Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps
			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 an	d A plan needs to be developed and addressed		
			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	v the number of chapters continues to increase		
			chapters include: PRSSA Alumni Chapter; the Puget Sound Chapter; the Greater Los	over the next five years.		

Angeles Chapter; the Alpha Phi Alpha Chapter; and the Latinos Alumni Chapter.

Investments

Responsible Party/Submitter

	Spring 2023 Strategic Plan Progress Report: Philanthropic Giving and Alumni Engagem									
Goal/Strategy	Goal	Strategy	Progress	Challenges	Collaboration	Next Steps				
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 Cor assist in developing a strategy to promote ti impact. Additionally, University Advance Studio Center and University Communica promoting the University's ecor				
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 v Marketing Services and also develop a c external solicitation				

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y Communications in order to note the University's economic dvancement is working with unications to develop a video \$35,000 from our strategic allocation will go towards the creation of the video. Vice President for University Advancement Alonzo Brandon economic impact.

tract with EAB Advancement Campaign funding will be reinvested in project with EAB Advancement Marketing ations.

## Investments

## Responsible Party/Submitter