

FINAL – APPROVED BY COMMITTEE 4/23/15

**OLD DOMINION UNIVERSITY**  
**BOARD OF VISITORS**  
**University Advancement Committee Minutes**  
**Thursday, December 4, 2014**

**MINUTES**

leased spaces which the Residence is leased. Mr. Mugler asked why the gift was not used to pay off the lease of the house. Mr. Brandon noted funds were needed for maintenance for the house and that is how it was presented to Mr. Jacobson and the donation is a planned gift. The naming is also in recognition of Mr. Jacobson's broad giving and service to the university. A motion was made by Mr. Ross Mugler and seconded by Mr. William Sessoms to approve the resolution to na

- II. **Old Dominion Athletic Foundation (ODAF)** – Ms. Jena Virga, Senior Associate Athletic Director presented a year-in-review for ODAF. She noted athletics had an incredible fall with Men’s Soccer winning the Conference-USA Championship and the Men’s Basketball team having a great start to the season with wins over VCU and George Mason. Ms. Virga reviewed the staff members of the ODAF which is the fundraising arm for athletics. Last year, the ODAF raised almost \$7 million through premium seating sales, annual fund, endowments for student athlete scholarships and programs, and capital projects such as the indoor baseball batting facility and the Mitchum Family Basketball Practice Facility. The Basketball Facility is the top fundraising priority right now and is on track to break ground in June 2015 in hopes of being ready by the start of the 2016-2017 basketball season. This is an \$8.4 million project and will house both men’s and women’s basketball. The ODAF has raised \$6 million to date and has verbal commitments in the amount of \$1 million. Fundraising should be completed for this facility in 2015.

Mr. Drew Turner, Director of the ODAF presented on the 50<sup>th</sup> Anniversary for ODAF. Branding ODAF was an important goal for this year and staff decided to use the 50<sup>th</sup> Anniversary as a tool to do that. Mr. Turner explained that multiple videos were produced to aid in educating donors as well as garnering further support. The video “What is the ODAF” was played and Mr. Turner explained that donations are not just to pay for season tickets or parking. Those donations are used to support student-athletes. The video “Because of You” was played which shows student-athletes thanking donors for their contributions. Mr. Turner concluded in reviewing the 50K50Days Campaign which has a goal to raise \$50,000 in the last 50 days of 2014 (from November 12 – December 31, 2014). As of the meeting date, this campaign had raised close to \$46,000 and was only at the halfway mark which is a great success. All monies raised will go to the annual fund for ODAF. In overall goals for ODAF, last year \$4.1 million was raised in the annual fund and this year ODAF is tracking to be at \$4.2 million.

## **CLOSED SESSION**

- I. A motion was made by Mr. Ross Mugler and seconded by Mr. Ron Ripley that the meeting be recessed, and, as permitted by Virginia Code Section 2.2-3711(A)(8), reconvene in closed session for the purpose of discussing matters related to gift giving, bequests, and fundraising activities of the University. The motion was approved by all members present and voting.

There being no further business, Dr. Maniscalco-Theberge thanked everyone for attending and the meeting was adjourned.