virginia and will be moving into select Conference-USA areas in future years. Ms. Genard reviewed marketing studies that have been conducted to determine what is valued, important or influences decision-making and how ODU is perceived in comparison to other large public state universities. The department also studied the brand and competitive landscape and conducted advertising testing. She reported an upcoming partnership with Padilla CRT, who will work with ODU on the BrandScan program, for free. This four-week program will include interviews with University leadership and students to find out how they connect or align with the ODU brand. The results of this study will help inform the marketing strategy for 2015-16.

Ms. Genard reported on the current marketing strategy which is transitioning from the old campaigns (Monarchability and Roar) to a new one. The strategy includes pushing a more visible call to action to go online via Internet searches, using free TV spots with Conference-USA, print ads, outdoor billboards and video spots in Hampton Roads movie theaters. ODU has also purchased a Norfolk Airport digital sign that has 100% visibility and is changeable. Ms. Genard also discussed Internet searches and that ODU appears at the top of the list in Google searches for colleges in Virginia Beach and Virginia. ODU also has a strong click-through rate, anywhere from 4-18% (national average is 1%) and the conversion rate is 105%. She discussed harnessing emerging media to build immersive experiences during sports championships, TEDx talks, etc., and using student videos and pictures on Instagram. ODU has also taken advantage of and grown key experiences that engage future students, such as the Strome College of Business and Strome Entrepreneurial Center openings as well as experts who have visited campus (Guy Kawasaki, etc.) and science related Open Houses. She also discussed her team's focus on marketing to Generation Z (born mid-90s to early 2000s) who are more independent thinkers, more engaged and enjoy hands-on experiences.

- III. **Office of Government Relations** – Ms. Elizabeth Kersey, Assistant to the President for Local, State and Federal Government Relations, gave an update of the government internship program which has been in existence for 20-22 years. Ms. Kersey noted this program is highly competitive and only 6 students are hand-selected to become interns. The interns work 20 hours a week in 12 offices during the Spring Session. She asked a

few of the interns to speak about their experiences. Mr. Matthew Leonard who worked with Delegate Scott Taylor and Delegate Bill DeSteph was involved in speaking in the community and learned how bills were made. He is graduating this spring and will continue to work with Delegate DeSteph on his campaign. Ms. Taniesha Simmons worked with Senator John Cosgrove and Delegate James Leftwich. She also talked with constituents and saw how the state government worked. She is graduating in May and will work with Delegate Frank Wagner on his campaign. Mr. Jason Ragar worked with Delegate Frank Wagner and Delegate Barry Knight. He reiterated the great experiences of the other interns and noted he was representing ODU in doing the peoples work on behalf of the people.

CLOSED SESSION

- I. A motion was made by Mr. Barry Kornblau and seconded by Ms. Judith Swystun 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 activities of the University. 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.