

February 4, 2022 Institutional Advancement Committee: 9 am to 10:15 am

2/4/2022 12:00:00 AM 09:00 AM - 10:15 AM



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**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
9:00 A.M.; FRIDAY, FEBRUARY 4, 2022
Gateway Dining & Event Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

**DRAFT AGENDA
(as 1/27/22)**

CALL TO ORDER Ms. Shavonne Gordon, Chair

ROLL CALL

INVOCATION

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- Minutes from the November 19, 2021 meeting

PRESIDENT’S REMARKS Dr. Makola M. Abdullah
Ms. Tonya S. Hall, Vice President for External Relations

REPORTS AND RECOMMENDATIONS

- Office of CommunicationsDr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications
 - New Employee Intranet Initiative to Centralize Communication
 - Social Media Initiatives
 - Future Branding Projects
- Government Relations Update Mr. Eldon Burton
Asst. Vice President, Government Relations
 - General Assembly Updates
 - Virginia State University
 - Council of Presidents
- Institutional AdvancementMr. Franklin Johnson, Director of Alumni Relations
Mr. William Sawyer, Major Gift Officer

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Friday, February 4, 2022
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REPORTS AND RECOMMENDATIONS

- Institutional Advancement (continued)
 - Fundraising Dashboard Review
 - FY22 Fundraising Activity
 - 2021 Giving Tuesday Match Challenge Results
 - 1882 Challenge
 - Corporate and Individual Prospect Pipeline
 - Anthology: Encompass Implementation
 - Alumni Update
 - CIAA
 - Virtual Book Club
 - Trojan 10 Under 10
 - Oral History Marketing video
 - Upcoming events

OTHER BUSINESS

ADJOURNMENT

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

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
9:00 A.M.; FRIDAY, NOVEMBER 19, 2021
Gateway Dining & Event Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

**DRAFT AGENDA
(as of 11.17.21)**

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)

PRESIDENT'S REMARKS Dr. Makola M. Abdullah

REPORTS AND RECOMMENDATIONS

- Office of Communications Dr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications
 - Recent Newsmakers
 - Third Party Credibility
 - Social Media Initiatives
 - Product Brand Returns

- Government Relations Update Mr. Eldon Burton
Asst. Vice President, Government Relations
 - Virginia Election Updates
 - General Assembly 2022
 - VSU Request(s)
 - State Council of Higher Education for Virginia (SCHEV) Budget Recommendations
 - Council of Presidents Budget Proposal
 - On Campus Visits from Government Officials

- Institutional Advancement Mr. Franklin Johnson
Director of Alumni Relations
 - Fundraising Dashboard Review
 - FY22 Fundraising Activity
 - 2021 Homecoming Match Challenge Results
 - FY21 Scholarship Disbursement
 - Corporate and Individual Prospect Pipeline

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REPORTS AND RECOMMENDATIONS

- Institutional Advancement (continued)
 - Alumni Update
 - Mission Moment
 - Upcoming Events

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
DRAFT MEETING MINUTES
Friday, November 19, 2021**

CALL TO ORDER

Ms. Shavonne Gordon, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 9:00 a.m. at the Gateway Dining and Event Center.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Shavonne Gordon
Mr. Edward Owens
Ms. Thursa Crittenden (*absent*)
Ms. Pamela Currey
Dr. Christine Darden
Mr. Glenn Sessoms (*electronic communication*)
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
Eldon Burton, Associate Vice President/Director, Government Relations
Shawri King-Casey, Senior Advisor to President, IEEC
Hubert D. Harris, Chief of Staff
Dr. Gwendolyn Dandridge, Associate Vice President/Director, Communications
Franklin Johnson, Jr., Director of Alumni Relations
William C. Sawyer, Major Gifts Officer
Dr. Annie C. Redd, Special Asst. to President/Board Liaison
Maurion Edwards, CIO/Technology Services
Tanya Simmons, AVP, Human Resources
Alexis Brooks-Walter, AVP, Enrollment Management
Adrian Petway, AVP, Budget & Finance

Legal Counsel Present:

Cynthia Norwood, Assistant Attorney General

Others Present:

Tiffany Gullins, Alumni Relations
Ri'Shawn Bassett, Office of Communications
Theodore Reynolds, VSU DPPS
Marlo Green, Office of Finance

**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING MINUTES**

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Pastor Jasmyn Graham, VSU Campus Ministries
Tasha Owens, Internal Audit
Star McCray, Conference Services

The following Board members participated by electronic means using Cisco WebEx.

