APPROVED BY COMMITTEE 9/22/16

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, June 9, 2016

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 9, 2016, at 11:15 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair
Judith O. Swystun, Vice Chair
Ronald C. Ripley *(ex-officio)*
John F. Biagas *(ex-officio)*
David L. Bernd
Michael J. Henry
Mary Maniscalco-Theberge
Ross A. Mugler
Sebastian Kuhn *(Faculty Representative)*

Absent were: William D. Sessoms, Jr.

Also present were:

Alonzo Brandon
Jim Clanton
Karen Cook
Chandra de Silva
Dan Genard
Joy Jefferson
Elizabeth Kersey
Karen Meier
Earl Nance
Wood Selig
Cecelia Tucker

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 June 9, 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

III. **<u>Office of Community Engagement</u>** – Mr. Jim Clanton, Director of Licensing, gave an update on the licensing program. He reviewed the 3-year fiscal comparison and noted ODU averages $4 million a year in retail value. As of today, current year-to-date gross royalty is $199,000 with a goal of hitting $200,000 by the end of the fiscal year. Mr. Clanton explained that 64% of college retail purchasing is done online versus 30% in "bricks and mortar" stores. He reviewed the three Cracker Barrel locations that will now sell ODU apparel and there will be a social media and marketing push to announce the new offerings**.** Mr. Clanton discussed the new youth logo and how it will be used on apparel and non-apparel items. He then reviewed the new Big Blue Activity Book for children that will include coloring pages, crosswords, stickers and other games. Mr. Clanton concluded with discussing the new Big Blue Kids Club which is a new program with athletics this year. Membership is $20 for children 13 years and younger and includes a t-shirt, activity book, membership card, "Kid's Club" game and members will received a signed birthday card from Big Blue.

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