

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Emergency Meeting
University Advancement Committee Minutes
Wednesday, December 9, 2020**

MINUTES

An emergency meeting of the University Advancement Committee of the Board of Visitors of Old Dominion University was held on Wednesday, December 9, 2020, at 1:00 p.m., to discuss or transact business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purpose, duties and responsibilities. The meeting was held electronically using the Zoom application pursuant to Executive Amendment 28 to HB 29 (2020). Present from the Committee were:

Unwana B. Dabney, Chair
Peter G. Decker, III, Vice Chair
Kay A. Kemper (*ex-officio*)
Jerri F. Dickeski
Alton (Jay) Harris
Larry R. Hill

Also in attendance from the Board: Murry Pitts
Bridget Groble (*Student Representative*)

Absent were: R. Bruce Bradley, (*ex-officio*)
Carlton F. Bennett
Lisa B. Smith
David Burdige (*Faculty Representative*)

Also present were: Austin Agho Donna Meeks
Alonzo Brandon Earl Nance
Karen Cook Wood Selig
Greg DuBois Amanda Skaggs
Lauren Eady Don Stansberry
Dan Genard Reda Valentin
Giovanna Genard

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Unwana Dabney called the meeting to order at 1:01 p.m. A motion was made by Mr. Larry Hill and seconded by Mr. Jay Harris to approve the minutes of the September 15, 2020 meeting and were approved by roll-call vote (*Aye: Dabney, Dickeski, Harris, Hill, Kemper; Nay: None*).

APPROVAL OF NAMING RESOLUTIONS

A motion was made by Ms. Jerri Dickeski and seconded by Mr. Larry Hill to approve the naming resolutions to name the Powhatan Complex Residence Hall JJ as the Carlton F. Bennett House and to name the Powhatan Complex Residence Hall KK as the Lisa B. Smith House, and were approved by roll-call vote (*Aye: Dabney, Dickeski, Harris, Hill, Kemper; Nay: None*).

ITEMS FOR REVIEW

Office of University Advancement – Mr. Alonzo Brandon, Vice President for University Advancement, opened the meeting by presenting dashboard items measuring productivity in the area of Development. He noted that we are at 75% of the goal for of the Fundraising Initiative (FI). Mr. Brandon reported amount raised to date for the FI was \$189 million with a number of verbal commitments that total over \$1.2 million. There was an internal goal to raise \$190 million by the end of December, so this goal will be hit. He also noted there is a \$2 million gift that should be closed by the end of December. Since December of 2019, \$26 million has been raised, which is very good during a pandemic. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He noted that scholarship fundraising has increased 14% since this time last year, and if you include athletic scholarships the total is close to \$60 million currently. He also explained that student success has the least amount raised, because of the way the gifts are recorded. Many areas affect student success. He discussed the breakdown by foundations and major gift categories. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. We are up 23% overall in gifts of \$100,000 and below and many donors give to both Educational and Athletic Foundations. The majority of gifts are given by alumni, but many gifts under the corporate and foundations category are also given by alumni.

Mr. Brandon continued the meeting by giving an overview of alumni and community engagement events that took place since the September meeting. There were 17 events in September with 4,612 registered and 1,111 Facebook views. In October, there were 27 events with 4,151 registered and 8,533 Facebook views. For November, there were 17 events with 2,566 registered and 3,196 Facebook views. An internal review of all virtual events from the Spring through mid-October showed that 50% of participants were current donors. Mr. Brandon also provided a breakdown of participants by net worth. Looking at the event data has helped with fundraising as it shows what participants are interested in.

Ms. Karen Cook, Executive Assistant to the Vice President, presented information and gave a tour of the new changes to the University Development website and the Educational Foundation website. Over the summer, Mr. Brandon tasked a digital committee to review all University Advancement websites, software and social media accounts to ensure consistent messaging and ease of use. This group made many recommendations with the key focus on updating the websites. Ms. Cook explained the University Development website had been streamlined to one page with important Development, Foundations and Alumni information shown, with links out to their respective websites. The Educational Foundation website is updated regularly with new initiatives, projects or news stories. This site is used to inform visitors of our Fundraising Initiative, provide information on ways to give, house key donor relations tools and provide news and impact stories. Per the digital committee, “Give Now” buttons have been added on almost every page, and a constant “Give Now” button follows the visitors wherever they scroll. An Alumni page was added to the website, as well as a Support page was added to the Alumni

Association website to support consistent messaging and encourage alumni to give. Ms. Cook also reviewed marketing efforts made to drive visitors to the Foundation website.

Mr. Dan Genard, Associate Vice President for Advancement, discussed BOV Policy 1801, and needed changes to it. The State of Virginia requires new language to be added to policies regarding governing boards, acceptance of terms and conditions associated with donations, gifts and other private philanthropic support. An additional item that needs to be added is the BOV shall be informed and approve of gifts that direct academic decision-making or gifts of \$1,000,000 or more that impose a new obligation on the institution. Mr. Genard also noted that naming a chair position needs to be updated that the endowment gift provides a significant salary supplement versus entire compensation. The supplement would be determined by the Dean.

MOTION FOR CLOSED SESSION

A motion was made by Mr. Larry Hill that the meeting be recessed, and, as permitted by Virginia Code Section 2.2-3711(A)(9), reconvene in closed session for the purpose of discussing matters related to gift giving, bequests, and fundraising. The motion was seconded by Mr. Jay Harris and approved by role-call vote (*Aye: Dabney, Decker, Dickseski, Harris, Hill, Kemper; Nay: None*).

In addition to the Board members in attendance, Alonzo Brandon, Karen Cook, Dan Genard and Earl Nance were present during closed session.

Following closed session, the Committee reconvened in open session and Dr. Unwana Dabney read the Freedom of Information Act Certification with a second from Mr. Jay Harris. The certification was approved by roll-call vote (*Aye: Dabney, Decker, Dickseski, Harris, Hill, Kemper; Nay: None*).

With no further business to discuss, the meeting was adjourned at 2:04 p.m.