- Mr. Glenn Sessoms located in Cordova, TN, because of personal reasons due to a conflict.

INVOCATION

The Chair invited Pastor Jasmyn Graham, Director of Campus Ministries.

APPROVAL OF AGENDA

The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

The Committee approved the minutes from the September 16, 2021 meeting by voice vote.

PRESIDENT'S REMARKS

President Abdullah remarks centered on the announcement that Mr. Franklin Johnson, Director of Alumni Relations, and Mr. William Sawyer, Major Gift Officer, are filling in for Tonya Hall, Vice President for External Affairs. Ms. Hall is on extended medical leave, and the University community supports her through our thoughts and prayers.

REPORTS AND RECOMMENDATIONS

Government Relations

Mr. Eldon Burton presented an update from Government Relations that included VSU continued engagement with the political leadership, the recent Virginia elections, the upcoming General Assembly, and the SCHEV actions. VSU continues to engage its local, state, and federal leaders. Recently, both the former Governor and the Governor-Elect visited campus and met with our students. US Senator Tim Kaine visited our Minority Entrepreneurship Business Launch Center, the County Manager of Henrico, Jon Vitolkas, spoke to our business students, and over 10 government officials joined us for our homecoming festivities.

Glenn Youngkin (R) defeated Terry McAuliffe (D) in the general election for Governor of Virginia on November 2, 2021, becoming the first Republican to win a statewide election in the state since 2009. Windsome Sears was also elected as the first black woman for Lieutenant Governor, and Jason Miyares, the first Cuban-American member of the VA House of Delegates, became the state's attorney general-elect. Republicans in the VA House of Delegates also flipped 7 seats, gaining control of the Chamber. Mike Cherry, a member of the City Council in Colonial Heights and director of a Christian school, will now represent the 66th district where Virginia State University is located. This seat was previously held by Kirk Cox.

**INSTITUTIONAL ADVANCEMENT COMMITTEE
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For the upcoming General Assembly (GA) session, the Governor's Administration and the Department of Planning and Budget are currently reviewing agency requests for the outgoing Governor's budget that he will in turn submit to the GA for the upcoming session. The State Council for Higher Education for Virginia (SCHEV) approved a \$700 million budget recommendation for the Governor to consider adding to his proposal. This includes \$208 million in financial aid programs to improve student success and funding for low- and middle-income students. While this funding benefits all institutions, the primary increase is at six institutions, including VSU, with the highest percentages of low-income students and student financial needs. Average awards at these institutions would increase by as much as \$1,500 to nearly \$2,000 and potentially lower debt. The budget recommendations also include \$60 million to address equity and fairness in funding among institutions.

The SCHEV board also approved and wrote letters to both the Governor and the General Assembly acknowledging their recommendation that VSU should be taken off probation. The letter states, "for 2021-2022 that VSU has satisfactorily met the performance standards of the VA Higher Education Opportunity Act and Appropriation Act.

Office of Communications

Dr. Gwendolyn Williams-Dandridge presented updates on VSU's positive media and community interactions. Dr. Dandridge shared several of the successful media coverage by local and national news and social media headline topics which included Virginia State University's mental health day, homecoming and athletic COVID protocols, and enrollment increase.

VSU continues to be sought out as a source for non-VSU related news such as the death of Gen. Colin Powell, the Dominion/SCC agreement, and the recent social media outage. In addition, we have begun a number of additional social media initiatives to assist with telling the VSU story. Those include Hootsuite, LinkTree, and the VSU website. Our products continue to sell well in local retailers. In the past year, VSU reported more than 40 thousand dollars in product royalties which is the highest income to date.

Data compiled by the Office of Communications using Meltwater Media Monitoring Company as a resource show that VSU was mentioned more than 1000 times on broadcast stations over the past year. The Office of Communications continues to pursue ways to promote our new brand slogan, Greater Happens Here, through presentations to faculty, staff, and student representatives who are heartily embracing it.

