
A meeting of the Athletics Committee of the Board of Visitors of Old Dominion University was held on Wednesday, June 16, 2021, at 9AM. Pursuant to Executive Amendment 28 to HB29 (2020), the Committee met by electronic communication means, without a quorum of committee members physically assembled at one location, to discuss or transact business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purposes, duties and responsibilities.

Present from the Committee were:

Yvonne Allmond, Chair
Carlton F. Bennett, Vice Chair
Kay Kemper, Rector
R. Bruce Bradley
Robert Broermann
Robert Corn
Unwanna Dabney
Larry R. Hill
Ross Mugler
P. Murry Pitts
Lisa Smith

Also present were:

Wood Selig
Alonzo Brandon
Greg DuBois
Eileen Graham
Donna Meeks
Amanda Skaggs
R. Earl Nance
Don Stansberry
Holly Hutchinson
Ron Moses
Jason Chandler
Carolyn Crutchfield
Bridget Groble

Yvonne Allmond called the meeting to order at 9:00 a.m.

Upon a motion made by Ms. Allmond and seconded by Mr. Pitts, the minutes of the Athletics Committee meeting held on December 10, 2020 were approved by roll-call vote

Representatives from the Davis Ad Agency presented on the marketing advertising & social media campaign they created to help ODU “BRING BACK THE ROAR” for the return of football in the fall of 2021. The goals of the campaign are to create energy and excitement around the return of ODU football, to leverage the popularity of ODU football legend Taylor Heinicke, to highlight new head coach Ricky Rahne, and to increase season ticket sales for the upcoming season. The campaign kicked off on April 20 via local tv stations and social media with a four week promotion and will have another strong push in late July/August.

Regarding television, the agency partnered with WAVY (NBC), Fox 43, WVEC(ABC), WTKR (CBS), WGNT 27, and COX Media. The stations provided added value in that they were able to offer a schedule at 2-3 times the value of paid spots to highlight the football program, with season ticket giveaways and additional news coverage. The Hampton Roads Show on WAVY and Coastal Live on WTKR each featured an interview with new head coach Ricky Rahne to promote the upcoming football season. WAVY posted on their Facebook page and received almost 356,000 likes with two posts. WVEC had a one day takeover of their homepage which received over 100,000 impressions. The advertisement campaign also appeared on YUR VIEW (Cox Media) and a segment on the Weather Channel. ODU’s Jason Chandler appeared on 757 Live for an interview promoting the upcoming football season.

In total, there were 193 free spots with a \$20,000 investment worth \$74,850 total on the following programs: WAVY 5:30pm News, The Tonight Show, Access Hollywood, Chicago Fire, NBC Nightly News, WAVY 11pm News, Dr. Phil, Blackish, Inside Edition, Judge Judy, WTKR 6am News, Fox Nascar, Sportswrap, and Fox 10pm news.

In social media, the advertising campaign promoted the \$99 season tickets with the Taylor Heinicke Hudson Blue football jersey giveaway on the ODU Football Facebook page. This reached 72,236 Facebook pages, with 355,769 impressions, over 2700 clicks and over 1700 engagements (likes, comments, or shares).

The next television campaign will be in August to market season ticket sales to potential buyers.

The agency then showed bloopers and outtakes from the taping of the commercial featuring ODU football legend Taylor Heinicke and ODU head coach Ricky Rahne. They closed out their presentation playing the final two commercials in their entirety.

Jason Chandler and Carolyn Crutchfield provided an update on ticket sales as 6,500 season tickets have been sold to date with three months left to reach our goal of 10K season ticket holders (1,000 above 2019 season ticket total). We have sold over 530 new season tickets and he attributed this to the successful ad campaign. Mr. Chandler feels we are in a good position to exceed 2019 sales and anticipates August will be a great month.

ODU athletics has never used an outside firm for marketing needs. Wood thanked the Davis Ad Agency for their great work pro bono on behalf of ODU athletics and also the donors who came forward and financially committed \$50K to this advertising campaign. We were also extremely fortunate to have Taylor Heinicke accept our request to help promote season tickets for ODU Football for no charge.

Carolyn Crutchfield reported that Kaufman Mall will be a turnkey tailgating experience for all fans with family friendly activities. The alcohol beverage control has approved the sale of beer to patrons on Kaufman Mall in restricted and designated areas.

Dr. Ron Moses reported that the athletics department had the best academic year since 2009 with the following academic success for the past academic year and particularly the spring 2021 semester:

- 3.31: Highest term GPA in ODU athletics history
- Women's tennis has the highest women's sport GPA @ 3.87
- Men's swimming had the highest men's sport GPA @ 3.53
- 71%: Percentage of student-athletes to achieve above a 3.0 GPA in departmental history (up 21% from spring 2020)
- 17/18 teams achieved above a 3.0 (first time in departmental history)
- 94%: Highest single year Graduation Success Rate (GSR)
- 87%: Highest 4-year GSR
- 3.10: Highest Men's Football GPA in program history
- 888: Number of hours completed in community service by our student-athletes (mostly virtual service efforts). Finished in top 10 Helper Helper rankings for second year in a row.

Dr. Moses then reported on academic-based revenue distribution: Beginning in Spring 2020, a portion of Division I revenue is distributed to member schools based on the academic achievement of student-athletes. The model allows schools with higher graduation rates and academic success to qualify for more funds.

A school earns an academic unit by meeting any ONE of these three standards:

- 1)

Wood asked Holly to comment on online vs in person classes. Could online classes be continued in the future to provide that much needed benefit of flexibility?

Wood asked Holly to talk about mental health needs and support for all student-athletes:

Holly also