

VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
THURSDAY, SEPTEMBER 16, 2021

12:30 P.M.

The Welcome Center @ VSU Multipurpose Center
(No Public Comment Period Scheduled)

DRAFT AGENDA

(as of 9.13.21)

CALL TO ORDER Ms. Shavonne Gordon, Chair

ROLL CALL

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

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

NOMINATIONS FOR COMMITTEE VICE CHAIR

PRESIDENT'S REMARKS Dr. Makola M. Abdullah

REPORTS AND RECOMMENDATIONS

- Government Relations Mr. Eldon Burton, Director
 - Special Session II Updates
 - Federal ARP Funding
 - Name Image Likeness
 - VA Council of Presidents (COP)
 - Unified Budget Proposal
 - Collaboration with VA Higher Ed led by President Abdullah
 - VSU Host Joint SCHEV and COP Meeting
 - Op Six Plans and State Budget Review Process
 - Budget Development and Deliberation Chart
 - Op Six Meeting and Budget Request for the next biennium
 - General Assembly Session 2022
 - VSU
 - COP
 - HBCU
 - SCHEV Cost Study

Committee on Institutional Advancement
Thursday, September 16, 2021
Page 2

- Institutional Advancement Ms. Tonya S. Hall
Vice President for External Affairs
 - Introduction of New Hires
 - Franklin H. Johnson, Jr., *Director of Alumni Relations*
 - Tiffany Gullins, *Alumni and Donor Relations Specialist*
 - Chip Sawyer, *Major Gift Officer*
 - Courtney D. Grice, *Advancement Specialist*
 - Ri'Shawn Bassette, *Media & PR Specialist*
 - Fundraising Dashboard Review
 - FY22 Fundraising Activity
 - Corporate and Individual Prospect Pipeline
 - Homecoming Match Challenge
 - Stewardship Strategy Plan
 - Mission Moment
 - Upcoming Events-Homecoming Overview

OTHER BUSINESS

ADJOURNMENT

***All start times for committees are approximate. Meetings may begin either before or after the posted approximate start time as committee members are ready to proceed. Meetings may also end either before or after the posted time. The Board reserves the right to change its schedule as needed.*

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES
Thursday, September 16, 2021**

CALL TO ORDER

Ms. Shavonne Gordon, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 1:00 p.m. in the VSU Welcome Center.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Shavonne Gordon
Mr. Edward Owens
Ms. Thursa Crittenden
Ms. Pamela Currey
Dr. Christine Darden
Mr. Glenn Sessoms
Dr. Valerie Brown, Rector (ex-officio)
Ms. Brenda Stith-Finch, Chair, VSU Foundation

Administration Present:

Makola M. Abdullah, Ph.D., President
Dr. Donald Palm, Senior Vice President/Provost
Kevin Davenport, Vice President, Finance/Administration/CFO
Tonya S. Hall, Vice President, External Relations
Eldon Burton, Director, Government Relations
Hubert D. Harris, Chief of Staff
Dr. Gwendolyn Dandridge, Director, Communications
Dr. Annie C. Redd, Special Asst. to President/Board Liaison

Legal Counsel Present:

Cynthia Norwood, Assistant Attorney General

Others Present:

Pastor Jasmyn Graham, Director, Campus Ministries
Yourdonus James, Director, Conference Center
Tazjia Harris-Paiva, Institutional Advancement
Paul Brathwaite, Federal Street Strategies
Christopher Henry, Technology Services
Corey King, Technology Services
Maurion Edwards, Technology Services
Franklin H. Johnson, Jr., Alumni Relations
Tiffany Gullins, Alumni Relations
Chip Sawyer, Institutional Advancement
Ri' Shawn Bassette, Office of Communications
Courtney D. Grice, Institutional Advancement (electronic participation)

INVOCATION

Ms. Gordon invited Mr. Franklin Johnson to offer the invocation.

APPROVAL OF AGENDA

The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

The Committee approved the minutes from the April 22, 2021 meeting by voice vote.

NOMINATIONS FOR COMMITTEE VICE CHAIR

Ms. Gordon nominated Mr. Edward Owens to serve as Vice Chair. A motion was made to accept the nomination of Mr. Owens as Vice Chair, and the motion passed unanimously by voice vote.

PRESIDENT'S REMARKS

President Abdullah acknowledged Ms. Tonya Hall for her work in Institutional Advancement in less than a year and congratulated her on re-building the IA team, whose members will be introduced today.

