

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 11, 2015**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 11, 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*)
Mary Maniscalco-Theberge
Ross A. Mugler
Judith Swystun

Absent were:

John F. Biagas (*ex-officio*)
David L. Bernd
Barry M. Kornblau
William D. Sessoms, Jr.

Also present were:

Alonzo Brandon	Cathy Lewis
John Broderick	Richard Massey
Jim Clanton	Karen Meier
Karen Cook	Earl Nance
Dan Genard	Cecelia Tucker
Velvet Grant	Jena Virga

ACTION ITEMS

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Ms. Judith Swystun to approve the minutes of the April 23, 2015 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 noted a few large commitments were received in the last week and the total amount raised for the year should be around \$20-\$21 million by the end of the month. In the area of planned giving, he reported two large pledges were outstanding and should be received by the end of the fiscal year. Mr. Brandon noted that in college giving, Arts and Letters should reach their goal and Business will be slightly under goal. He also reported that with Dean Baysal retiring from the College of Engineering and Technology, the development office would hire a consultant to complete an assessment and find the strengths of the college prior to the search for a new dean.

Mr. Brandon gave a year-in-review for University Advancement. He noted the Alumni Association launched a new website in January 2015 with great success and had a large boost in site views. Alumni Relations also had successful events throughout the year, namely the Alumni Honors Dinner, 50th reunion weekend and ODU Day at Bolling Elementary. Mr. Brandon reported that ODU received a CASE Educational Fundraising Award for Overall Improvement. This was the 3rd CASE award in 10 years for ODU. He discussed the fundraising accomplishments including planning for the 85 Hours of Giving campaign. Mr. Brandon noted that the Old Dominion Athletic Foundation (ODAF) reached their fundraising, annual fund, and membership goals this year. The annual brochure was redesigned as the “Gameplan” and included both ODAF renewal and football renewal pieces. He reported the name of the basketball practice facility would change slightly to become the Mitchum Basketball Performance Center and 84% of the \$8.4 million fundraising goal had been reached. He also discussed the rebranding of the club area at the Ted Constant Convocation Center. This area will be remodeled and named the 4400 Club and will offer upscale concessions and adult beverages. Mr. Brandon reported the foundations surpassed NACUBO median performance by 1.4% and exceeded the majority of universities in Virginia. He also noted a 17.2% investment performance versus an average return of 15.5% (of the 806 universities that reported). He reported the foundations had another year with a clean audit which makes 17 years of consecutive clean audits. Mr. Brandon reported on licensing royalties totals for the year and noted total retail revenue was \$3.9 million. Mr. Brandon discussed the Community Development Corporation 43rd Street housing project which has closed 43 units and has contracts on the remaining 8 units. This project should be completed by the end of this year. He also noted NAP credits for the CDC are still available and programs that benefits included the Life Enrichment Center summer camp which is for underserved community members.

Mr. Brandon concluded by discussing the potential for a bi-annual meeting for all affiliated boards of ODU. He noted this event would include guest speakers from AGB, NACDA, President Broderick and key ODU staff. If approved, this meeting would take place in either the fall 2015 or spring 2016.

II. **Office of Community Engagement** – Ms. Karen Meier, Assistant Vice President for Community Engagement, thanked Mr. Barry Kornblau for his support of the BOV, university, events and staff. She continued by providing an update on Community

Engagement which includes community relations, licensing, community engagement and university events and has a goal to target local issues with expertise from ODU. She reported that ODU was recognized on the President's Higher Education Community Service Honor Roll for the third straight year. Ms. Meier reviewed key events for climate change/sea level rise; education equity; military services and transitions; volunteerism, community service and partnerships; community engagement and university events. She specifically noted the Mr. Ray Toll was one of thirteen people who met with senators behind closed doors to discuss the impact and solutions of sea level rise. She acknowledged Ms. Cecelia Tucker on her leadership with the Conference for Girls and Young Women, Life Enrichment Urban Summer Camp and 31st Annual MLK, Jr. Community Leaders Breakfast. Ms. Meier noted President Broderick has spoken in every city in Hampton Roads through the President's Community Speakers Series. She also reported on the increased attendance to key university events such as the President's Lecture Series which is due to selecting more relevant speakers and enhancing the experience with Cathy Lewis serving as emcee. Ms. Meier reviewed statistics regarding Fall 2014 and Spring 2015 Commencement events. She noted the gap between eligible and participating graduates is closing fast due to students being more active on campus. Her staff is looking for ways to streamline the commencement registration process and is working with the registrar's office to collaborate on forms. Ms. Meier reported that 250 graduates at the Fall 2014 ceremony were distance learning students. She acknowledged the work of the media relations team by putting a face to commencement. The team included profiles of graduates on ODU's website the week of commencement. Community Engagement is now using these stories in the Community Connection newsletter that is distributed to surrounding neighborhoods of ODU.

Mr. Jim Clanton, Director of Licensing, provided an update on the ODU licensing program. He reviewed the three categories of retailers – sporting goods, campus and wholesale. One goal of licensing for ODU is the need to breakdown perceptions of mid-major schools. He reported Finish Line will carry ODU apparel this fall in nine locations including four locations outside of Hampton Roads. The Finish Line had 46% sales growth and is now the top company for athletic apparel. Mr. Clanton reported a new crafting license would be developed this year for vendors who carry customized items (holiday ornaments, etc.). He discussed the new transition to Under Armour this fall for football and men's and women's basketball. ODU will be the only Conference-USA school contracted with Under Armour. Mr. Clanton is developing programs with Under Armour such as "Don't Tread at the Ted". Mr. Clanton discussed marketing efforts which includes redeveloping the website this year. He noted Want Our Blue cards are available to print online and take to a vendor/store manager where you would like ODU items sold. He is developing a mapping program for alumni to know where to look for vendors who carry ODU items. He noted \$2.2 trillion taken in by brick and mortar shops has been effected by digital media and 42% of total spending is effected by social media.

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