

Office of Institutional Advancement

April 25, 2024



Greater Happens Here
Department of
Institutional Advancement



VIRGINIA STATE UNIVERSITY

“Preeminence with Purpose”

Institutional Advancement Priorities

**PRIORITY 4: DEFINE THE VSU BRAND AND TO TELL
OUR STORY**

**PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES
AND ENHANCE OPERATIONAL EFFECTIVENESS**





Since 1882

CURRENT DASHBOARD

(as of April 15, 2024)

	FY	2024	FY	2023		
	Dollars	Donors	Dollars	Donors	Difference Dollar	Difference Donor
Charitable	\$4,525,761.04	1,800	\$4,050,353.92	1853	\$475,407.12	-53
ALUMNI	\$907,443.59	1236	975,191.00	1273	-\$67,747.41	-37
ALUMNI ASSOC	\$50,295.06	11	\$30,725.00	12	\$19,570.06	-1
FACULTY/STAFF	\$75,686.62	78	\$62,266.90	82	\$13,419.72	-4
CORP/FND/ORG	\$3,264,420.61	127	*\$2,757,883.86	123	\$506,536.75	4
FRIENDS- Individuals	\$224,431.10	319	\$216,508.34	346	\$7,922.76	-27
PARENTS	\$2,680.00	11	\$7,740.00	15	-\$5,060.00	-4
STUDENTS	\$804.06	18	\$38.82	2	\$765.24	16

CAMPAIGN UPDATE



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100M

PHASES OF A COMPREHENSIVE CAMPAIGN

Phases of a Nonprofit Capital Campaign



The Quiet Phase

The **Quiet Phase**, as its name suggests, is a crucial but somewhat hidden stage in a capital campaign. It's where the heavy lifting of fundraising happens, primarily focusing on securing major gifts from key donors before going public. Here's a breakdown of what typically occurs during this time:

Key Activities Taking Place

- Prospect research and cultivation
- Solicitation of significant philanthropic gifts
 - Development of campaign materials
 - Campaign planning refinement
 - Testing and refining appeals
- Building capacity (human, financial, IT, etc.)
- Target goal: 75% of the overall campaign goal

Campaign Activities To Date... ..

- Honorary Co-Chairs: BOVs Edward Owens & Victor Branch
- 53M raised to date
- Assembled a Volunteer Campaign Committee
- Selected a name for the campaign:
“Building a Greater Legacy”
- Developing the Case for Support



Invest in Legacy: Building Partnerships Through Naming Opportunities



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Benefits of a Naming Opportunities for Virginia State University

Financial Boost
Stronger Relationships
Enhanced Reputation
Enhanced Reputation
Increased Engagement



LARGEST GIFTS: HIGHER EDUCATION

Recipient	Year	Size	Donor	Use
1. Johns Hopkins University	2018	\$1,800,000,000	Michael Bloomberg	Financial Aid
2. Stanford University	2022	\$1,100,000,000	John & Ann Doerr	New School, Endowment
3. California Institute of Technology	2019	\$750,000,000	Stewart & Lynda Resnick	New Center, Endowment
4. Western Michigan University	2021	\$550,000,000	Anonymous	Scholarship, Research
5. McPherson College	2022	\$500,000,000	Anonymous	Scholarship, New Building, Renovations
6. University of California at San Francisco	2017	\$500,000,000	Helen Diller (Bequest)	Research, General Support
7. University of Oregon	2021	\$500,000,000	Philip & Penelope Knight	Programs, Faculty
8. University of Oregon	2016	\$500,000,000	Philip & Penelope Knight	New Center
9. University of Oregon	2013	\$500,000,000	Philip & Penelope Knight	Research



Research & Methodology

GUIDING QUESTIONS

How do we adjust for market fluctuations in our naming valuation policy to avoid outpricing our donor pool?

Are there formulas our peers utilize to calculate valuation?

What are the practices our peers follow to guide naming valuation and revocation?

