

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
VIRTUAL MEETING
1:00 p.m., November 19, 2020
(No Public Comment Period Scheduled)**

AGENDA

- CALL TO ORDERMr. Xavier Richardson, Chair
- ROLL CALL
- INVOCATION (*Mrs. Charmica Epps Harris*)
- APPROVAL OF AGENDA
- APPROVAL OF PREVIOUS MEETING MINUTES (if any)
- SELECTION OF COMMITTEE VICE CHAIR
- PRESIDENT’S REMARKS Dr. Makola M. Abdullah
- REPORTS AND RECOMMENDATIONS
 - Sponsored ProgramsDr. M. Omar Faison, Associate VP,
Research, Economic Dev. & Graduate Studies
 - Government Relations UpdateMr. Eldon Burton, Director
 - Communications Update Dr. Gwendolyn Dandridge, Interim Director
 - Institutional Advancement UpdateMrs. Charmica E. Harris, Associate Vice
President & Director, Alumni Relations
- 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.*

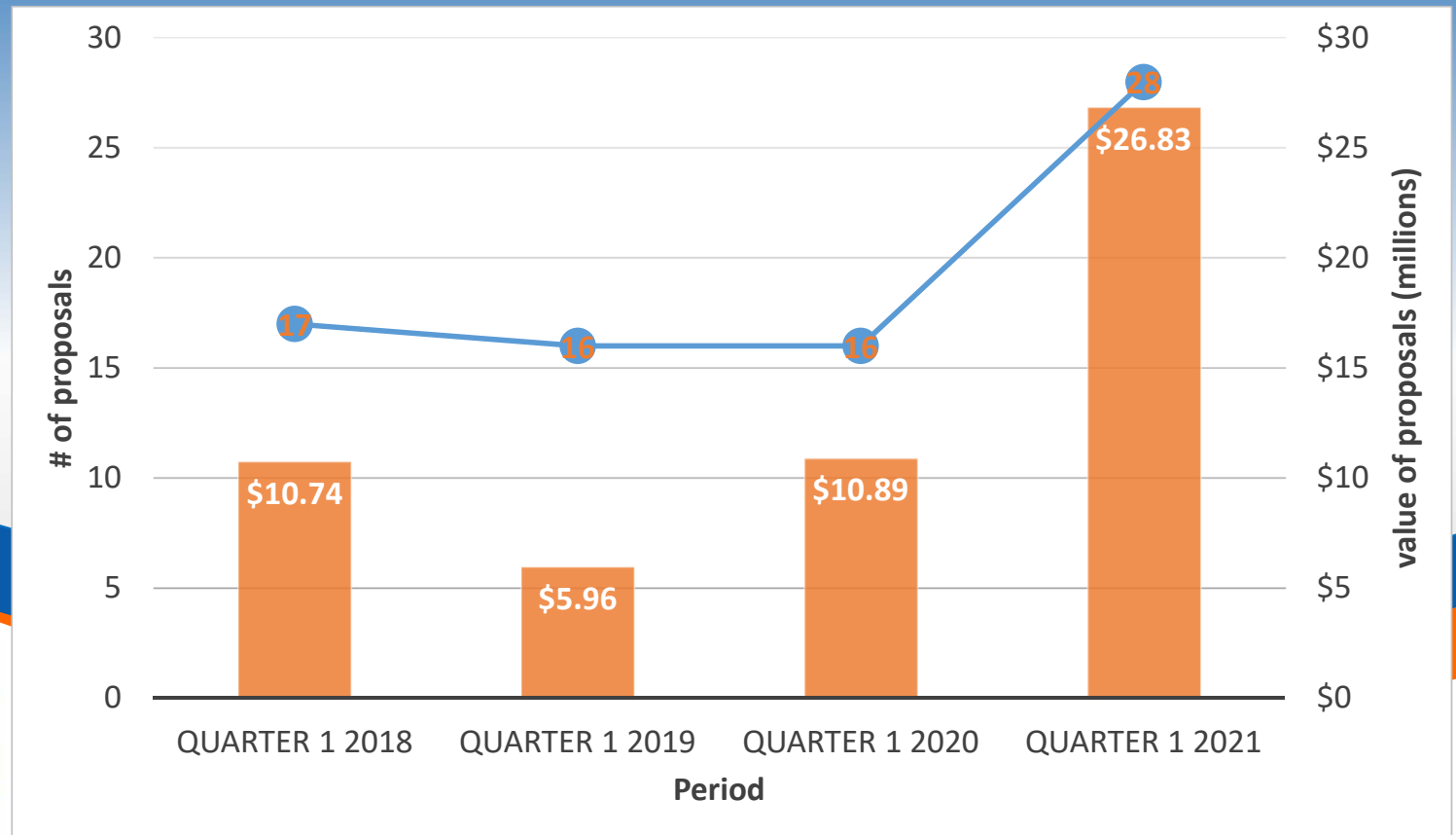
11.11.2020

Sponsored Programs activity

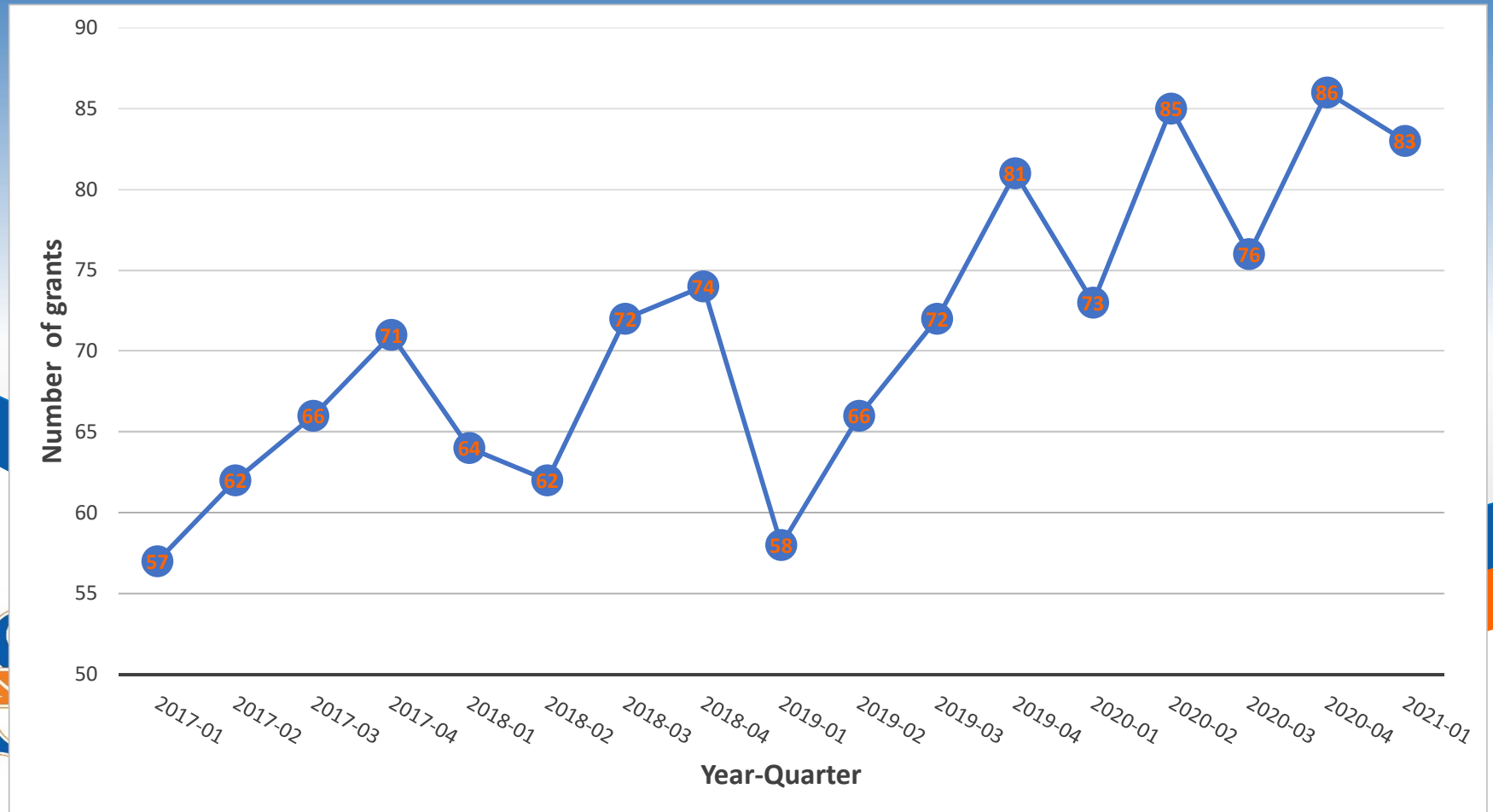
Quarter 1, Fiscal Year 2021

Division of Research
& Economic Development
VIRGINIA STATE UNIVERSITY

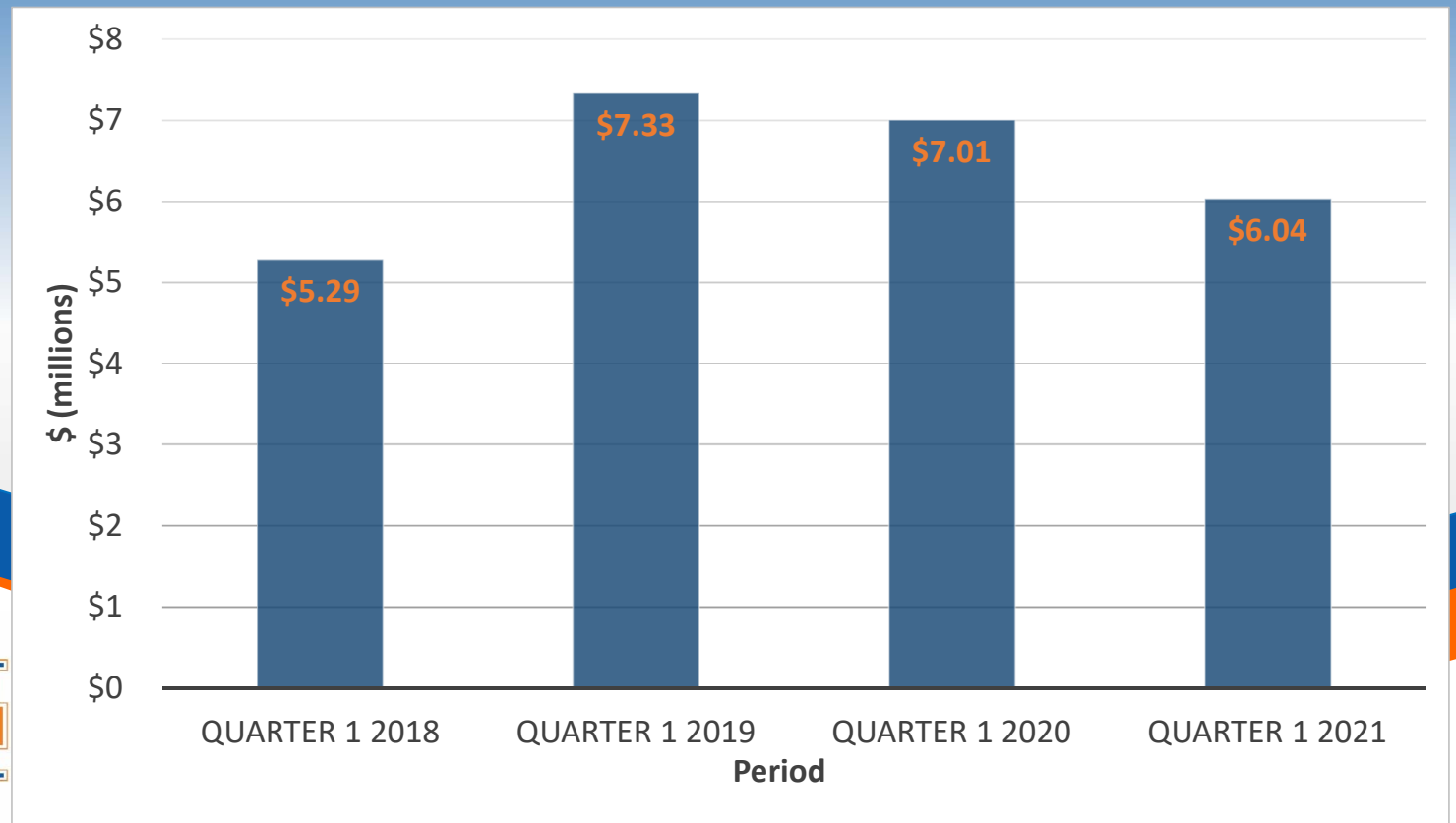
Proposals processed



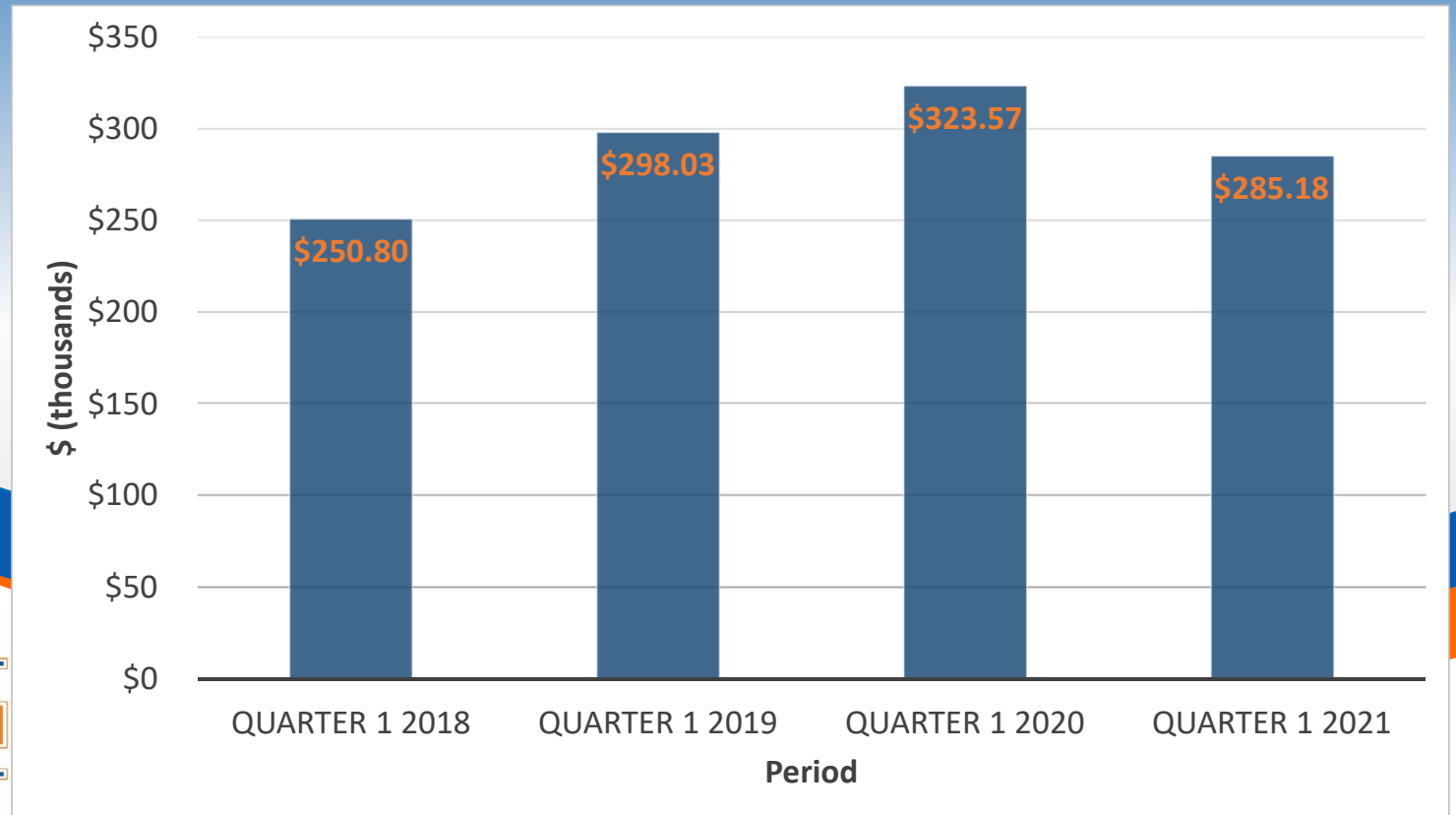
Number of grants in portfolio



Sponsored programs expenditures



Indirect costs recovered





GOVERNMENT RELATIONS UPDATE

Eldon Burton
Virginia State University
November 2020



University Specific Initiatives for Historically Black Colleges and Universities - Restored

Virginia State University (212)

Agency	Description	FY 2021	FY 2022
Virginia State University (212)	Expand Supplemental Instructional program	320,000	
