

The background of the slide is a photograph of the Virginia State Capitol building, featuring a large dome and a portico with many columns. An American flag is flying on a pole in front of the building.

Government Relations Update

Eldon Burton
Virginia State University
November 2023





LEGISLATIVE RECEPTION

WEDNESDAY, NOVEMBER 30TH

5:30 PM - 7:30 PM

MINGLE WITH ELECTED OFFICIALS
REPRESENTING THE REGION AT
LOCAL, STATE, AND FEDERAL LEVELS.



CONGRATULATIONS
to our
VSU TROJANS
who won their election for statewide office.



Lashrese Aird
Senate District 13



Rozia Henson
House of Delegates District 19



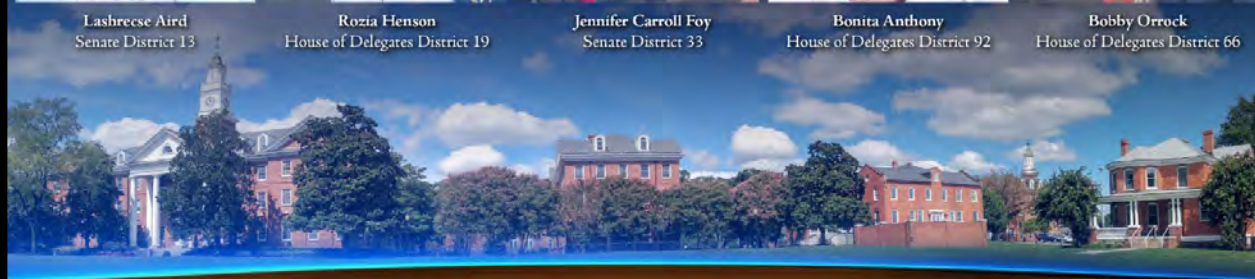
Jennifer Carroll Foy
Senate District 33



Bonita Anthony
House of Delegates District 92



Bobby Orrrock
House of Delegates District 66



**VIRGINIA STATE UNIVERSITY:
GREATER PUBLIC SERVANTS HAPPEN HERE.**

Budget Development

Agency Budget Preparation

August:
Dept of Planning & Budgeting (DPB) issues instructions to agencies

September:
Agencies generate & submit requests

Review & Recommendation

November:
Governor, DPB, Cabinet review

December:
Governor submits document & bill to General Assembly (GA)

