

APPROVED BY COMMITTEE 9/4/2021

OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
Emergency Meeting  
University Advancement Committee Minutes  
Thursday, June 17, 2021

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 17, 2021, at 10:00 in the Board Room of the Broderick Dining Commons on the main campus of Old Dominion University. Pursuant to §4-0.01(g) of Chapter 1289 of the 2020 Acts of Assembly, Board members and members of the public who are unable to attend in person participate via Zoom.

Present from the Committee in person were: Present from the Committee via Zoom were:  
Peter G. Decker, III, Vice Chair Unwanna B. Dabney, Chair  
R. Bruce Bradley (ex-officio) Alton (Jay) Harris  
Kay A. Kemper (ex-officio) David Burdige (Faculty Representative)  
Carlton F. Bennett  
Jerri F. Dickeski  
Lisa B. Smith

Also in attendance from the Board person: Robert S. Corn  
P. Murry Pitts  
Bridget Goble (Student Representative)

Absent were: Larry R. Hill

Also present in person were: Also present via Zoom were:  
Alonzo Brandon Carey Clow  
Karen Cook Greg DuBois  
Dan Genard Christopher Fleming  
Donna Meeks Krista Kimme  
Wood Selig Sarah Martin Lampert  
Jeff Martin  
Harry Minium  
Earl Nance  
Amanda Skaggs  
Page Stoks  
Tiffany Williams  
Bo Yi

## CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Unwan Dabney called the meeting to order at 10:00 am. A motion was made by Mr. Jay Harris and seconded by Ms. Jerr Dickeski to approve the minutes of the April 21, 2021 meeting and were approved by roll call vote (Aye: Bradley, Dabney, Dickeski, Harris, Smith, Nay: None)

## ITEMS FOR REVIEW

Office of University Advancement– Mr. Alonzo Brandon, Vice President for University Advancement presented dashboard items measuring productivity in the area of Development. He noted that we have raised \$12 million (84%) for the Fundraising Initiative (FI). At this time last year we were at \$181 million with the goal to reach \$190 by year end. In the next few weeks another \$4.3 million gift will be confirmed, along with anticipated planned gift of \$5-10 million and an athletics gift of \$750,000. Mr. Brandon reviewed the breakdown by key areas including scholarships, academic enhancements, athletic 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. He discussed the breakdown by foundations and major gift categories with the hope to close the remaining 16% this coming year. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. The range of \$100,000-\$1 million has been our core throughout the FI and the midrange gift band of \$10,000-\$25,000 is the key to finishing out this initiative.

Mr. Brandon continued the meeting by giving an overview of alumni and community engagement events that took place since the April meeting. There were 24 events in April with 4,238 registered and 2,483 Facebook views. In May, there were 7 events with 28,308 registered and 6,602 Facebook views. The May numbers include seven in person Commencement ceremonies and two virtual ceremonies for the classes of 2020 and 2021. For the date, there were 3 events and Mr. Brandon noted June was a slower month and is when most of event planning is done.

Mr. Brandon discussed the Monroa Nation Tour for President Hemphill that will take place August 9 – 14, 2021 across the state of Virginia. The President, Vice Presidents, Deans, key leadership and fundraisers will visit Roanoke, Charlottesville, Northern Virginia, Richmond, Virginia Beach and end in Norfolk. There will be individual meetings during the day and a large reception at night in each city.

Mr. Brandon then turned the meeting over to Mr. Jeff Martin, Senior Dir at the EAB

and capital expenditures, was \$5.2 million and is in the 25<sup>th</sup> percentile of all institutes and well under the cohort median). The investment per alumnus/a was \$39 and right in line with the 25<sup>th</sup> percentile of all institutes.

Mr. Martin noted that ODU's return on investment was sky high, the highest in the cohort and noted very few institutes have this high of an ROI. This means with the limited resources ODU has, it is incredibly efficient. A high ROI can mean that an institute is yet to see full return on