

APPROVED BY COMMITTEE 9/24/15

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes

Engagement which includes community relations, licensing, community engagement and university events and has a goal to target local issues with expertise from ODU. She reported that ODU was recognized on the President's Higher Education Community Service Honor Roll for the third straight year. Ms. Meier reviewed key events for climate change/sea level rise; education equity; military services and transitions; volunteerism, community service and partnerships; community engagement and university events. She specifically noted the Mr. Ray Toll was one of thirteen people who met with senators behind closed doors to discuss the impact and solutions of sea level rise. She acknowledged Ms. Cecelia Tucker on her leadership with the Conference for Girls and Young Women, Life Enrichment Urban Summer Camp and 31st Annual MLK, Jr. Community Leaders Breakfast. Ms. Meier noted President Broderick has spoken in every city in Hampton Roads through the President's Community Speakers Series. She also reported on the increased attendance to key university events such as the President's Lecture Series which is due to selecting more relevant speakers and enhancing the experience with Cathy Lewis serving as emcee. Ms. Meier reviewed statistics regarding Fall 2014 and Spring 2015 Commencement events. She noted the gap between eligible and participating graduates is closing fast due to students being more active on campus. Her staff is looking for ways to streamline the commencement registration process and is working with the registrar's office to collaborate on forms. Ms. Meier reported that 250 graduates at the Fall 2014 ceremony were distance learning students. She acknowledged the work of the media relations team by putting a face to commencement. The team included profiles of graduates on ODU's website the week of commencement. Community Engagement is now using these stories in the Community Connection newsletter that is distributed to surrounding neighborhoods of ODU.

Mr. Jim Clanton, Director of Licensing, provided an update on the ODU licensing program. He reviewed the three categories of retailers – sporting goods, campus and wholesale. One goal of licensing for ODU is the need to breakdown perceptions of mid-major schools. He reported Finish Line will carry ODU apparel this fall in nine locations including four locations outside of Hampton Roads. The Finish Line had 46% sales growth and is now the top company for athletic apparel. Mr. Clanton reported a new crafting license would be developed this year for vendors who carry customized items (holiday ornaments, etc.). He discussed the new transition to Under Armour this fall for football and men's and women's basketball. ODU will be the only Conference-USA school contracted with Under Armour. Mr. Clanton is developing programs with Under Armour such as "Don't Tread at the Ted". Mr. Clanton discussed marketing efforts which includes redeveloping the website this year. He noted Want Our Blue cards are available to print online and take to a vendor/store manager where you would like ODU items sold. He is developing a mapping program for alumni to know where to look for vendors who carry ODU items. He noted \$2.2 trillion taken in by brick and mortar shops has been effected by digital media and 42% of total spending is effected by social media.

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