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**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
ELECTRONIC INSTITUTIONAL ADVANCEMENT COMMITTEE MEETING
FRIDAY, APRIL 23, 2021**

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1
00:00:02.338 --> 00:00:06.780
Morning good morning.

2
00:00:08.490 --> 00:00:12.718
This is s*** on. I will be.

3
00:00:12.718 --> 00:00:17.609
In the room in about 10. okay, thank you.

4
00:00:53.575 --> 00:01:07.525
Valuable.

5
00:01:08.760 --> 00:01:12.810
Good morning. Good morning. Good morning.

6
00:01:12.810 --> 00:01:15.870
All right we will start momentarily.

7
00:01:15.870 --> 00:01:19.500
Okay, thank you.

8
00:01:19.500 --> 00:01:25.170
Right.

9
00:01:25.170 --> 00:01:32.489
Yeah, I have.

10
00:01:32.489 --> 00:01:35.489
Mr. Richardson? Uh, yes.

11
00:01:35.489 --> 00:01:43.799
Can you hear me? Can you hear me.

12
00:01:43.799 --> 00:01:47.159

Right.

13
00:01:47.159 --> 00:01:51.420
Yeah.

14
00:01:51.420 --> 00:01:54.510
I can hear you the, thank you.

15
00:01:54.510 --> 00:01:57.810
Okay.

16
00:01:57.810 --> 00:02:01.290
I want to put you might talk to anybody.

17
00:02:05.099 --> 00:02:09.330
You barely there doctor red.

18
00:02:09.330 --> 00:02:13.409
We were here.

19
00:02:13.409 --> 00:02:17.879
That there is.

20
00:02:17.879 --> 00:02:23.009
Okay, but we can hear you. Yeah. As clear as everyone else.

21
00:02:24.780 --> 00:02:28.620
Silence.

22
00:02:35.759 --> 00:02:39.060
The data.

23
00:02:39.060 --> 00:02:43.620
A little better yes. Okay.

24
00:02:43.620 --> 00:02:49.919
I just want to let me know that the past. Exactly. Right now our director
campus ministry.

25
00:02:49.919 --> 00:02:53.159
Is on the home and she will help her be invitations.

26

00:02:53.159 --> 00:02:57.120
I'm sorry, I didn't catch her name.

27

00:02:57.120 --> 00:03:01.289
Yeah, great, thank you for joining us.

28

00:03:01.289 --> 00:03:06.270
Lessons whenever you're ready, we.

29

00:03:06.270 --> 00:03:09.449
All right. Okay. Do we have a quorum.

30

00:03:11.159 --> 00:03:17.129
Well, how do we do the roll call we will now?

31

00:03:17.129 --> 00:03:20.250
Okay, hold on 3rd.

32

00:03:20.250 --> 00:03:26.729
Okay, Eva.

33

00:03:30.330 --> 00:03:34.409
Okay.

34

00:03:34.409 --> 00:03:37.740
Problems with my printer. Okay.

35

00:03:37.740 --> 00:03:41.849
I have a call to order the meeting of.

36

00:03:41.849 --> 00:03:46.680
The institutional investment committee.

37

00:03:46.680 --> 00:03:50.069
Friday, April 23rd.

38

00:03:50.069 --> 00:03:53.189
We will open the meeting with a prayer.

39

00:03:53.189 --> 00:03:56.939
Vacation bypass to jasmine Graham.

40
00:03:56.939 --> 00:04:00.990
Gracious creator. We, thank you for this day. We thank you.

41
00:04:00.990 --> 00:04:06.750
That you have brought us into the safety of this brand new day, as we.

42
00:04:06.750 --> 00:04:10.530
Continue to do the business of Virginia state.

43
00:04:10.530 --> 00:04:13.979
University God, I, thank you that.

44
00:04:13.979 --> 00:04:18.509
You will give us wisdom respect.

45
00:04:18.509 --> 00:04:21.779
And kindness as we advance.

46
00:04:21.779 --> 00:04:27.149
The dialogue of the.

47
00:04:27.149 --> 00:04:32.699
Um, institution, and it's in the name of our collective faithful.

48
00:04:32.699 --> 00:04:36.598
Thank you thank you. I appreciate that.

49
00:04:36.598 --> 00:04:43.199
Okay, now my screen has disappeared. So I think the next thing is is to roll call.

50
00:04:43.199 --> 00:04:46.649
Right.

51
00:04:46.649 --> 00:04:50.428
Good morning again.

52
00:04:50.428 --> 00:04:54.749

Morning good morning. This is.

53

00:04:54.749 --> 00:04:59.519

Present that to Valerie around here.

54

00:04:59.519 --> 00:05:03.119

We are pregnant present.

55

00:05:03.119 --> 00:05:07.348

Pampered.

56

00:05:07.348 --> 00:05:14.249

Not the 15.

57

00:05:14.249 --> 00:05:20.488

And she'll be back in and oh, she's here, thank you.

58

00:05:20.488 --> 00:05:23.759

Here.

59

00:05:23.759 --> 00:05:27.449

The 2nd, here.

60

00:05:27.449 --> 00:05:32.608

Thank you.

61

00:05:35.129 --> 00:05:46.019

And we'd like to recommend this Brenda from the foundation would be able to.

62

00:05:46.019 --> 00:05:49.949

Here, thank you, thank you.

63

00:05:49.949 --> 00:05:54.209

Joining us.

64

00:05:54.209 --> 00:05:57.959

And it sounds like you have a quorum.

65

00:05:57.959 --> 00:06:01.528

Okay, now I'll have the.

66

00:06:01.528 --> 00:06:05.519

Approval of the agenda you had the agenda before you.

67

00:06:05.519 --> 00:06:09.598

Uh, are there any additions or.

68

00:06:09.598 --> 00:06:15.899

Directions or deletions hearing none. I assume that the.

69

00:06:15.899 --> 00:06:23.488

Agenda is approved. I don't see the agenda, but I am assuming that I get a little short brief.

70

00:06:23.488 --> 00:06:26.759

How we agenda.

71

00:06:26.759 --> 00:06:32.069

I don't see it on here, but I will call for a report.

72

00:06:32.069 --> 00:06:35.548

Issue here, thank you for joining us. Thanks. Thank you.

73

00:06:36.988 --> 00:06:48.869

Okay, um, anyway, and we move on to the approval of the previous meeting minutes. We have those before you any.

74

00:06:48.869 --> 00:06:53.819

Corrections and we approve those.

75

00:06:53.819 --> 00:06:56.908

Manage trends last meeting.

76

00:07:00.629 --> 00:07:04.678

Hearing none all those in favor say, aye aye.

77

00:07:04.678 --> 00:07:09.538

Hi, those opposed say, nay.

78

00:07:09.538 --> 00:07:14.338

Okay, I assume that I'm doing it in the correct fashion.

79

00:07:14.338 --> 00:07:19.439

On too many boards and too many different ways to approve minutes but thank you.

80

00:07:19.439 --> 00:07:27.689

Okay, now we will have remarks from our president. Richard.

81

00:07:27.689 --> 00:07:34.499

Yeah, they were all follow that. Yeah, you will call.

82

00:07:34.499 --> 00:07:40.738

Okay, I'm trying to do the cliff notes version. Okay. Would you.

83

00:07:40.738 --> 00:07:49.468

Please call, uh, I assume that you're supposed to do that. Not right yeah, yeah please. Thank you.

84

00:07:52.678 --> 00:07:58.619

Which 1 are we got the agenda? 1st.

85

00:07:58.619 --> 00:08:01.709

The agenda for.

86

00:08:01.709 --> 00:08:05.639

Yeah.

87

00:08:05.639 --> 00:08:09.988

Thank you. That's the brown. Yes.

88

00:08:09.988 --> 00:08:13.199

Yes.

89

00:08:13.199 --> 00:08:17.968

Yeah.

90

00:08:23.879 --> 00:08:28.798

Yes.

91

00:08:28.798 --> 00:08:33.119

Hello.

92

00:08:35.219 --> 00:08:38.999

Silence.

93

00:08:40.558 --> 00:08:44.489

And for the minute there.

94

00:08:44.489 --> 00:08:48.928

Yes, yes, yes.

95

00:08:48.928 --> 00:08:54.568

Yes, sorry yeah.

96

00:08:54.568 --> 00:08:58.198

Not.

97

00:08:59.639 --> 00:09:03.328

Gone yes, yes.

98

00:09:08.339 --> 00:09:11.759

Yes, this.

99

00:09:13.499 --> 00:09:19.828

Thank you. Okay Thank you. Thank you.

100

00:09:19.828 --> 00:09:22.859

Thank you the 1st time.

101

00:09:23.364 --> 00:09:25.553

Just try to thank you all for coming in,

102

00:09:25.553 --> 00:09:31.283

for the work that you do on the committee and I also just like to have to
brief from us,

103

00:09:31.283 --> 00:09:32.004

just to say,

104

00:09:32.033 --> 00:09:44.004

I'm really excited about the work that Tanya hall is doing as new vice president for external relations and the way that she's really got a team to work together to advance condition of the institution.

105

00:09:44.394 --> 00:09:46.433

And I think you'll see that to her presentation.

106

00:09:48.178 --> 00:09:52.859

Thank you. Okay.

107

00:09:52.859 --> 00:09:59.339

Now, for reports and recommendations, we start off with the sponsored programs to face.

108

00:10:03.058 --> 00:10:06.599

I see present flat.

109

00:10:06.599 --> 00:10:09.749

Thank you for joining us.

110

00:10:11.038 --> 00:10:14.458

Silence.

111

00:10:17.933 --> 00:10:22.073

Good morning everyone my name is I want to face that.

112

00:10:22.073 --> 00:10:35.634

I'm here as associate vice president resource, economic development in graduate studies to share with you, the sponsor programs activity from the 3rd quarter of fiscal year 2021, reminder these activities on top of that are going to be.

113

00:10:36.869 --> 00:10:48.028

That are evolving grants to contracts, perceived by faculty and students, and this is reporting up through the end of March of 2021.

114

00:10:52.344 --> 00:11:05.844

So, we'll begin with a number of proposals process. So these are the number of applications that have been submitted by faculty and staff. We are up to 84 this year as you can see that is a significant increase over prior.

115

00:11:07.048 --> 00:11:20.933

Um, and then 44.37Million, those is as well that is additional growth beyond what we saw in the 2nd quarter and the 2nd quarter. We were outpacing the prior years by about 25 grand. So, that numbers now, but you're not.

116

00:11:29.004 --> 00:11:43.073

Along with that prompted as a growth in a number of friends that we have currently in our portfolio while we had been or a significant amount of time holding steady around mid eighties. We hadn't have gotten up to 93 funded brands in our portfolio.

117

00:11:45.928 --> 00:11:58.673

I think that is a great number. I think the best measure of our activity is actually in our sponsor program expenditures, because that's somebody that's actually going out to purchase pay salaries to purchase supplies to purchase equipment.

118

00:11:59.514 --> 00:12:03.234

And so, for us, we're actually a little bit down. We've been down all year.

119

00:12:04.469 --> 00:12:11.609

We are coming together though, so we are at 17.39Million expenditures.

120

00:12:11.609 --> 00:12:25.014

That is about 900,000 dollars behind last year. However, we closed that gap from again what our report is important to where we are about 1.7Million. So our sponsor program has finishes have actually picked up to this board.

121

00:12:25.014 --> 00:12:30.864

I do feel like we're still going to be a little bit behind where we've been in the last couple of years, but we're definitely closing that gap.

122

00:12:33.509 --> 00:12:48.448

And I will close with our indirect cost so these are funds that come back to the university from some funding agencies that help to support our infrastructure.

123

00:12:48.448 --> 00:13:02.364

This is actually growing and so we are right now 641,000 dollars. We cover. That is more than we've had in prior years, and any prior year at this point, and putting on us. 1 pays to have the most, and we have indirect cost recovery that we've had to empty institution.

124

00:13:06.298 --> 00:13:11.849
Do you have any questions to start to face?

125
00:13:13.349 --> 00:13:19.769
I appreciate it to the great work that you continue to do. Um, in terms of increasing the number.

126
00:13:19.769 --> 00:13:27.298
Of grants that we receive, particularly during this pandemic has a way to continue to sustain.

127
00:13:27.298 --> 00:13:30.298
Organization and to, uh.

128
00:13:30.298 --> 00:13:36.749
But it says a leader in and research, and some of the other things we're doing it.

129
00:13:36.749 --> 00:13:42.629
Thank you. Okay next we have a government government relations update.

130
00:13:42.629 --> 00:13:47.278
Uh, director.

131
00:13:47.278 --> 00:13:55.019
Silence.

132
00:14:06.749 --> 00:14:14.609
Silence.

133
00:14:17.428 --> 00:14:23.249
Silence.

134
00:14:24.989 --> 00:14:28.379
1, everyone Elton burden, director of government relations.

135
00:14:29.759 --> 00:14:36.418
All right, so the general assembly wrapped up his legislative session in March and the governance meet session.

136
00:14:36.418 --> 00:14:44.009

Earlier this month, the last time I presented to the board, I highlighted it this was the largest budget that the institution had ever received.

137

00:14:44.009 --> 00:14:53.999

That includes full funding for capital projects like the art building, the admissions building, the technology upgrades waterproofing, the buildings on campus and so.