REPORTS AND RECOMMENDATIONS

Government Relations

Mr. Eldon Burton presented updates from the Virginia General Assembly. The VA General Assembly convened on Aug. 2nd for Special Session II. The session concluded on Aug. 10th with the state legislature appointing eight new judges to the Virginia Court of Appeals as well as passing a plan to spend \$3.5 billion of the \$4.3 billion from the federal coronavirus relief funds allocated to the state through the American Rescue Plan (ARP) Act. Governor Ralph Northam signed HB 7001, which allocated \$100 million in needs-based financial aid to VA's public institutions and \$11 million to VA's private institutions. No less than 30 days prior to distributing the funds to each institution, State Council for Higher Education of Virginia (SCHEV) will report to the Chairs of the Money Committees, the Sec. of Finance, the Sec. of Education, and the Director of Department of Planning and Budget (DPB) on the allocation methodology that will be used.

Mr. Burton informed the Committee that the \$111 million allocated to VA's Higher Ed Institutions was in part a result of a unified budget proposal introduced by the VA Council of Presidents where President Abdullah serves as the Chair and President Tim Sands from Virginia Tech is the Vice Chair. This group of Presidents (including Presidents of VA Community College System (VCCS) and the Council of VA's Independent Colleges) has worked very closely together with its liaisons and budget directors to advance the initiatives of VA's higher ed institutions. They meet at least once a month to discuss items such as re-opening plans, unified budget proposals, access and equity initiatives, etc. This is a very critical time for President Abdullah to serve as Chair, as all of our institutions are still battling with the COVID pandemic, the Delta variant, and decisions on whether or not to mandate vaccinations.

The 2021 General Assembly provided \$300,000 in general fund for State Council of Higher Education for Virginia (SCHEV) to lead the study of costs and funding needs for Virginia public higher education institutions. The current funding model (base adequacy) was last updated in 2000. Since then, the Commonwealth has experienced two recessions resulting in budget cuts and changes have occurred in student demographics, instructional delivery modes and program offerings. As a result, institutions have raised tuition

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES
September 16, 2021
Page 3**

and fees to meet these changes. SCHEV is tasked to perform the base adequacy calculation annually. The majority of institutions are at-or-above the required funding need calculated by the base adequacy funding formula. Consequently, the current state funding is primarily driven through individual-institution needs versus a comprehensive statewide strategy.

To address these concerns and at the request of SCHEV, the 2021 General Assembly included a review of higher education costs to assess Virginia public postsecondary funding and spending, make national comparisons and recommend methods to allocate limited public resources that align with state goals of access, affordability and equity. Throughout the cost study process, SCHEV staff will coordinate with a working group made up of Capitol Square and institutional leadership and staff. SCHEV will also organize meetings with advocacy and public interest groups as well as the business community. Stakeholders will have the opportunity to provide input multiple times throughout the process.

Mr. Burton gave an overview of the budget development and budget deliberation processes. VSU has submitted a total capital request of \$210,288,767 to the General Assembly for 2022-2024 to include the following:

- \$35,412,881 REQUEST Construction BOLT Center for Leadership, Social Equity and Engagement
- \$56,620,116 REQUEST Renovate and Construct Addition to Johnston Memorial Library for Technology One Stop and vacation Trinkle Hall
- \$13,583,769 REQUEST Construct Physical Plant Annex
- \$35,258,337 REQUEST Renovate Virginia Hall
- \$12,695,743 REQUEST Erosion Control and Storm Water Management Improvements
- \$14,159,081 REQUEST Accessibility Upgrades and Replacements
- \$15,015,744 REQUEST Reroof Academic and Administrative Buildings Campus wide
- \$24,542,126 REQUEST Renovate Davis Hall

VSU funding request for new strategic initiatives totaling \$3,001,786 for 2022-23 and \$3,730,500 for 2023-2024 include the following:

- Financial Aid Support for Low-Income Students:
 - Funding Request: **2022-23** \$4,750,000; **2023-24** \$4,750,00
- Degree Completion and Career Enhancement Initiative
 - Funding Request: **2022-23** \$950,000; **2023-24** \$950,000
- VSU Public Health Institute:
 - Funding Request: **2022-23** \$983,500; **2023-24** \$983,500
- VSU Pipeline with Purpose
 - Funding Request: **2022-23** \$260,000; **2023-24** \$260,000
- VSU Advanced Manufacturing Logistics Institute
 - Funding Request: **2022-23** \$715,000; **2023-24** \$715,000
- New Degree and Online Programs
 - Funding Request: **2022-23** \$3,001,786; **2023-24** \$3,730,500

A Visitor offered a note of commendation to the VSU team about the good reports he has received about VSU from state legislators. The team has been striking the right balance in presenting the University's requests.

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES
September 16, 2021
Page 4**

Mr. Burton introduced Mr. Paul Brathwaite who works closely with President Abdullah as a federal strategist for the Council of 1890s Universities Foundation to secure resources. Mr. Brathwaite indicated that the priority focus is on agricultural programs at these universities resulting in annual increases with additional funding in those areas as well as for research and extension projects. Most recently, the team has been working to promote the passage of the HBCU IGNITE Bill which would provide significant new resources for all HBCUs--The Institutional Grants for New Infrastructure, Technology, and Education (IGNITE) for HBCU Excellence Act.

