



OLD DOMINION UNIVERSITY

Philanthropic Giving and Alumni Engagement Subcommittee

Monday, March 28, 2022

2:00 PM

Virtual: <https://odu.zoom.us/j/97541147994?pwd=RUIJY3o1Y1E5eHpZTkQ5V0JBaGRoQT09>

In-person: Koch Hall Board Room

Agenda

- I. Welcome – Mona Danner, Ph.D.

- II. Review of Sub-Committee Assignments
 - a. Focus of each sub-committee
 - i. Alumni Engagement
 - ii. Development Structure and Budget
 - iii. Culture of Philanthropy
 - b. Development Office Representative's Role
 - c. Product of Sub-Committees to be Submitted to Primary Committee (PG & AE Sub-Committee)

- III. New/Old Business

- IV. Adjourn

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Philanthropic Giving and Alumni Engagement Subcommittee Meeting

Monday, March 21, 2022

DRAFT MINUTES

The Philanthropic Giving and Alumni Engagement Subcommittee of Old Dominion University met on Monday, March 21, 2022, at 2:00 PM in the ODU Bookstore Building/Office of Development, Conference Room and by Zoom Video Conference. In attendance were:

In Person

Alonzo Brandon, Chair
Mona Danner, Ph.D., Co-Chair
Mitchell (Mitch) Brindley
Anthony (Tony) Dean, Ph.D.
Betty Rose Facer
Daniel (Dan) Genard
Donna Manglicmot
Jackie Stein

Zoom Video Conference

Linda Caulkins
Raymond Cheng
Lesa Clark
Tammi Dice, Ph.D.
Nestor Escobales
Gina French
Elizabeth Hogue
Justin Mason
Tara Newcomb
Passion Studivant
Bridget Weikel, Ph.D.
Noah Wilkins

- I. Welcome. Dr. Danner welcomed the committee in attendance. The committee reviewed the March 14, 2022, meeting minutes as presented.
- II. Overview of Fundraising Solicitation Cycle. Mr. Brandon and the committee reviewed the *Life Cycle of a Donor* document also known as the philanthropic cycle. He discussed how to successfully solicit donors as well as the approximate timeline for cultivation and stewardship. University Advancement Development Research staff receives and compiles data based on a donor's University events attendance and previous giving history. The prospective donor will receive an affinity score, which fundraisers use to assess solicitation proposals.
- III. Advancement Budgets. Advancement Budgets. Mr. Genard discussed the current FY22 budget and peer budgets based on EAB research. He provided a six-year budget overview which included benefits and salaries for positions needed in each fundraising area. The committee spent considerable time discussing staff size and positions needed for operations. Dr. Danner requested the committee to review the draft of six-year Strategic Plan Development Budget for approval at the next sub-committee meeting on March 28. She encouraged Messrs. Brandon and Genard to speak to faculty of the University about fundraising for academics benefits athletic fundraising.
- IV. Discussions on Sub-Committee Goals.
 - a) Sub-Committee assignments. The committee discussed ROI and the purpose of each sub-committee group as well as activities to engage new donors and alumni. Sub-committee group assignments are as follow:
 - i) Alumni Engagement. Mr. Alonzo Brandon, Chair; members include Messrs. Steven Becker, Tony Dean, Ph.D., Nestor Escobales and Justin Mason; Mses. Betty Rose Facer, Gina French, Jessica Ritchie, Passion Studivant and Bridget Weikel, Ph.D.

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- ii) Donor Trends. As discussed, the committee has been removed.
 - iii) Development Structure and Budget. Mr. Dan Genard, Chair; members include Mr. Mitch Brindley; Mses. Linda Caulkins, Tammi Dice, Ph.D. and Shanna Wood
 - iv) Culture of Philanthropy. Alonzo Brandon, Chair; members include Messrs. Raymond Cheng and Noah Wilkins; Mses. Lesa Clark, Elizabeth Hogue and Joy Jefferson.
- V. Adjournment. The committee will review for approval the draft Strategic Plan Budget and future sub-committee assignments.

The meeting was adjourned at 3:03 PM.

Respectfully submitted,

Donna Manglicmot
Foundations Board Coordinator



Philanthropic Giving and Alumni Engagement Subcommittee

Sub-Committee Assignments

Alumni Engagement

Joy Jefferson, Development Office Representative

Steven Becker	Anthony (Tony) Dean, Ph.D.
Tammi Dice, Ph.D.	Nestor Escobales
Betty Rose Facer	Gina French
Justin Mason	Tara Newcomb
Jessica Ritchie	Passion Studivant
Bridget Weikel, Ph.D.	

Development Structure and Budget

Dan Genard, Development Office Representative

Mitchell (Mitch) Brindley	Linda Caulkins
Mona Danner, Ph.D.	Shanna Wood

Culture of Philanthropy

Alonzo Brandon, Development Office Representative

Raymond Cheng	Lesa Clark
Elizabeth Hogue	Jackie Stein
Noah Wilkins	