

APPROVED BY COMMITTEE 9/20/18

OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, June 14, 2018

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, June 14, 2018, at 12:00 p.m. in Committee Room B of the Kate and John R. Broderick Dining Commons on the Norfolk campus. Present from the Board were:

Toykea S. Jones, Chair  
Ross A. Mugler, Vice Chair  
Carlton F. Bennett (ex-officio)  
Michael J. Henry  
Larry R. Hill  
Pamela C. Kirk  
Sebastian Kuhn (Faculty Representative)

Absent were: Jerri F. Dickseski  
William D. Sessoms, Jr.

Also present were: Alonzo Brandon Barbara Henley  
Jim Clanton Earl Nance  
Karen Cook Wood Selig  
Dan Genard

ACTION ITEMS

- I. Ms. Toykea Jones welcomed everyone to the meeting. A motion was made by Mr. Larry Hill and seconded by Ms. Pamela Kirk to approve the minutes of the April 26, 2018 meeting. The motion was approved unanimously.

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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. Mr. Brandon noted an extra \$3 million has been raised since the last Board meeting with current fundraising totals at \$52.5 million. Planned Giving has a number of gifts in the pipeline that should

close within the month Mr. Brandon reported that donor counts are currently at 7,184.  
As a follow-up to the last meeting, the average gift amount for the

marketing efforts used for Gift Planning. Ms. Henley reported they work with a vendor and have created a website for newsletters. The electronic newsletters and two podcasts are sent out a year and include topics like how to make a gift from your IRA. Around 3,500 people who are consistent and involved donors, get a printed newsletter. Some become members of the 1930s Society (for the Educational Foundation) and Monarch Legacy Society (for the Athletic Foundation). Ms. Henley noted gift planning stories are also included in each issue of the Monarch magazine.

Ms. Henley showed examples of stories that have been used in the variety of publications. She reported on Will Kits, which are sent out to donors who are seriously considering a planned gift. These kits include a letter from the Executive Director of Gift Planning, sample bequest language, ways to give, a will planning guide and other appropriate brochures. Ms. Henley noted staff are involved in many campus groups, events, board, etc. to keep connected and form meaningful relationships. She reviewed gift planning fundraising totals since the inception of the program in 2010, raising over \$53 million. The average gift is \$350,000 and the median gift is \$126,000.

- III. Office of Community Engagement– Mr. Jim Clanton, Director of Licensing, presented updates for the university licensing program. Mr. Clanton reported the last three years of royalties' statistics with retail income totaling \$4.2 million in 2018. He noted it has been a tough year with football not having a bowl appearance, which helps with sales. Nationwide, collegiate merchandise is down 10% due to over saturation and less traffic. Retail traffic for traditional brick and mortar sales has fallen 53% in department stores and 34% in shopping malls (from 2007 to 2017). Due to these trends, we have diverse distribution channels.

Mr. Clanton reported that ecommerce rates are increasing, so we are focusing on that area. He demonstrated multiple social media creative campaigns that were used nationwide. Licensing partnered with basketball season ticket renewals and new Yeti cups as incentives for renewing early. He noted Yeti products will be in the bookstore in July. Mr. Clanton discussed the new products in place to celebrate the 100th year of ODU football including shirts, cup, pins, etc. – all are available at the bookstore. Social influencers are being sought out to help with brand exposure and inspiring purchases. We work with them on messaging and product placement with a goal of increasing young alumni/fans following of ODU.

## CLOSED SESSION

- I. A motion was made by Ms. Pamela Kirk that the meeting be recessed, and, as permitted by Virginia Code Section 2.2-711(A)(8), 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, Miss Jones thanked everyone for attending and the meeting was adjourned.