

APPROVED BY COMMITTEE 12/8/16

OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, September 22, 2016

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 22, 2016, at 10:30 a.m. in the Board Room of Webb University Center on the Norfolk campus. Present from the Board were:

Frank Reidy, Chair  
Larry R. Hill  
Toykea S. Jones  
Mary Maniscalco-Theberge  
Ross A. Mugler  
Sebastian Kuhn (Faculty Representative)

Absent were: Michael J. Henry  
William D. Sessoms, Jr.

Also present were:

Alonzo Brandon	Velvet Grant
Karen Cook	Karen Meier
Dan Genard	Earl Nance
Giovanna Genard	

ACTION ITEMS

- I. Mr. Frank Reidy welcomed everyone to the meeting. A motion was made by Mr. Ross Mugler and seconded by Dr. Mary Maniscalco-Theberge to approve the minutes of the June 9, 2016 meeting. 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 include fundraising amounts for total

giving, planned giving, annual funds, donor counts and gift income He noted that it is still early in the fiscal year and amounts will grow throughout the year. Total giving amounts for both foundations were just over \$1 million on September 19. He mentioned this total does not include the \$34.5 million gift from the Barry family, and another column will be added for this gift at the next meeting. Planned Giving currently does not have any dollars raised, however there are a few gifts that should be closed in the next month. Annual Giving has raised \$31,751 which includes funds from both Educational and Athletic Foundations. Mr. Brandon discussed the cost for Annual Giving and will give a more detailed report at the December meeting. He reported that donor counts is currently at 1,176 and noted the Athletic Foundation membership number starts from zero on July 1 every year.

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The Community Development Corporation has ~~contracts~~ on the final four townhomes located on 4<sup>th</sup> Street and will close in October. The Administration will then revisit the purpose of the CDC after the closing. The CDC, through tax credits, has supported BullyProof camps, Life Enrichment camps, the ~~Center~~ Office for Girls and Young Women, music programs for Title 1 schools among other things. Mr. Brandon noted the Office of Community Engagement has produced an average of 125 events year and will be looking for more quality events versus the number of ~~ts~~ each year.

Mr. Brandon concluded by discussing the 24 Hour Roar which is the Day of Giving event. This annual campaign will take place on March 14, 2017 and will piggy back with the annual Faculty/Staff Campaign in March 2017. The goal of this ~~campaign~~ is to get new donors on an annual basis. Mr. Brandon noted the importance of having a strong social media presence to support the campaign.

There being no further business,