Institutional Advancement

Mr. Franklin Johnson, Jr., Director of Alumni Relations presented updates for the Office of Institutional Advancement. He shared the FY22 dashboard report, which indicated that philanthropic support to VSU totals \$1,424,791.03 from 919 donors as of November 6, 2021. Compared to fiscal year 2021,

**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING MINUTES**

FRIDAY, NOVEMBER 19, 2021

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IA shows a year to date total of \$1,026,938.68 from 1,245 donors. In total dollars, we are 387,852.35 dollars over total raised this same time last year or 137%; in total donors, we are 326 donors under the total this same time in the previous year or 74%. The fall appeal was delayed in September and is scheduled to go out in December for our end-of-the-year appeal.

The Homecoming Match It Challenge was a great success, and as of October 30, 2021, we have raised \$714,540.90 from 545 donors. The Annual Global Day of Giving is November 30, 2021; Institutional Advancement expects alumni donor count to increase. For Tuition assistance, we are at 62% and \$181,355.92 dollars under last year's final total dollar raised the previous year this time. The Scholarship Distribution for FY 21 shows that 562 University, Provost, and Presidential scholars were funded for a total of \$1,232,994. These numbers do not include tuition assistance, unfunded, auxiliary, or other types of scholarships awarded by the Financial Aid office. Out of the \$1,232,994 awarded for this process, a total of \$136,135 of VSU and VSUF current use gifts and funds were applied. The remaining \$1,096,659 was funded by endowed gifts.

The Institutional Advancement team has developed a robust pipeline of potential corporations and individuals such as Mary Macon Trenholme Endowed Fund, Deloitte, JP Morgan Chase Northrop Grumman, M&T Bank, The Fulton Forward Foundation, and Horizon Blue Cross Blue Shield. There have been two proposals that are pending which are Altria--1.5 Million (500K/3 years) and Capital One-\$40,000 (STEM), which we hope to be awarded in December 2021.

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and Tell Our Story

Priority 5: Financial Resources and Enhance Operational Effectiveness

ADJOURNMENT

There being no further business, the Chair adjourned the meeting at approximately 10:00 a.m.

Approved:

Chair

Date



Greater Happens Here

University Relations and Communications

Gwen Williams Dandridge
Assistant Vice President for Communications



Strategic Plan Priority 4
The VSU Brand

We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University








Today's Report






- Media Coverage
- Centralization of University Communications
- Social Media Initiatives
- Branding
 - Current Opportunities
 - Future Initiatives
- Q and A





Media Coverage

- Virginia State University student is killed in off-campus shooting**
1 month ago

- Virginia State University Student From Fairfax County Shot, Killed Near Campus**
1 month ago

- Virginia State University student killed in off-campus shooting**
1 month ago

- VSU student charged in shooting death of fellow student**
1 month ago

- Virginia State University student dies of gunshot wounds**
1 month ago


- Virginia State University to return to in-person classes, reopen ...**
3 hours ago

- VSU rescinds vaccination, testing requirements for employees**
1 week ago

- VSU announces modifications to classes during first two weeks back**
3 weeks ago

- Virginia State University requiring full vaccination, boosters for Spring 2022**
1 month ago

- Bowie State to Host Virginia State in Men's Basketball**




Centralization of University Communications Bereavement Standard Operating Procedures





“Because of You, Greater Happens Here.”

Centralization of University Communications

ANNOUNCEMENTS

Collaboration:

Office of Communications

Office of the Provost

Information Technology



Centralization of University Communications

FACULTY AND STAFF

VSU GREATER HAPPENINGS: ANNOUNCEMENTS AND UPDATES INTRANET





VSU Greater HAPPENINGS: Announcements and Updates.

The screenshot shows a SharePoint page titled "VSU Greater Happenings: Announcements and Updates". At the top, there is a navigation bar with the VSU logo and "SharePoint". Below the title, a brief introductory text states: "The VSU announcement portal will be updated on Tuesdays and Fridays. An email announcement will go out at 9am on those days reminding the campus community to check the intranet portal for updated announcements. All announcements must be submitted to announcements@vsu.edu by Monday at 3 p.m. to be uploaded ahead of Tuesday's update or Thursday at 3 p.m. for the Friday's update." Below this text are two links: "VSU Announcement Form-PDF fillable.pdf" and "Office of Communications and University Relations".