138

00:14:53.999 --> 00:14:55.224

On top of that,

139

00:14:55.254 --> 00:14:58.193

at the conclusion of this recent general assembly session,

140

00:14:58.224 --> 00:15:02.933

we were able to secure an additional 34Million dollars for APAC upgrades campus while also,

141

00:15:02.933 --> 00:15:04.943

all of the previously,

142

00:15:04.943 --> 00:15:06.504

a lot of funding for agency,

143

00:15:06.504 --> 00:15:09.864

212 and agency to 34 over the volume was restore.

144

00:15:09.864 --> 00:15:16.884

We were also able to pass budget language that would allow the institution to access the US Department of education capital,

145

00:15:16.884 --> 00:15:21.744

finding a program we noticed that in other state institutions had restrict,

146

00:15:21.744 --> 00:15:27.474

or pet restrictions from the state that prevent them from accessing the program.

147

00:15:27.474 --> 00:15:30.264

So, we use similar language that Sam, you.

148

00:15:32.484 --> 00:15:42.923

Use a previous 2 years ago in their general, the general assembly to make sure that we had access here in Virginia. Now why is that important?

149

00:15:43.403 --> 00:15:51.653

In the last federal cloverleaf build the Department of education recently discharged approximately 1.6Billion dollars of debt provided.

150

00:15:51.894 --> 00:16:02.453

So, 45 that participate in the capital financial program, and although we did not have any specific projects that we're currently looking at to plan through the program.

151

00:16:03.989 --> 00:16:16.408

Or feature packages that may arise, we wanted to make sure that we access. We made it clear to the states that when drafting the bill that we would take approval from the state before finance.

152

00:16:16.408 --> 00:16:27.149

And financial with the federal government, and then we weren't looking to do any projects behind their backs, but this could potentially relieve some depth for them because of the President's role.

153

00:16:29.578 --> 00:16:43.163

Because of the President's role, as the vice chair of the Council, president will ask to submit the higher education unified budget amendment on the state on the Senate side, which ultimately allocate to 60Million for fiscal year, 21 and 73.5Million for fiscal year 2002.

154

00:16:43.163 --> 00:16:56.994

so all the Virginia public universities amendment, Virginia State University was allocated 1.7Million to maintain affordable access MBO, fiscal year, 21, and 22 as well as additional funding for operational support and to address the impacts of the corporate 19 pandemic.

155

00:16:56.994 --> 00:17:06.354

And as you can see the general assembly also passed the budget amendment that would allow for up to a 5% salary, increase the police and adjunct faculty.

156

00:17:12.449 --> 00:17:16.318

Let's just pay the bills.

157

00:17:16.318 --> 00:17:23.098

That would pass by the general assembly. There weren't a ton of higher ed bills but here I've highlighted at least 3 for you.

158

00:17:23.098 --> 00:17:26.128

1 bill was intrigued by delegate pairs.

159

00:17:26.128 --> 00:17:33.058

And it prohibits colleges from asking applicants on their application if he or she has a criminal history.

160

00:17:33.058 --> 00:17:43.709

Effort known as banning the box there's approximately 70 million people in the country with a criminal history and 2 thirds of them will not complete an application. If there's a question regarding.

161

00:17:44.604 --> 00:17:53.574

Their criminal history house, middle 2020, which directly impacts you as board members? It requires universities to publish the names of their board members.

162

00:17:53.574 --> 00:18:01.044

The dates of upcoming meetings instructions for accessing those meetings and an archive of the agendas on their website.

163

00:18:03.388 --> 00:18:08.969

It also requires board members to post a single email address and.

164

00:18:08.969 --> 00:18:15.028

I email the email address board, an email address for each member.

165

00:18:15.354 --> 00:18:17.243

In which the public can submit comments,

166

00:18:17.814 --> 00:18:21.203

not to read is working with chef and a task force,

167

00:18:21.203 --> 00:18:30.503

or board liaison on some of the more detailed logistics of carrying out the bills that they'll report to shove in July and shabd will take those recommendations.

168

00:18:30.683 --> 00:18:37.314

And they're required to report back to the general assembly with final updates in November.

169

00:18:37.679 --> 00:18:46.409

Other bills that were approved includes 1 that would allow undocumented immigrants to receive financial aid averaging and colleges.

170

00:18:46.409 --> 00:18:53.578

And the governance G3 initiative, which allows for tuition for community college, for low and middle income students.

171

00:18:55.919 --> 00:19:03.269

Not long following the governance veto session. The candidate is running for governor have to start campaigning for their primary elections.

172

00:19:03.269 --> 00:19:15.179

Virginia State University was selected at the site for Virginia. 1st, gubernatorial debate where? 5 candidates, metal and stage and amason auditorium with CBS sixes bills. Hysterical as the moderator.

173

00:19:15.179 --> 00:19:19.739

The president highlighted within his opening remarks, but the.

174

00:19:19.739 --> 00:19:26.939

The real winners of the debate were really our students who were able to engage and speak with candidates following the banking.

175

00:19:26.939 --> 00:19:38.249

Our math students captured behind the scene interviews with Dr Bellamy, and each candidate highlighted their more personal side and we also had a videographer to help us capture some of the.

176

00:19:38.249 --> 00:19:44.219

Behind say that we'll be using to help develop a recruitment video for our political science department.

177

00:19:46.528 --> 00:19:55.739

These are some of the pictures backstage with Jennifer carefully, and Jeff McClellan as well as our mass com students getting everybody mixed up and ready for video.

178

00:20:00.568 --> 00:20:06.179

So, as you may know printing, inviting sign, American rescue plan in March.

179

00:20:06.179 --> 00:20:21.028

Like, passport release bill, there was direct funding for higher ed institutions as well as the set aside for agencies and minority. Certainly institutions right now they're working on the infrastructure bill that will make significant interest investment into.

180

00:20:21.028 --> 00:20:27.239

But the exciting part about that is that it wouldn't be a polar related bill with restricted restrictions.

181

00:20:27.983 --> 00:20:41.364

We also worked with Dr palm and Dr Boyd to submit an application for federal earmark that would seek funding for the issues public health Institute. Each member of Congress can submit up to 10 projects to service their districts.

182

00:20:41.604 --> 00:20:45.354

And we're hopeful that will be 1 of the 10 that Congressman and teach and puts for.

183

00:20:45.659 --> 00:20:58.229

President Abdullah continues to engage our federal legislators and federal leaders. He recently met virtually with several enrichment in the White House along with other president.

184

00:20:58.229 --> 00:21:04.648

To discuss infrastructure, developing medical schools, increasing the palabra, et cetera.

185

00:21:04.648 --> 00:21:16.048

President also mentioned in his comments, the concerns for policing in light of some of the cases that we've recently had happened in our communities as well as the need for additional resources.

186

00:21:16.048 --> 00:21:22.919

These pictures are from the press conference, have a vaccination clinic.

187

00:21:22.919 --> 00:21:27.808

And as soon as we had talked to Phil county board of Supervisors.

188

00:21:27.808 --> 00:21:33.719

The county administrator, we have the deputy chief diversity of equity and inclusion for the state.

189

00:21:33.719 --> 00:21:41.128

As well, as folks from the Virginia Department of emergency management, and the Virginia Department of health representatives from each of district.

190

00:21:41.128 --> 00:21:51.538

Kudos to you hairs and Glenn for putting that together. But I wanted to point out that these are the type of services that we provide.

191

00:21:51.538 --> 00:21:58.138

Like, the vaccination cleaning and the mobile health is that allow for us to submit stronger applications for things.

192

00:21:58.138 --> 00:22:03.058

On the federal level, like, to give mark that we just highlight.

193

00:22:04.409 --> 00:22:06.503

Here's what he meant personally,

194

00:22:06.503 --> 00:22:15.683

with Senator came before this actual meeting with the class but Senator came came to the class and was a guest lecture is not developing new,

195

00:22:15.683 --> 00:22:26.933

civil rights movement class and he also joined as they had a discussion with Angela arrive and 1 of the founders of the black lives matter movement with a group of classes as well.

196

00:22:28.528 --> 00:22:34.588

So, I always like to in my presentation with highlighted who's engaged and who's on campus? Do we have any questions.

197

00:22:36.209 --> 00:22:47.068

Any questions for Mr. Burton I have 1 quick question. Have our vaccination ever has been impacted by the cause of the Johnson and Johnson.

198

00:22:47.068 --> 00:22:51.239

I would submit that question to Mr.

199

00:22:51.239 --> 00:23:00.568

Yes, and that's the short answer. How it's been impacted is simply.

200

00:23:00.568 --> 00:23:05.699

Uh, there were certain locations throughout the crater and Chesterfield health districts.

201

00:23:05.699 --> 00:23:15.689

That was inaccessible where you may have had someone who was elderly or young and a migrant worker.

202

00:23:15.689 --> 00:23:28.558

Uh, particularly along the Jeff Davis court or out in Sussex county as well as sorry county they may not have the ability to get here to the MTC. So we had planned to use the mobile clinics to go there.

203

00:23:28.558 --> 00:23:38.818

With the Johnson and Johnson dose, because it would have been 1 shot, and they would have been completely vaccinated. So they're working through plans on the 1.

204

00:23:38.818 --> 00:23:52.013

How to go in vaccinate those folks and perhaps with the Pfizer is 21 day and so thought is to schedule their 2nd appointment and go back becomes a little more tricky after the 1st,

205

00:23:52.013 --> 00:23:55.673

phase of migrant farm worker because they may not necessarily be here.

206

00:23:55.673 --> 00:24:02.453

And so they're opening up exposing those folks to that same finder, which doesn't work.

207

00:24:02.453 --> 00:24:15.203

So well, with our lovely population, who may they may contact 1 of the departments on aging, and would work with the fire and actually going back to make those folks.

208

00:24:16.288 --> 00:24:23.219

Does that answer your question? Thank you any other questions.

209

00:24:25.078 --> 00:24:31.648

Suburban, thank you for the very comprehensive government relations update and sharing with us. All of the.

210

00:24:31.648 --> 00:24:34.709
Great benefits that are coming to.

211
00:24:34.709 --> 00:24:38.009
Virginia State University as a result of what's happening.

212
00:24:38.009 --> 00:24:48.628
Um, at state level as well as the federal level, and we certainly, thank you for all of the behind the scenes work that you put into this to ensure that we are.

213
00:24:48.628 --> 00:25:01.199
Beneficiaries of some of this great work and also, uh, thank you for involving us students in it as well. Making sure that that learning goes beyond the traditional classroom and and, you know, we do, we should seek opportunities to.

214
00:25:01.199 --> 00:25:16.108
Engage our students, and we appreciate that as well and lastly, we think Dr for his continued, um, presence and engagement and visibility, which is a large benefits for.

215
00:25:16.108 --> 00:25:19.558
The institution and our students, thank you all.

216
00:25:19.558 --> 00:25:24.659
Thanks what have communications update by? Dr Gwendolyn dandruff. Who's the director?

217
00:25:24.659 --> 00:25:28.648
Communications.

218
00:25:28.648 --> 00:25:34.288
Good morning. Good morning everyone what we've defined and hear me. Okay.

219
00:25:34.288 --> 00:25:39.028
I was going to hear me okay and see this line.

220
00:25:39.028 --> 00:25:43.828
I should take.

221
00:25:43.828 --> 00:25:46.253
Yes, thank you. Thank you.

222

00:25:46.614 --> 00:25:59.483

I'm railway dancers, director of communications here, Virginia State University and my pleasure to present to you our efforts as it relates to strategic plans form, which is the vsa brand to define that.

223

00:25:59.483 --> 00:26:06.144

We actually brand and tell the story by demonstrating and communicating the value of Virginia State University,

224

00:26:06.203 --> 00:26:09.233

and I totally believe that there is a season,

225

00:26:09.233 --> 00:26:11.574

and as it relates to strategic plan,

226

00:26:11.753 --> 00:26:18.894

our priority number for business certainly department time for Virginia State University and we could go ahead and again,

227

00:26:18.894 --> 00:26:22.523

thank you traffic for helping me operate the slides here.

228

00:26:22.703 --> 00:26:36.413

So if we began on March 16th, we heard, and I'm certain, that many of you all through all media report story about Max vaccination clinic here in Virginia State University. Thanks for the hard work. Mr.

229

00:26:36.953 --> 00:26:49.344

who the hell but they contacted us, I believe, was on Monday and said they wanted to have a press conference on that Wednesday and asked if we could pull that conference together as a multi purpose center.

230

00:26:49.344 --> 00:27:02.604

So the middle picture that you see, right here, you can see that that press conference and Dina success attended by all of the media, and we didn't end up getting a tremendous amount of media coverage.

231

00:27:02.604 --> 00:27:14.304

You can see here on the left apocrine, FedEx, chest, filled observer. Anything 12, all of the local stations work and attendance at that press conferences. So it was.

232

00:27:16.134 --> 00:27:25.913

Certainly aware, but Virginia State University as it relates to media coverage, and not only showing that we're doing good here at Virginia State University.

233

00:27:26.183 --> 00:27:37.614

We're doing well, you're Virginia State University, but we're also doing good in terms of community outreach, and as of this morning demat vaccination clinic at Virginia state universities, vaccinated 77,000 people.

234

00:27:37.614 --> 00:27:49.193

And so we're very excited about that part and Virginia State University, even from the public relations standpoint is very instrumental in outreach to the community.

