

APPROVED BY COMMITTEE 12/6/18

OLD DOMINION UNIVERSITY  
BOARD OF VISITORS  
University Advancement Committee Minutes  
Thursday, September 20, 2018

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday, September 20, 2018, at 11:00 am in Committee Room 2001 at Old Dominion University.

reported total giving amount for FY19 was \$5.1 million. He noted there are verbal commitments totaling \$6 million in the pipeline. Planned Giving is a slower process, but should have higher totals than last year. Mr. Brandon reported that donor counts were low due to just starting the new fiscal year and the average is 7,300 each year. The Fundraising Initiative current totals are \$29.2 million for scholarships, \$16.1 million for academic enhancement, \$5.2 for student success, \$19.9 million for athletics and \$46.1 million for special projects. The total amount raised since July 2016 is \$116.8 million. He noted the half way point of \$125 million should be reached by December.

Mr. Brandon began an orientation of University Advancement (UA) for the committee. He reviewed the mission and organizational chart for UA. Mr. Brandon reviewed the different departments within UA and their main purposes. These departments include Development, Athletic Development, Foundations, Alumni Relations, Community Development Corporation (CDC) and Community Engagement. During the Foundations discussion, questions were asked regarding the new Barry Art Museum and it was agreed that the Executive Director, Jutta Page, would present to the group at the next meeting. Mr. Brandon reported the CDC was currently in a dormant state, however there we C2 (i)ut

have more opportunities to thank the donor in different ways. The Athletic Foundation is going through a similar revamping process and plans to start the new process in January 2019. The Athletic Foundation also has a new donor stewardship plan to help retain donors during their first five years of giving. Ms. Hamlet reviewed the many methods of stewarding all donors including birthday cards, holiday recognition, ~~stadium~~ thank-a-thon and new event the Big Blue Blast. A key focus for the coming year on both the Educational and Athletic sides will be loyal/consecutive donors.

Ms. Hamlet discussed the annual endowment reports that go to each endowment holder with a breakdown of the scholarship/fund, recipients, giving totals and endowment levels. This year, the report was redesigned to be more visually appealing and include key foundation statistics. She then reported that a new society has been created to recognize top donors of the university. The M Society is for donors who have given \$1 million or more. These donors are invited to exclusive events and receive special induction gifts. Ms. Hamlet concluded with Fall 2018 special events for stewarding our donors.

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