APPROVED BY COMMITTEE 6/8/17

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, April 27, 2017

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, April 27, 2017, aet Th-8.27.10 1, 2017,et Do Ross A. Mugler, Vice Chair
Michael J. Henry
Larry R. Hill
Toykea S. Jones
Mary Maniscalco-Theberge
Sebastian Kuhn *(Faculty Representative)*

Absent were: William D. Sessoms, Jr.

Also present were: Alonzo Brandon
Karen Cook
Dan Genard
Giovanna Genard
Elizabeth Kersey

ACTION ITEMS

I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Dr. Mary Maniscalco-Theberge and seconded by Mr. Ross Mugler to approve the minutes of the December 8, 2016 minutes. 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 which included fundraising amounts for total

giving, planned giving, annual funds, donor counts and gift income. He noted that total giving amounts for the Educational and Athletic Foundations and adding in the Barry Museum Foundation was $53.2 million. He reported that there is $2 – 3 million in proposals that should close before the end of the fiscal year. The Athletic Foundation will continue to increase giving due to both football and basketball ticket reseating taking place this summer. Planned Giving has raised just over $2 million to date with two large gifts in the pipeline. This area is the biggest growth area, and has added an additional staff member to handle the demand. Annual Giving has raised $552,923 which includes funds from both Educational and Athletic Foundations. Mr. Brandon reported that donor counts are currently at 6,343 and will increase due to athletic reseating. He also noted that the Athletic Foundation and Alumni would be mailing a joint letter to all alumni to help educate alumni and broaden the base for athletic giving. Mr. Brandon mentioned in a recent high wealth philanthropy survey that $6 billion was donated to higher education nationwide and was given by only 194 donors. Higher education has dropped to #7 on the list of organizations philanthropists give to, so we need to look at how we get into the conversation and compete with other top organizations.

Mr. Brandon walked the committee through the typical process in research alumni, donors and prospe o c (os)-

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. Reidy thanked everyone for attending and the meeting was adjourned.