

APPROVED BY COMMITTEE 12/7/17

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS**

meeting in June this year. Not only does this program connect students with local leaders in Hampton Roads, it teaches them about taking an active role on one's destination community.

Ms. Lewis discussed program benefits and growth trends since 2011 along with class size growth. She noted the program is in the process of developing a three-year program due to the program growth and will include unique experiences. The program will look to establishing a Scholars Alumni Organization, improve program leadership and design and supporting a Norfolk summer internship program.

II. **Office of University Advancement** – Mr. Alonzo Brandon, Vice President for University Advancement, presented and discussed dashboard items measuring productivity in the area of Development which included fundraising amounts for total giving, planned giving, annual funds, donor counts and gift income. Total giving amounts for the Educational and Athletic Foundations was \$21.2 million which includes the Pulse Bioscience gift. Planned Giving has raised \$760,000 to date and Annual Giving has raised \$136,000. Mr. Brandon reported that donor counts are currently at 1,160 and will increase starting next quarter. He noted that giving to the Athletic Foundation fluctuates depending on the season, win/loss records and reseating years.

Mr. Brandon gave an orientation to University Advancement. He reviewed the mission of University Advancement and the departments of University Advancement which include Development, Athletic Development, Foundations, Alumni Relations, Community Development Corporation and Community Engagement. Mr. Brandon discussed the areas which are supported by endowed and annual funds along with the many ways to give back to the university. He noted the mechanisms of both the Educational and Athletic Foundations and noted the Barry Art Museum Foundation is up and running and working on finalizing auditors.

In discussing Alumni Relations, Mr. Brandon noted the keynote events including the Alumni Honors Dinner and the inaugural Fishing Tournament that took place in July.

The Community Development Corporation has completed the Townhomes project on 43<sup>rd</sup> Street. The CDC put money into a filming class with director Derrick Borte, which will include community folks in the filming. Mr. Brandon noted the Office of Community Engagement hosts events and programs throughout the year that brings more than 100,000 guests to campus annually.

III. **University Strategic Communication and Marketing** – Ms. Giovanna Genard, Assistant Vice President for Strategic Communication and Marketing, discussed recent stories, ads and admissions pieces that are telling the story of Old Dominion University. She noted *Inside Business* did a cover story on Pulse Bioscience and ODU also had an insert from the State of the University Address.

Ms. Genard reported the Place for Innovators Campaign launched last fall and aimed stories at in-house entrepreneurial students – specifically targeting the Northern Virginia

and DC areas. Ads were placed in *Inside Leadership* and also wrapped on The Tide. The campaign included new content videos which were played in movie theaters and on social media. Data from the campaign in 2016-2017 showed 6.84 million impressions.

The University is working with three marketing agencies – 160over90, Spurrier Group and Albright Group. 160over90 is a creative agency that works with prominent university and brands. Spurrier Group is working on media branding and Albright Group is working to enhance reputations.

Ms. Genard discussed the process to find out who ODU is today. They will be sending out surveys to Faculty/Staff, Student and Board of Visitors members. With those results, brand strategy and brand concept will be developed and will launch in the Spring of 2018. She noted that her department and marketing agencies are also working with University Advancement to assist with fundraising.

IV. **Old Dominion Athletic Foundation** – Ms. Jena Virga, Senior Associate Athletic Director, provided a year-in-review for the Old Dominion Athletic Foundation (ODAF). She discussed the vision statement and staff for the ODAF, noting that seven of the eight staff members hold an ODU degree and three are former ODU athletes. She noted that Mr. Drew Turner will be the initiative manager for the athletics side.

Ms. Virga reported on highlights from 2017 which included the dedication of the Mitchum Basketball Performance Center, successful re-seating for both football and basketball, Monarch Legacy Society (planned giving society) raised over \$4.2 million, and fundraising totaling over \$4.6 million in major gifts and \$3 million in the annual fund.

Ms. Virga discussed the fundraising initiative which will have a \$40 million athletic goal. One area of focus will include \$20,000,000 for scholarship support. Strategies to achieve the \$40 million goal will be the Monarch Legacy Society, scholarship endowments and annual fund growth.

## **CLOSED SESSION**

I. A motion was made by Ms. Toykea Jones and seconded by Mr. Mike Henry 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. The motion was approved by all members present and voting.

Following closed session, the Committee reconvened in open session and unanimously approved the FOIA Certification read by the Chair. There being no further business, Mr. Mugler thanked everyone for attending and the meeting was adjourned.