

APPROVED BY THE COMMITTEE – 9/15/22

**OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 2, 2022**

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Thursday, June 2, 2022, at 10:00 a.m. in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University.

Present from the Committee in person were:

Unwanna B. Dabney, Chair
Jerri F. Dickseski
Alton (Jay) Harris
Kay A. Kemper
Lisa B. Smith
Peter (Pete) G. Decker, III

Absent were:

R. Bruce Bradley (*ex-officio*)
Toykea S. Jones (*ex-officio*)
Carlton F. Bennet
Larry R. Hill

Also present in person were:

Alonzo Brandon
Dan Genard
Joy Jefferson
Nicole Justice
Ashley Schumaker
Teressa Murrell
David Burdige
Antra Patel, Student Representative

CALL TO ORDER AND APPROVAL OF MINUTES

Dr. Dabney called the meeting to order at 10:12 a.m. A motion was made by Ms. Lisa Smith and seconded by Ms. Kay Kemper to approve the minutes of April 21, 2022, meeting and was approved by all in attendance (*Aye: Dabney, Decker, Dickseski, Harris, Kemper and Smith; Nay: None*).

Motion to Approve University Advancement Committee Charter

Dr. Dabney called for a motion to approve the University Committee charter which will be submitted to the full board at the September meeting. A motion was made by Jerri Dickeski and a second by Peter Decker and was approved by all in attendance (*Aye: Dabney, Decker, Dickeski, Harris, Kemper, and Smith; Nay: None*).

ITEMS FOR REVIEW

Office of University Advancement Dashboards – Mr. Alonzo Brandon, Vice President for University Advancement, presented dashboard items measuring productivity in the area of Development.

He reported on the Athletic and Educational fundraising progress as well as donor counts. Collectively, the foundation's progress YTD has \$37.2M dollars raised, at 106% of the fundraising goal. Mr. Brandon and the committee discussed the gift band summary for total dollars \$5M or greater and gifts \$5K or less.

Software Update

Mr. Genard discussed the EAB/Blackbaud software and went over the benchmark study that compares ODU to its 10 peer schools (R1, state universities, and aspirational schools). The goal is to improve fundraising activities and communication with donor prospects while making ODU comparable to the median Cohort. ODU's numbers are compared to the Cohort median in the areas of total fundraising production, total advancement investment, ROI, advancement FTEs, investment per Alumnus/a, executive summary, Development expenditure, Development FTEs, major/principal gift officers, leadership annual giving officers, alumni expenditures, alumni FTEs, Advancement communications expenditures, advancement communications FTEs, advancement services expenditures, advancement services FTEs, corporate/foundation relations personnel, and development support staff.

Office of Alumni Relations

Mr. Brandon invited Ms. Joy Jefferson to provide an update on alumni relations. The Alumni Relations office serves 162,000 members worldwide and is governed by a 23-member board of directors. Since our last BOV meeting, over 7,000 alumni and friends have attended events over the year with May being the busiest month with more than 750 participants.

Ms. Jefferson discussed the Southside Hampton Roads Alumni Chapters' first successful event at the ODU vs VCU Baseball game. The chapter was established in February 2022. Ms. Jefferson also shared the upcoming Monarch Cobia classic 7/14 – 7/16 and ODU Day at the NATS that will be held in August 2022.

With no further business to discuss, the meeting was adjourned at 11:26 a.m.