The main content area features several announcement cards, each with a blue header and white text:

- GENERAL INFORMATION**: **Setline 2022 University Library Hours**. The library will be open Monday, January 10, 2022 - Friday, January 14, 2022 from 8AM-5PM. The revised schedule for January 18, 2022 - February 16, 2022 will be: Monday - Thursday: 8:00 AM - 5:00 PM; Friday: 8:00 AM - 5:00 PM; Saturday: 10:00 AM - 2:00 PM; Sunday: 9:00 AM - 3:00 PM. The library will resume regular hours (11PM closing) on February 27, 2022, which is the week of mid-term exams.
- EVENTS**: **Celebrate the Life and Legacy of Dr. Martin Luther King Jr.** Join us for the Martin Luther King Jr. Day of Service. Transform Dr. King's life and teachings into community action by volunteering. Honor Dr. King by making a difference in your community. Click the link below for opportunities to volunteer on Monday, January 17, 2022. If you have questions, please contact Owen Williams Dandridge at gdandridge@vsu.edu. [Click Here](#)
- CONDOLENCES**: **Passing of John Mark Roberts**. With profound sadness, we announce the death of John Mark Roberts, who departed this life on January 2, 2022. Mr. Roberts was a Transportation Operator II in the Motor Pool department. Mark drove for the University for many years and worked in the FAACS Department. Funeral Services will be held on Tuesday, January 11, 2022, at Mt. Olivet Baptist Church, 800 Augusta Avenue, Petersburg, VA 23803. On Monday, January 10, 2022, the public viewing is from 12:00 PM to 7:00 PM. Funeral arrangements are under the direction of the Joseph M. Johnson & Son Funeral Home, 510 South Sycamore Street, Petersburg.
- GENERAL INFORMATION**: **VSU On-Campus Post Office Relocation**. The post office has relocated to the basement of Johnson Memorial Library. The customer service hours are Monday through Friday from 10AM to 4PM.
- JOB POSTINGS**: **Postal Assistant Job Position**. VSU is currently recruiting two Postal Assistants. The position number is 00646. The department is in the Postage Office and will remain open until filled. [More information here](#)



Social Media Initiatives





Branding Opportunities



Pergola Lights
behind Foster



Amphitheatre behind
Foster Hall



Branding Opportunities



The Overlook



Home Depot Fitness Park



Branding Opportunities



Basketball Courts



Track and Turf Field



Branding Opportunities



Zoom Backgrounds



Branding Opportunities

40 ft wide



4 ft Tall

Fencing Around Construction of New Academic Commons Building



Future Branding Initiatives



Honors College Branding



Softball Field Scoreboard



Future Branding Initiatives



Branding the MPC on River Road



Future Branding Initiatives



Greater Happens Here on University Ave



Greater Happens Here



Das EFX on campus



Johnny Lee Long Band



Greater Happens Here

University Relations and Communications

Gwen Williams Dandridge
Assistant Vice President for Communications



Strategic Plan Priority 4
The VSU Brand

We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University



Board of Visitors Executive Summary: February 2022: The VSU Office of Communications continues the work of ensuring that we meet Strategic Plan Priority Four by “defining the VSU Brand and telling our Story by effectively demonstrating and communicating the value of Virginia State University.”

Since your meeting in November, our communications team has worked to keep the VSU name in the media in a positive light. We had the very unfortunate news story of the tragic death involving one of our students, Daniel Wharton which dominated headlines in early December. We worked to control the narrative of that story and limit its connection to VSU and to limit the shelf life of the story.

We have initiated projects to streamline our internal communications. Our newly introduced employee intranet allows us to centralize communications and it eliminates the abundance and redundancy of emails.

We continue to push our social media brand. We initiated a fun and successful project for commencement that involved personalized social media photo frames.

We have a plethora of new branding initiatives on campus and several that are planned for the future to include new lighting, signage, equipment, and branding of structures on campus.



Greater Happens Here

The background of the slide is a faded, grayscale image of the Virginia State Capitol building, showing its iconic dome and classical columns.

