

APPROVED BY COMMITTEE 6/14/18

OLD DOMINION UNIVERSITY
BOARD OF VISITORS
University Advancement Committee Minutes
Thursday, April 26, 2018

MINUTES

The University Advancement Committee of the Board of Visitors of Old Dominion University met Thursday April 26, 2018, at 1:15 a.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
Jerri F. Dickseski
Michael J. Henry
Larry R. Hill
Toykea S. Jones
Pamela C. Kirk
Sebastian Kuhn (Faculty Representative)

Absent were: Ross A. Mugler, Vice Chair
William D. Sessoms, Jr.

Also present were: Austin Agho
Alonzo Brandon
Karen Cook
Greg DuBois
Dan Genard
Meredith Hamlet
Elizabeth Kersey
Karen Meier
Wood Selig

ACTION ITEMS

- I. Ms. Toykea Jones welcomed everyone to the meeting. A motion was made by Mr. Michael Henry and seconded by Ms. Jerri Dickseski to approve the minutes of the December 7, 2017 minutes. The motion was approved unanimously by all members present and voting.

CLOSED SESSION

- I. A motion was made by Mr. Mike Henry that the meeting be recessed, and permitted by Virginia Code Section 2.2-711(A)(8),

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.

ACTION ITEMS

II. A motion was made by Mr. Larry Hill and seconded by Ms. Pam Kirk to approve the

Mr. Brandon discussed the results from the March 13 Give2ODU Day. This annual campaign is designed to get people involved and to use social media. The campaign has 56,000 Twitter impressions, 14,000 Facebook reach, and 10,000 views of our vA texting service called Hustle was used and reached 5,000 people. The campaign raised \$153,268 and had 659 donors (solely money raised in \$24 hours)

- II. Office of Development– Ms. Meredith Hamlet, Director of Donor Relations, presented the redesigned Educational Foundation website. This website will be the home base to the Educational Foundation as well as serving as a landing page for the Fundraising Initiative. Ms. Hamlet displayed key pages from the website including the Fundraising Initiatives and each of the five priority areas, big ideas pages, areas of impact (colleges, research, annual fund), donor pages, student pages and about us pages that include donor and student stories. One key feature of the website is a prominent “Give Now” button that remains in sight where ever you go on the website.

The website will launch by the end of June. Ms. Hamlet reported marketing efforts are in place to promote the new site such as postcards and email blasts. Any upcoming mail able pieces will include information on the website (annual donors gift, endowment reports, donor newsletter). Development office staff will also add the website information to their signature lines

Alonzo Brandon noted to the group that Elizabeth Kersey, Assistant to the President for Government Relations, will be leaving ODU and congratulated her and wished her well. There being no further business, Ms. Jones thanked everyone for attending and the meeting was adjourned.