

FINAL – APPROVED BY COMMITTEE 12/9/2021

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Tuesday, September 14, 2021

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Tuesday, September 14, 2021, at 11:00am in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University.

Present from the Committee in person were:

Unwana B. Dabney, Chair

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. The student success category should be included with scholarships versus on its own. He discussed the breakdown by foundations and major gift categories with the hope to close the remaining 1% this coming year. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. The range of \$25,000 - \$100,000 is the key focus as we shift our focus without this initiative. Mr. Brandon reviewed the current fiscal year (since July 1, 2021) fundraising amount of total over \$11 million for both educational and athletic foundations which is an excellent start to the year.

Mr. Brandon continued the meeting by giving an overview of alumni and community engagement events that took place since the last meeting. Summer is a slower time for events with 10 events between June and July. The signature event in July was the March Cobb Classic fishing tournament that had record 72 boats and netted \$5,000 for the Alumni Association (10% supports the ODU Fishing Club). August events included the Monarch Nation Tour and Police Department 50th Anniversary.

MOTION FOR CLOSED SESSION

A motion was made by Mrs. Jerri Dickeski that the meeting be recessed as permitted by Virginia Code Section 2.2-711(A)(9), reconvene in closed session for the purpose of discussing matters related to gift giving, bequests, and fundraising. The motion was seconded by Mr. Larry Hill and approved by members in attendance. (Aye: Bennett, Dabney, Dickeski, Hill, Kemper Smith; Nay: None.)

In addition to the Board members in attendance, President Brian O'Hemphill, Ph.D., Alonzo Brandon, Karen Cook, Dan Genard and Allen Wilson were present during closed session.

Following closed session, the Committee reconvened in open session and Dr. Unwanta By read the Freedom of Information Act Certification with a second from Mr. Larry Hill. The certification was approved by roll call vote. (Aye: Bennett, Dabney, Dickeski, Hill, Kemper, Smith; DJ [(m)- (ay

1,295 guests attended the seven events five shy of the 1,300 goal. A planning committee met for months prior to the week and included staff from across the campus. Each event was held in person and on Zoom with the Virginia Beach event publicized to the entire Monahan. The fundraisers visited each city a few weeks prior to the tour and had 77 visits and 277 contacts throughout the tour. MI Brandon reviewed lessons learned from the tour which included a need for more face-to-face engagement, more educational opportunities (certificates, etc.), more communications and a better brand identity. We also realized an issue with our data early on. Many of our email addresses for alumni are the ODU lifetime email addresses these accounts are not checked or known to alumni. Steps were taken to remedy this situation and resend invitations out. Our next steps, some of which are completed already, are to lower the threshold for Chapter creation (completed) and to send Chapter interest surveys to the cities (completed). We will look to have more one-on-one meetings and visits in these cities in the future.