GUIDING QUESTIONS

How do we adjust for market fluctuations in our naming valuation policy to avoid outpricing our donor pool?

Here are some strategies to adjust for market fluctuation in our naming valuation policy and avoid alienating potential donors:

- **Valuation Methods**
 - Tiered System
 - Index-Based Pricing
 - Discounted Rates for Multi-Year Commitments
- **Flexibility and Negotiation**
 - Negotiation Room
 - Package Deals
 - Alternative Recognition Options
- **Transparency and Communication**
- **Focus on Impact**

GUIDING QUESTIONS

**Are there formulas our
peers utilize to
calculate valuation?**

Here are formulas that some universities use to estimate the fair market value of naming rights:

- Size of the space
- Visibility and prominence
- Type of space
- Duration of the agreement

Here's an example formula we could adopt:

*Estimated Naming Value = Space Size (sq. ft) x Base Rate/sq. ft x
Visibility Factor x Duration Factor*

- Important caveats to consider!

FORMULA FOR NAMING VALUATION

Four (4) institutions indicated use of a formula. Two (2) provided examples, which were identical. One (1) indicated they have a formula that utilizes fundraising value, visibility and desirability, but did not provide a specific formula.

$$\text{Base Fundraising Value (BFV)} \times \text{Utility Index} \times \text{Location Index} = \text{Computed Fundraising Value (CFV)}$$



$$\text{Square Footage of Space to Name} \times \text{Price Per Square Foot}$$



$$100\% \text{ of project budget} / \text{total square footage of building}$$

Only two institutions from the landscape review had a formula indicated in their publicly available policies and both used this formula.

Additional information on determining Utility and Location index was not made available by institutions.

GUIDING QUESTIONS

What are the practices
our peers follow to
guide naming valuation and
revocation?