GOVERNMENT RELATIONS UPDATE

Eldon Burton
Virginia State University
February 2022



General Assembly Session 2022

HBCU Funding

State of the Commonwealth
Addresses

Higher Education Bills and
Amendments

Council of Presidents



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



VSU in the Governor's Budget

- | | |
|--|---|
| 1. <i>Expand Virginia College Affordability Network (VCAN)</i> | <i>\$ 2.5M FY23 ; \$2.5M FY24</i> |
| 2. <i>New Degree and Online Programs</i> | <i>\$ 2.5M FY23 ; \$3.7M FY24</i> |
| 3. <i>VSU Advanced Manufacturing Logistics Institute</i> | <i>\$ 1.02M FY23 ; \$1.2M FY24</i> |
| 4. <i>Academic Success Initiatives</i> | <i>\$ 1.6M FY23 ; 1.6M FY24</i> |
| 5. <i>Degree Completion and Career Enhancement Initiative</i> | <i>\$ 1.2M FY23 ; \$1.4M FY24</i> |
| 6. <i>VSU Pipeline with Purpose</i> | <i>\$ 520,500 FY23 ; \$520,500 FY24</i> |
| 7. <i>Financial Aid Support for Low-income Students</i> | <i>\$ 630,400 FY23 ; \$4.1M FY24</i> |
| 8. <i>Maintain Affordable Access</i> | <i>\$ 10M FY23 ; \$10M FY24</i> |



Capital Projects

Project Title	
Improve Campuswide Drainage	13,899,852
Improve Access and Accessibility	26,436,783
Reroof Academic and Administrative Buildings Campuswide	19,147,000
Construct Water Storage Tank, Campus Wide Distribution Piping, and Campus Sewer Upgrades.	3,400,000
Maintenance Reserve	4,602,229
	67,485,864

In Central Appropriations:

Detail Planning for Capital Projects

Construct BOLT and Renovate Virginia Hall

Maintenance Reserve has an increase of \$791,002



Budget Development

Agency Budget Preparation

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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



VA Council of Presidents



FEDERAL UPDATES



QUESTIONS?

Government Relations Updates

In early December, Governor Ralph Northam completed his final days in office with a ‘Thank You, Virginia’ tour around the Commonwealth to announce some of his key investments for his outgoing budget. One of the stops during his tour was at Norfolk State University, where he announced a new proposal that would give an additional \$297 million of funding for Virginia’s historically black colleges and universities (HBCU). Virginia State University would receive \$113 million in this proposal which would make for an 87% increase in funding for HBCUs across Virginia for the entirety of Northam’s term.

In December, Governor Northam presented his outgoing budget to the money committees which proposed tax cuts, state employee pay raises, stoking the state’s reserve savings and strengthening the public retirement fund. In early January, both Governor Northam and Governor Youngkin presented State of the Commonwealth Addresses that referenced Virginia’s historically black colleges and universities.

For VSU specifically, the current budget proposed, would establish new degree and online programs, a VSU Advanced Manufacturing Logistics Institute, expand VSU’s Virginia College Affordability Network (VCAN), and fund a number of other student support services. The budget also includes four infrastructure projects, a large increase in maintenance reserves, and detailed planning to construct the BOLT Leadership Building (Building Outstanding Leaders for Tomorrow) and renovate Virginia Hall.

The General Assembly Session for this year convened January 12, 2022 and will meet for 60 days to amend the outgoing Governor’s budget and take up bills with a range of topics. For higher education, this includes bills that could potentially grant in-state tuition for members of Virginia’s federally recognized American Indian tribes, provide scholarships to students at Virginia’s nonlegacy public universities, strengthen anti-hazing policy, make HBCUs eligible to participate in the G3 program, expand lab schools in VA, etc.

Also, the VA Council of Presidents with President Abdullah as chair, has two budget amendments that were submitted on behalf of the Council. One amendment is for additional support to fund the 5% increase in state salaries. As it stands, higher education institutions are currently responsible for covering half the cost of the increases. The other amendment is a unified recommendation from the Council to enhance internship opportunities in the Commonwealth. The Presidents want to see every student enrolled in a degree program at a Virginia public institution of

higher education, have the opportunity to graduate with a paid, employment-based applied learning experience that is integrated into their degree program so as not to extend time to degree.

President Abdullah has testified on behalf of VSU and the VA Council of Presidents both in the House Education Committee and the Senate Finance Higher Education Subcommittee.

VSU continues to work closely with our local, state and federal legislators to carry out the mission and vision of our institution.



