University Advancement

Welcome to Old Dominion University. My name is Alonzo Brandon and I am the Vice President for University Advancement.

Slide 1:
University Advancement is the outreach arm of the university. We work closely with alumni, community leaders, military and donors.

Slide 2:
We engage our numerous constituents in understanding and advancing the mission of the University through volunteering, networking, and providing financial support.

Slide 3: The division of University Advancement is a newly formed division that includes the Office of Development – the fundraising arm, Athletic Development – the athletics fundraising arm, ODU Foundations – which manages the endowments, Alumni Relations – connects with our alumni, Community Development Corporation – works with our surrounding neighborhoods and Community Engagement – which works with the Hampton Roads community.

Slide 4:
The Office of Development’s primary function is raising funds to support the university. The office is organized by the following areas: Prospect Research, Information Systems, Major and Planned Gifts, Athletic Fundraising, Dominion (Annual) Fund, Corporate and Foundation Giving.

Slide 5:
Our fundraising efforts provide endowed and annual support for the university through many different avenues. Some examples are faculty development and salaries, academic and athletic scholarships, general program support, assisting with the University’s most immediate needs which is done through the annual fund, research and capital projects.

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There are many different ways to give to ODU as you can see on your screen. Each year we conduct the Campus Community Campaign which is an opportunity for each of us to support our university in a meaningful way. I would encourage you to join your fellow faculty members by giving a gift to ODU. Payroll deduction is available for faculty and staff.

Slide 7:
The Old Dominion Athletic Foundation or ODAF is the fundraising arm of the ODU Athletics Department. ODAF was formally called the Big Blue Club. ODAF raises funds to support our student-athletes and capital projects to improve our facilities. Membership in ODAF allows you access to a variety of benefits including hospitality, parking and priority seating for football and men’s and women’s basketball.

Slide 8:
ODU Foundations comprise of the Educational Foundation, Athletic Foundation, and Real Estate Foundation. Although the Real Estate Foundation is directed by Vice President Fenning, our office manages their finances. The foundation’s staff provides endowment management for the university.

Slide 9:
The Alumni Relations office provides office and staff support for the Alumni Association. You can see a few facts about the Association on your screen. Many of ODU’s alumni have grown fond of the Commonwealth and Hampton Roads region with 57% living in Virginia and 37% living in Hampton Roads.

Slide 10:
Even though the association is mainly for alumni, it also works to support student programs as well. Many of these programs are in collaboration with commencement activities such as academic and athletic student awards, advanced degree reception, Black Alumni Council welcome reception, senior brunch, and presenting scrolls and a alumni welcome gift during the commencement ceremonies. We also participate and partner with many student events throughout the year. Alumni relations also provide opportunities for students to meet with successful alumni during Alumni/Student Career Networking Panels.
Slide 11:  
I will now move on to the community-based side of University Advancement. The Community Development Corporation’s mission is to revitalize the communities surrounding our campus as well as develop the human and physical capital of the neighborhoods. The CDC also supports the community development interests of ODU.

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Some of the current projects of the CDC are Workforce Development which builds affordable housing near the campus. These homes are located on 43rd Street and are for sale at prices that workforce families can afford. The Conference for Girls and Young Women is an annual event whose purpose is to educate and empower young women to become productive citizens. The CDC also offers an after school program intended to engage young people in productive activities to enrich their educational and community outreach experiences.

Slide 13:  
The Office of Community Engagement of course is mostly directed outside of the University and their mission is to enhance ODU’s role in exploring issues critical to the Hampton Roads community and Commonwealth. We provide strategic outreach to community organizations, develop community-based events and apply ODU’s expertise to community betterment.

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This office comprises of Community Relations, Licensing, Military Activities, University Events, President’s Lecture Series (which is one of our most recognized programs) and Various Community Partnerships.

Community Relations works as a liaison with external community groups such as Civic Leagues, Urban League, and Norfolk Literary Partnership. We also conduct annual campus and community events including Community Care Day, Founders’ Day, and Martin Luther King Jr. Observance.

Slide 15:
Licensing is an area in which we have seen significant new interest – you now see many more ODU branded items out in the marketplace and available to the community. This is the office that coordinates that effort and officially enforces the trademark. Licensing establishes relationships with local and national vendors to market and sell merchandise bearing ODU logos. The revenue from these sales are used to support student scholarships. We brought in over $2.6 million in retail sales for FY ’10-‘11 and have over 148 licensees.

Slide 16:
Military is a very important constituency within our community. Our military affairs area serves as a liaison to military groups and oversees the Army and Navy ROTC programs. You may be surprised to hear that 27% of ODU students have some military affiliation.

Slide 17:
Over the course of your career here at Old Dominion you will inevitably attend one of our many events. University Events is the leader in bringing over 12,000 guests annually to campus through events and activities. The vast diversity of events emphasize academic quality, research and student recruitment. Some of our premier events are the President’s lecture series and state of the university address. This office also coordinates every detail of the May and December commencement ceremonies.

Slide 18:
The last area under community engagement is community partnerships. We offer many opportunities for engagement through town hall meetings, interactive communication and community forums to explore critical issues with relevant responses.

I hope this information has given you insight into University Advancement. Again, welcome to Old Dominion and do not hesitate to call or email me with any questions you might have.