235

00:27:49.223 --> 00:28:02.213

1 of the things that I smile about every time I look at these pictures is while this was going on, there's another picture of me leaning now talking to jot down below and what we were talking about at that time.

236

00:28:02.213 --> 00:28:11.604

Was that while this was happening there was another story involving Virginia State University that was going viral on a national level. And that was the story.

237

00:28:11.604 --> 00:28:23.693

That was going viral on social media regarding dumped out bill being approached by a student on campus and that students challenging to a vast molecule felt.

238

00:28:23.814 --> 00:28:38.064

Unless you were with family, you probably saw that video, but it's to the untrained that may have just looked like upon video. But from a public relation standpoint, I can't tell you.

239

00:28:39.388 --> 00:28:52.828

How big a deal that video a lot, but I want to just let you go ahead and just listen to this. And then we'll talk about the impact of that video. This is from tmv the national network thing.

240

00:29:03.894 --> 00:29:08.304

Star and celebrity and APOE that was to go to Virginia State University.

241

00:29:08.304 --> 00:29:23.034

And this guy was saying, the social media guy on campus, he made some great videos and funny stuff, but for his latest stuff, he decided about basketball, and kind of just don't want the people on campus and challenge them to an August game a 1 on 1. right.

242

00:29:23.034 --> 00:29:34.193

So bottom and just see if they get into a stance and we'll play ball and right on the street into a woman where I'm anti red dress, he did into a security guard individualism, his power.

243

00:29:34.403 --> 00:29:41.723

But day he walked up to the president of the university McCollough dula, who has a pH. D.

244

00:29:41.784 --> 00:29:56.423

a steam respective leader of the university and he said, hey, let's go Perez and guess what Renee Pres. On this company was all in the moment his video.

245

00:29:56.453 --> 00:29:58.673

I might want to take a look.

246

00:30:04.733 --> 00:30:09.503

I

247

00:30:26.874 --> 00:30:27.534

took a jacket,

248

00:30:27.624 --> 00:30:27.804

like,

249

00:30:27.834 --> 00:30:28.104

oh,

250

00:30:28.134 --> 00:30:32.394

you want to go take the jacket off Apple.

251

00:30:32.394 --> 00:30:45.203

Apple is the guy's name everybody on camera. I loved every 2nd video. I love everything about it. 1st of all. I love influencers. That are athletes that are at school.

252

00:30:45.413 --> 00:30:59.604

This is a new normal, but Fred forgiven being in the moment. I want people being a president of something and not profitable. They're involved in like that. I think that people are going to enjoy that university because these are dated.

253

00:30:59.604 --> 00:31:11.844

So, yeah, that may be my favorite and so you can just hear that dialogue and that's why this was cartwheel worthy.

254

00:31:12.239 --> 00:31:20.124

And from a PR standpoint, and if we can go to the next slide, Travis, I just want you to see just how widespread that video was.

255

00:31:20.124 --> 00:31:29.213

You can see here 5.5Million views on social media and addition to that 9,000 almost 9,500 people commented on that.

256

00:31:29.213 --> 00:31:29.544

And,

257

00:31:29.544 --> 00:31:30.263

yes,

258

00:31:30.594 --> 00:31:31.973

I recall this,

259

00:31:31.973 --> 00:31:32.933

all 9,000 of them,

260

00:31:33.864 --> 00:31:36.473

but if we look here at this 1,

261

00:31:36.503 --> 00:31:38.903

just the story that made an impact locally,

262

00:31:38.903 --> 00:31:40.314

this story with national and international,

263

00:31:40.344 --> 00:31:43.374

and was run on Huffington Post TMC,

264

00:31:43.554 --> 00:31:44.153

which is what,

265

00:31:44.153 --> 00:31:46.403
you just saw there.

266

00:31:46.403 --> 00:31:57.953
There's a clip of ESPN talking about what a wonderful University of what the public relation of this was for Virginia to take care of our place in addition to a number of other outlets.

267

00:31:57.953 --> 00:32:09.624
And you will have an opportunity to meet the social media Justin this afternoon. Will be present here at our afternoon board meeting, just to say hello to you, but we can move on to the next 1.

268

00:32:09.624 --> 00:32:14.064
so we continue to have come back with another story and you can see here.

269

00:32:14.064 --> 00:32:28.763
This is vice president, Tanya hall 1 of the things that I've tried to be intentional about, and it's putting some of our senior leadership out to get get their hang out intermediate. This was the perfect story to output. Maybe haul out there.

270

00:32:28.763 --> 00:32:40.703
This wasn't a story about Virginia State University, just pulling the day off of several of the building here on campus and we were very strategic in terms of releasing this story.

271

00:32:40.733 --> 00:32:51.564
And we released it 1 day after it was in the news that the university originally had decided that they were not going to remove. So they felt a lot of news coverage surrounding that.

272

00:32:51.683 --> 00:33:02.933
So very next day, we announced that we are going to remove some of those things, and we ended up getting some very good media coverage as it relates to that I'd like to show you 1 story.

273

00:33:02.963 --> 00:33:07.374
That was very good coverage for project is taken to heart warming lawyers, leaders and those who.

274

00:33:12.594 --> 00:33:22.673

Integration of schools, Virginia state analysis today it will change the names out at least 4 buildings on campus because they're named after people. That's right.

275

00:33:22.673 --> 00:33:30.324

You're saying don't honor the schools like 11 months on joining as why? Brandon designs almost? No, there's already come down.

276

00:33:30.749 --> 00:33:37.138

They sure have current go live or tell me they want to analyze the no time making that change.

277

00:33:37.138 --> 00:33:47.909

This comes out as high as our Confederate statues and monuments are coming down schools, changing their names. Now that's local. Historically, black university says it's time to follow suit.

278

00:33:49.013 --> 00:34:03.294

As a statue, a former Virginia governor, Harry bird is slated to be removed from the state capital. A local institution is also cutting costs because the segregation is already bound for the board vegetation for years.

279

00:34:03.294 --> 00:34:13.434

His name adored a female dormitory at Virginia State University until now, in fact, better blog polls for different buildings on campus.

280

00:34:13.853 --> 00:34:22.103

Are they only semblance of someone to us in a rapid fire issue? Vice President Antonio hall held with the school.

281

00:34:22.284 --> 00:34:34.103

There's no renaming buildings attribute to not only burn, but also, educator Joseph Appleton Charles Walter Confederate army, captain and bowler, Virginia governor Elbert triangle.

282

00:34:34.884 --> 00:34:41.273

Whiteness whiteness was defined by if you've had 1 problem blacklisted.

283

00:34:41.849 --> 00:34:53.903

Are there 2 people you would consider blocking my concern? I probably just learn the new type of culture.

284

00:34:54.534 --> 00:35:00.083

Like, last time I didn't want to ever have any names that I like that.

285

00:35:00.418 --> 00:35:01.253

That's like again,

286

00:35:01.253 --> 00:35:09.143

that name won't be a lead and now students as well as faculty and alumni will join forces to re,

287

00:35:09.143 --> 00:35:17.994

imagine who those 4 buildings should they tribute to for the insured universities next chapter and their time their day and age they were,

288

00:35:19.014 --> 00:35:23.454

they were the people to look up their practice,

289

00:35:23.514 --> 00:35:24.653

that's the path.

290

00:35:26.934 --> 00:35:40.914

I asked the schools and the, just how much this initiative will cost to get the dollar amount has been determined yet, but that it really doesn't matter. She called this process. Priceless.

291

00:35:41.309 --> 00:35:44.548

And that quote, it means that much to.

292

00:35:45.143 --> 00:35:57.954

Log on her phone as well. All right. Thank you. We got everything covered that. I'm sure you will agree that. Putting the hall out as okay. The story was wisdom.

293

00:35:57.954 --> 00:36:01.704

It so we're excited about the right things that she is doing here,

294

00:36:01.704 --> 00:36:02.423

Virginia state,

295

00:36:02.423 --> 00:36:07.403

University and depth of a wall to wall that's on my mind and up to say that again,

296

00:36:07.403 --> 00:36:12.923

trying to get her activated into the Kansas and the culture and everything here,

297

00:36:12.923 --> 00:36:16.043

Virginia State University she will be 1 of the judges.

298

00:36:16.074 --> 00:36:26.094

Both of his had this coming Sunday and so we're excited about our serving in that capacity. I am serving as semesters of ceremony so will be available to them.

299

00:36:26.123 --> 00:36:41.003

So the next story that made very good media impressions, you just heard elements talk about that. The faith that was held here on the campus but from a public relations standpoint, this was a win win.

300

00:36:41.003 --> 00:36:52.673

When album said that the students 1 here, and I do agree with that, and certainly the candidate has got an opportunity to stay there platform. So this was really a trifecta as it relates to Virginia.

301

00:36:52.704 --> 00:36:53.273

They get hurt,

302

00:36:53.273 --> 00:36:57.414

but I think to your dotted James and her pain,

303

00:36:57.414 --> 00:37:11.873

and helping to set up a very intentional of ensuring that no matter what shot a camera during this debate you would think Virginia State University somewhere and every single shop for an

304

00:37:11.873 --> 00:37:20.393

entire hour of prime time network affiliated TV and even you can see even over here,

305

00:37:20.393 --> 00:37:27.563

we tried to be strategic and they gather up high shot that we're shooting down that you didn't see the back drop of the raw there.

306

00:37:27.563 --> 00:37:39.474

So, that you did not miss Virginia State University in a shot here, and that can knock that Bill and I, and he was up and I was texting him. Just take what favor Virginia State University was getting in this moment.

307

00:37:39.684 --> 00:37:44.034

And we weren't counting the number of times that not only did you see.

308

00:37:44.548 --> 00:37:56.483

State University, because that was pretty much every shot adjust. How many times the candidate said Virginia State University during that debate and then adopt that full account is 9.

309

00:37:56.543 --> 00:38:03.923

I counted 10, but it could've been that long time that outgoing perjury executive herb Delta. Okay.

310

00:38:05.664 --> 00:38:17.063

So, again, it was truly a sign of winning for Virginia State University, and then story coming on the hills of that debate and this again things to very hard work.

311

00:38:17.393 --> 00:38:28.463

Qb Harris, and dot com as we introduce University, public health Institute when you got out of their car in the parking lot, you jumped over the breezeway.

312

00:38:28.494 --> 00:38:42.353

You would see the mobile unit that we deployed out into the community to take vaccinations out into the community. And you can see here in this particular shot again, in our attempt to get senior level management things out there.

313

00:38:42.353 --> 00:38:49.434

This is Dr back here and the child that he was, the phase that we put out for that particular initiative.

314

00:38:49.434 --> 00:38:56.184

But we also wrote the press release that was distributed and the press release ours when I read in the progress index,

315

00:38:56.244 --> 00:38:59.423

the pulse and thank you pay for those who we Harris and so,

316

00:38:59.423 --> 00:39:00.353

this was a need,

317

00:39:00.384 --> 00:39:04.733

another very good public relations initiative for Virginia State University.

318

00:39:04.793 --> 00:39:18.054

Because again, it pointed out how well we are, how much building we're trying to do in the community. If you look, here's the headline from the Congress Sunday, we were starting to feel left out seniors, relieved the mobile.

319

00:39:18.083 --> 00:39:32.094

I pulled him back coming into their community and so, again, just pointing out that we're also the stores as it relates to being partners in our community. So we can move on to the next.

320

00:39:32.244 --> 00:39:44.543

So those are some of the main stories that were covered during the month of March, and into April, relating to Virginia State University. This was another 1 of the stories. I'm sure many of you heard about.

321

00:39:44.548 --> 00:39:52.373

Situation about involving Mario who was at a law of Virginia State University,

322

00:39:52.463 --> 00:39:56.903

and involving the incidents that happened down in Windsor,

323

00:39:57.143 --> 00:40:11.574

but a number of media outlets contacted Virginia State University and wanted us to comment on how our law was treated by the police there in that incident and so the doctor below paying for that particular story,

324

00:40:11.574 --> 00:40:11.873

though,

325

00:40:11.994 --> 00:40:16.313

we did end up getting quite a bit of media attention from that story as well.

326

00:40:16.829 --> 00:40:26.815

Now, the 2nd, part of my presentation, I was after the last board meeting about how we were doing at the related to social media and comparing that to other.

327

00:40:28.074 --> 00:40:37.164

So, we did the research, my course is melt bar, which is the medium long term company that we supply to. And this is a slide that lets you see how we are doing.

328

00:40:37.349 --> 00:40:50.755

And the blue parents, Hampton universities Nope. Have mistakes in the brain and then there's this Virginia Union here, and the red, and this is how many social media mentors they had in the month of March for March 1st, through the 31st.

329

00:40:50.755 --> 00:41:03.594

And you can see that if this is Virginia stay here in the orange we had 5,000 so we were being are out numbering the number of social media mentioned by almost 2 to 1, and of all this together.

330

00:41:03.594 --> 00:41:08.215

Here's the commonwealth of Virginia. So, I think I'm talking about that news.

331

00:41:08.215 --> 00:41:22.885

I got a little bit of time to compare it to you and so being seeing you and then the yellow here but even as you look at that, they are about 1200 adventures, but that ask them to still for surprise for us here.

332

00:41:22.914 --> 00:41:34.375

Because we facing you with 10 times, the size of the issue in their public relations department, if 10 times my side and so.

333

00:41:37.289 --> 00:41:46.764

So, yeah, so, but still very, very, very pleased by these numbers and this is a thanks to the hard work of Taj and Harris who really keeps us out there and social media.

