

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Emergency Meeting
University Advancement Committee Minutes
Thursday, June 17, 2021**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 17, 2021, at 10:00 a.m. in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Pursuant to § 4-0.01(g) of Chapter 1289 of the 2020 Acts of Assembly, Board members and members of the public who are unable to attend in person participated via Zoom.

Present from the Committee in person were:

Peter G. Decker, III, Vice Chair
R. Bruce Bradley, (*ex-officio*)
Kay A. Kemper (*ex-officio*)
Carlton F. Bennett
Jerri F. Dickseski
Lisa B. Smith

Present from the Committee via Zoom were:

Unwana B. Dabney, Chair
Alton (Jay) Harris
David Burdige (*Faculty Representative*)

Also in attendance from the Board in person:

Robert S. Corn
P. Murry Pitts
Bridget Groble (*Student Representative*)

Absent were: Larry R. Hill

Also present in person were:

Alonzo Brandon
Karen Cook
Dan Genard
Donna Meeks
Wood Selig

Also present via Zoom were:

Carey Clow
Greg DuBois
Christopher Fleming
Krista Kimme
Sarah Martin Lampert
Jeff Martin
Harry Minium
Earl Nance
Amanda Skaggs
Page Stooks
Tiffany Williams
Bo Yi

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Unwanna Dabney called the meeting to order at 10:00 a.m. A motion was made by Mr. Jay Harris and seconded by Ms. Jerri Dickseki to approve the minutes of the April 21, 2021 meeting and were approved by roll-call vote (*Aye: Bradley, Dabney, Dickseki, Harris, 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 have raised \$211 million (84%) for the Fundraising Initiative (FI). At this time last year we were at \$181 million with the goal to reach \$190 by year's end. In the next few weeks another \$4.3 million gift will be confirmed, along with an anticipated planned gift of \$5-10 million and an athletics gift of \$750,000. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He noted that these were the five key areas established at the beginning of the FI, and once completed we will show a different breakdown. He discussed the breakdown by foundations and major gift categories with the hope to close the remaining 16% this coming year. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. The range of \$100,000-\$1 million has been our core throughout the FI and the mid-range gift band of \$10,000 - \$25,000 is the key to finishing out this initiative.

Mr. Brandon continued the meeting by giving an overview of alumni and community engagement events that took place since the April meeting. There were 24 events in April with 4,238 registered and 2,483 Facebook views. In May, there were 17 events with 28,308 registered and 6,602 Facebook views. The May numbers include seven in-person Commencement ceremonies and two virtual ceremonies for the classes of 2020 and 2021. For June to-date, there were 3 events and Mr. Brandon noted June was a slower month and is when most of future event planning is done.

Mr. Brandon discussed the Monarch Nation Tour for President Hemphill that will take place August 9 – 14, 2021 across the state of Virginia. The President, Vice Presidents, Deans, key leadership and fundraisers will visit Roanoke, Charlottesville, Northern Virginia, Richmond, Virginia Beach and end in Norfolk. There will be individual meetings during the day and a large reception at night in each city.

Mr. Brandon then turned the meeting over to Mr. Jeff Martin, Senior Director at the EAB Advancement Forum. Mr. Martin reviewed ODU's results from the Advancement Investment and Performance Initiative that is conducted each year. This year's survey included 170 institutions across the country. Based on findings from the survey, each institute is put in a customized cohort of institutes that look similar, along with a few aspirational peers. ODU's cohort included Florida International University, George Mason University, Georgia State University, Louisiana Tech University, N.C. State University, Rice University, University of Delaware, UNC Charlotte, University of North Texas and University of Texas at El Paso.

Mr. Martin reviewed key information areas for the committee to show ODU's rankings across all institutions and within the cohort for 2020. Under total fundraising production ODU raised \$40.2 million (new gifts and pledges averaged over the last three fiscal years) which placed them at the median of the cohort. ODU's total advancement investment, which includes personnel, operating

and capital expenditures, was \$5.2 million (under 25th percentile of all institutes and well under the cohort median). The investment per alumnus/a was \$39 and right in line with the 25th percentile of all institutes.

Mr. Martin noted that ODU's return on investment was sky high, the highest in the cohort and noted very few institutes have this high of an ROI. This means with the limited resources ODU has, it is incredibly efficient. A high ROI can mean that an institute is yet to see its full return on efforts because of the small staff size and focusing on large gifts only. Mr. Martin reviewed ODU's giving pyramid and compared with the cohort. For most gift ranges, ODU is keeping in line with the cohort with the exception of \$100,000-\$999,999. This is ODU's area of greatest opportunity and is currently raising \$6.5 million less than the cohort.

Mr. Martin reviewed the percentage of high net-worth households over the last five years. ODU is well below both the cohort and all institutions. It is important to focus on this area, more so than alumni participation rate. He then reviewed the total major/principal gift officers, for ODU it was nine compared to the cohort which has 19. He noted this is a spot of concern and that ODU should emphasize this. The same goes for the number of prospect researchers which is 0.5 for ODU compared to 1.5 in the cohort. Mr. Martin responded to a question of how many fundraisers should ODU have, answering anything up to the cohort median of 19. He suggested this should not happen right away but start with hiring a few fundraisers each year. It is also important to onboard and train them properly or the staff retention rate could suffer. He noted over the next five years, it would be good to see ODU get up to 19 fundraisers (across the areas of major gifts, planning giving, corporate relations). Mr. Martin referenced a chart for staff retention and noted that for each year a fundraiser stays at an institution and additional \$106,000 is raised.

With no further business to discuss, the meeting was adjourned at 10:54 a.m.