

APPROVED BY COMMITTEE 12/5/19

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, September 19, 2019**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 19, 2019, at 11:00 a.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Pamela C. Kirk, Chair  
R. Bruce Bradley, Vice Chair  
Kay A. Kemper (*ex-officio*)  
Unwanna B. Dabney  
Jerri F. Dickeski  
Alton J. Harris  
Larry R. Hill  
Ross A. Mugler  
David Burdige (*Faculty Representative*)

Also present were:

Austin Agho  
Alonzo Brandon  
Karen Cook  
Dan Genard  
Christina LiPuma  
Harry Minium  
Earl Nance  
Wood Selig

**ACTION ITEMS**

- I. Ms. Pamela Kirk welcomed everyone to the meeting. A motion was made by Mr. Larry Hill and seconded by Ms. Jerri Dickeski to approve the minutes of the June 13, 2019 meeting. The motion was approved unanimously by all members present and voting.

## ITEMS FOR REVIEW:

- I. **Office of University Advancement** – Mr. Alonzo Brandon, Vice President for University Advancement, presented and discussed dashboard items measuring productivity in the area of Development. Mr. Brandon reported amount raised to date for the Fundraising Initiative (FI) was \$160.3 million. He noted there is another \$1.5 million in the works and at the 2-year mark in the FI, we are ahead of the halfway point. There was a discussion regarding the Chartway Arena gift and the parameters around it. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics, student success and special projects. He discussed the breakdown by foundations and colleges. He explained that efforts would now shift more to the colleges to help raise the remaining amount. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type, noted we need to work on the \$500-\$999 range of donors.

Mr. Dan Genard, Associate Vice President for Advancement, reviewed the College advisory boards policy and selection process. These boards have evolved becoming more focused on community engagement and fundraising/prospecting than simply an advisory board. The members are selected by the Deans, in collaboration with the Development Office, to select local executives, community and industry leaders. Each board has a minimum giving level of \$1,000, and there are discussions about raising these levels. Through these board members, Business and Engineering have created corporate circles.

Mr. Genard discussed endowment funding levels. He noted two years ago we raised the amount for a designated scholarship to \$50,000 (up from \$25,000). During this time, other scholarship levels were created ranging from \$175,000 - \$1,000,000. The top-level Opportunity Scholarship (\$1,000,000) includes full tuition, room and board and money for a project, study abroad, etc. He reported that we benchmarked these amounts against other universities and discussed with the Deans before finalizing. He noted the athletic scholarship starts at \$50,000, but donors are typically asked for more. Mr. Genard reviewed the list of program enrichment levels. Out of these new levels, we named two schools in the last six months. He reported work is being done with the Barry Art Museum Foundation on fundraising.

Mr. Brandon then discussed an initiative focused on coastal resilience. ODU is pushing to have a national center on resilience on campus. He reviewed programs and opportunities that have already happened to put ODU in the for-front of this topic. A faculty group has been meeting for a few years now and are involved in the Commonwealth Center for Recurrent Flooding Resiliency, local and national partnerships, HUD grant projects and over \$4 million in externally funded resilience research. Moving forward, a center is needed to be able to do work outside of Hampton Roads and Virginia. The Institute for Coastal Adaptation and Resilience (ICAR) was created to fill this need. Mr. Brandon reviewed funding needs for the center, one of which has been secured with a gift from Joan Brock to hire a nationally know executive director.

Mr. Brandon concluded by discussing Recover Hampton Roads. This core program within ICAR has already received several national grants. Lead by Josh Behr, hurricane data is collected on a city over several years, then a vulnerability study is created to show a risk assessment for areas of the city. Behr has already completed this project for Portsmouth and is now working with Norfolk. This program can help triage hurricane relief funds to who needs to receive funds, materials, etc. first. A software needs to be created that will tell priority areas and help distribute funds. Raising money and creating partnerships for this project is key for us and can create a model that can be commercialized.

- II. Office of Community Engagement – Ms. Christina LiPuma, Director for Community Engagement, gave an update on community programs and events. Ms. LiPuma reported on the 50<sup>th</sup> Anniversary of the Moon Landing event in July that featured planetarium shows, games, science activities and concluded with a concert by the Virginia Symphony Orchestra. She reported that a signature university event, the State of the University, had 1,400 guests attend. Multiple ribbon cutting ceremonies took place in the last month including Brooks Crossing Innovation & Opportunity Center, Institute for Innovation and Entrepreneurship, Kornblau Field at S.B. Ballard Stadium and Chartway Arena. Ms. LiPuma discussed the upcoming President’s Lecture Series which will feature partnerships with the Literary Festival and Norfolk Forum. A relatively new event is Science Pubs where faculty go into the community and talk about what they are working on. These take place a brewery across Hampton Roads and have been very popular. Ms. LiPuma concluded by discussing the 400 Years of African American History Commission. This is a yearlong federal initiative that will include lectures, concerts, dialogues and courses. ODU hosted the first kick-off event in the nation, a panel discussion about “Writing a New History: Let’s Talk About Our Dream.”

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