

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Emergency Meeting
University Advancement Committee Minutes
Friday, June 12, 2020**

MINUTES

An emergency meeting of the University Advancement Committee of the Board of Visitors of Old Dominion University was held on Friday, June 12, 2020, at 10:00 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:

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

Also present were:

Alonzo Brandon	Joy Jefferson
President John Broderick	Maggie Libby
Karen Cook	Donna Meeks
Dan Genard	Earl Nance
Giovanna Genard	Bo Ram Yi

ACTION ITEMS

- I. Ms. Pam Kirk called the meeting to order at 10:00 a.m. A motion was made by Mr. Larry Hill and seconded by Mr. Ross Mugler to approve the minutes of the December 5, 2019 meeting and were approved by roll-call vote (Aye: *Bradley, Dabney, Dickeski, Harris, Hill, Kemper, Kirk, Mugler*; Nay: *None*).

ITEMS FOR REVIEW:

- I. **Office of University Advancement** – Mr. Alonzo Brandon, Vice President for University Advancement, opened the meeting by thanking Ms. Kirk, Ms. Dickeski, Mr. Harris, Ms. Jones, Ms. Kemper, Mr. Mugler and Ms. Smith for their input and assistance to the Advancement team during the COVID-19 pandemic. Mr. Brandon then presented and discussed dashboard items measuring productivity in the area of Development. He noted when the committee met in December, we had surpassed the halfway mark of the Fundraising Initiative (FI). Mr. Brandon reported amount raised to date for the FI was \$181.7 million and we should reach \$182 million by the end of June. The goal is to reach \$190 million by the end of December with a stretch goal of \$200 million. He noted that the events of COVID-19 significantly slowed fundraising, but it is slowly coming back. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He explained that efforts would now shift more to the colleges to help raise the remaining amount. He discussed the breakdown by foundations and major gift categories. He noted there will be movement in the \$25,000 and \$100,000 brackets in the future, as well as growth in the Planned Giving area. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type.

Mr. Brandon continued the meeting by discussing what immediate responses University Advancement took with the COVID-19 pandemic. The first response was to switch Give2ODU Day into the Rise to the Challenge campaign. The leadership staff also trained the fundraisers on how to handle a down economy and asked them to conduct wellness checks with all their donors and prospects. There was a review of not only University Advancement's events, but a full inventory of the university's events to see what could be cancelled, postponed or moved to virtual. There was a focus on our staple events, and how to pivot them to virtual events. Other responses included financial stress tests, increasing social media presence, conducting pledge assessments, updating donor acknowledgement and pledge reminder verbiage, conducting a virtual foundation audit and moving to digital processing and signatures. He also reported the staff assisted Admissions with calling incoming freshmen to answer any questions they had.

Mr. Brandon went into more detail on the Rise to the Challenge campaign. This campaign will provide emergency funds to students, faculty and staff during the COVID-19 pandemic. Subset campaigns have been or are in the process of being created for each college. The Strome College of Business was the first to create the Stand4Strome campaign to raise funds for scholarships. So far between Rise to the Challenge and Stand4Strome, over \$87,000 has been raised. Mr. Brandon discussed a new website, which will be launched next week, for Rise to the Challenge and the college-based campaigns is being designed. The site will include giving links for all funds, a place to purchase an ODU face masks (with proceeds going to the fund), stories of alumni, students, faculty and staff who are doing good things during COVID-19 and also stories of how the fund has impacted our recipients.

Mr. Brandon then reviewed the virtual events and engagements that have taken place over the last three months. The Athletic Foundation held Coaches Happy Hours with

head coaches and their sports top donors, increased the monthly newsletter to be sent weekly and held a football coaches' parade through surrounding neighborhoods of ODU. Donor Relations pivoted our largest events – the Scholarship Luncheons, into a virtual platform that included videos from student recipients sent to all those invited to the event. They also will launch Gratitude Tuesday which is a monthly email to all donors with either a donor or student video – the first one will go out on June 16 and will feature BOV member Toykea Jones. Community Engagement created Grad Week in place of May Commencement. They conducted virtual events, created a website with many experiences and opportunities, and send congratulations videos to May graduates. The popular Science Pubs was moved to a virtual event and increased attendance over the last three events. We will also launch Arts @ ODU Summer Series which will kick off with a virtual tour of the Ted Ellis exhibit in Goode Theatre on June 19, and it will be narrated by Ted Ellis himself.

Mr. Brandon then asked Ms. Joy Jefferson, Associate Vice President for Alumni Relations, to discuss the key virtual engagement and events for alumni during the pandemic. Ms. Jefferson noted they had to have a major pivot to virtual platforms to continue to engage our alumni base. They had 778 registered for all events from March to present. She reviewed panel discussions that featured Tiger King, The Last Dance (featuring Jay Harris and Nancy Lieberman), isolation media and organizing your space. Virtual events included beer tasting, yoga classes and Cinco de Mayo drink mixing. For all the events, Ms. Jefferson noted they tried to partner with an alumnus. Alumni Relations has also been keeping their Chapters and Clubs engaged with virtual receptions, luncheons and happy hours.

Ms. Jefferson also discussed social media engagement online including weekly themed posts, holiday celebrations, key university messaging, coloring pages and Grad Week messages. Staff have also increased blog posting to one time per week and are based on what alumni have asked to see. Topics include COVID-19 related articles and self-help information, telework leadership and dealing with kids at home. Ms. Jefferson reviewed other email engagements and partnerships with Career Development Services and Admissions. She noted the negative of COVID-19 was cancelling two major revenue events (Golf Tournament and Cobia Classic Fishing Tournament), but the positive is reaching new alumni around the world that have not been engaged previously.

Mr. Brandon concluded the meeting discussing the new business model moving forward. Some new methods of operating will included continued work with Strategic Communications & Marketing, having more virtual or hybrid events, using virtual platforms to reach out to alumni we don't see very often, look to hire digital fundraisers and analyst and increase social footprint and digital story-telling.

Ms. Kirk thanked the Advancement team for their work with engagement and events since the pandemic began. With no further business to discuss, the meeting was adjourned at 10:55 a.m.