Findings & Best Practices





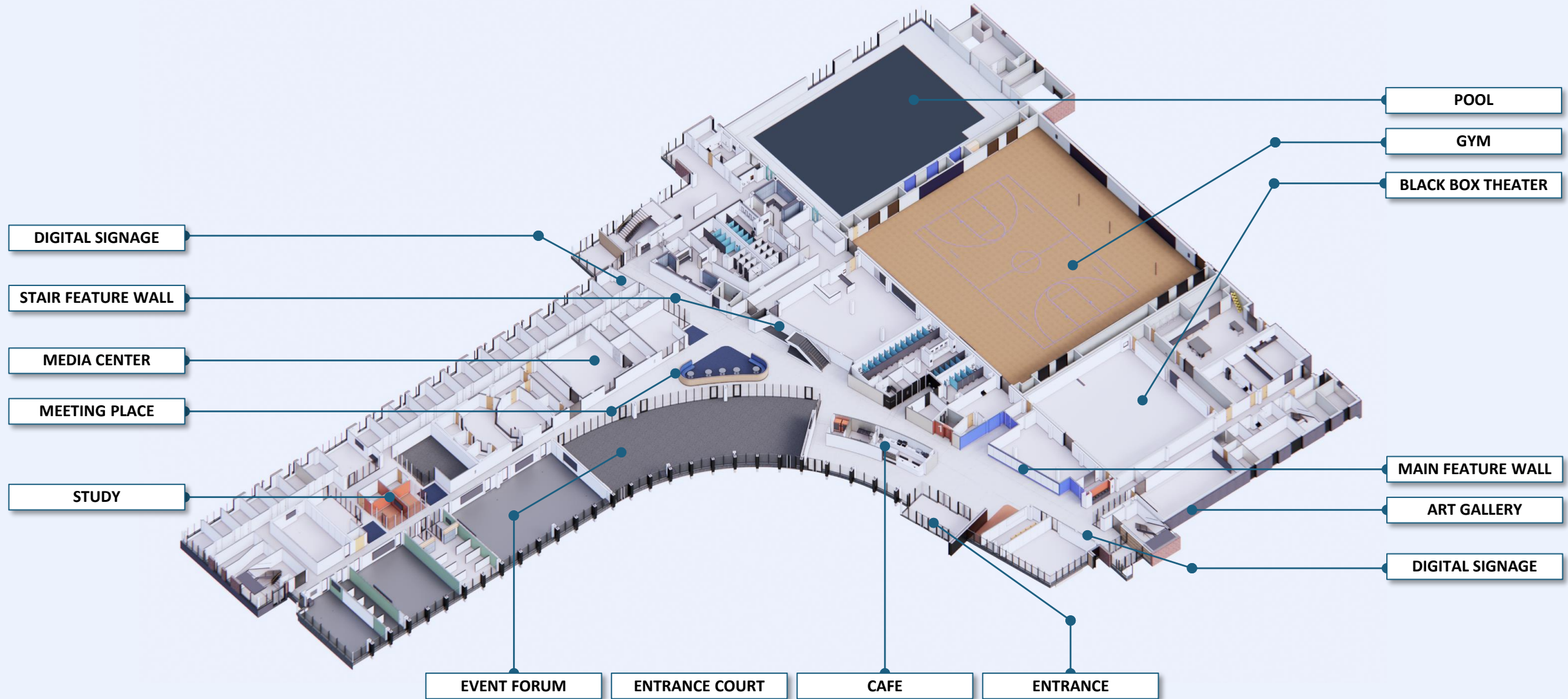
BEST PRACTICE FRAMEWORK

Practice	Is this a best practice?
1. Has a policy for naming valuation	Yes
2. Has a formula for naming valuation	No
3. Trustees are involved in the valuation process	Yes
4. Valuation based on % of construction cost and/or visibility/desirability	Yes
5. Accounts for market adjustment	No
6. Frequency of updating policies	No Best Practice Found
7. Has a policy for honorary naming	Yes
8. Accepts planned gifts	No
9. Implements signage prior to receiving 100% cash	Yes
10. Define % of payment required before signage	No Best Practice Found
11. Five-year payment period	Yes
12. Length of naming opportunities is useful life of the building	Yes
13. Offers corporate exclusivity	No
14. Formal committee appointed to review naming valuation	Yes
15. Conducts due diligence prior to naming	Yes
16. Has policy for naming revocation	Yes
17. Is flexible	Yes

