

**OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Tuesday, September 14, 2021**

**MINUTES**

The University Advancement Committee of the Board of Visitors of Old Dominion University was held on Tuesday, September 14, 2021, at 11:00 a.m. in Committee Room B of the Broderick Dining Commons on the main campus of Old Dominion University.

Present from the Committee in person were:

Unwanna B. Dabney, Chair  
Peter G. Decker, III, Vice Chair  
Carlton F. Bennett  
Jerri F. Dickseski  
Larry R. Hill  
Kay A. Kemper  
Lisa B. Smith  
David Burdige (*Faculty Representative*)

Absent were: R. Bruce Bradley, (*ex-officio*)  
Alton (Jay) Harris

Also present in person were:

President Brian O. Hemphill, Ph.D.  
Alonzo Brandon  
Karen Cook  
Dan Genard  
Harry Minium  
Allen Wilson

**CALL TO ORDER AND APPROVAL OF MINUTES**

Mr. Larry Hill called the meeting to order at 11:00 a.m. A motion was made by Ms. Jerri Dickseski and seconded by Mrs. Lisa Smith to approve the minutes of the June 17, 2021 meeting and were approved by all in attendance (*Aye: Dickseski, Hill, Kemper, Smith; Nay: None*).

**ITEMS FOR REVIEW**

**Office of University Advancement** – Mr. Alonzo Brandon, Vice President for University Advancement, presented dashboard items measuring productivity in the area of Development. He noted that we have raised over \$223 million (89%) for the Fundraising Initiative (FI). He reported that he is in conversations as to where we go next once the \$250 million goal is met. Mr. Brandon reviewed the FI breakdown by key areas including scholarships, academic enhancements, athletics,

student success and special projects. He noted that these were the five key areas established at the beginning of the FI, and once completed we will show a different breakdown. The student success category should be included with scholarships versus on its own. He discussed the breakdown by foundations and major gift categories with the hope to close the remaining 11% this coming year. Mr. Brandon reviewed a breakdown of gifts by amount and constituency type. The range of \$25,000 - \$100,000 is the key focus as we finish out this initiative. Mr. Brandon reviewed the current fiscal year (since July 1, 2021) fundraising amounts of total over \$11 million for both educational and athletic foundations, which is an excellent start to the year.

Mr. Brandon continued the meeting by giving an overview of alumni and community engagement events that took place since the June meeting. Summer is a slower time for events with 10 events between June and July. The signature event in July was the Monarch Cobia Classic fishing tournament that had record 72 boats and netted \$45,000 for the Alumni Association (10% supports the ODU Fishing Club). August events included the Monarch Nation Tour and Police Department 50<sup>th</sup> Anniversary.

### **MOTION FOR CLOSED SESSION**

A motion was made by Mrs. Jerri Dickeski that the meeting be recessed, and, as permitted by Virginia Code Section 2.2-3711(A)(9), reconvene in closed session for the purpose of discussing matters related to gift giving, bequests, and fundraising. The motion was seconded by Mr. Larry Hill and approved by members in attendance (*Aye: Bennett, Dabney, Dickeski, Hill, Kemper, Smith; Nay: None*).

In addition to the Board members in attendance, President Brian O. Hemphill, Ph.D., Alonzo Brandon, Karen Cook, Dan Genard and Allen Wilson were present during closed session.

Following closed session, the Committee reconvened in open session and Dr. Unwana Dabney read the Freedom of Information Act Certification with a second from Mr. Larry Hill. The certification was approved by roll-call vote (*Aye: Bennett, Dabney, Dickeski, Hill, Kemper, Smith; Nay: None*).

### **ITEMS FOR REVIEW**

#### **Office of University Advancement**

Mr. Brandon then turned the meeting over to Mr. Dan Genard, Associate Vice President for Advancement. Mr. Genard reviewed the College Advisory Board selection process and membership for the six colleges and cyber security. Each college board has its own charter and bylaws, and the role of the members has moved to more of a networking and fundraising focus. Board members serve a two-to-three-year term and are nominated by the college fundraiser, research and the Dean. Many members are corporate executives, community leaders and industry leaders. Board members provide industry expertise and can provide internship opportunities for students. Each board has a required giving threshold of \$1,000 and the Strome College of Business has a \$5,000 giving threshold. Across all seven advisory boards, 41% of members are women and 76% are ODU alumni.

Mr. Brandon then discussed the Monarch Nation Tour for President Hemphill that took place August 9 – 14, 2021 across the state of Virginia. There were seven events in six days in the cities of Roanoke, Charlottesville, Northern Virginia, Richmond, Virginia Beach and Norfolk. A total of

1,295 guests attended the seven events, just five shy of the 1,300 goal. A planning committee met for months prior to the week and included staff from across the campus. Each event was held in-person and on Zoom with the Virginia Beach event publicized to the entire Monarch Nation. The fundraisers visited each city a few weeks prior to the tour and had 77 visits and 277 contacts throughout the tour. Mr. Brandon reviewed lessons learned from the tour which included a need for more face-to-face engagement, more educational opportunities (certificates, etc.), more communications and a better brand identity. We also realized an issue with our data early on. Many of our email addresses for alumni are the ODU lifetime email and these accounts are not checked or known to alumni. Steps were taken to remedy the situation and resend invitations out. Our next steps, some of which are completed already, are to lower the threshold for Chapter creation (completed) and to send Chapter interest surveys to the cities (completed). We will look to have more one-on-one meetings and visits in these cities in the future.

Mr. Brandon concluded the meeting by reviewing an alumni survey that was completed in June regarding football. The objective of the survey was to understand alumni motives and detractors to attending home football games. Over 68,000 alumni who live within 200 miles of ODU were surveyed, including alumni who are season ticket holders. The research firm CraniumTap was used to create and conduct the survey. The survey was live for two weeks and 993 total responses were received, which met expectations and needs for the project. Mr. Brandon reviewed the key takeaways and considerations from responses. 60% of those surveyed were not avid football fans and many were not educated on parking/walking distances, ticket costs, etc. versus other large institutions. 25% of respondents said they would drive in for the weekend for a game, so there is an opportunity to partner with local hotels, venues, etc. to create package deals. Lack of rivalries was indicated as a challenge and ODU should look for ways to foster rivalries with current slate of opponents. There is a need to show perspectives/context to simple objections such as parking, traffic, seating, ticket costs, etc. Mr. Brandon reported that the low hanging fruit to target for season or single game tickets are alumni who lived on campus, Business graduates and affinity groups (fraternities, sororities, etc.). There is a high potential to promote/sell single game tickets and this needs to be promoted earlier in year.

With no further business to discuss, the meeting was adjourned at 12:06 p.m.