

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 14, 2018**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 14, 2018, at 12:00 p.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Toykea S. Jones, Chair
Ross A. Mugler, Vice Chair
Carlton F. Bennett (*ex-officio*)
Michael J. Henry
Larry R. Hill
Pamela C. Kirk
Sebastian Kuhn (*Faculty Representative*)

Absent were: Jerri F. Dickseski
William D. Sessoms, Jr.

Also present were: Alonzo Brandon Barbara Henley
Jim Clanton Earl Nance
Karen Cook Wood Selig
Dan Genard

ACTION ITEMS

- I. Ms. Toykea Jones welcomed everyone to the meeting. A motion was made by Mr. Larry Hill and seconded by Ms. Pamela Kirk to approve the minutes of the April 26, 2018 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 an extra \$3 million has been raised since the last Board meeting with current fundraising totals at \$52.5 million. Planned Giving has a number of gifts in the pipeline that should

close within the month. Mr. Brandon reported that donor counts are currently at 7,184. As a follow-up to the last meeting, the average gift amount for the annual fund is \$90 and \$7,500 for major gifts. The participation rate for alumni for the annual fund is 3%. The Fundraising Initiative current totals are \$26.9 million for scholarships, \$14.3 million for academic enhancements, \$5.2 for student success, \$17.3 million for athletics and \$44.5 million for special projects. The total amount raised since July 2016 is \$108.4 million. He noted the total should reach \$110 million by the end of the fiscal year.

Mr. Brandon introduced Mr. Daniel Genard, Associate Vice President for Advancement, who discussed the new database overlay called Reeher. He noted the Development Office has been using Millennium database since 1998 and it is out of date. Purchasing a new database is very expensive with RFPs from two years ago coming in at \$2 million, so it was necessary to look at other options. Millennium works well for back-end usage, but is not ideal for front line fundraisers and has no mobility options.

Mr. Genard reported the Reeher was purchased and implemented in six weeks, two weeks faster than normal. The Reeher team has stated they are using our team's implementation as best practices for others. Each Dean will have access and can update contact reports. A key feature is predictive modeling with our data and customizing it for our alumni and donors. According to Reeher, 38.5% of our alumni are considered "wealthy" in net worth, which is better than the national average. In Reeher, we have access to other universities data for statistics.

Mr. Genard discussed model factors use three buckets to create a "score". These buckets include Donation (5 year giving average, consistency, number of years giving, etc.), Relationship (primary relationship type and number of methods of contact on file) and Demographic (net worth, age, marital status, years since graduation, married to an alum, etc.). Reeher also creates a Major Giving Expected Value Index and Annual Fund Expected Value Index which helps to target prospects. Reeher has created a segmentation strategy for us, breaking down our alumni into wealthy and non-wealthy with Major Gift Expected Value Indexes. ODU has really good numbers, some are related to football. We also have good donor retention rates.

Mr. Genard demonstrated how Reeher works and what screens look like. He noted there is a downloadable app for traveling fundraisers. Our fundraisers are seeing more people (12 per month), than the national average of 8 per month. Mr. Genard showed that donor pages display giving totals, affiliations, basic information and social media trends. Once a year Reeher will assess our database based on information we have added and will renew our rankings. In the database, it is easy to see overall giving history and giving timeline. There is also a mapping feature on addresses, and has a Zillow feature to get a house value. Having Reeher will give our fundraisers the best resources possible to do their jobs.

II. **Office of Development** – Ms. Barbara Henley, Executive Director of Gift Planning, presented marketing efforts and programs used for Gift Planning. Ms. Henley stated the team consisted of herself and an assistant director. They work with all fundraisers on the Educational and Athletic side, along with Deans and faculty. There are a number of

marketing efforts used for Gift Planning. Ms. Henley reported they work with a vendor and have created a website for newsletters. Three electronic newsletters and two e-blasts are sent out a year and include topics like how to make a gift from your IRA. Around 3,500 people who are consistent and involved donors, get a printed newsletter. Donors become members of the 1930s Society (for the Educational Foundation) and Monarch Legacy Society (for the Athletic Foundation). Ms. Henley noted gift planning stories are also included in each issue of the *Monarch* magazine.

Ms. Henley showed examples of stories that have been used in the variety of publications. She reported on Will Kits, which are sent out to donors who are seriously considering a planned gift. These kits include a letter from the Executive Director of Gift Planning, sample bequest language, ways to give, a will planning guide and other appropriate brochures. Ms. Henley noted staff are involved in many campus groups, events, board, etc. to keep connected and form meaningful relationships. She reviewed gift planning fundraising totals since the inception of the program in 2010, raising over \$53 million. The average gift is \$350,000 and the median gift is \$126,000.

III. **Office of Community Engagement** – Mr. Jim Clanton, Director of Licensing, presented updates for the university licensing program. Mr. Clanton reported the last three years of royalties' statistics with retail income totaling \$4.2 million in 2017-2018. He noted it has been a tough year with football not having a bowl appearance, which helps with sales. Nationwide, collegiate merchandise is down 10% due to over saturation and less traffic. Retail traffic for traditional brick and mortar sales has fallen 53% in department stores and 34% in shopping malls (from 2007 to 2017). Due to these trends, we have diverse distribution channels.

Mr. Clanton reported that ecommerce rates are increasing, so we are focusing on that area. He demonstrated multiple social media creative campaigns that we are using nationwide. Licensing partnered with basketball season ticket renewals and new Yeti cups as incentives for renewing early. He noted Yeti products will be in the bookstore in July. Mr. Clanton discussed the new products in place to celebrate the 10th year of ODU football including shirts, cup, pins, etc. – all are available at the bookstore. Social influencers are being sought out to help with brand exposure and inspiring purchases. We work with them on messaging and product placement with a goal of increasing young alumni/fans following of ODU.

CLOSED SESSION

I. A motion was made by Ms. Pamela Kirk 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, Ms. Jones thanked everyone for attending and the meeting was adjourned.