Mr. Brathwaite shared that Congresswoman Alma Adams is the champion of the bill and President Abdullah and other HBCU leaders gather to sign 1890 letters demonstrating support from HBCUs across the country. The letter resulted in national press coverage such as a Washington Post story regarding HBCU advocates not being pleased with proposal. President Biden had requested \$55B for new investment, but the bill only contains a proposal for \$2B for all Minority Serving Institutions (MSIs); and the challenge is that HBCUs are being lumped in with the MSIs. The concern is that if the number of eligible schools is increased for the same amount of dollars, the impact for HBCU's will be diminished to make investments to move them forward in research, etc. in the 21st century.

Mr. Brathwaite stated that some of the work crosses over into the private industries to leverage partnerships with Fortune 500 companies who participate in HBCU partnerships to stimulate minority employment. President Abdullah commended Mr. Burton and Mr. Brathwaite for the great work that has jumpstarted government relations at VSU. As a result of their efforts, we are now reviewing how we connect our institutional advancement activities; government relations to highlight fundraising and fundraising to highlight government relations.

Institutional Advancement

Ms. Tonya Hall introduced new team members: Chip Sawyer, Major Gift Officer; Courtney D. Grice, Advancement Specialist; Franklin H. Johnson, Jr., Director of Alumni Relations; Tiffany Gullins, Alumni and Donor Relations Specialist; Ri'Shawn Bassette, Media & PR Specialist. In addition, Tazjia Harris-Paiva will now focus on Annual Giving.

Mr. Johnson and Ms. Gullins gave an update on the Alumni Relations Oral History Project with the expected outcomes to document the oral history of all of our alumni, turning non-donor alumni into donors, and the alumni project will be transcribed into a book.

Ms. Tonya Hall shared some of the strategies now in place to reach the goal of \$6-\$7M range in 2025. Ms. Hall stated that she believes in an integrated approach to fundraising; therefore, every member of the Institutional Advancement team will be trained to fundraise. Every major donor will have a relationship team, and annual giving will focus on recurring gifts collaborating with major gift officers to transition from annual giving. In addition, there will be a focus on increasing grant proposals/grant writing.

Ms. Hall presented the Fundraising Dashboard Report as of 9.10.21 -

- FY22 YTD \$485,422.08 - 379 Donors
- FY22 YTD Alumni Giving \$140,242.72 - 224 Donors
- FY22 YTD Corp/Fund/Org \$285,615.28 - 27 Donors

INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES
September 16, 2021
Page 5

Corporations and Individual Prospect Pipeline include the following -

- September 2021 -
 - HBCU Lower carbon Capital Fund Allocation from Chris and Crystal Sacca-\$100,000
- December 2021
 - Altria- 1.5 Million (500K/3 years)
 - Mary Macon Trenholme Endowed Fund-\$250,000
 - Golden Nugget-\$200,000
 - Dr. Gladys West Constellation Trimble 4 Year Scholarship Fund-\$60,000
- TBD
 - Capital One-\$50,000
 - Deloitte-TBD

Ms. Hall shared information about the Match Challenge and the IA Stewardship Plan. The Match It Challenge begins September 17 and ends October 28 with three match gift options: 1) All alumni gifts will be matched; 2) First time alumni gifts will be matched twice; and 3) The Decade Challenge will be matched—this challenge will end October 21 because it will be announced at Homecoming. The IA Stewardship Plan has 4 key areas of focus: acknowledgement, recognition, reporting, and online engagement which includes planned giving.

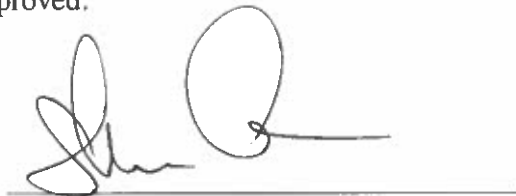
Ms. Hall thanked the Board for approving the naming of a room for Dr. Jona McKee in the Jesse Boiling Building. Dr. McKee was very appreciative and visibly moved by this honor.

The Rector encouraged Board members to give to VSU regardless of the amount. She indicated that it would be a tremendous show of support for the University to report that there was 100% participation in giving from its governing body.

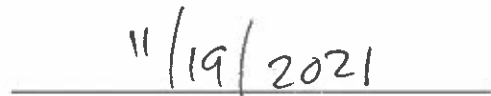
ADJOURNMENT

There being no further business, the Chair adjourned the meeting at approximately 11:15 a.m.

Approved:



Chair



Date