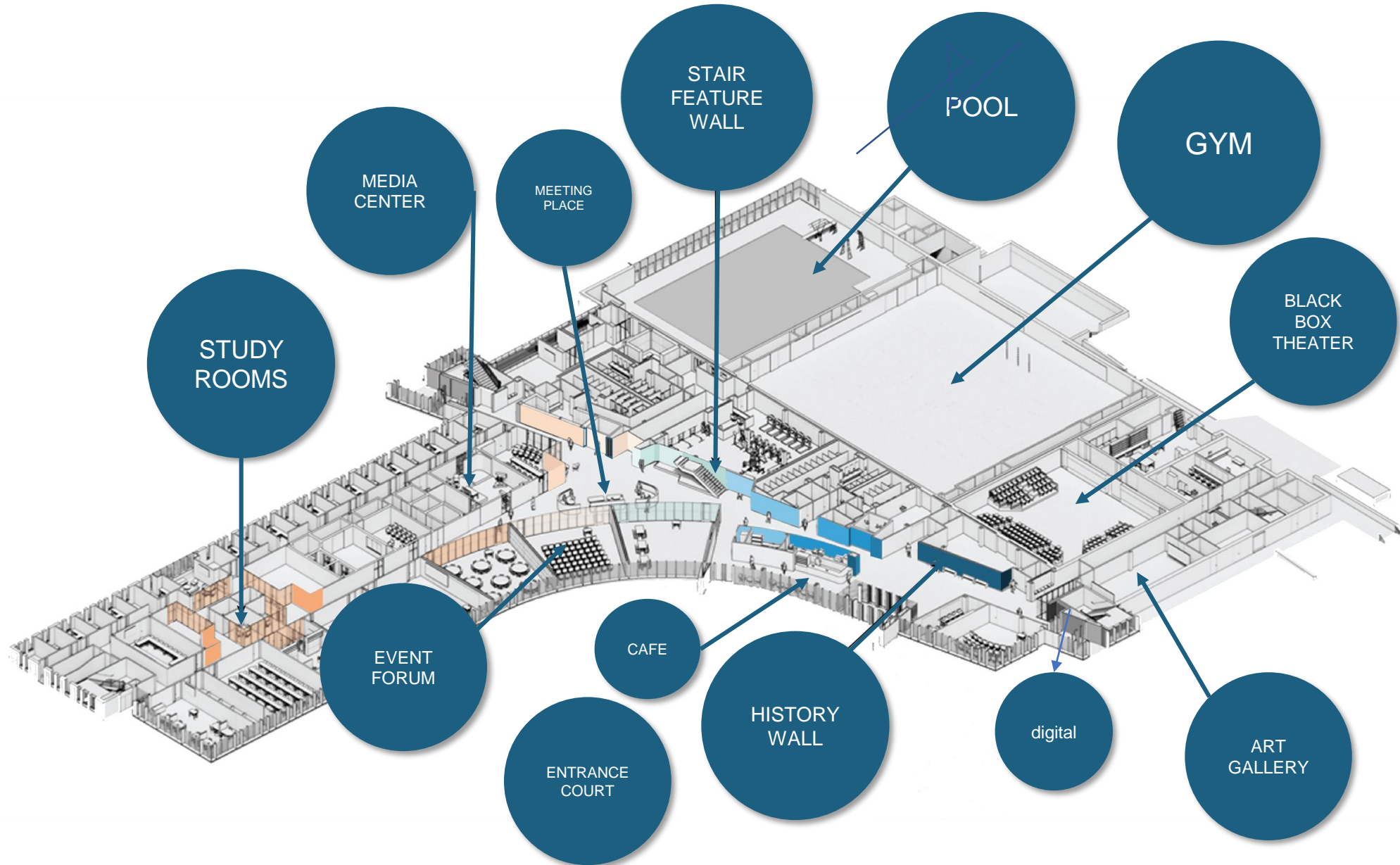
Current Naming Opportunities



VSU / Moments of Interest



VSU / Interior Opportunity Locations



Next Steps and Action Items

- Prioritize the most promising naming opportunities.
- Further research and feasibility analysis.
- Update the current naming policy.
- Developing proposals and marketing naming opportunities.

MISSION MOMENTS



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1882
DATE February 3, 2024

HH Newport News Shipbuilding
A Division of HII

PAY TO THE ORDER OF **VIRGINIA STATE UNIVERSITY** \$100,000.00

One Hundred Thousand Dollars and 00/100 DOLLARS

MEMO Newport News Shipbuilding Scholars Program

⑆002032024⑆ 000166200⑆ ⑈3882

Final Thoughts





GOVERNMENT RELATIONS UPDATE

Eldon Burton
Virginia State University
April 2024

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Budget Development

Agency Budget Preparation

August:
DPB issues
instructions to
agencies



September:
Agencies
generate &
submit requests



Review & Recommendation

November:
Governor, DPB,
Cabinet review



December:
Governor submits
document &
bill to G.A.

