

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, December 4, 2014**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, December 4, 2014, at 10:45 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Ronald C. Ripley, Rector (*ex-officio*)  
Mary Maniscalco-Theberge  
Ross A. Mugler  
William D. Sessoms, Jr.  
Sebastian Kuhn (*Faculty Representative*)

Absent were:

David L. Bernd  
Barry M. Kornblau  
Frank Reidy  
Judith Swystun

Also present were:

Alonzo Brandon	Earl Nance
Karen Cook	Carol Simpson
Karen Eck	Deb Swiecinski
Dan Genard	Drew Turner
Richard Massey	Jena Virga
Karen Meier	

**ACTION ITEMS**

- I. Dr. Mary Maniscalco-Theberge welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Mr. William Sessoms to approve the minutes of the September 18, 2014 minutes. The motion was approved unanimously by all members present and voting.
- II. Mr. Alonzo Brandon, Vice President for University Advancement presented the details of the Marc Jacobson resolution. He noted the current naming policy does not include

leased spaces which the Residence is leased. Mr. Mugler asked why the gift was not used to pay off the lease of the house. Mr. Brandon noted funds were needed for maintenance for the house and that is how it was presented to Mr. Jacobson and the donation is a planned gift. The naming is also in recognition of Mr. Jacobson's broad giving and service to the university. A motion was made by Mr. Ross Mugler and seconded by Mr. William Sessoms to approve the resolution to name the President's Residence as the Jacobson House. The motion was approved unanimously by all members present and voting.

## **ITEMS FOR REVIEW:**

- I. **Office of University Advancement** – Mr. Alonzo Brandon 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 last year at this time, we had secured \$11 million and \$4 million commitments. There are a multiple reasons for donors to wait to give to the university including current economy issues and those waiting for a new Dean to be hired for the Strome College of Business. He also noted Development staff are waiting on a firm cost of a new stadium before asking certain donors. The donor count numbers are equal to this time last year on the Educational Foundation side and the Athletic Foundation side is tracking well. The Athletic Foundation donor counts are based on a calendar year, where the Educational Foundation counts are based on a fiscal year.

Mr. Brandon reviewed updates from the university naming committee which includes the Education Building, Hixon Art Studio Building and Strome Entrepreneurial Center. Development staff members look at each facility and determine which spaces could be named and establish a naming price range. The new Education Building price range for naming the entire building is lower than the required 20% due to the low number of donors in that particular pipeline. Overall, it should be at or close to the 20% mark with monies raised going to a program fund.

Mr. Brandon concluded by updating the board members on the Strome initiatives for the Strome College of Business and Strome Entrepreneurial Center (SEC). He noted the Strome's feel that they can give more to the university and could be dependent on upcoming financial deals. The SEC is developing an Advisory Board which could include Amy Cosper as a member. November was Entrepreneurial Month and the SEC hosted multiple guest speakers, a hackathon competition and an elevator pitch competition. The SEC will work with the Entrepreneurs' Organization to hold an Entrepreneurial Conference in February at the Ted Constant Convocation Center. Mr. Brandon also reported that Ms. Nancy Grden had been hired as the Executive Director of the SEC and would begin work in January.

- II. **Old Dominion Athletic Foundation (ODAF)** – Ms. Jena Virga, Senior Associate Athletic Director presented a year-in-review for ODAF. She noted athletics had an incredible fall with Men’s Soccer winning the Conference-USA Championship and the Men’s Basketball team having a great start to the season with wins over VCU and George Mason. Ms. Virga reviewed the staff members of the ODAF which is the fundraising arm for athletics. Last year, the ODAF raised almost \$7 million through premium seating sales, annual fund, endowments for student athlete scholarships and programs, and capital projects such as the indoor baseball batting facility and the Mitchum Family Basketball Practice Facility. The Basketball Facility is the top fundraising priority right now and is on track to break ground in June 2015 in hopes of being ready by the start of the 2016-2017 basketball season. This is an \$8.4 million project and will house both men’s and women’s basketball. The ODAF has raised \$6 million to date and has verbal commitments in the amount of \$1 million. Fundraising should be completed for this facility in 2015.

Mr. Drew Turner, Director of the ODAF presented on the 50<sup>th</sup> Anniversary for ODAF. Branding ODAF was an important goal for this year and staff decided to use the 50<sup>th</sup> Anniversary as a tool to do that. Mr. Turner explained that multiple videos were produced to aid in educating donors as well as garnering further support. The video “What is the ODAF” was played and Mr. Turner explained that donations are not just to pay for season tickets or parking. Those donations are used to support student-athletes. The video “Because of You” was played which shows student-athletes thanking donors for their contributions. Mr. Turner concluded in reviewing the 50K50Days Campaign which has a goal to raise \$50,000 in the last 50 days of 2014 (from November 12 – December 31, 2014). As of the meeting date, this campaign had raised close to \$46,000 and was only at the halfway mark which is a great success. All monies raised will go to the annual fund for ODAF. In overall goals for ODAF, last year \$4.1 million was raised in the annual fund and this year ODAF is tracking to be at \$4.2 million.

## **CLOSED SESSION**

- I. A motion was made by Mr. Ross Mugler and seconded by Mr. Ron Ripley 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.

There being no further business, Dr. Maniscalco-Theberge thanked everyone for attending and the meeting was adjourned.