

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
2:00 P.M.; THURSDAY, NOVEMBER 16, 2023
Gateway Dining & Events Center
(on the campus of Virginia State University)**

(No Public Comment Period Scheduled)

DRAFT AGENDA

CALL TO ORDER Mr. Edward Owens, Chair

ROLL CALL

INVOCATION *(Pastor Seth Ahmad-McQueen, (Director of Campus Ministries))*

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- September 14, 2023 Committee Meeting

PRESIDENT’S REMARKS Dr. Makola M. Abdullah

REPORTS AND RECOMMENDATIONS

- Government Relations.....Mr. Eldon Burton
Director, Government Relations

- Sponsored Programs.....Dr. Milton O. Faison
Assoc. Vice Provost, Research & Economic Development

- Communications.....Dr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications

- Alumni Engagement.....Mr. Franklin Johnson-Norwood, Jr.

- Philanthropy Update Ms. Tonya S. Hall
Vice President, External Affairs

OTHER

BUSINESS

ADJOURNMENT

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
DRAFT MEETING MINUTES
THURSDAY, NOVEMBER 16, 2023**

CALL TO ORDER

Mr. Edward Owens, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 2:12 p.m. at the Gateway Dining and Events Center.

ROLL CALL

A quorum was present.

Mr. Edward Owens, Chair
Mr. Victor Branch (Vice Chair)
Dr. Joseph Chase, Jr.
Ms. Pamela Currey
Mr. Kishore Thota
Dr. Valerie K. Brown

Ms. Currey participated by electronic communication from Quinton, VA, due to personal reasons.

Legal Counsel Present:

Cynthia Marquez, Senior Assistant State Attorney General

Other Members Present:

Dr. Robert Denton, Jr.
Dr. Leonard Haynes, III
Ms. Daphne Meeks
Mr. William Murray

Board Appointments:

Dr. Leonard Githinji, Faculty Representative
Ms. Kailyn Haye, Student Representative

Administration Present:

Dr. Makola M. Abdullah, President
Dr. Tia Minnis, Interim Provost/Vice President for Academic and Student Affairs
Ms. Tonya S. Hall, Vice President for Advancement and External Engagement
Mr. Kevin Davenport, Senior Vice President for Finance & Administration/Chief Financial Officer
Ms. Shawri King-Casey, Vice President for Institutional Integrity & Compliance
Tanya Simmons, AVP, Human Resources/OHR.
Dr. Alexis Brooks-Walter, Vice President for Student Affairs/Enrollment Management
Dr. Annie C. Redd, Chief of Staff/Director, Board Operations & Relations
Mr. Maurion Edwards, C.F.O. Technology Systems
Dr. Robert Corley, III, College of Agriculture
Dr. Michelle Corley, Provost Office
Dr. Gwendolyn Williams-Dandridge, Communications

Legal Counsel:

Cynthia Marquez, Senior Assistant Attorney General

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President's Office Staff:

Danette Johnson
Debbie Jefferson
Tina Cabrera
Rodney Hall

Other's Present:

Mr. Maurion Edwards, C.F.O. Technology Systems
Dr. Robert Corley, III, College of Agriculture
Dr. Michelle Corley, Provost Office
Tiffany Gullins
Franklin Norwood-Johnson
Eldon Burton
Dr. Milton O. Faison

INVOCATION

Chair Edward Owens invited Pastor Seth Ahmad-McQueen to offer the invocation.

APPROVAL OF AGENDA

The Chair called for the approval of the agenda. The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

The Chair requested a motion to approve the minutes of the previous meeting on September 14, 2023. The Committee approved the previous meeting minutes by voice vote.

PRESIDENT'S REMARKS

President Abdullah thanked the Chair and Committees for their outstanding efforts. The President is proud and honored that they represent Virginia State University (VSU).

REPORTS AND RECOMMENDATIONS

GOVERNMENT RELATIONS

Mr. Burton gave an overview of the revamped Town and Gown style of meetings, most recently meeting with Chesterfield County and Petersburg. He announced that VSU will host a legislative reception on November 30th and highlighted several Trojans elected or re-elected for statewide office. Mr. Burton indicated that we look forward to the release of the Governor's proposed budget and the General Assembly convening in January.

SPONSORED PROGRAMS

Dr. Faison presented on a new division within his office that will grow the portfolio of proposals; this also includes a statistics counseling center. We are also in collaboration with Virginia Tech for economic and

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community engagement. Dr. Faison explained the differences between the Office of Research Development (ORD) and the Office of Sponsored Research and Programs (OSRP). Dr. Faison presented grant metrics: 144 grants were submitted, and \$17 million has been awarded to VSU.

COMMUNICATIONS

Dr. Dandridge gave an overview of the new advertising strategies, specifically those that have been highly successful in attracting new students to VSU. For instance, VSU was featured in Insight Success magazine, a business-focused magazine that reaches 100,000 people. VSU purchased an ad in the NBL All-Star program magazine, and the VSU logo was on display at the HBCU night at the Orioles stadium. ESPN visited campus and recorded Black College Live to feature VSU for an episode. Our overall VSU exposure equals \$880,000, which the University did not have to purchase. Dr. Dandridge shared information on the HERO program, which aired on NBC and CBN news networks. She gave an overview of maintaining and managing crisis communications, especially the most recent shooting of VA State Officer Bruce Foster. Dr. Dandridge provided an update on branding updates to the campus. The royalties of sale from branded VSU items total \$75,600 to date.

ALUMNI ENGAGEMENT

Mr. Johnson-Norwood presented an overview of Homecoming activities and the successes of changing a few traditions. A few comments received from the post-homecoming survey were shown, with a 54% increase in responses. The Homecoming giving challenge raised \$227,400. Mr. Johnson-Norwood highlighted young alumni Cody Mitchell, who donated \$5,000.00 in sponsorship for the 2023 First Lady's Golf Tournament. The Alumni Engagement office will create several new recognition societies to highlight more alums regardless of their class year.

PHILANTHROPY UPDATE

Ms. Hall gave an overview of the dashboard on current giving, which shows we are trending up in alumni donors. There have been 54 new alumni donors since Homecoming. The goal of Giving Tuesday this year is \$200,000.00. Ms. Hall hosted a Fireside chat on November 14th that engaged alumni, VSU faculty/staff, and constituents on fundraising opportunities.

ADJOURNMENT

With no further business, Chair Owens called a motion to adjourn the meeting. The motion was received, properly seconded, and the Committee voted by voice. The Chair adjourned the meeting at approximately 3:25 pm.

Approved:

Chair

Date