

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS**

University Advancement and University Communications Committee Meeting
Thursday, September 15, 2022

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, September 15, 2022, at 12:30 p.m. in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University.

Present from the Committee in person were:	Absent were:	Also present in person were:
Pete G. Decker, III, Chair	R. Bruce Bradley (ex-officio)	Alonzo Brandon
Kay A. Kemper, Vice Chair	P. Murry Pitts (ex-officio)	Dan Genard
Jerri F. Dickeski	Larry R. Hill	Brian K. Holland
Dennis M. Ellmer	Maurice Slaughter	Jaime Hunt
		Manuela Monteilh
		Allen Wilson

1. **Call to Order.** Vice President for University Advancement Alonzo Brandon called the meeting to order at 12:30 p.m. Mr. Brandon thanked everyone for attending the committee meeting.
2. **Approval of minutes.** Mr. Pete Decker moved to approve the minutes of the June 2, 2022 meeting as presented. The motion was seconded and unanimously approved by all members present and voting.
3. **Orientation.** Mr. Brandon provided a University Advancement orientation for new members, new chairs of the committee. He reviewed the Flow of Funds and a sneak peek of the upcoming Capital Campaign.

Mr. Brandon introduced Ms. Jaime Hunt, Vice President and Chief Marketing Officer. Also, he acknowledged his new Executive Assistant, Manuela Monteilh, and Dan Genard, our Associate Vice President for Advancement.

Mr. Brandon stated fundraising occurs in cycles, it ramps up in fall through December. Current numbers are \$10.4M whereas usually we would be at \$6M - \$8M at this time. This is due to a \$3.5M gift that was supposed to close in June 2021; however, there was an attorney delay and closed this year. We are ahead of schedule, we have at least three \$5M

gift commitments, and a couple of \$2M gifts. We hope to close \$17M by December. We are on target.

Mr. Brandon stated there are four units under Office of Advancement; Development Athletics, Development, Alumni Relations, and the Foundations. Mr. Brandon provided a Fundraising 101 information session and discussed the process of how donors are solicited and researched. Each fundraiser solicits approximately 20 donors per year; and the success rate is 50%. Two types of gifts are Annual Restricted gifts, this is money directed to a specific program and Unrestricted gifts, this is money not directed to a specific program. We charge a 5% gift fee for Restricted gifts, which goes to an Unrestricted Fund. We receive approximately \$3.5M in Unrestricted gifts annually, which is not enough. The Athletics Points System is tied to Unrestricted funds; therefore, Athletics receives more in Unrestricted funds than the University. Mr. Brandon stated that Virginia Tech charges a 7% for everything, including pledge payments. We are thinking of implementing something similar. Mr. Brandon then discussed endowed scholarships, which are charged a 1% fee. Planned Gifts are instruments which are mostly legal in scope and take a long time to close. The largest net assets of the Advancement area are the Educational and Athletic Foundations which have \$304M and \$74M and respectively. The pool of funds which includes endowments and other instruments totals approximately \$329M. For the endowed accounts, we spend 4% on a 12-quarter moving average which helps to smooth out market fluctuations. As far as Spendable, we transferred approximately \$21M from the Educational and Athletic Foundations to the University last year. The foundations are not fundraising mechanisms; the foundations manage the money and investments, and the Development Office (University) does the fundraising. The foundations have the authority to accept or reject on behalf of the University. Mr. Brandon noted there are rules and policies for accepting various types of gifts.

The Flow of Funds timeline: During the fourth quarter (September 30) the staff begins assessing the value of the endowment, Reports are then generated for each account organization so that by January/February every dean and beneficiary of fund knows what is coming in, so that the budget cycle which starts in February/March, the University has an idea of how much is coming from the private side. We do our first quarter spending report by March when the budget plan is submitted, and we transfer funds by the third quarter.

Mr. Brandon reviewed who the administrators would be for various types of gifts. For scholarships, we work with Don Stansberry and the Financial Aid Office; for Academic funds we work with the Provost and the Budget Office; for Research gifts we work with Morris Foster and his office; for Operating or Capital we work with Chad Reed and his group; for Athletic gifts we work with Wood Selig and Jena Virga; and, for Unrestricted gifts, Alonzo Brandon and President Brian O. Hemphill, Ph. D. are the administrators. There are a series of controls, known as affiliation agreements, that guide how the Foundations work with the University that are reviewed every five years.

The Alumni Association was formed in 1957 and have between 160,000-170,000 alumni worldwide, 26 members on their board, 19 chapters and clubs, host over 80 events per year and have awarded 47 scholarships this year. Their biggest fundraising event is the Monarch Cobia Classic, a fishing tournament, and is growing every year. This event has already generated \$138,000 of scholarship money; 10% of funds from this event also goes to the ODU Fishing Club.

University Advancement sends out approximately E-News to 75,000 on a regular basis. Mr. Brandon will be working with Ms. Hunt to increase engagement. The separate Colleges also have e-newsletters and other forms of communication they send out electronically.

4. **Capital Campaign Planning** Mr. Genard provided an overview of the upcoming Capital Campaign project initiated by President Hemphill. Planning for the campaign began in August 2021. We have approximately \$500M in university priorities. Staff met with the Provost and Athletic Director to consolidate some of these priorities. We started the campaign planning in September, and have developed the gift pyramid, recruited the steering committee, designed the campaign website and videos and case statement. Staff meetings have been ongoing and a series of trainings with deans have been held. One of the biggest projects associated with the campaign is the new alumni/donor database called Blackbaud Razor's Edge. The Educational Foundation will cover the cost of the new database for the first two years, which will go live in February 2023. Gravity will be implemented this month, which is an artificial intelligence software that helps write emails for new prospects. For Planned Giving, the staff will be launching a product called Free Will which will help drive more planned gifts to the University. Mr. Genard presented a sample of the spreadsheet that staff has been using to organize types of gifts, and where they will be directed. A company called Paper Clip will be working with the staff on the Case Statement Project. We will be working with a company called Studio Center on the campaign video project. The campaign website is done by KWALL. All these projects will be completed before the campaign kickoff, which is October 20 during the Alumni Honors Dinner at the Hilton Main in Norfolk.

Mr. Genard announced several upcoming events including the Distinguished Alumni Honors and Capital Campaign dinner, October 20 at The Hilton Main in Norfolk; the President's Inauguration, October 21, the Homecoming Parade and Football game, October 22.

5. **Marketing.** Ms. Jamie Hunt shared a presentation entitled, "What Is Next For Marketing At ODU", where she outlined steps leading to rolling out a strategy for the University. Ms. Hunt related President Hemphill's request to look into the types of marketing branding and budgeting that are needed for the University. Ms. Hunt described her former marketing experience and hopes to apply them at Old Dominion University. She is developing the grand story, which must be relevant and authentic, and different from other universities. A committee member asked what the top priority is coming into her new position. Ms. Hunt stated that she will work with President Hemphill to determine her top priority.

Regarding the solicitation cycle that Mr. Brandon discussed, he wants his team to be successful and urged the committee to pass on ideas or suggestions.

There being no further business, the meeting was adjourned at 1:52 p.m.

Respectfully submitted,

Manuela Monteilh
Executive Assistant to VP for University Advancement