

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
12:30 P.M.; THURSDAY, NOVEMBER 17, 2022  
Gateway Dining & Event Center  
(on the campus of Virginia State University)  
(No Public Comment Period Scheduled)**

**DRAFT AGENDA**

CALL TO ORDER ..... Mr. Edward Owens, Vice Chair

ROLL CALL

INVOCATION (*Pastor Jasmyn Graham, Director of Campus Ministries*)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- September 15, 2022 Committee Meeting

PRESIDENT'S REMARKS ..... Dr. Makola M. Abdullah

REPORTS AND RECOMMENDATIONS

- Institutional Advancement ..... Ms. Tonya S. Hall & Team Members  
Vice President for External Affairs
  - The Value of Storytelling in Advancing VSU—Board, Alumni, University, Donors
  - Year to Date Dashboard
  - Individual and Corporate Engagement Update
  - Alumni Update
  - Mission Moment

OTHER BUSINESS

ADJOURNMENT

*All start and ending meeting times are approximate. Meetings may begin after the posted start time at the pleasure of the Board. The Board reserves the right to change its schedule as necessary.*

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
MEETING MINUTES  
THURSDAY, NOVEMBER 17, 2022**

**CALL TO ORDER**

Mr. Edward Owens, Vice Chair, called the meeting of the Institutional Advancement Committee to order at approximately 12:30 p.m. at the Gateway Dining and Events Center.

**ROLL CALL**

A quorum was present.

*Committee Members Present:*

Ms. Shavonne Gordon, Chair (*absent*)  
Mr. Victor Branch  
Ms. Pamela Currey  
Dr. Christine Darden (*absent*)  
Mr. Glenn Sessoms  
Dr. Valerie K. Brown, Rector (*ex-officio*)  
Mr. Edward Owens, Vice Chair

*Other Board Members Present:*

Mr. Thomas Cosgrove  
Dr. Robert Denton, Jr.  
Dr. Harold Green, Jr.  
Dr. Leonard Githinji, Faculty Representative

*Administration Present:*

Dr. Makola M. Abdullah, President  
Dr. Donald Palm, Provost/Executive Vice President for Academic and Student Affairs  
Kevin Davenport, Senior Vice President for Finance & Administration/Chief Financial Officer  
Shawri King-Casey, Vice President for Institutional Integrity & Compliance  
Dr. Annie C. Redd, Chief of Staff/Director, Board Operations and Relations  
Dr. Tia Minnis, Vice Provost for Academic Success, Planning & Institutional Effectiveness  
Dr. Robert Corley, Vice Provost for Academic and Student Affairs  
Dr. Gwendolyn Dandridge, Assistant Vice President for Communications  
Maurion Edwards, CIO/Technology Services  
Dr. Alexis Brooks-Walter, Vice President for Enrollment Management  
Chief David Bragg, Asst. Vice President/Chief, VSU Police and Public Safety  
Tanya Simmons, Associate Vice President for Human Resources  
Tonya Hall, Vice President for External Relations  
Regina Barnett-Tyler, Associate Vice Provost, Student Success & Engagement  
Rodney Hall, Deputy Chief of Staff  
Dr. Derrick Scott, Dean, College of Natural and Health Sciences  
Dr. Kawachi Clemons, Vice Provost for Academics, Innovation & Strategic Initiatives

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*Legal Counsel Present:*

Cynthia Norwood Marquez, Senior Assistant Attorney General

*Other Attendees:*

Pastor Jasmyn Graham, Campus Ministries  
Travis Edmonds, Technology Services  
Franklin Antonio, Technology Services  
Derrick Jennings, Technology Services  
Yourdonus James, Office of Conference Services  
Kendra White, Policy Analyst  
Danette Johnson, President's Office  
Debbie Jefferson, President's Office  
Marjorie Muse, President's Office  
Courtney Grice, Institutional Advancement  
Kambre Stephens, Institutional Advancement  
William Sauyer, Institutional Advancement  
Franklin Johnson-Norwood, Director of Alumni Relations

**INVOCATION**

Vice Chair Owens invited Pastor Graham to offer the invocation.

**APPROVAL OF AGENDA**

The Committee approved the agenda by voice vote.

**APPROVAL OF PREVIOUS MEETING MINUTES**

The Committee approved minutes from the September 15, 2022 meeting by voice vote.

**PRESIDENT'S REMARKS**

President Abdullah expressed his excitement and thanks to the Institutional Advancement team for its hard work and dedication to achieving its fundraising goals.

**REPORTS AND RECOMMENDATIONS**

Ms. Tonya Hall, Vice President for External Relations, and IA team members presented an overview of the Office of Institutional Advancement along with the roles, responsibilities, and alignment with the University's current *Preeminence for a Purpose* Strategic Plan: Priority 4: Define the VSU Brand and Tell Our Story and Priority 5: Diversifying Financial Resources and Enhance Operational Effectiveness.

As evidenced by the FY23 Year to Date Dashboard, philanthropic support for VSU totals \$1,663,826.33 which is a 15% (or \$185,772.72) increase over last year this time. In addition, we can report that our corporate/foundation/organization support is at \$1,102,162.23 which is a 33% (or \$497,545.82) increase over last year this time. Lastly, our Tuition Assistance Fund reported a year end total of \$557,549.16. To date, our Tuition Assistance fund is at \$308,912.86 which means we have raised 55% of the previous year's total.