Virginia State University (212)	Implement Summer Bridge program	319,900	
Virginia State University (212)	Implement UTeach program	250,000	
Virginia State University (212)	Launch Virginia College Affordability Network	3,773,490	
Virginia State University (212)	Provide funding for data center modernization	1,644,000	
Virginia State University (212)	Support Intrusive Advising Early Warning System	150,000	

Virginia State University (212) Total **6,457,390** **-**

VSU - Cooperative Extension and Agricultural Research Services (234)

Agency	Description	FY 2021	FY 2022
Cooperative Extension and Agricultural Research Services (234)	Increase funding for state match	1,461,956	



Additional Fiscal Year (FY)21 Funding

Maintain Affordable Access: \$1.7M

Corona Relief Funds (CRF): \$9.3M



VSU's Requests (Decision Packages)	
(These requests are currently approved in the budget by unallotted)	
Data Center Modernization	144,000
Establish Access for Virginia College Affordability Network (VCAN)	4,872,765
Expansion of Intrusive Advising Early Warning System	150,000
Expansion of the Supplemental Instructional Programs (SI)	320,000
Implement Summer Bridge Program	442,350
Implement UTeach program	250,000
Increase Financial Support for Low-Income Students	1,477,000
New request	
Student Persistence and Academic Recovery (SPAR) Program	2,002,000
Total VSU's Requests	9,658,115
VSU's Requests (Decision Packages)	
(This request is currently approved in the budget by unallotted)	
Increase Funding for state match	1,535,054
VSU's Total Requests	1,535,054
Grand Total VSU's operating requests	11,193,169



FY22 Capital Request

Request Title	Total Project Cost
Virginia State University (212)	
Improve Heating, Air Conditioning and Ventilation Campuswide for Infectious Aerosol Control	\$33,980,000
Renovate Virginia Hall	\$26,500,000
Renovate and Construct Addition to Johnston Memorial Library	\$29,628,000
★ Construct BOLT Leadership Center for Social Responsibility	\$29,388,000
Cooperative Extension and Agricultural Research Services (234)	
Renovate L. Douglas Wilder Coopererative Extension Building	\$4,284,863
Replace Heating, Ventilation, Air-Conditioning and Controls in M. T. Carter Building	\$1,936,000

★ (BOLT) Building Outstanding Leaders for Tomorrow



Questions?



