

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 13, 2019**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 13, 2019, at 12:00 p.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Toykea S. Jones, Chair
Ross A. Mugler, Vice Chair
Kay Kemper (*ex-officio*)
Carlton F. Bennett
Jerri F. Dickeski
Michael J. Henry
Larry R. Hill
Pamela C. Kirk
David Burdige (*Faculty Representative*)

Also present were:

Austin Agho
Alonzo Brandon
Karen Cook
Dan Genard
Harry Minium
Wood Selig
Jay Wright

ACTION ITEMS

- I. Ms. Toykea Jones welcomed everyone to the meeting. A motion was made by Ms. Jerri Dickeski and seconded by Mr. Larry Hill to approve the minutes of the April 25, 2019 meeting. The motion was approved unanimously by all members present and voting.
- II. A motion was made by Mr. Larry Hill and seconded by Mr. Carlton Bennett to approve the resolution to name the Real Estate program as the Harvey Lindsay School of Real Estate. The motion was approved unanimously by all members present and voting.

ITEMS FOR REVIEW:

- I. **Office of University Advancement** – Mr. Alonzo Brandon, Vice President for University Advancement, discussed a current court case involving George Mason University and gift acceptance policies. This case could affect universities and foundations on the amount of information that can be made public. Mr. Brandon noted ODU attorneys and the foundations lawyers were keeping staff abreast with the case and possible outcomes.

Mr. Brandon then presented and discussed dashboard items measuring productivity in the area of Development. Mr. Brandon reported amount raised to date for the Fundraising Initiative (FI) was \$146.9 million. The goal is to reach \$250 million within five to six years of the start date (July 2016). Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He discussed the breakdown by foundations and colleges. He explained that efforts would now shift more to the colleges to help raise the remaining amount. The College of Education's goal may need to be revisited because it was made with thoughts of getting a \$8 million donor to name the new Education building. The College of Engineering and Technology may be affected by the departure of Dean Stephanie Adams, however \$750,000 has been raised for the Makerspace so far and this will be a big-ticket item for fundraising. Mr. Brandon reviewed two new dashboards displaying a breakdown of gifts by amount and constituency type. He noted our donor pyramid starts at \$5 million and we are currently working on the \$5,000-\$25,000 range. The average major gift is \$36,000. In the constituency chart, foundations are second highest on the list and this category includes donor advised funds.

Mr. Brandon reviewed a draft program outline for targeting young alumni/recent graduates. He noted we recently moved alumni staff member Harold Williams, who worked closely with student groups on campus, into the Director of Annual Giving position. Mr. Williams will be focusing on this group through networking opportunities, social media pushes, crowdfunding sites and Give2ODU day. Ms. Jerri Dickeski discussed using Facebook to raise money through the birthday charitable giving function. She also noted a pledge card could be added to the graduation scroll given out at commencement ceremonies.

Mr. Brandon also discussed alumni giving trends and passed out several articles on this topic. He noted an increase in giving through donor advised funds nationwide, which can affect the calculated ratio for alumni giving. The national rate is 5% and is trending down. ODU holds a steady 4% annual giving rate. Ms. Kay Kemper noted that blank pledge cards should be giving out to all board members across campus.

Mr. Brandon concluded with a year-in-review for University Advancement. There have been several gifts of \$1 million or more over the last year including two gifts to name two different schools. Give2ODU Day is still growing, and the program is raising true new money, mostly through social media efforts. Athletics received several gifts over \$1 million for the football stadium. Mr. Brandon noted the foundations have 20 straight years of unqualified audits, including this year with new auditors. The endowment

values increased from last year to \$260 million currently. The foundation staff also put a lot of work into the tax reform laws to create a strategy with athletics for football tickets. Mr. Brandon noted over the last two and half weeks, the Athletic Foundation raised \$1 million in seat memberships through the football reseating process. Mr. Brandon discussed the many key university events that had record breaking attendance including the State of the University, President's Lecture Series, Barry Art Museum dedications, MLK Community Leaders Breakfast and a new program Science Pubs. The Office of Alumni Relations held over 110 events with 7,000 attendees this year. Their signature event, the Monarch Cobia Classic, raised \$100,000 in 2018. He mentioned in 2018 the Athletics Hall of Fame was merged with the Alumni Honors Dinner with great success. Touching back on the subject of young alumni, a Suit-Up event was held in partnership with JCPenney and had 500 young alumni participants.

There being no further business, Ms. Jones thanked everyone for attending and the meeting was adjourned.