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Ms. Courtney Grice, Advancement Specialist for Institutional Advancement (IA), presented information about the recent Trojantic Match Campaign. Ms. Grice reported that 455 donors participating in the campaign which raised \$300,000.00 dollars, and 50 of the 455 donors were first time donors to the University. She announced that November 29, 2022 was designated as *Giving Tuesday* which will be a match day of offers up to \$10,000.00. This year the goal was \$100,000.00. The IA Team will launch the Encompass Giving Portal which has a lot of new features that will include reoccurring payments. Donors will be able to make gifts to multiple designations at once as well as donors will be able to update their profile once there set up and a designation dropdown. Ms. Grice also announced that on April 15, 2023, the IA Team we will host the Scholarship Soiree where attendees will meet scholarship recipients and hear their amazing stories.

Mr. William Sawyer, Director of Corporate and Foundation Relations, shared his story of the gift of solicitation which comes from reaching out to prospects or we get a phone call from someone who reaches out to us and say they want to give to VSU because they have seen some of the great work that's being done here at the University. Once a team member establishes repour with a potential donor then we highlight progress and let them know that we need more money. This can be the hardest part or it can be the most fun. They may be a regular donor and this may be the time to ask them to take their donation from \$10,000 to \$15,000. Even if the answer is no at that time, the team member continues the relationship and does more research to find out how to get to the answer, yes.

Mr. Sawyer stated that planned giving has really been huge this year and shared several stories of our donors. One of the highlighted three gifts that total \$4 million is from an alumna who saw the story when the University renamed a residence hall in honor of Otelia Howard Hall. It turns out that Ms. Howard was the alumna's aunt and the story reminded her of when she spent time with her aunt; the alumna was inspired to donate half a million dollars endowment to award a \$25,000 scholarship yearly. Another donor who is a farmer became aware of VSU through the cooperative program we share with Virginia Tech. This donor became inspired enough to leave VSU \$3 million dollars. Another donor left a message saying she wanted to discuss leaving Virginia State University some money, and after some discussion, she gave the gift as a \$25,000 scholarship endowment. VSU received another gift in the amount of half a million dollars from a gentleman in honor of his mother.

Mr. Franklin Johnson Norwood, Director of Alumni Relations, continued the theme of telling VSU's story and shared information about Homecoming 2022 events such as The Golf Tournament with 32 teams; Live on the Hill Concert, with over 350 attendees, introduced multi-generational programming with the youngest alumni being 2020; and the President's Tailgate Luncheon where over 400 people in attendance.

Mr. Johnson-Norwood gave an update on the Oral History Project which has yielded over 3000 contacts and over 700 stories of alumni that will tell their Virginia State University Experience. The Brick Campaign is a way to cement one's legacy at Virginia State University. As of November 15, 2022, we have sold 172 bricks which gives us a profit of 24,080.00 with alumni who missed the deadline asking when will the campaign start again.

Mr. Kambre Stevens, Alumni and Donor Engagement Specialist, shared information about the NASCAR Collaboration. With the help of Government Relations and Corporate and Foundations Relations, VSU

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supported Rajah Caruth, 20-year student at Winston-Salem State University, who drove the Virginia State University car. This sponsorship also provided an opportunity for VSU to host alumni at NASCAR to give them an experience. The IA Team also works with the Wendell Scott Foundation, which is named for the first African American to win the Nascar Cup. The family of Mr. Scott will host a summer camp this year at Virginia State.

Mr. Stevens shared information about upcoming team projects with the VSU alumni. The Alumni Community Challenge will create stories about collecting nonperishable goods as well as donations. The Greatest Toy Drive will collect toys with GTT Commercial Tires, Athletics, alumni, and upper administration with a distribution date of December 2, 2022. Upcoming alumni events include *10 under 10*, which honors 10 alumni who have graduated within 10 years from this University and who are doing amazing things philanthropically within their community. Another event will be a Hawaiian theme Alumni Weekend celebrating classes within 3's and 8's plus the golden year 50<sup>th</sup> celebration 1973 that will bring Hawaii to the Hill without the sand. Finally, the Central Intercollegiate Athletic Association (CIAA) Basketball Tournament 2023 will be in Baltimore this year, and the VSU host hotel will be the Sheridan Inn at the Inner Harbor.


Ms. Hall invited Dr. Robert Denton to share his story of both receiving and giving on behalf of himself and his wife. Dr. and Mrs. Denton will bestow a \$50,000.00 endowment in their names to Virginia State University--The Robert E. Denton, Jr. and Rachel Hill Holloway Endowment for the Department of Mass Communications.

Ms. Tonya Hall then shared the Mission Moment announcing that President Abdullah had received the Humanitarian Award from the Virginia Center for Inclusive Community Humanitarian Award. This award was awarded to individuals for demonstrated personal commitment to promote respect and understanding among people of diverse racial, ethnic, and religious backgrounds. President Abdullah thanked everyone for an excellent meeting and applauded the IA team for telling the VSU story from their respective areas.

**ADJOURNMENT**

There being no further business, Vice Chair Owens called for a motion to adjourn the meeting. The motion was received, properly seconded, and the committee voted by voice vote. The Chair adjourned the meeting at 1:30 p.m.

**APPROVED:**



Chair



Date