

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
Emergency Meeting
University Advancement Committee Minutes
Tuesday, September 15, 2020**

MINUTES

An emergency meeting of the University Advancement Committee of the Board of Visitors of Old Dominion University was held on Tuesday, September 15, 2020, at 2:00 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
Jerri F. Dickseski
Larry R. Hill
David Burdige (*Faculty Representative*)

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

Absent were: R. Bruce Bradley, (*ex-officio*)
Kay A. Kemper (*ex-officio*)
Carlton F. Bennett
Alton J. Harris
Lisa B. Smith

Also present were: Alonzo Brandon Donna Meeks
Karen Cook Earl Nance
Greg DuBois Don Stansberry
Lauren Eady Bo Ram Yi
Dan Genard

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Unwana Dabney called the meeting to order at 2:02 p.m. A motion was made by Mr. Larry Hill and seconded by Ms. Jerri Dickseski to approve the minutes of the June 12, 2020 meeting and were approved by roll-call vote (*Aye: Dabney, Dickseski, Hill; Nay: None*).

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 Ms. Jerri Dickeski and approved by roll-call vote (*Aye: Dabney, Dickeski, Hill; Nay: None*).

In addition to the Board members in attendance, Alonzo Brandon, Karen Cook, Greg DuBois, Dan Genard, Donna Meeks 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. Larry Hill. The certification was approved by roll-call vote (*Aye: Dabney, Decker, Dickeski, Hill; 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 over halfway mark of the Fundraising Initiative (FI) in just four years. Typical campaigns last seven to ten year, so we are ahead of the curve. Mr. Brandon reported amount raised to date for the FI was \$185 million and \$4 million had been raised since the June committee meeting. There is an interim goal to raise \$17 million in this fiscal year, which is lower than most years due to COVID-19. 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 that Planned Giving will increase over the next few years, specifically because donors are revising their wills due to the pandemic. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. At this point in the campaign, the focus is shifted to lower level gifts, but due to the pandemic, nationwide, these gift levels are trending down. He noted staff would be increasing their focus on corporate and foundation giving over the next year.

Mr. Brandon continued the meeting by giving an overview 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 Athletic Development, he noted that we are responsible for 45% of the scholarship bill. The Foundations office does the accounting for not only the Educational and Athletic Foundations, but also the Real Estate Foundation, Alumni Association and Barry Art Museum. Mr. Brandon discussed events and programs coordinated by the Alumni office. Each year, \$210,000 comes back to scholarships and programs. He concluded discussing Community Engagement and University Events, which when you add in all university, alumni and development events, it totals over 300 events in a year.

Mr. Brandon concluded the meeting by discussing the six policies related to the University Advancement committee. Over the next few meetings, each policy will be reviewed, and suggestions made for revisions. The first policy that needs revision is Policy 1801, which will be examined at the December meeting.

With no further business to discuss, the meeting was adjourned at 3:02 p.m.