

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, December 5, 2019**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, December 5, 2019, at 11:30 a.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Pamela C. Kirk, Chair
R. Bruce Bradley, Vice Chair
Kay A. Kemper (*ex-officio*)
Unwanna B. Dabney
Alton J. Harris
Larry R. Hill
Ross A. Mugler
David Burdige (*Faculty Representative*)

Absent were: Jerri F. Dickseski

Also present were:

Alonzo Brandon	Annie Morris
Karen Cook	Bridget Nemeth
Grant Deppen	Wood Selig
Greg DuBois	Rusty Waterfield
Dan Genard	Jay Wright
Joy Jefferson	

ACTION ITEMS

- I. Ms. Pamela Kirk welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Mr. Larry Hill to approve the minutes of the September 19, 2019 meeting. The motion was approved unanimously by all members present and voting.

CLOSED SESSION

- I. A motion was made by Mr. Ross Mugler 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.

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. Mr. Brandon reported amount raised to date for the Fundraising Initiative (FI) was \$167.2 million. He noted the is a goal to reach \$170 million by the end of December and \$200 million by the end of the fiscal year. He reminded the group that we are ahead of schedule for the FI. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He discussed the breakdown by foundations and colleges. He explained that efforts would now shift more to the colleges to help raise the remaining amount. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type.

Mr. Brandon continued the meeting by giving an orientation of University Advancement. He reviewed the mission, departments included within University Advancement and their goals. These include Development, Athletic Development, Foundations, Alumni Relations, Community Development Corporation and Community Engagement. In speaking about the Foundations, he mentioned that ODU has the fifth largest endowment of the universities in the state, behind Virginia, Virginia Tech, William & Mary and VMI. When discussing the Community Development Corporation, Mr. Brandon noted it is currently in a dormant state after the 43rd Street Development project was completed. He concluded discussing Community Engagement and University Events, which when you add in all university, alumni and development events, it totals 340 events in a year.

Mr. Brandon then asked Mr. Grant Deppen, Assistant Director of Intramural Sports and Esports, to discuss the launch of Esports at Old Dominion. Mr. Deppen gave an overview of the Esports/Gaming Ecosystem in the professional and collegiate arenas. Collegiate Esports have over 150 colleges and universities that offer “varsity” programs. Scholarships can be given out for team members, and often competitions offer scholarships as prizes. At ODU, there are currently two academic majors related to Esports – Game Design Studies and Modeling and Simulation.

He then discussed the process that ODU when through to launch Eports which officially start in the Fall 2020. There will be roughly 10 teams and 55-60 esports athletes within ODU’s varsity team. The teams will complete in 10 diverse games to start. Esports will

be housed in Webb Center and will have 24 competition terminals. This space will be open to the student population as well as the team. Varsity Esports will benefit ODU with co-curricular opportunities such as internships, student employment, entrepreneurial game design/development and student recruitment. It can also bolster community connections like hosting day camps for Middle School and High School students.

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