334

00:41:46.764 --> 00:42:01.434

And this is not just what we say about ourselves, but this is this is counting anytime anyone else uses the name or social media handles on social media. So, we're very pleased by that after. We looked at those numbers.

335

00:42:01.434 --> 00:42:15.534

We decided to look at the traditional media and what we found was in the month of March, Virginia State University was mentioned 584 times in the news. And the biggest source of mentions for Virginia State University. What's the arrangement time that you mentioned?

336

00:42:15.534 --> 00:42:17.304

Virginia is taken roughly 234 times.

337

00:42:19.920 --> 00:42:31.199

Followed by the, and then the progress index and then finally NBC 12. so again, very please by those numbers. I will ask the question. How does this compare to previous years?

338

00:42:31.199 --> 00:42:34.949

So, I went back and compare that I did not compare.

339

00:42:34.949 --> 00:42:49.135

Because, of course, in the marketplace planning with a pandemic, and so everything was coded 19. so I went back and compare to March of 2019 and we were meeting those BIOS who's 1 in in 2021.

340

00:42:52.644 --> 00:43:07.375

What other things we wanted to take a look at and who was talking about Virginia State University in terms of new reach from a from a public relations standpoint is the number of potential people who will see or hear your article

341

00:43:07.644 --> 00:43:09.235

and Yahoo dot com,

342

00:43:09.235 --> 00:43:10.585

which has to reach a 61Million Rand,

343

00:43:10.585 --> 00:43:12.085

our renaming story.

344

00:43:12.085 --> 00:43:22.914

Of course, we just saw TM city, which has a waste of 26Million that ran the President's basketball story and to get Yahoo down to what? 60 want they'll get also ran our that explanation story.

345

00:43:22.945 --> 00:43:34.344

So, we didn't want it to take another look to say, well, what is the largest media outlet that has said something about Virginia State University as you move on to the next slide Travis?

346

00:43:34.344 --> 00:43:46.494

We found that it was the Washington Post, which has 109Million people in the month of March, and they did 1, the stories about Virginia State University. So I wanted to 1st, look at what worthwhile stories.

347

00:43:46.494 --> 00:43:58.434

And if we move to the next slide, Travis, you can see here that all of these were stories that were run by the Washington Post, about Virginia State University. They most of them were about the dario's case.

348

00:43:58.465 --> 00:44:10.614

But again, here they talked about presenting stories to all of those stories that were run in the Washington Post, reach on 109Million people sell them from a PR standpoint. We were very, very pleased about that.

349

00:44:10.614 --> 00:44:18.414

And then I want to pause and have hall to come up to talk about and initiatives that we're working on out of our department.

350

00:44:28.344 --> 00:44:36.324

Good morning so sometimes join the vsa family. I've been on tour with a lot of the chapters.

351

00:44:36.565 --> 00:44:48.204

1 of the questions that I was asked quite frequently is we keep talking about strategic plan priority number 4, the brand and telling our story. What is our story?

352

00:44:48.894 --> 00:44:58.164

Paul, how do I tell our story if I'm alone and I'm talking to a company or friends or family member? What do I said? How do I say it?

353

00:44:58.440 --> 00:45:11.844

So, I paused and I said, I'll get back to you and I went am I supposed to faster dangerous and she got together and we decided to we're going to put together a think tank and that's exactly what we did.

354

00:45:11.965 --> 00:45:24.445

And I will turn it over to Dr Andrew to talk about how we pull that together. And how I think we did something that a marketing company gets paid millions of dollars to do.

355

00:45:24.655 --> 00:45:28.465

We did it with the best for the bride at Virginia State University.

356

00:45:30.204 --> 00:45:30.385

So,

357

00:45:30.385 --> 00:45:40.105

I'm thinking that what she tasked us with was to come up with a think tank variety of people if you will,

358

00:45:40.105 --> 00:45:41.875

who are stakeholders in Virginia,

359

00:45:41.875 --> 00:45:42.684

say so,

360

00:45:42.684 --> 00:45:45.355

that we can get together to have that conversation.

361

00:45:45.505 --> 00:45:59.304

So, if you move to the next slide, this was the group that we pulled together. Well, that reply again to her, the whole point of people saying what is Virginia University, what is our brand slogan. So we're all.

362

00:45:59.304 --> 00:46:13.255

Some of the things that people tend to say, when they talk about Virginia mistakes, transforming wise with patients, various opportunities, University building, a better world via here today. So what we want to do with trying to narrow it down. So that we were all speaking the same language.

363

00:46:13.315 --> 00:46:20.844

This was the book that we pulled together for Tanya hall from the administration myself,

364

00:46:20.875 --> 00:46:21.684

Jamaica,

365

00:46:21.894 --> 00:46:22.494

Karen,

366

00:46:22.525 --> 00:46:23.514
and Charlie goes very,

367

00:46:23.514 --> 00:46:30.625
very instrumental in helping us to identify the wife alone to put around
the table for this meeting.

368

00:46:30.625 --> 00:46:44.184
And we, we chose Franklin Johnson who enforces the president of the
because we wanted to get more seasoned along and then along.

369

00:46:45.295 --> 00:46:56.844
And then to also get someone who is maybe in that middle group we bought
a professor on. And then we also wanted to students and want to be
strategic about that because we've got students who aren't just students.

370

00:46:56.844 --> 00:47:02.425
So they will marketing students who are being very instrumental in
helping us to talk about branding.

371

00:47:02.639 --> 00:47:06.835
And, of course, Ellen Burton went on this committee as well.

372

00:47:07.164 --> 00:47:18.414
So in the next slide, this is what some of the things that we looked at
doing we talked about wanting to do of having brands, global brands look
and of course, adjust your advertising tagline.

373

00:47:18.414 --> 00:47:27.744
That points towards the best fit, just something very short and something
that speaks to the 5 of your university and in addition to that we wanted
to talk about an elevator pitch.

374

00:47:27.804 --> 00:47:36.505
Because again, if someone were to approach you very quickly and say, tell
me about Virginia State University, we wanted to know exactly what you
would say.

375

00:47:36.684 --> 00:47:36.925
So,

376

00:47:36.925 --> 00:47:40.494
Here's what we came up with after we met with the group,

377

00:47:40.494 --> 00:47:41.784
we talked to the group,

378

00:47:41.994 --> 00:47:47.815
and we moved on and we wanted to just begin to brainstorm and we talked about the,

379

00:47:49.074 --> 00:47:53.934
we talked about the academic experience and then we talked about your story and.

380

00:47:57.655 --> 00:48:10.045
Okay, I'm back so we talked about the issue story, so these were some of the things that a piece of people around the table talked about as it relates to Virginia State University. When you think of Virginia State University, these are the things that we think up.

381

00:48:10.105 --> 00:48:13.494
So that was the end of our 1st meeting, we came back from the 2nd meeting.

382

00:48:13.590 --> 00:48:21.300
I took all of this feedback and decided to try to put this into 5 different points that were Overlining.

383

00:48:21.300 --> 00:48:35.755
State of Virginia State University, and I was reading through all of these, but because they're in your board book and you can read them at your leisure, but 1 of the things we wanted to point out, that we don't expect anyone to memorize this slide.

384

00:48:35.815 --> 00:48:39.114
I pledge allegiance what we want is what we're hoping.

385

00:48:40.079 --> 00:48:54.925
That what we will do throughout the process, if you go backtrack, it is for people to be able to look at agencies and then decide which 1 would you use in this situation so it's kind of like the appliances in your kitchen you're making. Okay.

386

00:48:54.925 --> 00:49:00.355
You may not need the microwave so these are all of the things that you have at your disposal,

387

00:49:00.355 --> 00:49:03.054

and you would choose when you needed to use,

388

00:49:03.054 --> 00:49:05.905

which 1 and what situation for example,

389

00:49:06.385 --> 00:49:11.755

Tanya that I'm trying to talk about the culture here from a dark standpoint.

390

00:49:11.905 --> 00:49:23.965

Perhaps, I would give them for that the faculty and staff administration are engaged in and dedicating dedicated to providing a personal, stable, nurturing, holistic atmosphere that's conducive to learning and growing and transforming.

391

00:49:23.965 --> 00:49:31.914

So, that may be what I would use on Rodney hall, and I'm trying to promote Virginia State University to a grandmother or half.

392

00:49:31.914 --> 00:49:45.264

That would be number 2 that I would go on talking about how Virginia State University is an opportunity University. That changes the economic outlook for generations to come that we're basically the during our ancestors.

393

00:49:45.264 --> 00:49:52.195

And so if you look at uptime your whole, I will go and be able to reside all of them, depending on who I'm talking to.

394

00:49:52.434 --> 00:50:01.315

So that was what we were intentional about doing here, so we move on to the next 1, after we came up with these 5 points that would be our elevator pitch.

395

00:50:01.494 --> 00:50:12.864

We then want to break that down and say, so how do we really describe Virginia State University in a nutshell in a tagline? And we pull several things on the table here.

396

00:50:12.864 --> 00:50:23.724

But the 1 thing to think about was the 1 that highlighted here at ours, which is simply that greater happen here and we talk to float that on.

397

00:50:23.724 --> 00:50:37.554

And in the meeting, we just said this really speaks to our path to speak to our president and into our future because no matter where you are in life when you get to Virginia take universe, a greater will happen while you are here.

398

00:50:37.914 --> 00:50:40.074

And so we bought then what, how was that?

399

00:50:40.079 --> 00:50:41.335

Los Angeles,

400

00:50:41.574 --> 00:50:56.304

and so we look at the possibility of a logo that would build the tradition of the class power here with the logo in the middle Virginia State University level in the

401

00:50:56.304 --> 00:50:56.605

middle.

402

00:50:56.755 --> 00:51:09.085

That was the same greater happens here now, again. And very important to know that. This is just page 1 of this plan is just, we're thinking, go ahead and just wanted to bring you up to date on.

403

00:51:09.085 --> 00:51:22.855

Some of the things that we have been working on. Some of the things that we've been working on. And this would have to go through a number of processes through faculty and staff and students before any of that would be official.

404

00:51:23.125 --> 00:51:35.425

We just wanted to introduce it to you. And this is a stage 1 of the projects that that we have been working on. So, that concludes my report at Andrew for yourselves for them.

405

00:51:35.755 --> 00:51:47.965

So, what let's say, report that it has an exciting time here at Virginia State University greater, truly has been happening here. And so, at their time, I'd be happy to answer any questions that you may have.

406

00:51:49.469 --> 00:52:01.949

I have to stand up and do the poodle, the president of do a higher.

407

00:52:02.364 --> 00:52:12.204

A great time, I mean, that's exactly what we are looking for is a shot in the University.

408

00:52:12.235 --> 00:52:21.684

I mean, we have been saying, this is what we were looking for looking toward and now see it manifest and actually come into fruition.

409

00:52:21.715 --> 00:52:35.755

So many different ways to this position, and obviously through use, it just tells me we're on the right path to get our story out here and get our enrollment up. I mean, this was just excellent. Excellent excellent, excellent.

410

00:52:41.965 --> 00:52:56.934

I'm sorry, I'm sorry, 1 last thing, because I got to get this into a president of dual 1 of the video with the basketball, you know, everybody knows I'm on the top what it was not the state is on board.

411

00:52:56.934 --> 00:52:59.065

So when that video went viral.

412

00:53:00.985 --> 00:53:07.974

President name is Jay Adams gases so I don't know if she called you,

413

00:53:08.005 --> 00:53:12.474

but her response to her was that she did not need to challenge you in the basketball,

414

00:53:12.474 --> 00:53:15.085

because everyone knows she's Dr,

415

00:53:17.005 --> 00:53:22.855

basketball that will be a guy to throw that pipeline and see what your thoughts though,

416

00:53:22.855 --> 00:53:25.195

if something is coming to challenge you in,

417

00:53:25.195 --> 00:53:26.695

all of it will go viral,

418

00:53:26.695 --> 00:53:28.195
but I'll leave that to them.

419
00:53:28.195 --> 00:53:30.355
But okay great. That's great.

420
00:53:31.949 --> 00:53:36.809
I would, I would just like to Ditto what Dr. Brown's.

421
00:53:36.809 --> 00:53:42.925
It and I think I love the strategic and comprehensive way,

422
00:53:42.954 --> 00:53:52.764
and the way you're tying everything in so that we'll all be on the same
page and with the redundancy of the message,

423
00:53:52.764 --> 00:53:54.864
whatever you decide on.

424
00:53:54.894 --> 00:54:01.945
I mean, it just makes the job of branding the University. So much easier,
so.

425
00:54:02.489 --> 00:54:14.820
Put out to everybody to think the think tank I am so impressed with the
numbers in terms of the press coverage and the fact that it is.

426
00:54:14.820 --> 00:54:21.750
Overwhelmingly positive, so thanks to everybody and continued success.

427
00:54:21.750 --> 00:54:28.530
Mr. chairman.

428
00:54:28.530 --> 00:54:29.219
Um,

429
00:54:29.815 --> 00:54:30.864
just wanted to say,

430
00:54:30.864 --> 00:54:31.735
I'm sorry,

431

00:54:31.735 --> 00:54:36.144

still isn't on this committee because yesterday during our committee,

432

00:54:36.775 --> 00:54:41.125

and we went through some of this in relation to academic and student affairs,

433

00:54:41.184 --> 00:54:43.105

and she said at the end of it,

434

00:54:43.255 --> 00:54:45.264

they was so grateful to see.

