

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Wednesday, April 21, 2021**

MINUTES

An emergency meeting of the University Advancement Committee of the Board of Visitors of Old Dominion University was held on Wednesday, April 21, 2021, at 11:00 a.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:

Unwanna B. Dabney, Chair
R. Bruce Bradley, (*ex-officio*)
Kay A. Kemper (*ex-officio*)
Alton (Jay) Harris
Lisa B. Smith

Also in attendance from the Board: Murry Pitts

Absent were: Peter G. Decker, III, Vice Chair
Carlton F. Bennett
Jerri F. Dickseski
Larry R. Hill
David Burdige (*Faculty Representative*)

Also present were: Austin Agho Harry Minium
Alonzo Brandon Earl Nance
Karen Cook Renee Olander
Greg DuBois Wood Selig
Dan Genard Amanda Skaggs
Joy Jefferson Don Stansberry
Donna Meeks Tiffany Williams
Karen Meier

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Unwanna Dabney called the meeting to order at 11:00 a.m. A motion was made by Mr. Jay Harris and seconded by Ms. Lisa Smith to approve the minutes of the December 9, 2020 meeting and were approved by roll-call vote (*Aye: Bradley, Dabney, Harris, Kemper, Smith; Nay: None*).

APPROVAL OF REVISIONS TO BOV POLICY 1801 (DEVELOPMENT POLICY)

Mr. Dan Genard, Associate Vice President for Advancement reviewed the revisions to Policy 1801. 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. A motion was made by Ms. Lisa Smith and seconded by Mr. Jay Harris to approve the revisions to BOV Policy 1801 as presented and were approved by roll-call vote (*Aye: Bradley, Dabney, Harris, Kemper, Smith; Nay: None*).

ITEMS FOR REVIEW

Office of University Advancement – Mr. Alonzo Brandon, Vice President for University Advancement, presented dashboard items measuring productivity in the area of Development. He noted that we are at 82% of the goal for of the Fundraising Initiative (FI) and have raised \$205.7 million to date. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He noted that scholarship fundraising is closer to \$60 million, if you aren't looking at the five major areas for the FI. He discussed the breakdown by foundations and major gift categories and reported that the Athletic Foundation would be launching a new football fundraising effort soon. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. The mid-range gift band of \$10,000 - \$25,000 has been growing and is the key to finishing out this FI. He also noted that when President Elect Hemphill begins work this summer, we should see an increase in gifts.

Mr. Brandon continued the meeting by giving an overview of alumni and community engagement events that took place since the December meeting. There were 16 events in December with 1,189 registered and 46,591 Facebook views (which included December Virtual Commencement). In January, there were 11 events with 2,129 registered and 801 Facebook views. For February, there were 21 events with 3,346 registered and 6,559 Facebook views. Lastly, in March there were 20 events with 1,765 registered and 1,011 Facebook views. Mr. Brandon reminded the group this week was Build Our Dominion Week with dedications or ground breakings for four buildings/areas (Chemistry Building, New Health Sciences Building, Hugo Owens Hall and the Esports Arena).

MOTION FOR CLOSED SESSION

A motion was made by Mr. Jay Harris 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 Ms. Lisa Smith and approved by role-call vote (*Aye: Bradley, Dabney, Harris, Kemper, Smith; Nay: None*).

In addition to the Board members in attendance, Alonzo Brandon, Karen Cook, Greg DuBois, 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 Ms. Lisa Smith. The

certification was approved by roll-call vote (*Aye: Bradley, Dabney, Harris, Kemper, Smith; Nay: None*).

ITEMS FOR REVIEW

Office of University Advancement – Ms. Tiffany Williams, Director of Donor Relations, gave highlights from the Donor Relations Program. Ms. Williams walked through the gift acknowledgment process and what a donor will receive as a thank you based on the gift amount. She also reviewed the Endowment Report process and the new digital platform that was used to deliver reports in the Fall 2020. The digital delivery had an open rate of 58% and a click rate of 46%, which was in line or above the national average.

Ms. Williams discussed stewardship actions which include a new monthly email to all donors called Gratitude Tuesday. This email alternates student and donors stories each month and has a current 29% open rate, above the 22.7% national rate. She discussed year-round efforts to steward donors with birthday cards, Thanksgiving emails and holiday cards. A new program introduced this year is the Loyal Donor program that recognizes Faculty/Staff donors, giving anniversaries and end-of-pledges. Another key stewardship touch is student thank you letters to scholarship donors. These are sent in the Fall and Spring every year with 338 letters sent in Fall 2020.

Ms. Williams concluded by discussing Donor Relations events. A signature event each year is the Scholarship Luncheon. Due to the pandemic, the Donor Relations team pivoted and held seven Virtual Scholarship Receptions (one for each college and one general university support event). After each event, guests were surveyed on their preference between the traditional large luncheon or smaller college-based receptions. She reported that 71% of guests preferred smaller receptions, so that is the direction for future in-person events in 2022. Ms. Williams reviewed additional stewardship events that included Breakfast with the President and the 1930's Society Reception (a reception for planned giving donors). She discussed a tiered event system and the type of events planned for each tier. This will help further engage donors from the annual giving level all the way up to the highest-level donors.

Office of Alumni Relations – Ms. Joy Jefferson, Associate Vice President for Alumni Relations, presented events, programs and communications for the Alumni Relations Office. She reviewed the mission and key numbers for the Old Dominion University Alumni Association (ODUAA). The ODUAA serves over 150,000 members, is governed by a 26-member board of directors, has 20 chapters and clubs and awarded 38 scholarships in the past year.

Prior to COVID-19, over 100 events and activities were hosted a year and in the last year 86 virtual events were held. Ms. Jefferson reviewed the three signature events: Alumni Golf Tournament, Alumni Honors Dinner and Monarch Cobia Classic. She gave examples of events and activities that are held throughout the year (non-pandemic times) as well as key cities where staff engage alumni across the nation. Ms. Jefferson discussed the 20 chapters and clubs for the ODUAA with the most active being the Black Alumni Chapter and the Civil and Environmental Engineering Alumni Chapter. A new program launched in the past year is the 40 Under 40 Recognition Program. This program honors alumni in their 20's and 30's who forged exceptional achievements and will leave an indelible mark before the age of 40. She noted 168 nominations were received in this first year of the program. Ms. Jefferson spoke about key

alumni volunteer opportunities in the last year which were Admitted Students Postcard Campaign (120 volunteers), Student Care Campaign (58 volunteers) and presenters and panelists for virtual event (44 volunteers).

Ms. Jefferson reviewed communication methods for alumni that includes a monthly E-Newsletter that reaches 79,598 alumni, 70 monthly email communications and nearly 100 social media posts (Facebook, Instagram and Twitter) monthly. The ODUAA works with 10 academic and non-academic programs to send newsletters throughout the year. Ms. Jefferson discussed the Langley Federal Credit Union Affinity credit card. The ODUAA receives \$10 per card activated, \$25,000 a year for scholarships and \$15,000 a year for event sponsorships from Langley. She reviewed key partnerships with student engagement events like Virtual Career and Network Discussions, Speed Networking and ODU Day volunteering. The ODUAA also partnered with Athletics to merge the Sports Hall of Fame event into the Alumni Honors Dinner. There is also collaborations with Admissions for alumni to send welcome post cards to committed students, participating in Open House events, and hosting Alumni/Student Send-Off events.

With no further business to discuss, the meeting was adjourned at 12:16 p.m.