A
Transformative
EXPERIENCE



University Relations and Communications

**Increase in positive media interactions
Increase in social media presence**

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*



University Relations and Communications

Increase in positive media interactions

John Mercer Langston Institute for African American Political Leadership

October 13, 2020



Strategic Plan Priority 4 The VSU Brand

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University Relations and Communications

Increase in positive media interactions:
John Mercer Langston Institute

R Richmond Free Press

VSU opens John Mercer Langston Institute for African-American ...

4 weeks ago



WWBT NBC12 News

VSU to make announcement on initiative focusing on African-American political...

4 weeks ago



The Washington Post

Historically Black colleges and universities are remaking American politics

10 hours ago



The Progress-Index

Poll: Black voters feel underrepresented despite reliably turning out at...

1 week ago



abc 3 NEWS

New poll shows 20% of Black voters in Virginia have no political affiliation days...

1 week ago



wtvr.com

New VSU program aims to create pipeline for more African ...

4 weeks ago



Richmond Times-Dispatch

VSU announces institute to prepare future Black leaders for public service

4 weeks ago





University Relations and Communications

Increase in positive media interactions:

- Grow With Google
- Reopening Plan
- Enrollment numbers
- Virtual Homecoming
- Civil Rights in Education Sign
- Boots to Roots
- Small Farm Outreach Program

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University Relations and Communications

VSU Faculty Expert

- Dr. Donald Palm – Virginia Mercury
- Mr. Rodney Hall- Urban Views
- Dr. Wesley Bellamy Political Climate

Dr. Abdullah National Media Interviews

- HBCU Digest
- Black Lifestyle Magazine
- News One

Strategic Plan Priority 4 The VSU Brand

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NEWS ONE
LIVE

HOW DO HBCUS FIT INTO THE BLACK VOTE?

A discussion on voting power & strategic asks leading to the election

WEDNESDAY, SEPT 16TH | 6PM [Facebook.com/newsonofficial](https://www.facebook.com/newsonofficial)
[@NewsOneOfficial](https://www.facebook.com/NewsOneOfficial)

FEATURING:

- FANA HAISELESSIE**
SPELLMAN COLLEGE '21, STUDENT GOVERNMENT PRESIDENT,
@FANARUTHH
- LODRIGUEZ MURRAY**
SENIOR VICE PRESIDENT, PUBLIC POLICY & GOVERNMENT AFFAIRS
UNCF (UNITED NEGRO COLLEGE FUND)
@UNCF
- MAKOLA ABDULLAH**
PRESIDENT, VIRGINIA STATE UNIVERSITY
@MAKOLAABDULLAH

MODERATED BY
BRUCE C.T. WRIGHT
MANAGING EDITOR OF NEWS ONE
@NEWSONE_OFFICIAL



University Relations and Communications

Facebook: @VirginiaStateUniversity

Followers: 19,618

Weekly Average Post: 13

Impressions: 14,414 (The total number of times your post has been seen)

Content Interactions: 4,855 (people commented or shared the post)

New Twitter account established May 2020

Twitter: @VSU_1882

Followers: 1,008

Weekly Average Post: 41

Impressions: 23,663 (The total number of times your post has been seen)

Content interactions: 1,455 (people commented or shared the post)

Instagram: @officialvsutrojans

Followers: 10,004

Weekly Activity: 884

Impressions: 27,454 (The total number of times your post has been seen)

Content interactions: 1,259 (people commented or shared the post)



University Relations and Communications



Strategic Plan Priority 4
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Institutional Advancement Committee Executive Summary November 19, 2020

Topic: Fiscal Year 2021 Progress

Brief statement of issue(s) covered in the major document

During the Institutional Advancement (IA) Committee Meeting, Sponsored Programs provided a summary of grant submissions and grant-related financial activity for fiscal year 2020. Government Relations discussed activity on federal and state levels, while the Communications Office shared recent media coverage of the university, both local and national and social media engagement and impressions. Lastly, an update on staffing in the Advancement Office was provided, and the fundraising dashboard for fiscal year (FY) 21.