Greater Happens Here

Office of Institutional Advancement Update

February 4, 2022



Franklin H. Johnson Jr.
Director of Alumni Relations

William "Chip" Sawyer
Major Gift Officer



Strategic Plan Alignment

PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES AND ENHANCE OPERATIONAL EFFECTIVENESS

GOAL 5: Strengthen philanthropic support and ensure university resources and operations support long-term growth, sustainability and excellence



Office of Institutional Advancement Dashboard

As of January 25, 2022

	FY 2022 - YTD		FY 2021 - YTD	
	DOLLARS	DONORS	DOLLARS	DONORS
CHARITABLE	\$4,609,029.62	1,303	\$2,563,893.99	2,214
ALUMNI	\$917,712.15	882	\$910,834.95	1767
ALUMNI ASSOC	\$38,550.00	10	\$31,413.00	14
FACULTY/STAFF	\$97,971.80	79	\$89,902.21	71
CORP/FND/ORG	\$3,358,219.62	90	\$1,289,637.87	85
FRIENDS	\$165,351.25	220	\$207,190.87	201
PARENTS	\$23,778.80	14	\$33,065.00	25
STUDENTS	\$7,446	8	\$1,800	51

Tuition Assistance Fund

FY22	FY21 – FINAL	FY20 - FINAL	FY19 - FINAL
\$360,335.27	\$473,260.00	\$389,645.40	\$349,131.03



Giving Tuesday Recap

FEATURED FUNDS FINAL AMOUNT RAISE

VSU ATHLETICS
TOTAL RAISED \$2,386.00

VSU HONOR'S PROGRAM
TOTAL RAISED \$1,375.00

VSU SPIRT FUND
TOTAL RAISED \$645.00

VSU ATHLETICS
TOTAL RAISED \$12,726.00

#GIVINGTUESDAY

Thank you to the 180 Donors for a total of

\$49,839.71

in addition to our anonymous donor matching your gifts bringing our total to

\$99,679.42

Thank You!



Next Match It Challenge





Corporate & Individual Prospect Pipeline

Mary Macon Trenholme Endowed Fund

JP Morgan Chase

Northrop Grumman

M&T Bank

The Fulton Forward Foundation

Horizon Blue Cross Blue Shield

Florence Wilson Estate

Daniel Thompson - Tuckahoe

Bank of America

P2E Management

Submitted & Pending

Deloitte - \$11,700,000

Complete College America - \$215,000

(\$115,000 January, \$50,000 March, \$50,000 May)

ABM - \$40,000 (February)

Received

Altria- 2 Million (money received and waiting to be allocate)

Capital One - \$40,000 (STEM)



Anthology: Encompass Implementation



All online engagement in one place



Tools to personalise communications and outreach



Flexible online giving with gamification



Management of simple to complex events



Engagement analytics



Membership support



Office of Alumni Relations Update



CIAA 2022 Update

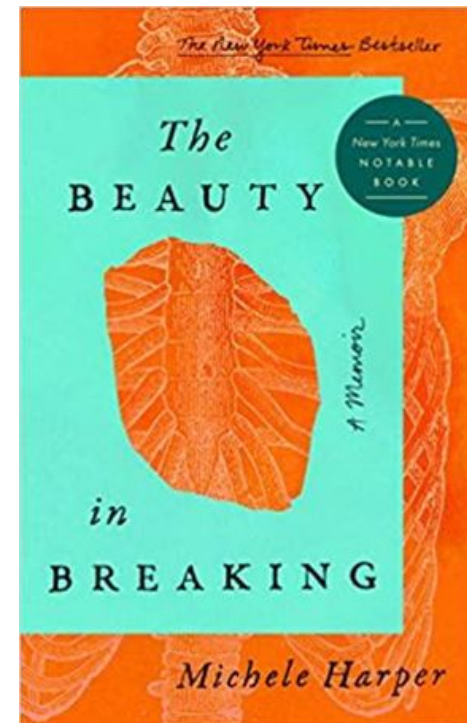
- **Wednesday, February 23, 2022**
Office of Institutional Advancement
Welcome Reception Sheraton Baltimore
Inner Harbor
- **Thursday, February 24, 2022**
VSU Corporate Reception at Camden
Yards
- **Friday, February 25, 2022**
President's Reception at Camden Yards
- **Saturday, February 26, 2022**
VSU & VSUAA Meet & Greet at The
Reginald F. Lewis Museum of Maryland
African-American History & Culture





Virtual Book Club Update

The book is a moving and uplifting memoir written by Dr. Michele Harper, who is an emergency room (ER) physician. As timing would have it, the 2022 theme for *Black History Month* is **Black Health and Wellness!**





Trojan 10 Under 10





Oral History Project Update

The Oral History Project will be launched soon. A video announcing the project's launch will be presented at the February 4th IA Committee meeting.