

Spring 2023 Strategic Plan Progress Report: Philanthropic Giving and Alumni Engagement

Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps	Investments	Responsible Party/Submitter
1.a.	Create a more robust infrastructure for advancement-related activities and operations	Increase engagement in and support for development initiatives, especially among alumni	Revisions to ODU Alumni Association bylaws were made to reduce obstacles to forming alumni chapters, as well as changing to a tiered budget structure for supporting chapters and clubs. This was designed to streamline the process and provide ease for chapter formation. As a result, five new chapters were presented to the ODUAA Board for approval. The new chapters include: PRSSA Alumni Chapter; the Puget Sound Chapter; the Greater Los Angeles Chapter; the Alpha Phi Alpha Chapter; and the Latinos Alumni Chapter.	A plan needs to be developed and addressed for long-term staffing and budgetary needs as the number of chapters continues to increase over the next five years.	The entire campus community and affiliated organizations	The next step is to analyze current alumni programs to determine effectiveness.	N/A	Vice President for University Advancement Alonzo Brandon
			As a strategic goal for 2023, the School of Nursing has prioritized alumni development goals with ODU's Alumni Office. We have identified resources to support our goals (e.g. alumni database detailed information and mailing lists) and have developed a 6-month plan to meet our goals of engaging 100 new alumni. We have developed a survey that will be mailed this summer to collect current data from alumni, which will increase the effectiveness of future engagement strategies. We are working with the Alumni Office to determine best processes for survey dissemination and data collection. We are currently forming our Alumni Advisory Council bylaws with hopes of scheduling our first meeting by the end of 2023.	It is estimated that the School of Nursing has thousands of alumni who have not been cultivated. Therefore, it is challenging to contact them for engagement. An insufficient number of faculty also make it difficult to inspire them to play a role in alumni engagement and development although their participation is essential.	Alumni Relations team members and an outside consultant	The next step is to disseminate survey to alumni and prepare aggregate data/present findings to faculty and staff and other key stakeholders.	Funds are set aside for outside consultant.	Dean of the School of Nursing Suzanne Wright, Ph.D.
1.b.		Upgrade alumni/donor database software to increase effectiveness	With financial support from the Old Dominion University Educational Foundation, University Advancement engaged in a contract with Blackbaud to convert from a 25-year-old Millennium CRM to Razor's Edge. The installation, training, and launch of the new CRM was completed in March 2023.	N/A	Internal collaboration with various advancement units	The next step will be centered around generating new customized reports and testing the validity of those reports. Additionally, there is a need to test the compatibility of other software packages to Razor's Edge. This will include packages tied to athletic seating and season ticket information.	Investments were made with Foundation funds.	Vice President for University Advancement Alonzo Brandon
2.a.	Build a sustainable culture of philanthropy across the University	Generate a sense of ownership and responsibility among campus constituents for philanthropy and alumni engagement, including support of University operating procedures and constituent training	The Assistant Vice President of Advancement Operations has been selected to lead the efforts around this strategy. Meetings have been set with the Deans and department chairs/school directors to discuss the Capital Campaign and how they play a role in its success. Additionally, a series of meetings have taken place between the Annual Fund staff and the Associate Dean of Students regarding student engagement and philanthropy.	N/A	The entire campus community	The next step is to set-up a cross-functional committee with the charge of developing a comprehensive plan, as well as determine costs associated with programming related to the strategy.	N/A	Vice President for University Advancement Alonzo Brandon
2.b.		Increase lines of communication with all campus constituents regarding institutional needs, accomplishments, and engagement	We are in the early stages of developing a newsletter centered around philanthropy, which is scheduled for distribution in late Fall 2023. Additionally, with financial support from the Old Dominion University Educational Foundation, we have redesigned our advancement website to better communicate the University's needs and promote gifts to the University.	N/A	University Communications	The next step is to develop an editorial committee and determine schedule of meetings.	Funding support from the Educational Foundation is being utilized to redesign and launch a new website.	Vice President for University Advancement Alonzo Brandon
2.c.		Assess and enhance donor recognition efforts	No new assessments have been made. Once the ODU/EVMS merger is complete, a joint committee will be formed to assess and enhance donor recognition efforts.	N/A	Administration and Finance; University Communications; and Office of the President	The next step is to tour both ODU and EVMS in order to assess past examples of donor recognition through interior and exterior signage. Once complete, findings will be shared with Administration and Finance and University Communications for continued work with the Office of the President.	N/A	Vice President for University Advancement Alonzo Brandon
3.a.	Expand the University's alumni reach to foster pride and engagement		Alumni Relations recently established a 40 under 40 recognition program to promote young alumni who demonstrate high potential for continued success. Additionally, the Associate Vice President for Alumni Relations and the vVce President for University Advancement visited several peer institutions to benchmark programming centered around promoting and displaying prominent alumni.	N/A	Administration and Finance	The next step is to establish a series of programs and events targeting the 40 under 40 classes. Additionally, discussions are being held regarding signage to promote distinguished alumni.	N/A	Vice President for University Advancement Alonzo Brandon
		Promote and engage alumni through the prominent display of their accomplishments and their participation	Faculty continue to develop non-traditional, learning-based activities into the undergraduate and graduate curricula in efforts to promote experiential learning. This approach offers the opportunity to enhance interprofessional education, increase the use of simulation, and improve clinical judgment in new graduate and advanced practice nurses.	Students must be informed that their experience in the classroom may be different from what they have experienced in the past. Alumni working as preceptors in the clinical area must have a good understanding of how students are being taught in the classroom to ensure a quality learning experience. Faculty must be trained in non-traditional teaching methods as they involve methodologies that faculty have not utilized in the past and/or may not be familiar with.	Academic Affairs internal units; Digital Learning; and American Association of Colleges of Nursing leaders	Work is ongoing to transform all nursing programs to CBE and incorporate the new essentials for nursing published by the American Association of Colleges of Nursing.	Approximately \$20,000 from Libraries funds were used to pay for this project.	Dean of Libraries Timothy Hackman
3.b.		Increase the number of alumni chapters and clubs	Revisions to ODU Alumni Association bylaws were made to reduce obstacles to forming alumni chapters, as well as changing to a tiered budget structure for supporting chapters and clubs. This was designed to streamline the process and provide ease for chapter formation. As a result, five new chapters were presented to the ODUAA board for approval. The new chapters include: PRSSA Alumni Chapter; the Puget Sound Chapter; the Greater Los Angeles Chapter; the Alpha Phi Alpha Chapter; and the Latinos Alumni Chapter.	N/A	N/A	The next step is to focus on chapter formations in New York, Philadelphia, South Florida, and Raleigh Durham.	\$50,000 of strategic funding to support the maintenance and formation of new chapters.	Vice President for University Advancement Alonzo Brandon