435

00:54:45.775 --> 00:55:00.534

Virginia state being represented in this way of having a community impact of having a positive impact on our students, our community, the world, and we all definitely echoed that. So, this is wonderful.

436

00:55:01.884 --> 00:55:15.264

And I just want to 1st of all thank Dr dangers. It was so excited for me to see yellow chart the area to see just how Virginia state stacks up to not to use, but to your point, we're right.

437

00:55:15.264 --> 00:55:28.255

There was being used and probably in the game. So thank God, it was exciting for me to see that you pay my day and then just to see the innovation, the think tank, and starting to really think about brand out there.

438

00:55:28.255 --> 00:55:35.094

So I loved it was outstanding things to you. Thanks to the call what an outstanding update.

439

00:55:38.514 --> 00:55:43.525

If I could ask kudos and talk a little bit about her, because she's doing a great job.

440

00:55:43.554 --> 00:55:57.385

1st, I can't, I wish I could take credit tomorrow, but when we, as managers has been to Virginia state for a while she came from the news media enrichment, and actually, this is our 2nd state working for me.

441

00:55:57.864 --> 00:56:10.255

And what I did do was convinced the 2nd time to stick around and keep doing it, because she would do it versa. And she's really incredible, incredible work. And I think there's 2 things I want to highlight another strategic 1.

442

00:56:10.255 --> 00:56:21.474

she mentioned the idea of putting our remaining video out when he diversity enrichment added. Right? That was the other thing. Don't be solved the viral video when I had a jacket.

443

00:56:21.900 --> 00:56:32.579

And so, but to have the foresight to want to work with the young people to do this, not a lot of us who are willing to do that.

444

00:56:32.579 --> 00:56:39.840

And to really work with them to do, that was also something that was pretty fantastic. So, I want to thank you for that. Thank you. Thank you.

445

00:56:46.889 --> 00:56:51.630

Silence.

446

00:56:59.994 --> 00:57:14.755

I'm sorry, I also want to thank doctor dancers for doing such a great job, and also say that I knew her back in the day when she was a news cashier in Fredericksburg. So, I've known over the years and to see you grow and develop and and to be here and to stay here.

447

00:57:14.755 --> 00:57:15.025

I'm.

448

00:57:15.630 --> 00:57:23.010

We're we were starting to lose you and projects Burg. We're glad to have the game here at Virginia State University.

449

00:57:23.010 --> 00:57:32.244

Certainly, you're showing how greater use of our resources are being employed many different ways, and it's going to manifest itself in many different positive metrics.

450

00:57:32.244 --> 00:57:36.355

They're going to bring great rewards to the University,

451

00:57:36.355 --> 00:57:41.215

including I'm sure improvements in the number of students who are applying,

452

00:57:41.215 --> 00:57:45.204

admitted the name recognition and certainly what we all like,

453

00:57:45.594 --> 00:57:47.664

more Dallas coming away from donors.

454

00:57:48.025 --> 00:57:57.204

He really helping to put us even on a better place on the map in conjunction with the rest of our great team and thanks for being responsive to our request for social media.

455

00:57:57.989 --> 00:58:01.019

Uh, mentioned et cetera.

456

00:58:01.019 --> 00:58:15.894

A Lassie. Dr Doula, thank you for helping to bring increase recognition going to be on the call of duty and thank you for not having a on the job injury. Uh, workers compensation have to thought that playing ball with these young guys.

457

00:58:15.894 --> 00:58:22.105

So we appreciate that too. But and all and all, we think you and your team for doing so much Dr dangers.

458

00:58:22.409 --> 00:58:25.980

Okay, and the only other suggestion in that, I would.

459

00:58:25.980 --> 00:58:33.719

Like he said, if we can, as we go forward, find a way to provide more ongoing communication with the board of some of these great things.

460

00:58:33.719 --> 00:58:40.289

So that we can change our elevated speech every week. And so we're not saying the same thing over and over.

461

00:58:40.289 --> 00:58:52.769

Uh, but, uh, I know that that requires additional resources, but just thinking forward if we can get more ongoing communication so that we'll know more to brag about how great university Thank you so much.

462

00:58:54.264 --> 00:58:59.605

Say Dr brown yes if I can just pick it back on that I think that's an excellent idea.

463

00:58:59.605 --> 00:59:14.454

A lot of us are on social media, so a lot of these video clips, if we could get some of them forwarded to us, because if we're not there, sometimes we miss it. And then we can share it on our screens and things like that. That was also helps to expand the reach.

464

00:59:14.454 --> 00:59:15.594

I think that's excellent. Matthew.

465

00:59:16.980 --> 00:59:23.280

We will do that and I'd like to apologize because I know she's here. I can.

466

00:59:23.280 --> 00:59:28.710

Get his money from social media handle, so we can get it directly to them. That stuff that makes that.

467

00:59:28.710 --> 00:59:32.340

Okay, right. Thank you. Thank you for all those suggestions.

468

00:59:32.340 --> 00:59:37.920

Now, that's all I think that you're next I have so many screens open. I can't find my agenda, but if I'm wrong.

469

00:59:37.920 --> 00:59:43.289

Tell me, but I think we're now going to hear from a vice president of institutional advancement.

470

00:59:43.764 --> 00:59:56.184

You are correct Shannon. Good morning everybody team members board of visitors. I, it gives me great pleasure to end our committee report with some exciting news.

471

00:59:56.905 --> 01:00:08.034

I'm not sure I'm going to be able to tap that many media, but I can hop back with some dollars. I'm sorry.

472

01:00:11.070 --> 01:00:11.519

So,

473

01:00:11.545 --> 01:00:15.534

looking at our fundraising dashboard report for fiscal year,

474

01:00:15.534 --> 01:00:15.625

2021,

475

01:00:15.625 --> 01:00:15.864

you see,

476

01:00:15.864 --> 01:00:20.155

and I will quote a report from the lily family philanthropy school,

477

01:00:20.155 --> 01:00:25.554

the philanthropies that suggests that we are about to insert 2 year,

478

01:00:25.554 --> 01:00:29.065

period of select select that spelling the profit growth.

479

01:00:29.215 --> 01:00:40.704

And that is no more evidence. And by this dashboard currently, we are sitting at 3.1Million dollars from 2424 donors compared to last year. We were at 2.2Million from 2012 donors.

480

01:00:47.760 --> 01:00:56.070

I would also like, to note, these numbers are 15,000 dollars that we raised during our founders day. Challenge.

481

01:00:56.335 --> 01:01:09.445

The same report that I just referenced also say that we will see a 4% increase in giving in 2021 not. So, Virginia State University we feel we are seeing a 31% increase in giving this year.

482

01:01:09.505 --> 01:01:16.735

This is truly a testament to the passion love and commitment of our constituents at Virginia State University.

483

01:01:16.735 --> 01:01:25.405

And I would also like to take a moment to acknowledge that significant increase we are seeing from our alumni in giving.

484

01:01:25.405 --> 01:01:40.284

Thank Franklin Johnson, who is the president of our Virginia State University alumni association so never misses an opportunity to think, and remind our lungs of their commitment to Virginia State University.

485

01:01:42.840 --> 01:01:49.525

So, today, our alumni are at 1Million dollars giving versus last year where they were at 945,000.

486

01:01:49.554 --> 01:01:58.764

the other thing that I also like to highlight from this dashboard is we have some new friends who have given very deeply to Virginia State University.

487

01:01:58.795 --> 01:02:07.255

You learned about 1 of them last at our last board visitors meeting the name Susan Blake, she made a gift of 100,000 dollars.

488

01:02:07.255 --> 01:02:20.934

I'm going to also make Harris up later to share about another set of friends that we made this year, who gave a 6 figure gift just last month and you will be moved by their story as well.

489

01:02:23.550 --> 01:02:33.054

I also wanted to take note of the increase in students giving this share while this gift this number was increased due to an event.

490

01:02:33.324 --> 01:02:42.894

I am working on a given project student, giving program with the with my team, and also the provost office.

491

01:02:43.585 --> 01:02:58.315

I was burned on by doing to do so, by our board of visitors who has shared with any ideas with me about how to motivate our students to give today now, and into the future. So we will be working on that. We're calling it the 1882 challenge.

492

01:02:58.315 --> 01:03:09.204

We're going to challenge our students to get 18 dollars an AV to send every year for the next 4 years and as they're growing their careers, we're going to ask them to move the decimal point.

493

01:03:09.204 --> 01:03:16.764

So they will eventually move it to wherever it needs to go. According to their career and their.

494

01:03:18.894 --> 01:03:20.094
I'd also like to note,

495

01:03:20.094 --> 01:03:23.934
that this has been a decline in giving among staff and faculty,

496

01:03:24.175 --> 01:03:35.605
but we do have an end of the year fiscal plan program that could be led by Taj and in our office of institutional advancement that will boost the faculty and staff numbers.

497

01:03:37.920 --> 01:03:50.789
I want to talk about the Mackenzie Scott fund update. I wanted to hold on the previous slide. The 30Million isn't there right? No, it is not the question.

498

01:03:51.900 --> 01:04:00.594
Okay, so I do want to let, you know, an update on the McKenzie Scott fund. So what we have done.

499

01:04:00.625 --> 01:04:15.355
So, there are 3 focus areas that the president has talked about our innovation funds, which are part of us gave an overview of yesterday, the enhancements that we're going to be doing to the College of technology and engineering and also investment.

500

01:04:15.655 --> 01:04:26.034
But here, you see a breakdown of allocation that we're going to make to those 3 focus areas I will note that no dollars no actual dollars has been spent yet.

501

01:04:26.065 --> 01:04:39.474
These are just allocations and we still have plans with our chief financial officer and also I'm sure we're going to include the board of visitors the discussion about what we're going to do with the remaining investment.

502

01:04:40.769 --> 01:04:46.530
I'll pause for any questions. Okay, thank you.

503

01:04:47.934 --> 01:04:59.635
The next slide to show does show some great improvement in our tuition assistance fund we are currently at 434,000 plus dollars that is at the highest that has ever been this investment.

504

01:04:59.635 --> 01:05:11.545

Definitely impacts the institution significantly, because it offers an opportunity for our students to fill in gaps that they may have in funding their college education.

505

01:05:15.389 --> 01:05:29.969

The awards range from 500 to 2000 dollars, and many of the people that are on this call in this room are loving our faculty and staff support and contribute to this fund. So, on behalf of our students thinking.

506

01:05:31.585 --> 01:05:32.425

Also,

507

01:05:32.875 --> 01:05:41.664

this week we also hosted a virtual scholarship recipient where our scholarship recipients,

508

01:05:41.695 --> 01:05:46.885

and our donors had an opportunity to come together as you can see from the flies board.

509

01:05:46.885 --> 01:05:49.644

The visitor, Charlie was in attendance.

510

01:05:50.485 --> 01:06:02.574

Our issue foundation for a chair for the pitch pitch was also in attendance, and we also had other foundation board members, such as an artist king and independent.

511

01:06:02.844 --> 01:06:12.864

This was a great opportunity for students to pay our donors and our donors to thank our students. And for students to learn to begin to learn how to get back.

512

01:06:15.420 --> 01:06:26.730

I also want to take a moment on this slide to highlight some of our 21 fundraising activities. We established 30 buttons so far today.

513

01:06:26.730 --> 01:06:31.739

And we have received a significant number of unsolicited.

514

01:06:31.739 --> 01:06:46.559

Unsolicited gift this year. Those are the best ones when you don't have to go out there that come to you. We received 10,000 dollars from the services brand. We have no idea how for why they chose us, but we were happy to receive it.

515

01:06:47.034 --> 01:06:54.235

We did receive 25,000 dollars from fashion nota and fashion Nova is linked with to make it the stallion.

516

01:06:54.235 --> 01:07:08.994

She is the face of fashion Nova, and she collected a couple of to receive the funding this year during women's History month. And it was important for her for, for Virginia State University to receive the 25,000 dollars.

517

01:07:08.994 --> 01:07:20.275

It went to our Tam program, which is our text file, apparel and merchandise and manufacturing program that preferred to prepare students for careers and fashion and apparel.

518

01:07:22.260 --> 01:07:28.769

The funds will be used provide merit based and financial needs based scholarship.

519

01:07:28.769 --> 01:07:43.349

And it will also be an opportunity to provide funding for students to attend important networking events to give them the competitive edge in the market next. I'm gonna bring sharika Paris. Who's my right hand? And my left foot.

520

01:07:43.349 --> 01:07:49.710

Of institutional advancement, and she's going to talk about the gift that we receive from.

521

01:07:49.710 --> 01:07:53.460

Greenville, and back to support.

522

01:07:55.230 --> 01:08:07.614

Good morning everyone I had the wonderful opportunity to meet and get to know land Greenville and bearish before they came to the institution really wanting to make an investment to make an impact by way of their philanthropy.

523

01:08:08.244 --> 01:08:20.784

And so we had a lot of dialogue about their, their desires, and their intent of making a gift. I shared with them some of our strategic

priorities, our strategic plan, and offer opportunities. Excellent. That'd be had here at the institution.

524

01:08:21.354 --> 01:08:31.194

And so, after that dialogue, they decide to make a good sign off at 200,000 dollars, and they get with support culture experiences and those experiences that extend beyond the platform.

