

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, December 8, 2016**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, December 8, 2016, at 10:30 a.m. in the Board Room of Webb University Center on the Northey urNorthn . [(onnh :p)Tj (yr)-9.7sd Ross A. Mugler, Vice Chair

Michael J. Henry  
Larry R. Hill  
Toykea S. Jones  
Mary Maniscalco-Theberge  
Sebastian Kuhn (*Faculty Representative*)

Present were: William D. Sessoms, Jr.

Also present were:

|                 |              |
|-----------------|--------------|
| Alonzo Brandon  | Velvet Grant |
| Karen Cook      | Rick Massey  |
| Dan Genard      | Earl Nance   |
| Giovanna Genard |              |

**ACTION ITEMS**

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Mr. Larry Hill to approve the minutes of the September 22, 2016 minutes. 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, presented and discussed dashboard items measuring productivity in the area of Development which included fundraising amounts for total



following top eight organizations (in order): basic needs, religion, health, combination, youth/family services, K-12 education, animals and higher education. In respect to total dollars given, higher education ranked third on the list. Nearly one out of five donors stopped giving to nonprofits because of too frequent solicitations. The study found the more knowledgeable a donor is about an organization, the higher the donation will be. On average, donors who classify themselves as “novice” give \$3,300, “knowledgeable” give \$8,200 and “expert” give \$14,300.

Mr. Brandon concluded by showing a website/cultivation email sent to alumni from the Strome College of Business