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4.a.	Increase overall annual support	Communicate the University's regional and global economic impact and why it is a good investment for donors	With funding support from the Old Dominion University Educational Foundation, University Advancement engaged FTI Consulting to perform an economic impact study, which was completed in January 2023.	N/A	University Communications	The report has been sent to University Communications in order to assist in developing a strategy to promote the University's economic impact. Additionally, University Advancement is working with Studio Center and University Communications to develop a video promoting the University's economic impact.	\$35,000 from our strategic allocation will go towards the creation of the video.	Vice President for University Advancement Alonzo Brandon
4.b.		Increase alumni participation by expanding direct mail, social media, and online marketing	A plan for additional solicitation mailings targeting non-donor alumni has been implemented. Additionally, one of the Annual Fund staff has been tasked with increasing the social media reach for alumni and donors. Also, EAB Advancement Marketing Services will be utilized to develop and implement a comprehensive mail and online marketing solicitation plan for non-donor alumni.	N/A	Internal collaboration with various advancement units	The next step is to complete the contract with EAB Advancement Marketing Services and also develop a comprehensive plan for external solicitations.	Campaign funding will be reinvested in project with EAB Advancement Marketing Services.	Vice President for University Advancement Alonzo Brandon
4.c.		Increase targeted financial assistance for international students, parent programs, and athletics with a goal of expanding alumni solicitation reach	N/A	N/A	N/A	The next step is to conduct research on international alumni and identify potential prospects and hold a series of meetings with SEES to discuss how to handle parents programs.	N/A	Vice President for University Advancement Alonzo Brandon
4.d.		Increase giving among high-net-worth households	A mailing, including a capital campaign brochure, is being sent this summer to 1,000 high-net-alumni households in order to highlight recent ODU successes and explain the need for campaign support. Also, using Gravyty software, University Advancement staff will begin outreach to previously uncontacted high-net-worth alumni households.	N/A	Internal collaboration with various advancement units	The next step is develop a baseline for tracking the success of the targeted mailings, and to continue the mailings over a three-year term.	Campaign funding was invested in mailing and Gravyty product.	Vice President for University Advancement Alonzo Brandon
4.e.		Develop a robust parent program that includes philanthropy	Discussions between University Advancement and Student Engagement and Enrollment Services have begun around the topic of parent programming, both development and execution.	N/A	Student Engagement and Enrollment Services	The next step is to evaluate current parents program then set goals moving forward.	N/A	Vice President for University Advancement Alonzo Brandon
5.a.	Launch and complete a comprehensive capital campaign	Implement and complete a multi-million dollar capital campaign	Old Dominion University's capital campaign, "Forward Focused for Dreams and Beyond." was officially launched on October 20, 2022. To date, approximately \$300 million has been raised.	The only major challenges are tied to economic policies and the world markets.	The entire campus community	The most immediate step is to create a series of promotional videos to support specific campaign initiatives. In addition, incorporate an annual direct mail campaign targeted to high income prospects. Lastly and most importantly, to develop a campaign plan/strategy that incorporates the Eastern Virginia Health Science Center in conjunction with the EVMS advancement staff.	We will be making new investments for the creation of the campaign support videos, for upgrades to our Day of Giving and for creation of targeted direct mail solicitations.	Vice President for University Advancement Alonzo Brandon
5.b.		Lay groundwork for the University's centennial observance	Members of the University Advancement team have held several meetings with the University Archivist to identify key former ODU administrators to capture oral histories. Interviewees of interest include Former President Koch, Kay Kemper, and Cecelia Tucker. Additionally, meetings have been set-up with companies like StoryCorps and WHRO to assist in developing an initial plan for an oral storytelling project.	N/A	Office of the President	The next steps would include the continuation of discussions around the initial oral history project. This would include completion of a plan with a budget within the next six months. We also plan to research and benchmark what other institutions have done for their centennial celebrations, as well as, the formation of a committee consisting of key stakeholders.	No new investments are anticipated for year one and two. However, funding will be needed for 2025 and beyond	Vice President for University Advancement Alonzo Brandon