Concise analysis

Sponsored Programs

Sponsored Programs shared information regarding quarter 1 of fiscal year 2021. Proposal submission rate is high this quarter with 28 proposals over \$26.8 million submitted. The number of grants in the portfolio, 83, is stable. However, grants related expenditures (\$6.04 million) and indirect costs recovered (\$285,120) trail the first quarters of the last two years.

Strategic Plan Alignment:

Priority 2: Sustain Academic Excellence

Priority 5: Increase and Diversify Financial Resources and Enhance Operational Effectiveness

Government Relations

The 2020 Special Session concluded with the General Assembly (GA) restoring VSU's previously unallotted fiscal year (FY)21 funding into the state's budget. This includes nearly \$8M for operations as well as all of VSU's previously approved capital projects. VSU will also receive \$1.7M from the state's \$60M appropriation designated to support public colleges and universities in maintaining affordable access to their institutions. In addition, over \$9.3M will be awarded to VSU as part of a new allocation in federal Coronavirus Aid, Recovery, and Economic Security (CARES) Act dollars to support Virginia's institutions of higher education. Consistent with the GA's recently advanced budget, the funding will be distributed to public universities to support telework and distance learning infrastructure, personal protective equipment, sanitization and cleaning, and testing for students, staff, and faculty.

Both the House Appropriations and the Senate Finance Retreats will take place in November and the Governor will announce his recommendations to the GA for FY22 funding in December. VSU has already submitted budget request to the Governor's office to restore all of the

unallotted funds previously approved for FY22 along with a \$2M request to fund the Student Persistence and Academic Recovery (SPAR) Program. In addition, Agency 212 submitted capital request to construct the Becoming Outstanding Leaders of Tomorrow (BOLT) Leadership Center for Social Responsibility, construct an addition onto Johnston Memorial Library, improve heating, air conditioning and ventilation campus wide for infectious aerosol control, and to renovate Virginia Hall. Agency 234 requested renovations to L. Douglas Wilder Cooperative Extension Building and to replace heating, ventilation, air-conditioning and controls in the M.T. Carter Building. The 2021 GA Session is scheduled to begin in mid-January.

Strategic Plan Alignment:

Priority 1: Increase Student Opportunity and Access to Higher Education

Priority 5: Increase and Diversify Financial Resources and Enhance Operational Effectiveness

Communications

VSU positive media and community interactions continue. VSU remains consistent with telling our story through local, regional and national news headlines. Local and national headline topics include: VSU John Mercer Langston Institute, VSU Decision to Return to campus in Spring 2021, Virtual Homecoming, Grow with Google, and the Small Farms Program. In addition, we are intentional as it relates to getting the VSU faculty serving as noted experts on topics of local and national interest. We are also working to continue to increase our presence on social media.

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and Tell our Story

Advancement

Fundraising totals for fiscal year 2021 as of November 8, 2020 are \$1,063,181 from 1,173 donors. Compared to fiscal year 2020 year-to-date this is an increase in both donors (FY20 1,060) and dollars (FY20 \$1,000,507). An increase in funding from alumni, as well as foundations and corporations, continues with the most recent announcements coming from Atlantic Union Bank, Truist Foundation and Idealliance.

The office also sponsored a virtual alumni homecoming weekend and concluded with a virtual halftime show and Rogers Stadium Virtual Sell Out, which raised \$47K for tuition assistance. Plans are being made to participate in the global day of giving, Giving Tuesday scheduled for December 1, 2020.

