

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, September 20, 2018**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 20, 2018, at 11:00 a.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
Lisa B. Smith (*ex-officio*)
Carlton F. Bennett
Jerri F. Dickeski
Michael J. Henry
Larry R. Hill
Pamela C. Kirk
Sebastian Kuhn (*Faculty Representative*)

Absent were: Kay A. Kemper (*ex-officio*)

Also present were:

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|--------------------------|-----------------|
| Austin Agho | |
| Alonzo Brandon | Dan Genard |
| President John Broderick | Meredith Hamlet |
| Karen Cook | Earl Nance |
| Dan Genard | Wood Selig |

ACTION ITEMS

- I. Ms. Toykea Jones welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Ms. Jerri Dickeski to approve the minutes of the June 14, 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

reported total giving amount for FY-19 was \$5.1 million. He noted there are verbal commitments totaling \$6 million in the pipeline. Planned Giving is a slower process, but should have higher totals than last year. Mr. Brandon reported that donor counts are low due to just starting the new fiscal year and the average is 7,300 each year. The Fundraising Initiative current totals are \$29.2 million for scholarships, \$16.1 million for academic enhancements, \$5.2 for student success, \$19.9 million for athletics and \$46.1 million for special projects. The total amount raised since July 2016 is \$116.8 million. He noted the half way point of \$125 million should be reached by December.

Mr. Brandon began an orientation of University Advancement (UA) for the committee. He reviewed the mission and organizational chart for UA. Mr. Brandon reviewed the different departments within UA and their main purposes. These departments include Development, Athletic Development, Foundations, Alumni Relations, Community Development Corporation (CDC) and Community Engagement. During the Foundations discussion, questions were asked regarding the new Barry Art Museum and it was agreed that the Executive Director, Jutta Page, would present to the group at the next meeting. Mr. Brandon reported the CDC was currently in a dormant state, however there was a tax credit program and the CDC took funds to create a scholarship for students in Lambert's Point

Mr. Brandon then discussed results from a recent survey of the philanthropic landscape in the United States. Key findings included the \$410 billion barrier was broken for the first time in the charitable sector. Of this \$410 billion in giving, Education (which includes K-12 and higher education) was second on the list with \$58.9 billion given. Mr. Brandon presented the most philanthropic states and metropolitan areas, which matches the current locations that ODU is focusing on for fundraising. One key statistic regarding the impact of high net worth individuals, 83% plan to give as much (55%) or more through 2018. Online giving was discussed as the preference for younger donors, which is why the Educational Foundation website was redone to be more donor centric and informative.

Mr. Brandon then had Mr. Dan Genard, Associate Vice President for Advancement, present on new donor data received from Reeher. Each quarter, Reeher will send a report on how ODU is performing. This quarter's report noted that ODU is raising more money with less donors. Mr. Genard discussed the assignment analysis and rating system used to assist staff with fundraising. It was shown that 1,455 constituents needed to be focused on and half of that group has been assigned to a fundraiser. We are now in the process of looking at portfolios and re-arranging to include the other half of this key group. When looking at the fundraising maturity model, ODU falls into stage three – current potential proactive, which is a good spot to be in along with 49 other institutions. The report showed we work well with top donors and our alumni participation rate is 3.1%. Mr. Genard noted we need to work on this area and are putting efforts into growing alumni participation.

- II. **Office of Development** – Ms. Meredith Hamlet, Director of Donor Relations, discussed donor stewardships programs at Old Dominion University. Starting on July 1, the donor acknowledgement process has changed to be more donor centric. The key feature is separating the tax portion/receipt with the actual thank you letter. This enables staff to

have more opportunities to thank the donor in different ways. The Athletic Foundation is going through a similar revamping process and plans to start the new process in January 2019. The Athletic Foundation also has a new donor stewardship plan to help retain donors during their first five years of giving. Ms. Hamlet reviewed the many methods of stewarding all donors including birthday cards, holiday recognition, student-athlete thank-a-thon and new event the Big Blue Blast. A key focus for the coming year on both the Educational and Athletic sides will be loyal/consecutive donors.

Ms. Hamlet discussed the annual endowment reports that go to each endowment holder with a breakdown of the scholarship/fund, recipients, giving totals and endowment levels. This year, the report was redesigned to be more visually appealing and include key foundation statistics. She then reported that a new society has been created to recognize top donors of the university. The M Society is for donors who have given \$1 million or more. These donors are invited to exclusive events and receive special induction gifts. Ms. Hamlet concluded with Fall 2018 special events for stewarding our donors.

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