525

01:08:31.194 --> 01:08:39.625

So, attending study abroad, programs and semester, even those seminar, the lectures are really well, complement their education here at Virginia state.

526

01:08:39.625 --> 01:08:47.484

And so before we close that, I knew their true intent was to make an immediate impact and so that 200,000 dollar, get it into our plan.

527

01:08:47.725 --> 01:08:58.765

So, it will grow and continue to provide those opportunity for students forever and never and so I went back to them and asked them when they consider get an additional 15,000 dollars that will complement the 200,000.

528

01:08:58.765 --> 01:09:10.885

we'll make an immediate impact right now this semester and next semester for our students to attend those conferences and those events. They agree. And so we were happy about that but then I went back again realizing and understand that.

529

01:09:10.885 --> 01:09:24.654

There wasn't an immediate impact for our students and so ask them when they consider those 50,000 dollars to our voice assistant, find as many as, you know, that is our cap funding for students to close the gap for their tuition.

530

01:09:24.654 --> 01:09:35.335

And so we shouldn't be as efficient. I agree so it gives us 200,000 dollar groups of 265,000 dollars that we were able to bring in March. And so we were so excited about that.

531

01:09:35.335 --> 01:09:49.494

They had the opportunity to connect with Dr, Dan, Robert and ironic program, and we're looking forward to the benefit that our students will get from that gift, but also really being engaged with the institution and the student that will be the direct recipient. Rebecca, thank you.

532

01:09:55.229 --> 01:09:56.579
Right.

533

01:09:56.579 --> 01:10:10.199
I will also say that the couple has also agreed to support the renaming of some of our buildings on campus too. They understand the importance of that and they want to stay involved and engaged.

534

01:10:10.199 --> 01:10:19.045
With us, so thank you for leading that also wanted to. Thank Omega 5 fraternity for their 11,000 dollar contribution to their endowment.

535

01:10:19.045 --> 01:10:24.505
Would be remiss if I did not acknowledge the brothers Omega 5 times,

536

01:10:24.505 --> 01:10:26.604
afford a visitor,

537

01:10:26.604 --> 01:10:28.555
Charlie him and Glen,

538

01:10:28.555 --> 01:10:31.975
and we also like to thank Victor branch,

539

01:10:31.975 --> 01:10:34.194
who also help provide us the next phase,

540

01:10:34.194 --> 01:10:40.314
and some guidance with regards to a submission that we put forth to Bank of America,

541

01:10:40.314 --> 01:10:49.614
I wanted to also say that the study that I reference to Lily family philanthropy study that they put together this year.

542

01:10:49.614 --> 01:10:57.984
So that in the next 2 years, we will see an increase in funding for universities that focus on social justice.

543

01:10:58.739 --> 01:11:07.104

And so that's the 39% increase. So we are diligently working oncoming pulling together. A list of those corporations this next slide highlights.

544

01:11:07.135 --> 01:11:21.234

It's called the voluntary support of education survey, and then highlights universities that voluntarily provide information about the number. The amount of support that they get from their lungs.

545

01:11:22.229 --> 01:11:29.369

As you can be, we're doing very well compared to other some other universities at 1 point 1Million dollars.

546

01:11:29.965 --> 01:11:44.125

In contribution, among my dollar contributions, compared to some other universities, and there are various factors that go into why that amount is higher or why some of the schools are higher a lower.

547

01:11:44.425 --> 01:11:51.864

But I will say that here, the reason is because there's passion and love and interest. So thank you.

548

01:11:54.475 --> 01:12:05.305

The next slide is a list of some corporate prospects we have in the pipeline in fundraising school. I was always taught that it takes 12 to 14 months to close the gift.

549

01:12:05.574 --> 01:12:19.284

So these are some of the corporations that we are starting to begin deep relationships with dominion energy is not new to us, but zooming and energy foundation is new to us to Elgin burden introduction.

550

01:12:19.314 --> 01:12:21.475

I've met with Anita Powell last week.

551

01:12:21.685 --> 01:12:34.704

It was the legislative and government community affairs person for convenient energy, and she introduced me to the dominion energy foundation and she said 1 of their focus areas was on supporting the community.

552

01:12:35.034 --> 01:12:41.095

So I had all the information about what we're doing with our vaccination program.

553

01:12:41.154 --> 01:12:53.395

And our public health Institute, and with our mobile unit, and she was very interested in learning more about that, and encouraged me to put together a proposal that we will be submitting before the end of the month.

554

01:12:55.319 --> 01:12:58.680

Okay.

555

01:12:58.680 --> 01:13:08.395

So we've already talked about the moving Israel, the bank, which was completed, which was great because I knew Virginia. So it was very interesting for me to get to know who would be representing me.

556

01:13:08.545 --> 01:13:14.725

But the 1 thing I really wanted to the spot to apply a highlight was how in the office of institutional advancement,

557

01:13:14.934 --> 01:13:16.255

the teams that I have,

558

01:13:16.255 --> 01:13:20.005

the pleasure of leading are working closely together,

559

01:13:20.005 --> 01:13:21.204

government relations,

560

01:13:21.385 --> 01:13:35.814

but by all departments communications led by Dr Glenda Andrew who I will never follow again and conference and event services led by John and Jane put together a wonderful event that night.

561

01:13:40.020 --> 01:13:54.505

So, we are hosting and many of, you know, about giving Tuesday, which happens the Thanksgiving after happens the Tuesday after Thanksgiving we're going to replicate that here. We're going to call it all in for state day of giving.

562

01:13:54.774 --> 01:13:56.545

It's going to be held on June, 12.

563

01:13:56.729 --> 01:14:11.484

And it is going to be led by Taj Hatteras in our department of institutional investor, and is going to be held on June 17. it's going to be a day of dedicated day of giving to Virginia State University.

564

01:14:11.904 --> 01:14:20.755

We're going to be asking our lungs, our faculty students and staff and friends to make a gift to the College of their choice.

565

01:14:21.295 --> 01:14:29.484

And as you as board of visitors, we're asking you to consider a challenge match to share this information with your network.

566

01:14:29.635 --> 01:14:39.295

We're going to be doing some promotional videos that you can post on your Facebook page, your Twitter, Instagram, LinkedIn, whatever you're using.

567

01:14:39.654 --> 01:14:48.444

And since we were able to raise 35,000 dollars for giving Tuesday, that is going to be the bar that I'm setting for this day. Another 35,000 dollars.

568

01:14:51.444 --> 01:15:02.215

You will learn more about that soon and it is part of a, because it is part of our end of the year fiscal strategies that we have in place.

569

01:15:02.814 --> 01:15:10.675

We are doing something called the 90 day Sprint where we put together what we'd like to accomplish over the next 90 days in the office of institutional advancement,

570

01:15:10.675 --> 01:15:12.354

which is communications government,

571

01:15:12.354 --> 01:15:12.925

relations,

572

01:15:12.925 --> 01:15:22.734

Congress and event services and a and alumni relations and some of the activities I just mentioned was all in for state,

573

01:15:22.734 --> 01:15:25.465

they've given we're doing a tuition assistance,

574

01:15:25.555 --> 01:15:31.104

spring mailing that went out last week so we want to get that 434,000 dollars.

575

01:15:31.104 --> 01:15:44.125

Hopefully to 500,000. we're also reaching out to our donors who have influence last year that have not given to us last year. We call them our live button. So we have a special mailing going out to them. We want to keep them engaged.

576

01:15:46.824 --> 01:16:00.265

Some of these fly 22 key strategies that I have high and the team are working on is a student get student, giving program that I mentioned the Navy to challenge. We're going to put an increase focus on plan giving.

577

01:16:00.265 --> 01:16:04.585

Because a lot of the research that I have done shows that there's going to be a 12% increase.

578

01:16:06.090 --> 01:16:21.000

And people making plans, and a lot of this has been due to the pandemic and also to just what's been happening in the world events in the last couple of weeks. I've received 2 plan gifts.

579

01:16:21.000 --> 01:16:28.680

Request the questions from past along that we are in the process of.

580

01:16:28.680 --> 01:16:42.119

Moving through and hopefully, we'll see some robust gifts from so plan giving is in the pipeline for us. We are working with Bank of America. They're going to be doing a series of webinars for us.

581

01:16:42.564 --> 01:16:56.034

And they're also going to be helping us with some of our language that we will be putting out in our communications to our lungs staff and faculty. Stewardship is something that is another area that I'd like to give us some greater focus on.

582

01:16:56.364 --> 01:17:09.295

Actually, get people out of people think that all the work goes into get into the depth it really is the stewardship part. The part that comes after being good stewards of a gift is very important. That's how we instill confidence.

583

01:17:09.534 --> 01:17:18.654

That's how we create a legacy. And that's how we continue to get gifts from people like Mackenzie Scott will be putting an increased emphasis on stewardship.

584

01:17:19.255 --> 01:17:31.494

You'll be seeing something coming from me, call from the depth of Tania hall, which will be backup, which will be an update on what's going on in the office of institutional advancement. That will start next week.

585

01:17:32.215 --> 01:17:44.814

It will have it will hopefully inspire, engage, encouraged and keep you informed about what we're doing with the gifts that we have received. So, look forward to seeing those coming out regularly from me.

586

01:17:51.654 --> 01:18:05.484

So the next slide, this was fun, and it was also inspiring. We actually got a 2 so the builder, this mark Turner Mr Mark Turner who did the construction on Storm hall.

587

01:18:05.725 --> 01:18:11.755

He actually started to scholarship endowed scholarship fund with his family.

588

01:18:13.350 --> 01:18:18.119

His brother helped me rather. Is it correct? Mother?

589

01:18:18.119 --> 01:18:30.840

Turning back back to William and rose Lord, he started with 2 documents 1 for them. I believe she's his grandmother or on.

590

01:18:31.524 --> 01:18:45.564

And they are via you along and the other 1 in fact, I apologize, but she's also used to lung. So he, as the builder came back to Virginia State University in the form of starting to endowed scholarship.

591

01:18:46.164 --> 01:18:48.715

So, that was very exciting for us.

592

01:18:49.079 --> 01:18:59.729

We have our alumni weekend coming up. We have a very, it's going to be a hybrid weekend so we have some in person and virtual event.

593

01:18:59.729 --> 01:19:14.039

Starting on Friday, our own Dr Cheryl is going to be doing a history of and that will be held virtually. And then later on that evening, we'll have a virtual hanging out with a comedian.

594

01:19:14.039 --> 01:19:28.890

On Saturday, we are going to have an alumni executive board meeting and then later on that evening, socially, we will be having a church at all white dinner on the far as foster. Paul backlog.

595

01:19:28.890 --> 01:19:33.479

You'll learn more about that as well and.

596

01:19:33.479 --> 01:19:39.359

It's okay.

597

01:19:42.055 --> 01:19:54.024

Franklin here, Franklin is our president of our Virginia State University alumni association. I'm going to have conflict have few remarks before we move on to some acknowledgement and resolution.

598

01:19:56.310 --> 01:20:04.229

Thank you good morning board of visitors. Thank you for. Added me to the agenda. I had sent it out.

599

01:20:04.229 --> 01:20:15.149

Little late, I had my wires crossed, but I stayed information or I got the presentation together. I'm not sure if you all have it in your books or if doctor rate if I can bring it up.

600

01:20:15.149 --> 01:20:18.810

On my own, just let me know, I'll be very, very.

601

01:20:27.324 --> 01:20:37.765

Lot of the presentation is coming up. I want to thank you for this opportunity. This year with just like everyone else we have in navigating the pandemic.

602

01:20:38.515 --> 01:20:49.015

Our chapters have still been meeting virtually 1 of the things that we thought would be beneficial for our, not only our larger chapters, but our smaller chapters, we, as the association purchase.

603

01:20:49.260 --> 01:20:56.609

On a larger license, what they can use scheduled zoom meetings. So that has been very beneficial.

604

01:20:56.609 --> 01:21:03.510

We had at our last the last time I presented to the board we talked about.

605

01:21:03.510 --> 01:21:17.939

Elections were coming up and so on this slide, you see my executive board myself as president. Dr Michael Randy as vice president IRI Logan as our treasurer as our financial secretary.

606

01:21:17.939 --> 01:21:26.369

If you go to the next slide, we will continue Julian Jackson as our reporting. Secretary. Tiffany governance is our correspondence secretary.

607

01:21:26.369 --> 01:21:36.600

Administration calls is I Chaplin and crystal burn serves as our so we will that is the executive board until next. Uh, may.

608

01:21:36.600 --> 01:21:51.180

Doing before the pandemic, we had a few new chapters that came into the fall. So there has been a new chapter established and Daytona, Jacksonville, Orlando, Florida, they're covers covering those 3 service areas.

609

01:21:51.180 --> 01:21:55.079

There's also a chapter that was established in Delaware.

610

01:21:55.284 --> 01:22:10.135

On New England is covering Connecticut, and I think parts of Massachusetts and Rhode Island, and then also the, a alumni band chapter was established as well. So we have 4 new chapters that we added to the total number of chapters for.

611

01:22:11.279 --> 01:22:16.079

This slide just provides a breakdown of where our chapters are located as you can see.

612

01:22:16.079 --> 01:22:27.180

We have in state out of state and professional chapters just an example of what falls under the category of a professional chapter would be the alumni band. The gossip fire.

613

01:22:27.180 --> 01:22:37.199

Purple army, which is, I'll make a 5 minute trypsin and cream there. Some of our professional chapters. And also that includes some of our at large members as well.

