CALL TO ORDER
Ms. Jennifer Hunter, Committee Chair, called the meeting of the Virginia State University (VSU) Board of Visitors (BOV) Institutional Advancement Committee to order in Salon A of the Gateway Dining and Event Center at approximately 9:00 a.m.

ROLL CALL
A quorum was present.

Committee Members Present:
Ms. Jennifer Hunter, Chair
Dr. Valerie Brown (absent)
Ms. Thursa D. Crittenden (arrived 9:16 am)
Ms. Pamela Currey
Dr. Daryl C. Dance
Mr. Raul Herrera (absent)
Mr. Michael Flemming (absent)
Mr. Xavier Richardson
Mr. Glenn Sessoms
Mr. Huron F. Winstead, Rector (ex-officio) (arrived 10:56 am)
Ms. Beverly Everson-Jones, VSU Foundation Chair

Guests: VSU Foundation Board of Trustees
Dr. Valerie Jones
Mr. Wilbert J. Briggs
Mr. Franklin Johnson, Jr.
Ms. Brenda Stith-Finch

Administration Present:
Dr. Makola Abdullah, President
Ms. Reshunda Mahone, Vice President for Institutional Advancement
Mr. Kevin Davenport, Vice President for Finance
Dr. Annie C. Redd, Special Assistant to the President/Board Liaison
Dr. G. Dale Wesson, Vice President for Research and Economic Development
Ms. Sheila Alves, Chief Audit Executive
Ms. Charmica Epps, Interim Associate VP for Institutional Advancement

Legal Counsel Present:
Ramona Taylor, University Legal Counsel
REPORTS AND RECOMMENDATIONS

Ms. Reshunda Mahone led the discussion on Campaign Planning and shared examples of campaign objectives. In addition to the overall dollars raised, objectives such as increase alumni participation, upgrading donors, increasing renewal rate, growing the endowed fund were options that should be considered and finalized before the campaign begins. Discussions focused on diversifying donor approach, planned gifts, gift annuities (target younger donors). Comments shared included:

- Tuition Assistance for gap funding (Goal $350K, currently $282K)
- Unrestricted Annual Fund ($115K)
- Deans and Chairs share their departmental needs at the bi-weekly Deans meeting

Feasibility Study Update. IA is currently working with the Procurement department in securing an adequate vendor for the services we are requesting (April deadline).

Gift Fee Implementation. The Board approved a 4% gift fee for all university gifts to non-endowed funds in November 2019. Question was raised to see if the Foundation is having the conversation of implementing gift fees. (April BOV discussion)

Endowed Fund Fee Discussion. Mr. Kevin Davenport provided a handout identifying the returns from the University’s endowed fund pool for the last few years. He described concerns about raising the fee during an uncertain market. Alternative suggestions to increasing revenue via the endowed fund will be presented during the April BOV Meeting.

Campaign Committee – Structure & Recruitment. Handouts provided an outline of the Comprehensive Campaign Committee. Documents identified a job description, time commitment and tips for recruiting committee members. IA and BOV must educate donors on the mission and purpose of the campaign initiative. Discussions continued on why we are raising funds and what we plan to do with said funds.

Alumni Giving Discussion. Ms. Reshunda Mahone presented information from the 2019 Voluntary Support of Education (VSE) survey for HBCUs. She also shared VSU alumni giving trends for the last ten fiscal years. Ms. Charmica Epps shared information about the various projects and priorities to engage alumni within the Office of Alumni Relations and information about the IA engagement tracking philosophy: Give, Grow, Go. Ms. Mahone announced that IA & VSU Foundation have launched CashApp ($VSUTrojans1882). She also shared challenges and opportunities regarding alumni fundraising which included technology, staffing, and alumni groups.
Ms. Mahone presented the IA Policies and Naming Opportunities and stated that there are no updates to the Naming Opportunities, Policy 4010, or Policy 4100. This review is required annually with the IA Committee. Discussions followed around campaign naming opportunities included programs and facilities. Ms. Mahone shared that we would revisit the list to align with the campaign objectives and priorities.

Ms. Mahone presented a Timeline for discussions at upcoming committee meetings in April 2020.

- Approval of Funding Priorities
- Approval of Campaign Rules. The feasibility study will provide a timeline for campaign readiness.
- Approval of the Campaign Committee. The feasibility study vendor can be the same as the Campaign Committee.

Ms. Hunter asked for additional comments from IA Committee members or VSU Foundation Board members. Responses included the following:

- Identifying VSU’s brand;
  - Aspiration vs execution;
  - #Opportunity Realized
- Revise optics for maximum engagement and influence
  - Sustain vs enhance
  - Give, Grow, Go vs Go, Give, Grow
- Foundation not ready to add a gift fee as of yet, however, the conversation is in progress
- Develop current student giving society (Pre-Alumni Councils)
  - Similar to Powell Society
- Developing a Young Alumni Council
  - Increase alumni giving
  - Start giving earlier
  - Get young alumni involved

ADJOURNMENT

There being no further business, Ms. Hunter adjourned the meeting at approximately 11:30 a.m.