



# OLD DOMINION UNIVERSITY

**Philanthropic Giving and Alumni Engagement Subcommittee**

**Monday, May 2, 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. Discuss Strategic Initiatives
- III. Review KPI's
- IV. Adjourn

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## Philanthropic Giving and Alumni Engagement Subcommittee Meeting

Monday, April 25, 2022, at 2 PM

### MINUTES

The Philanthropic Giving and Alumni Engagement Subcommittee of Old Dominion University met on Monday, April 25, 2022, at 2:00 PM in the Koch Hall Board 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  
Joy Jefferson  
Donna Manglicmot

#### Zoom Video Conference

Steven Becker  
Anthony Dean, Ph.D.  
Raymond Cheng  
Lesla Clark  
Nestor Escobales  
Gina French  
Elizabeth Hogue  
Justin Mason  
Jessica Ritchie  
Passion Studivant  
Jena Virga  
Bridget Weikel, Ph.D.  
Shanna Wood

- I. Welcome. Dr. Danner welcomed the committee in attendance.
- II. Discussion of Strategic Initiatives. Mr. Brandon noted the new campaign will kick off in October 2022. The committee discussed the strategic initiative plan for the Philanthropic Giving and Alumni Engagement. The plan has been narrowed down to four initiatives.
  - i) Create a sustainable culture of philanthropy.
  - ii) Expand alumni reach where a consistent alumni presence will foster pride and engagement with the University.
  - iii) Increase overall annual support to \$40 million.
  - iv) Raise \$ \_\_\_\_\_ million through a comprehensive capital campaign.
- III. Discussion of KIP's.
  - i) Create a sustainable culture of philanthropy.
    - (1) Include philanthropic and community engagement goals in position descriptions for key university personnel.
    - (2) Require 100% annual fund participation for University Board of Visitors, Affiliated 501c3 boards and college advisory boards.
    - (3) Increase communication with all constituencies regarding institutional needs, accomplishments and way to engage with the University.
      - (a) Consistency of communications such as the University Magazine, Alumni, University and College E-Newsletters, President's letters, Annual Fund direct mail penetration from 30% to 50%.
    - (4) Develop a comprehensive student-based awareness program that incorporates a series of activities centered around university needs and how student philanthropy can make a difference.
    - (5) Engage in a partnership with the Center for Faculty Development to offer training sessions on philanthropy and how everyone has a role.
    - (6) Develop a process to standardize donor recognition across campus. Develop a written procedure on donor recognition signage.
  - ii) Expand alumni reach where a consistent presence will foster pride and engagement with the University.

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- (1) Increase overall advancement staffing and operation budget to support advancement initiatives.
  - (2) Increase the number of alumni regional chapters and affinity clubs. A 10% annual increase in the number of clubs and chapters.
  - (3) Host a series of events in key alumni cities to support the capital campaign. Activities and events of all sizes. Reconstitute inactive chapters due to budget. The target will be to host 10 key alumni events annually.
  - (4) Increase programs and events that are of interest and appeal to alumni and evaluate their effectiveness.
  - (5) Provide a campus partner alumni engagement toolkit to help recruit future Monarchs, volunteers on campus, provide career and industry insight and support the University as a whole.
  - (6) Promote and engage alumni through the demonstration and display of their accomplishments and their participation with ODU.
  - (7) Create and foster an environment that encourages alumni engagement and philanthropic support. This will be executed through an increase in affinity average, total alumni giving and open rate of newsletters and emails.
- iii) Increase overall annual support to \$40 million.
- (1) Enhance alumni participation by increasing budgets in areas for direct mail, social media, online and parent programs, and athletics with a goal of expanding alumni solicitation reach to 50%.
  - (2) Enhance corporate annual support in areas of partnerships, sponsorships, internships and philanthropy. Increase all areas by a factor of 10% annually.
  - (3) Increase percentage of high-net-worth households giving at any level to 10%.
  - (4) Create a plan to develop a robust parents' program that includes philanthropy.
  - (5) Communicate the economic impact of ODU globally and regionally as well as why it is a good investment for donors. An economic impact study has not been done since 2016.
- iv) Raise \$\_\_\_\_\_ million through a comprehensive capital campaign.
- (1) Create a comprehensive campaign plan that establishes a goal and funding priorities, recruits campaign leadership, identifies prospects, creates collateral (including a case for support) and donor recognition opportunities, outlines roles and responsibilities and sets a timeline and budget. The anticipated timeline to complete this would be the Fall of 2022.
  - (2) Upgrade alumni/donor database software. University Advancement will be moving to a cloud-based software, Blackbaud with an anticipated completion by Spring 2023.

IV. Adjournment. There being no further matters to discuss, the meeting was adjourned at 3:00 PM.

Respectfully submitted,

Donna Manglicmot  
Foundations Board Coordinator