

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

**DRAFT AGENDA
(as of 11.17.21)**

- CALL TO ORDER Ms. Shavonne Gordon, Chair
- ROLL CALL
- INVOCATION (*Pastor Jasmyn Graham, Director of Campus Ministries*)
- APPROVAL OF AGENDA
- APPROVAL OF PREVIOUS MEETING MINUTES (if any)
- PRESIDENT’S REMARKS Dr. Makola M. Abdullah
- REPORTS AND RECOMMENDATIONS
- Office of Communications Dr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications
 - Recent Newsmakers
 - Third Party Credibility
 - Social Media Initiatives
 - Product Brand Returns

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

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

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REPORTS AND RECOMMENDATIONS

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

OTHER BUSINESS

ADJOURNMENT

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

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES
Friday, November 19, 2021**

CALL TO ORDER

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

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Shavonne Gordon
Mr. Edward Owens
Ms. Thursa Crittenden (*absent*)
Ms. Pamela Currey
Dr. Christine Darden
Mr. Glenn Sessoms (*electronic communication*)
Dr. Valerie Brown, Rector (*ex-officio*)
Ms. Brenda Stith-Finch, Chair, VSU Foundation

Administration Present:

Makola M. Abdullah, Ph.D., President
Dr. Donald Palm, Senior Vice President/Provost
Kevin Davenport, Vice President, Finance/Administration/CFO
Eldon Burton, Associate Vice President/Director, Government Relations
Shawri King-Casey, Senior Advisor to President, IEEC
Hubert D. Harris, Chief of Staff
Dr. Gwendolyn Dandridge, Associate Vice President/Director, Communications
Franklin Johnson, Jr., Director of Alumni Relations
William C. Sawyer, Major Gifts Officer
Dr. Annie C. Redd, Special Asst. to President/Board Liaison
Maurion Edwards, CIO/Technology Services
Tanya Simmons, AVP, Human Resources
Alexis Brooks-Walter, AVP, Enrollment Management
Adrian Petway, AVP, Budget & Finance

Legal Counsel Present:

Cynthia Norwood, Assistant Attorney General

Others Present:

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

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

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

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

INVOCATION

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

APPROVAL OF AGENDA

The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

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

PRESIDENT'S REMARKS

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

REPORTS AND RECOMMENDATIONS

Government Relations

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

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

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

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

Office of Communications

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

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

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

Institutional Advancement

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

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

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

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

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and Tell Our Story

Priority 5: Financial Resources and Enhance Operational Effectiveness

ADJOURNMENT

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

Approved:



Chair

2/4/2022

Date