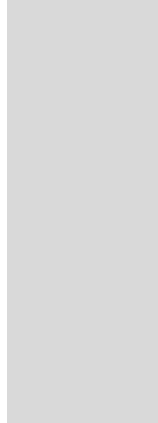




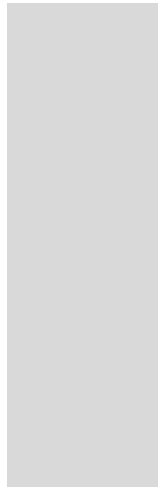
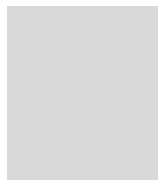
Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps	Investments	Responsible Party/Submitter
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Revisions to ODU Alumni Association bylaws were made to reduce obstacles to forming alumni chapters, as well as changing to a tiered budget structure for supporting chapters and clubs. This was designed to streamline the process and provide ease for chapter formation. As a result, five new chapters were presented to the ODUAA Board for approval. The new chapters include: PRSSA Alumni Chapter; the Puget Sound Chapter; the Greater Los Angeles Chapter; the Alpha Phi Alpha Chapter; and the Latinos Alumni Chapter.

A plan needs to be developed and addressed for long-term staffing and budgetary needs as the number of chapters continues to increase over the next five years.

The entire campus community and affiliated



# Spring 2023 Strategic Plan Progress Report: Philanthropic Giving and Alumni Engagement

Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps	Investments	Responsible Party/Submitter
4.a.		Communicate the University's regional and global economic impact and why it is a good investment for donors	With funding support from the Old Dominion University Educational Foundation, University Advancement engaged FTI Consulting to perform an economic impact study, which was completed in January 2023.	N/A	University Communications	The report has been sent to University Communications in order to assist in developing a strategy to promote the University's economic impact. Additionally, University Advancement is working with Studio Center and University Communications to develop a video promoting the University's economic impact.	\$35,000 from our strategic allocation will go towards the creation of the video.	Vice President for University Advancement Alonzo Brandon
4.b.		Increase alumni participation by expanding direct mail, social media, and online marketing	A plan for additional solicitation mailings targeting non-donor alumni has been implemented. Additionally, one of the Annual Fund staff has been tasked with increasing the social media reach for alumni and donors. Also, EAB Advancement Marketing Services will be utilized to develop and implement a comprehensive mail and online marketing solicitation plan for non-donor alumni.	N/A	Internal collaboration with various advancement units	The next step is to complete the contract with EAB Advancement Marketing Services and also develop a comprehensive plan for external solicitations.	Campaign funding will be reinvested in project with EAB Advancement Marketing	