Budget Deliberation

Legislative Action

January:
Budget bills
referred to
money committees



February:
Senate & House
produce competing
budget proposals



March:
Conference Committee
reports budget bills/
GA approves budget



Gov's Review

March:
Governor signs/vetoes/
vetoes items/or returns
to GA with amendments

GOV's Introduced Budget



South Entrance, Campus Security & Safety Improvements	\$12,000,000
Project 12733: Maintenance Reserve	\$7,648,841
Project 18333: Academic Commons Furniture & Equipment	\$8,950,000
State Match	\$3,572,578
New Construction: Construct New Student Housing	\$95,465,000
Improvements: Renovate Wilder Coop Ext Building	\$5,875,000

Conference Report



Restore Ch 1 Affordable Access	\$2,982,000
Affordable Access & Retention and Degree Production	\$20,000,000
South Entrance, Campus Security & Safety Improvements	+\$3,000,000 \$15,000,000
Transfer Financial Aid	\$2,500,000
Graduate Financial Aid	\$15,000
Renovate Summerseat	\$12,714,000

Conference Report Cont...

Renovate Virginia Hall

Detailed Planning

Level II Authority

Language

Presidential Debate

Language

GOV's Recommendations



Affordable Access & Retention and Degree Production

\$(5,000,000)

\$15,000,000

Undergraduate Financial Aid

\$(388,958)

\$1,166,872

VSU/NSU HBCU NoVA

Language

Renaming of the Petersburg Post Office

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YOUR FUTURE, YOUR VOTE

[Register To Vote](#)



VIRGINIA STATE UNIVERSITY GREATER HAPPENS HERE

Founded in 1882, Virginia State University is one of Virginia's two land-grant institutions and is the first Historically Black College or University (HBCU) ever selected to host a General Election U.S. Presidential Debate.

[LEARN ABOUT VSU](#)

VIRGINIA STATE UNIVERSITY MULTI-PURPOSE CENTER

The debate on October 1, 2024, will take place in the VSU Multipurpose Center (MPC), a state-of-the-art facility equipped with advanced audiovisual capabilities and modern amenities.

[LEARN ABOUT THE MPC](#)

VIRGINIA STATE UNIVERSITY ABOUT THE AREA

Virginia State University is located 20 miles south of Richmond, Virginia, and connected to the many surrounding communities, including Chesterfield County, the City of Petersburg, and the City of Colonial Heights.

[LEARN ABOUT OUR AREA](#)



[FOR THE PUBLIC](#)



[FOR THE MEDIA](#)



[VSU DEBATE NEWS](#)



[VSU DEBATE EVENTS](#)



VSU
 VIRGINIA STATE
 Since 1882

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 National HBCU Studies
 Data Collection and Research Center

“THE AMERICAN PRESIDENCY AND HBCUs: A PREEMINENT HISTORY”
 Virtual Black History Month Program
 Wednesday
 February 28, 2024
 at 6pm

Featuring Keynote Speaker **Meldon Hollis, JD**,
 The Founding Executive Director of the White House Initiative on
 Historically Black Colleges and Universities

Register For Zoom Program Here >

Or Click Here

FOR MORE INFORMATION CONTACT DR. CHERYL E. MANGO, EXECUTIVE DIRECTOR,
 AT CMANGO@VSU.EDU.



JOHN MERCER LANGSTON
 INSTITUTE *for*
 African American
 Political Leadership

Presents
HCU Voter Empowerment Conference
 Wednesday, March 20, 2024
 VSU Multipurpose Center


Featuring
MSNBC's
Symone Sanders-Townsend and Dr. Wendy Osefo

9:30 AM – 11:00 AM • Breakfast and Fireside Chat
11:15 AM – 1:00 PM • Political Training
 • Organizing 101 on a College Campus • Advocacy and Policy 101
 • Why Elections Matter
1:00 PM – 3:00 PM • Power of the Black Vote
 —BLOCK PARTY—