614

01:22:37.199 --> 01:22:48.569

So, we have total total of 53 active chapters around the country and continue to grow. We have 1 that's in the pipeline that probably will be approved at our may our board meeting.

615

01:22:48.569 --> 01:22:52.109

Some of them that are members of the Persian angels.

616

01:22:52.109 --> 01:22:58.979

Have submitted their information for membership, so we will probably approve them and I may meeting and now our totals up to.

617

01:22:58.979 --> 01:23:12.779

54, as you look at the numbers, our membership numbers, they go down because of the pandemic but we still had a tremendous growth when it comes to life membership between 22,020 and.

618

01:23:12.779 --> 01:23:16.739

Today we have over 50, new life.

619

01:23:17.335 --> 01:23:18.685

That has been an amazing job.

620

01:23:18.715 --> 01:23:20.604

We've seen an increase in life membership,

621

01:23:20.935 --> 01:23:23.755

and also within our annual membership numbers,

622

01:23:23.935 --> 01:23:30.654

I increase and at large and at large membership is an alarm or support yes,

623

01:23:30.654 --> 01:23:34.045

you can join if they don't have a chapter in their local area.

624

01:23:34.314 --> 01:23:48.595

And they just pay their 30 dollars to support their national due. So, our total for the year year to date is 1276. we usually cut off. We still accept them in membership, but we counted anything after April 15 goes to the following year.

625

01:23:51.239 --> 01:24:00.479

When we look at assets, I like membership money goes into a different fund. So we do not use that as operating.

626

01:24:00.479 --> 01:24:12.630

Um, the past couple of years, we opened 2 investment funds over at Edward Jones 1 of the the fund that has 155,000 that that money was given it to us by an alarm. And we invested it.

627

01:24:12.805 --> 01:24:20.635

On the tuition assistance, as you can see those figures those that money comes from. We have a partnership with Geico. There are any partners.

628

01:24:20.635 --> 01:24:31.375

So and I'll talk about that in another slide, but a lot of that funding, and we also other donations, or we call it the board lay down. We ask each board member to lay down 100 dollars.

629

01:24:31.375 --> 01:24:40.614

And sometimes their chapter does that out of that tuition assistance fund last last semester we were able to help students both fall and spring.

630

01:24:41.340 --> 01:24:46.800

With incidentals for books from books too late validation fees to it.

631

01:24:46.800 --> 01:24:56.970

So, looking at all of our assets, including our endowment funds on the issue foundation, we stand, we have over 7.

632

01:24:56.970 --> 01:25:10.350

777,000 dollars in assets, and a lot of we're going to be looking at moving and invest in some of the life membership money. So I definitely will be talking to of the office of institutional advancement about that.

633

01:25:10.350 --> 01:25:25.050

When it comes to the partnership with Geico, like I said it before Geico has been our affinity partner with the alumni association for probably over 12 years and started off with just you call in or do it online to get a quote and we would get a percentage.

634

01:25:25.050 --> 01:25:32.489

But that relationship has flourished over the years and now that we, I renegotiated the contract.

635

01:25:32.489 --> 01:25:42.420

And so will be receiving 19,000 dollars over the next 3 years. That money is broken down from 2 entities within Geico Geico.

636

01:25:44.095 --> 01:25:53.364

Link I called, and then also they have a sports division, and I had the pleasure to introduce our rep to our Amy Peggy Davis.

637

01:25:53.604 --> 01:26:03.925

And so we're going to be partnering with them where Geico will be sponsoring the student athlete of the week. And also at the NPC, we have permanent signage and so I.

638

01:26:04.199 --> 01:26:15.689

Glad that I was able to start that partnership because they want to do more with the issue when it comes to athletics. And also we have a partnership in the pipeline working with our career services.

639

01:26:15.689 --> 01:26:20.550

Connecting our students with Geico for careers after graduating from Virginia State University.

640

01:26:22.380 --> 01:26:26.520

Some amazing news with the alumni house as read South.

641

01:26:26.520 --> 01:26:35.430

Um, there's going to be a lot of work going on over there, but the 1st, 1, we were contacted by the national park service.

642

01:26:35.430 --> 01:26:39.569

About going forward to solicit.

643

01:26:39.569 --> 01:26:49.350

To see, if we can get a national designation for the alumni house, also, that process is ongoing. Uh, we're excited about that because again, like, VP Hall said.

644

01:26:49.795 --> 01:27:04.284

People are coming to us, which is amazing. Also, another big initiative that we will be working out, starting the deck in July. We also were submitted to receive a grant from Benjamin Moore.

645

01:27:04.284 --> 01:27:07.524

So the National Trust for historical preservation.

646

01:27:07.829 --> 01:27:21.954

On reached out to us, they submitted us and we received the grant, so we're going to be receiving paint to paint the interior and exterior of the alumni house. I think there hasn't been paint job on the alumni house probably for 15 years.

647

01:27:22.225 --> 01:27:32.005

So we're excited about doing some repairs to my house and getting that done in conjunction with that we're going to be involving our students. They're going to be doing a documentary.

648

01:27:32.244 --> 01:27:40.524

So, I'm going to be working with to see if we can have some, our communications students, shadow, the documentary crew, as they come down. And also.

649

01:27:41.430 --> 01:27:52.979

With this Meredith, being starting the art department, want to reach out to some of our art students to see if they will help the painting. So it's, you know, they, they did a great.

650

01:27:52.979 --> 01:28:07.289

Press release a story about her doing women's History month and so we're just excited that you receive the grant. It was us and another site in New Orleans that received the grant this year to make reservations and updates to their historical property.

651

01:28:07.289 --> 01:28:19.199

Just a couple last things, because of the pandemic. We did not have your meeting last year. So the last time we awarded.

652

01:28:19.199 --> 01:28:32.970

Our issue awards, we extended the period, so these are award winners from dilemma. Some of the year down to individual chapter awards. We usually announce those at our annual meeting that we usually have 1.

653

01:28:32.970 --> 01:28:37.800

Alumni weekend, so we're excited about, you know, recognizing those chapters.

654

01:28:37.800 --> 01:28:42.449

For their hard work and dedication and on the last side is just our alumnus.

655

01:28:42.449 --> 01:28:52.890

Of the year miss that when that crushed account, she will serve as our longest of the year until 2022 the issue a, as a whole where.

656

01:28:52.890 --> 01:29:07.050

Just excited to continue to work with the University hand in glove to make sure that we're there to support. I want to thank doctor Abdullah, and also the office of institutional advancement. This is year 7 for Diaz, being alumni, president and.

657

01:29:07.050 --> 01:29:11.970

Under this administration we have, and the alumni association has been at the table.

658

01:29:11.970 --> 01:29:21.090

And working more and more with the university to continue to push the mission of the issue for it and to do anything, we can to support.

659

01:29:21.090 --> 01:29:27.270

So, I know I had to be brief, so that was my quick update. If there are any questions I.

660

01:29:27.270 --> 01:29:30.510

We'll entertain those if not. Thank you for your time.

661

01:29:36.750 --> 01:29:39.750

Thank you that's all.

662

01:29:39.750 --> 01:29:44.369

Hear me.

663

01:29:44.369 --> 01:29:52.859

We do have acknowledge we have 1 acknowledgement and 2 resolutions that we need to discuss.

664

01:29:54.569 --> 01:30:04.859

Okay, uh, I've been also advised that we're in overtime, so if we can do that, uh, in an appropriate and expedition span, thank you.

665

01:30:05.484 --> 01:30:19.375

So, the management Franklin just mentioned was the announcement of that contract, have to serve the alumni association alumni of the alumni of the year for 2020.

666

01:30:20.760 --> 01:30:35.220

2021, we just need to acknowledge that and I do believe that the other resolution is so confirming of the 2Million partnership is we have 2Million engineer.

667

01:30:35.220 --> 01:30:45.390

Some her verge program to name on the summer bridge program the dimension engineering summer bridge program. That is the resolution.

668

01:30:45.390 --> 01:30:51.329

And the next resolution, I believe we do have to go into post session for.

669

01:30:51.329 --> 01:30:57.779

That is correct. Okay. Uh, you should have campuses.

670

01:30:57.779 --> 01:31:02.760

Those resolutions, I guess we can take them 1 at a time.

671

01:31:02.760 --> 01:31:07.739

If she would go ahead and again, um.

672

01:31:07.739 --> 01:31:12.600

My screen is jumping all over the place, uh, for the 1st, 1.

673

01:31:12.600 --> 01:31:27.145

1st, the 1st, 1 is just an acknowledgment for the missile net contract camp to be named alumni association among the chance of the year for 2021. so that's not my resolution. Okay. And we certainly will acknowledge that.

674

01:31:27.145 --> 01:31:28.885

I don't know that.

675

01:31:31.680 --> 01:31:35.520

We need to vote.

676

01:31:35.520 --> 01:31:40.949

We need to vote on this. Correct? That's right.

677

01:31:40.949 --> 01:31:51.479

We don't have to. Okay, thank you. I think we need to vote on the top 50Million, engineering, summer project, changing the name of the.

678

01:31:51.479 --> 01:31:55.078

Okay, and you had that before, you.

679

01:31:55.078 --> 01:31:59.309

Yes, yes, yes.

680

01:31:59.309 --> 01:32:08.279

Target both acknowledgement. I'm sorry, I'm new, so I'm going to come the new card. Would you need to vote on these announcements?

681

01:32:08.279 --> 01:32:13.738

Okay, I've been here for 7 years and I've been calling me the new.

682

01:32:13.738 --> 01:32:17.609

The new member chickens for C***. Okay. You have it for you.

683

01:32:17.609 --> 01:32:21.179

The, uh.

684

01:32:21.179 --> 01:32:24.359

No, I was in that.

685

01:32:24.359 --> 01:32:27.599

A lot of other year.

686

01:32:29.368 --> 01:32:34.439

Follow up it about.

687

01:32:34.439 --> 01:32:38.429

Some move. Okay.

688

01:32:38.429 --> 01:32:42.269

So, now we need to have, do we have to have a roll call? Correct?

689

01:32:42.269 --> 01:32:47.009

Sir I'm ready. Okay go ahead. Dr red, thank you.

690

01:32:48.359 --> 01:32:52.828

Dr. brown? Yes.

691

01:32:52.828 --> 01:32:56.939

Yes, yes.

692

01:32:56.939 --> 01:32:59.969

That to do documents on.

693

01:33:02.969 --> 01:33:07.798

I'm bored yes yes.

694

01:33:14.458 --> 01:33:17.729

It's not muted, but it looks like he's saying yes.

695

01:33:17.729 --> 01:33:20.788

Thank you.

696

01:33:20.788 --> 01:33:28.078

That is that complete to a call? Thank you.

697

01:33:28.078 --> 01:33:32.698

Thank you. Okay, we'll go to the next 1 and go back to the dominion.

698

01:33:33.809 --> 01:33:39.418

Some of our various programs, so dominion engineer engineers.

699

01:33:39.418 --> 01:33:42.658

Perfect all right if we can bring that.

700

01:33:42.658 --> 01:33:46.708

Upon a screen as well Thank you. Yes.

701

01:33:46.708 --> 01:33:51.359

All right there, we need a motion 1st, and then.

702

01:33:51.359 --> 01:33:55.259
To call him for.

703

01:33:55.259 --> 01:33:58.498
Thank you for all call.

704

01:33:59.939 --> 01:34:04.889
Yes, it's great.

705

01:34:04.889 --> 01:34:09.569
Yes, yeah.

706

01:34:11.219 --> 01:34:14.878
Born.

707

01:34:14.878 --> 01:34:19.649
Yes, okay.

708

01:34:19.649 --> 01:34:22.798
He's saying, yes, again right check your head.

709

01:34:22.798 --> 01:34:27.208
Thank you.

710

01:34:27.208 --> 01:34:34.798
We make accommodations, we think board of visitors, Marie, for helping us with that.

711

01:34:36.029 --> 01:34:48.179
Thank you. Mr. Mary Alaska is the resolution for renaming of the buildings that we named, but I believe we have to go into closed session for that.

712

01:34:48.179 --> 01:34:52.078
That is true and Dr, it will.

713

01:34:52.078 --> 01:34:55.679
Actually, go into the session. Oh, it now.

714

01:34:55.679 --> 01:35:04.109
The reason I would like to remind you that after I read the motion.

715

01:35:04.109 --> 01:35:07.559

That the technical team will need about 10 minutes.

716

01:35:07.559 --> 01:35:11.519

To close down the electronic communication.

717

01:35:11.519 --> 01:35:16.469

And to at 1st of the fiscal to the.

718

01:35:17.488 --> 01:35:22.889

Thank you that will be offering for the meeting.

719

01:35:22.889 --> 01:35:31.319

Or we have other chair that the committee coming a closed meeting for 2 and 2 section 2.2.

720

01:35:31.319 --> 01:35:34.439

That's 37111.

721

01:35:34.439 --> 01:35:42.838

And 2.3711811 of the code of Virginia for discussion or consideration.

722

01:35:42.838 --> 01:35:57.628

Promotion and tenure's sabbatical on a specific event going and for our degree, and our special awards specifically renaming for campus building.

723

01:35:57.628 --> 01:36:01.918

Additionally, I moved that press forward and after.

724

01:36:01.918 --> 01:36:08.429

The senior assistant attorney general Dr CBT.