Strategic Plan Alignment:

Priority 1: Increase Student Opportunity and Access to Higher Education

Priority 5: Increase and Diversify Financial Resources and Enhance Operational Effectiveness

Main conclusions or Outcomes

Proposal submission rate is high within Sponsored Research this quarter with 28 proposals over \$26.8 million submitted. Within Government Relations, VSU is restored the previously unallotted

FY21 funding in the state's budget and a portion of the \$60M appropriation designated to support public colleges and universities. The university will see additional funding as part of the new allocation in federal CARES Act dollars. VSU has submitted its budget request for FY22 and the Governor will announce recommendations for FY22 funding in December. The 2021 GA Session is scheduled to begin in mid-January.

Communications continues to promote positive media and community interactions and received media coverage for several VSU recent events. The Advancement Office will execute the presented strategies for quarter two to seek and secure philanthropic support from all constituents focusing on end of the year appeals. Full reports can be found in Diligent for your convenience.



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Institutional Advancement



IA Fundraising Dashboard Report

Fiscal Year 21 Year-To-Date

As of November 8, 2020

	Fiscal Year 2021	Fiscal Year 2020
CHARITABLE	\$991,360.65	\$855,943.53
NON-CHARITABLE	\$71,820.60	\$144,564.10
TOTAL DOLLARS	\$1,063,181.25	\$1,000,507.63
TOTAL DONORS	1,173	1,060
Alumni	\$439,054.06 885	\$408,619.60 784
Alumni Association	\$21,345.00 12	\$11,400 6
Faculty & Staff	\$60,693.27 63	\$57,277.05 77
Corporations, Foundations & Organizations	\$403,692.21 39	\$330,992.40 71



IA Fundraising Dashboard Report By Fund Category

	Fiscal Year 2021 - YTD	Fiscal Year 2020 - FULL	Fiscal Year 2019 - FULL
Endowed Funds	\$ -	\$37,300	\$51,525
Endowed Scholarships	\$332,409	\$878,211	\$1,027,309
Deferred Giving	\$1,420	\$13,649	\$13,649
Restricted Current-Use Funds	\$726,174	\$1,794,917	\$2,020,937
Tuition Assistance Fund	\$132,065	\$389,763	\$349,131

*Nongifts and noncharitable gifts are included in the respective category. Data as of November 9, 2020.

Funding & Partnerships

Atlantic Union Bank

Dominion Energy

Idealliance

Luck Companies

Smithfield Foods

Truist Foundation



Second Quarter Progress

- Virtual Alumni Homecoming Weekend
- Class Reunion Giving Campaign
- Renewal/End of Year Solicitation
- October Proposals
 - Richard S. Reynolds Foundation; Wawa Foundation
- November Proposals
 - M&T Bank; Norfolk Southern

Alumni News



Lucy McBath, '82
*Reelected to Georgia's
6th Congressional
District*



Jamila E. Taylor, '98
*Elected to Washington
State House of
Representatives*



Jason Lowe, '98
*Reelected to the
Oklahoma State House
of Representatives*



Homecoming Overview





Homecoming Overview

Rogers Stadium Virtual Sell Out & Half Time Show

\$47,673 Raised for Tuition Assistance

1,906 seats sold



Homecoming Views - 1,851





Upcoming Events



#GIVINGTUESDAY

On December 1, 2020, join the entire Trojan Community in making a gift to Virginia State University on Giving Tuesday. Giving Tuesday is a global initiative to give back to the communities and organizations that mean the most to you.

No matter what fund you choose to support, your generosity will provide the scholarships, academic resources, and opportunities our students need.

Let's give back together!

Make Your Gift

www.giving.vsu.edu • 804-524-5045
Office of Institutional Advancement
Box 9027
Virginia State University, VA 23806

All Giving Tuesday donors of \$100 or more receive a VSU Holiday Stocking as our Thank You!

For questions email giving@vsu.edu



<http://www.vsu.edu/advancement/giving/giving-tuesday.php>