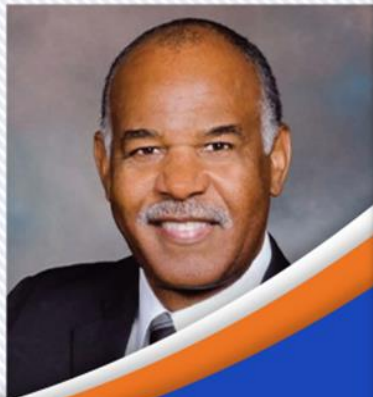
TAKE THE FIELD

Sponsored by
 Black Voters Matter & The Center


BLACK VOTERS MATTER




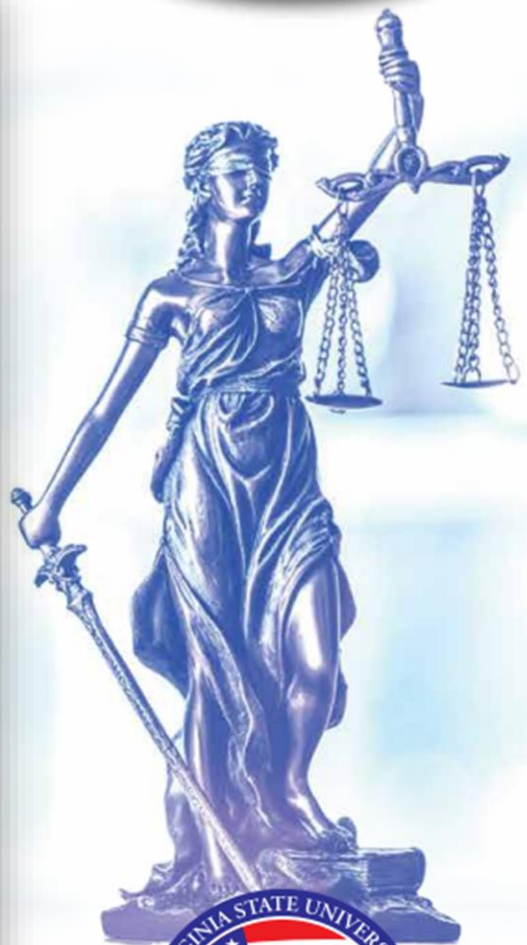
Join Us For Our
SOCIOLOGY & CRIMINAL JUSTICE
ANNUAL SOCIAL JUSTICE CONFERENCE
FRIDAY & SATURDAY - APRIL 12-13, 2024
8:00 A.M.
GATEWAY EVENTS CENTER - VIRGINIA STATE UNIVERSITY



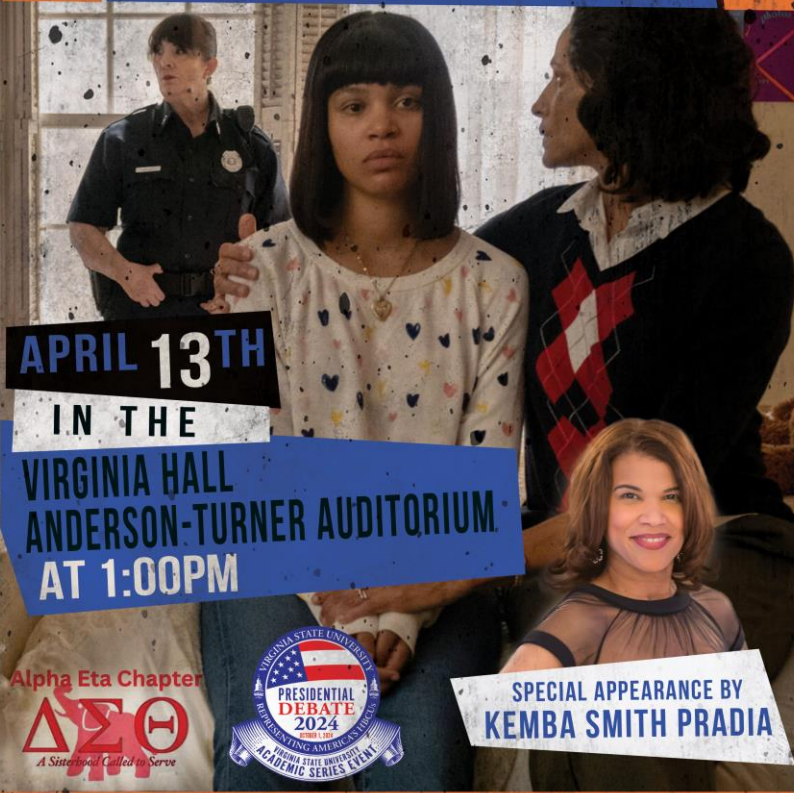
SATURDAY
 KEYNOTE SPEAKER
The Hon. Roger L. Gregory
 U.S. COURT OF APPEALS
 4TH CIRCUIT JUDGE