725

01:36:08.429 --> 01:36:20.819

The Tanya hall, vice president for external affairs. Kevin devil for vice president of finance vehicle. Shari key Casey.

726

01:36:20.819 --> 01:36:35.158

Senior advisor to the president and left Nancy Rick before liaison, I can close meeting because their presence in nicole's meeting is deemed necessary and, or their presence will aid the board in this consideration of this man.

727

01:36:35.158 --> 01:36:40.319

Thank you.

728

01:36:40.319 --> 01:36:43.769

Okay.

729

01:36:45.059 --> 01:36:49.439

Okay.

730

01:36:49.439 --> 01:36:57.149

All right.

731

01:36:57.149 --> 01:37:02.578

Silence.

732

01:37:02.578 --> 01:37:08.158

Silence.

733

01:37:09.838 --> 01:37:17.128

Silence.

734

01:37:20.993 --> 01:37:35.724

Thank you on behalf of the chair move that the committee goes on and record certification that to the best of each member's knowledge all the public business matters will also be exempt to come open meeting requirements

735

01:37:36.264 --> 01:37:40.764

and which were identified in the motion authorizing the closed session.

736

01:37:41.099 --> 01:37:45.088

Or her discussed, or considered in closed session.

737

01:37:45.088 --> 01:37:57.479

And remember believe that there has been a deviation before you close meeting limitations that never has this opportunity to make a pigment prior to this certification vote.

738

01:38:00.059 --> 01:38:10.823

With no statement being made all those certified to the best video knowledge that the board discussed, or considers all those public business matters.

739

01:38:11.154 --> 01:38:16.884

And also the exempted from open meeting requirements, just different junior freedom of information packed.

740

01:38:17.248 --> 01:38:22.198

And all in such a public business matters, and were identified in motion.

741

01:38:22.198 --> 01:38:25.679

I would to close the mean, what's coming say.

742

01:38:25.679 --> 01:38:29.729

Hi.

743

01:38:29.729 --> 01:38:33.298

Although who do not so certified.

744

01:38:35.368 --> 01:38:39.179

And at this time to roll.

745

01:38:39.179 --> 01:38:44.969

Brown? Yes.

746

01:38:44.969 --> 01:38:48.238

Yes.

747

01:38:49.529 --> 01:38:55.408

All right. Yeah.

748

01:38:55.408 --> 01:38:58.889

Yes, yes.

749

01:38:58.889 --> 01:39:05.309

He said, yes.

750

01:39:05.309 --> 01:39:08.548

Okay, thank you.

751

01:39:08.548 --> 01:39:11.849
I can read.

752
01:39:19.019 --> 01:39:23.458
Oh, thank you. Thank you. Okay. It's all.

753
01:39:23.458 --> 01:39:27.029
I guess we're now ready to.

754
01:39:27.029 --> 01:39:30.029
But on the.

755
01:39:30.029 --> 01:39:35.429
Resolution relative to approving they renaming of 3 buildings.

756
01:39:35.429 --> 01:39:41.519
You have that before you and if you can share it on the screen so that we can.

757
01:39:41.519 --> 01:39:46.319
Now, I'll approve it.

758
01:39:46.319 --> 01:39:49.948
Okay, we need a 2nd.

759
01:39:49.948 --> 01:39:53.429
A motion whatever.

760
01:39:53.429 --> 01:39:56.698
Hampered Thank you. Thank you. Pen.

761
01:39:56.698 --> 01:40:02.219
It can be scary. Okay. We have a roll call vote on this. Please.

762
01:40:02.219 --> 01:40:09.088
We offer the motion.

763
01:40:09.088 --> 01:40:13.319
Harry miscarry and 2nd.

764
01:40:14.788 --> 01:40:23.309

So, actually the 2nd, but I'll put the motion that so that she can 2nd, this is the.

765

01:40:23.309 --> 01:40:29.279

Thank you.

766

01:40:29.279 --> 01:40:33.929

Now, for the roll call, that's yes.

767

01:40:33.929 --> 01:40:40.259

Yes, all right. Yeah.

768

01:40:40.259 --> 01:40:44.729

Gore yes.

769

01:40:44.729 --> 01:40:52.649

Yes.

770

01:40:52.649 --> 01:40:57.179

Yes, thank you.

771

01:40:57.179 --> 01:41:00.899

Call okay.

772

01:41:00.899 --> 01:41:04.048

Is this can closure.

773

01:41:04.048 --> 01:41:10.378

A report hall yes. Or just unless there are any questions.

774

01:41:10.913 --> 01:41:17.873

Okay, is there any questions I like to say, thank you for the magnificent job that you and your staff are doing.

775

01:41:18.234 --> 01:41:32.453

I know you talked about how long it takes to cultivate a gift, but fortunately, it doesn't take that long for you to get a grounded on this campus. And we, thank you for the pace at which you have made a remarkable difference and we congratulate your staff.

776

01:41:32.878 --> 01:41:41.128

Um, president, and all of the happening, everyone else who have enabled us to have a much more.

777

01:41:41.128 --> 01:41:55.918

Financially successful year to date, and all of the great things that are going on there, just from verveine all visitors. If you ever have a contact or a connection with the prospects that are in the works, please reach out to the hall.

778

01:41:55.918 --> 01:42:08.064

Um, certainly, we know that in the business the fundraising is regardless of how great your case statement is, sometimes it's who, you know, who's around the table, making the decisions. So, keep that in mind as well.

779

01:42:09.054 --> 01:42:14.543

Before we conclude the meeting, we do want to call on this, um.

780

01:42:14.878 --> 01:42:21.719

Stiff fetch to provide a report from the foundation. Uh, I think.

781

01:42:21.719 --> 01:42:26.639

Mr. Richard and I and I have a few seconds. Please. Please please.

782

01:42:26.963 --> 01:42:36.054

I wanted to 1 thing as you did take this home for the work that she's been doing and shipping these committees, but also wanted to. Thank you.

783

01:42:36.083 --> 01:42:49.554

Of course, you know, the background that you have been really helping us move forward with this with the renaming and kind of staying on me and us if I remember correctly, this is almost a year and a half really? In the making.

784

01:42:49.554 --> 01:42:56.304

And so I want to thank you for really keeping us on task to make sure that we got to this point today on the rename. Thank you so much.

785

01:42:57.059 --> 01:43:00.929

You're welcome, but in that year and a half, you've been doing a lot of great things. So.

786

01:43:00.929 --> 01:43:04.198

There's no need to apologize. Thank you.

787

01:43:04.198 --> 01:43:09.359

Yeah, thank you so much. I wanted to ask that if you could please put my presentation up.

788

01:43:09.359 --> 01:43:16.288

Can you do that? I don't know how to prepare some of the full board meeting. Okay.

789

01:43:19.408 --> 01:43:22.408

I start to read to put it up, please.

790

01:43:22.408 --> 01:43:31.109

You want 2nd. Okay, thank you. And I apologize for not having a fancy orange and blue presentation.

791

01:43:31.109 --> 01:43:34.139

Because I'm doing my own work here.

792

01:43:34.139 --> 01:43:39.809

And please make sure that we have a copy of that. We don't want directed to get me in trouble for a.

793

01:43:39.809 --> 01:43:44.819

Parent on the meeting too long. Yeah. Won't be take a few minutes.

794

01:43:44.819 --> 01:43:48.838

That would really like to thank you for all the great work you're doing at the foundation too.

795

01:43:48.838 --> 01:43:52.259

Thank you.

796

01:43:52.259 --> 01:43:56.309

Okay, great Thank you.

797

01:43:56.309 --> 01:44:02.128

Thank you very much. I really appreciate the opportunity to take 10 minutes or less of your time.

798

01:44:02.128 --> 01:44:06.029

To share with you, what? We, some, some things at the foundation so.

799

01:44:06.029 --> 01:44:13.198

I want you to see here this is really the Nadia foundation slab. I want it because we've not had a chance as.

800

01:44:13.198 --> 01:44:20.158

2 boards to meet with each other, but I want you to see the skill set that we have the foundation.

801

01:44:20.158 --> 01:44:23.788

Uh, you know, cpa's.

802

01:44:23.788 --> 01:44:28.828

Federal contracting business owners retire kernels, retired, lieutenant colonel.

803

01:44:28.828 --> 01:44:33.298

And these gentlemen and ladies bring their skill set to the foundation.

804

01:44:33.298 --> 01:44:38.338

And we've been happy as we've added new people, we've added another CPA.

805

01:44:38.338 --> 01:44:43.529

And we've added with, so we'll be looking at certain talent certain skills.

806

01:44:43.529 --> 01:44:51.689

To bring to the board, not just regular people and I don't mean anything by that, but we want to bring certain talents to the board.

807

01:44:51.689 --> 01:44:57.658

And we, I want you to see this list. So you have a sense of who we currently have there.

808

01:44:57.658 --> 01:45:01.588

And this will be our micro going forward with bringing specific skills.

809

01:45:01.588 --> 01:45:05.128

To the board the next slide please.

810

01:45:08.219 --> 01:45:12.269

And I kind of wanted to go back from when I talked to you earlier.

811

01:45:12.269 --> 01:45:16.979

I don't think we, I made it clear that we have made tremendous.

812

01:45:16.979 --> 01:45:20.759

Financial leaves in at the foundation.

813

01:45:20.759 --> 01:45:24.448

The market Valley as of the 31st of this year March.

814

01:45:24.448 --> 01:45:30.238

Was 22Million as compared to 15Million in March of 2020.

815

01:45:30.238 --> 01:45:39.479

You might ask how did we do that? Well, we leave Parker has been working with us at Bank of America, but we got a new.

816

01:45:39.479 --> 01:45:43.559

A new investment advisor, and at least there.

817

01:45:43.559 --> 01:45:48.658

I'm sorry yes, we got a new investment advisor.

818

01:45:48.658 --> 01:45:53.279

And she came with us and our investment committee.

819

01:45:53.279 --> 01:45:59.219

We looked at how we change our investments from stock, the stock equity at the equity.

820

01:45:59.219 --> 01:46:06.929

To something that would be more expansive so we moved to funds we move to equity funds, like vanguard.

821

01:46:06.929 --> 01:46:12.509

Um, uh, BlackRock, and we looked at all of those kinds of funds.

822

01:46:12.509 --> 01:46:21.628

Think of us trying to be the expert on going to bind with the cell without ideas. We went to more fun management.

823

01:46:21.628 --> 01:46:34.288

And these funds have been phenomenally successful for us and that way, they're using their skill sets to decide when to buy when to sell individual stock. And as you can look here on the return, that fees.

824

01:46:34.288 --> 01:46:40.918

But last year we had a 42% return, and on average, the average 2 years is 9.7.

825

01:46:40.918 --> 01:46:46.559

So, you can see that that made us have a huge jump in our assets.

826

01:46:46.559 --> 01:46:53.939

1 year to the next recognizing, everybody fell down doing it, but we came back in in an expensive way.

827

01:46:54.984 --> 01:47:08.963

And so we are very pleased with this, and I give the credit to the, our investment committee, and all of this work was done and Beverly Everson Jones, who is a CPA. So we are, we're looking now to bring the talents of our board.

828

01:47:09.208 --> 01:47:18.208

To managing our moneys managing our funds and we're very pleased with this. You can see we also have hedge funds. I think I talked about that the last time.

829

01:47:18.208 --> 01:47:25.679

But we want to be a little more aggressive, but at the same time, make sure that we have assets that can grow.

830

01:47:25.679 --> 01:47:40.014

And we just really pleased with this huge jump that we have. And so you see down here at the bottom, the students scholarships, we're going to give more than a half, a 1Million dollars this year. And you see that little plus sign there. We know it's going to be more than that.

831

01:47:40.043 --> 01:47:43.524

We just don't know how much more yet that is going to be.

832

01:47:43.738 --> 01:47:48.179

So, again, we're real pleased with what we're doing on the foundation.

833

01:47:48.179 --> 01:47:52.229

And we are excited about the growth that we've had.

834

01:47:52.229 --> 01:48:06.929

Year over year, recognizing that next year, it probably will be something more in the, in the grain of 8 to 10%, but it's better to have 8 to 10% growth on 22Million, as opposed to 15Million. So we're excited about it.

835

01:48:06.929 --> 01:48:12.179

So, that's all I have, it was very clear and it's great news.

836

01:48:12.179 --> 01:48:20.939

Uh, please convey our appreciation to the foundation as always for their support and, uh, we certainly look forward to working even closer with you and.

837

01:48:20.939 --> 01:48:27.538

And look at for even greater returns, because that's not both because this happens here.

838

01:48:27.538 --> 01:48:31.408

Right. Okay. Yeah Thank you. Thank you.

839

01:48:31.408 --> 01:48:38.189

Okay, if there's no other business, I would call the Germans of.

840

01:48:38.189 --> 01:48:43.498

This committee do I need to have a.

841

01:48:43.498 --> 01:48:47.099

Oh, can I just join it?

842

01:48:48.599 --> 01:48:51.748

So the motion.

843

01:48:51.748 --> 01:48:56.819

Some of that we adjourn. 2nd then Dr brown.

844

01:48:56.819 --> 01:49:01.559

And it's fair to make a motion. Thank you all those in favor. Say, aye aye.

845

01:49:01.559 --> 01:49:10.948

The day bye, thank you.

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846

01:49:10.948 --> 01:49:12.298

The, like.