
An emergency meeting of the University Advancement Committee of the Board of Visitors of Old Dominion University was held on Wednesday, April 21, 2021, at 11:00 a.m., to discuss or transact business statutorily required or necessary to continue operations of the Board and the discharge of its lawful purpose, duties and responsibilities. The meeting was held electronically using the Zoom application pursuant to Executive Amendment 28 to HB 29 (2020). Present from the Committee were:

Unwanna B. Dabney, Chair
R. Bruce Bradley, (*ex-officio*)
Kay A. Kemper (*ex-officio*)
Alton (Jay) Harris
Lisa B. Smith

Also in attendance from the Board: Murry Pitts

Absent were: Peter G. Decker, III, Vice Chair
Carlton F. Bennett
Jerri F. Dickseski
Larry R. Hill
David Burdige (*Faculty Representative*)

Also present were: Austin Agho Harry Minium
Alonzo Brandon Earl Nance
Karen Cook Renee Olander
Greg DuBois Wood Selig
Dan Genard Amanda Skaggs
Joy Jefferson Don Stansberry
Donna Meeks Tiffany Williams
Karen Meier

Dr. Unwanna Dabney called the meeting to order at 11:00 a.m. A motion was made by Mr. Jay Harris and seconded by Ms. Lisa Smith to approve the minutes

Mr. Dan Genard, Associate Vice President for Advancement reviewed the revisions to Policy 1801. The State of Virginia requires new language to be added to policies regarding governing boards, acceptance of terms and conditions associated with donations, gifts and other private philanthropic support. An additional item that needs to be added is the BOV shall be informed and approve of gifts that direct academic decision-making or gifts of \$1,000,000 or more that impose a new obligation on the institution. Mr. Genard also noted that naming a chair position needs to be updated that the endowment gift provides a significant salary supplement versus entire compensation. A motion was made by Ms. Lisa Smith and seconded by Mr. Jay Harris to approve the revisions to BOV Policy 1801 as presented and were approved by roll-call vote
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alumni volunteer opportunities in the last year which were Admitted Students Postcard Campaign (120 volunteers), Student Care Campaign (58 volunteers) and presenters and panelists for virtual event (44 volunteers).

Ms. Jefferson reviewed communication methods for alumni that includes a monthly E-Newsletter that reaches 79,598 alumni, 70 monthly email communications and nearly 100 social media posts (Facebook, Instagram and Twitter) monthly. The ODUAA works with 10 academic and non-academic programs to send newsletters throughout the year. Ms. Jefferson discussed the Langley Federal Credit Union Affinity credit card. The ODUAA receives \$10 per card activated, \$25,000 a year for scholarships and \$15,000 a year for event sponsorships from Langley. She reviewed key partnerships with student engagement events like Virtual Career and Network Discussions, Speed Networking and ODU Day volunteering. The ODUAA also partnered with Athletics to merge the Sports Hall of Fame event into the Alumni Honors Dinner. There is also collaborations with Admissions for alumni to send welcome post cards to committed students, participating in Open House events, and hosting Alumni/Student Send-Off events.

With no further business to discuss, the meeting was adjourned at 12:16 p.m.