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JOIN US FOR A MOVIE SCREENING OF
KEMBA
 INSPIRED BY A TRUE STORY



APRIL 13TH
 IN THE
VIRGINIA HALL ANDERSON-TURNER AUDITORIUM
AT 1:00PM





SPECIAL APPEARANCE BY
KEMBA SMITH PRADIA



Delegate
Alfred W. Harris

VSU VIRGINIA STATE
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FOUNDER'S DAY *Convocation*

Thursday, March 21, 2024 • 10am
Anderson Turner Auditorium



Guest Speaker:
Dr. Dietra Y. Trent
Executive Director of the White House
Initiative on HBCUs

SGA 50th Anniversary Celebration

The Legacy of Leadership Extravaganza

Keynote Speaker
Delegate Marcia "Cia" Price

Saturday, April 20th, 2024 • 6-9 PM
Gateway Dining and Events Center at VSU
2804 Martin Luther King Dr.
VIRGINIA STATE UNIVERSITY, VA 23806





VSU VIRGINIA STATE
Since 1882





VIRGINIA STATE UNIVERSITY
*The first HBCU to host
a Presidential Debate*



For information on the
Presidential Debate, Volunteer
Opportunities, Debate Events at
VSU, or Register to Vote,
please scan the above QR Code.



Apply at
VSU.EDU

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"YOUR PATHWAY TO GREATER HAPPENS HERE."



Invest at
giving.VSU.edu/greatergifts



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Commencement Speakers

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A graphic for the Spring 2024 Commencement Speakers. It features two portraits of speakers, a central logo for 'Greater Happens Here' with a clock tower, and the text 'Spring 2024 Commencement Speakers' with the Virginia State University seal. The background is dark blue with a faint American flag pattern.

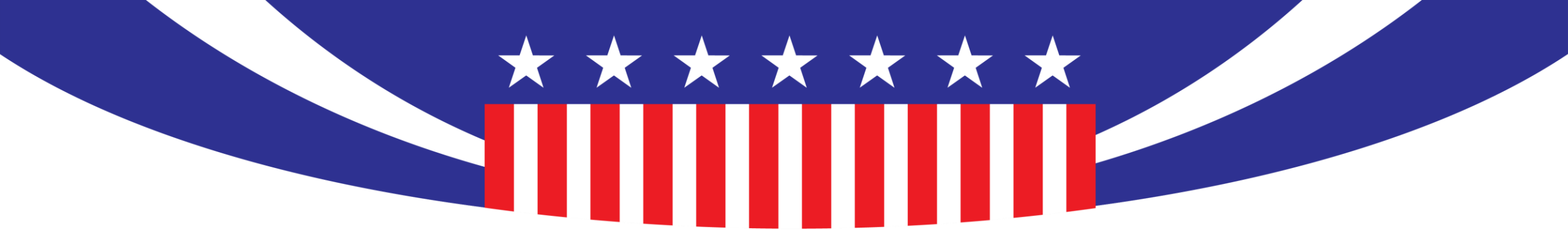
Spring 2024  *2024*
Commencement Speakers

The Honorable
L. Douglas Wilder
Governor
Saturday, May 11, 2024 - 9am
VSU Multi-Purpose Center

The Honorable
Robert C. "Bobby" Scott
U.S. House of Representatives
Saturday, May 11, 2024 - 2pm
VSU Multi-Purpose Center

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QUESTIONS?

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