Budget Deliberation

Legislative Action

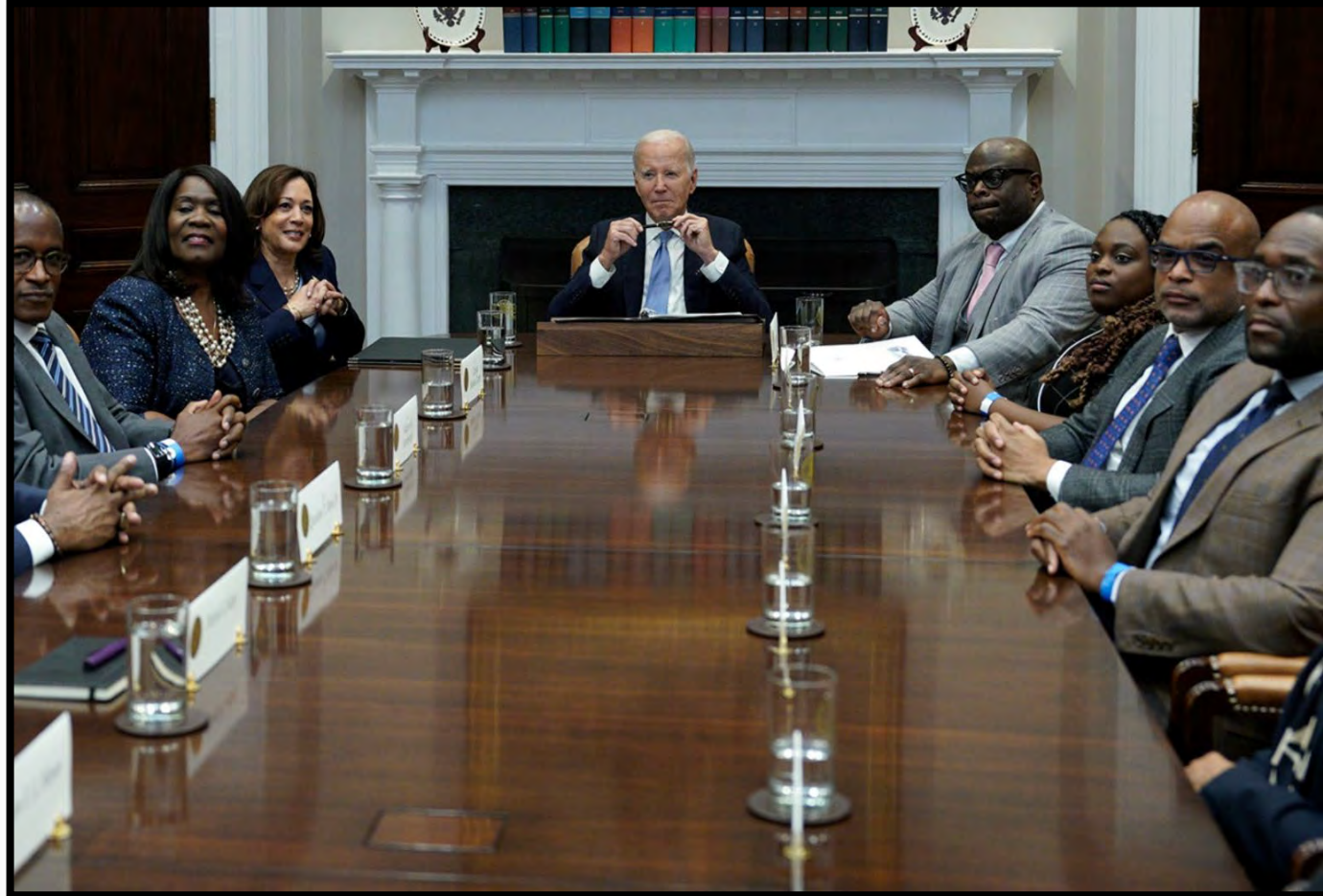
January:
Budget bills referred to money committees

February:
Senate & House produce competing budget proposals

March:
Conference Committee reports budget bills/
GA approves budget

Gov's Review

March:
Governor signs/vetoes/
vetoes items/or returns to GA with amendments





Division of Research and Sponsored Programs

M. Omar Faison, PhD,
Associate Vice Provost

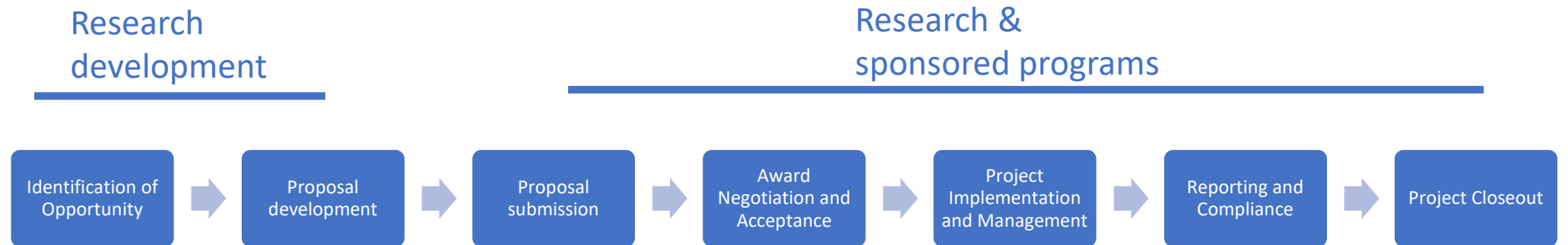
Priority 2: Sustain Academic Excellence

Objective 2.6: Increase faculty engagement in research and scholarly activity

Who are we?

- Office of Sponsored Research and Programs (OSRP)
- Office of Research Development (ORD)
- Centers
 - Statistics Consulting Center
 - Center for Social Data Analytics (USDA-funded)
 - Virginia i3 Regional Resilience Project (through Innovation, Inclusiveness, & Industry Competitiveness)
 - US-EDA University Center Collaboration
 - Collaboration with Virginia Tech's Center for Economic and Community Engagement

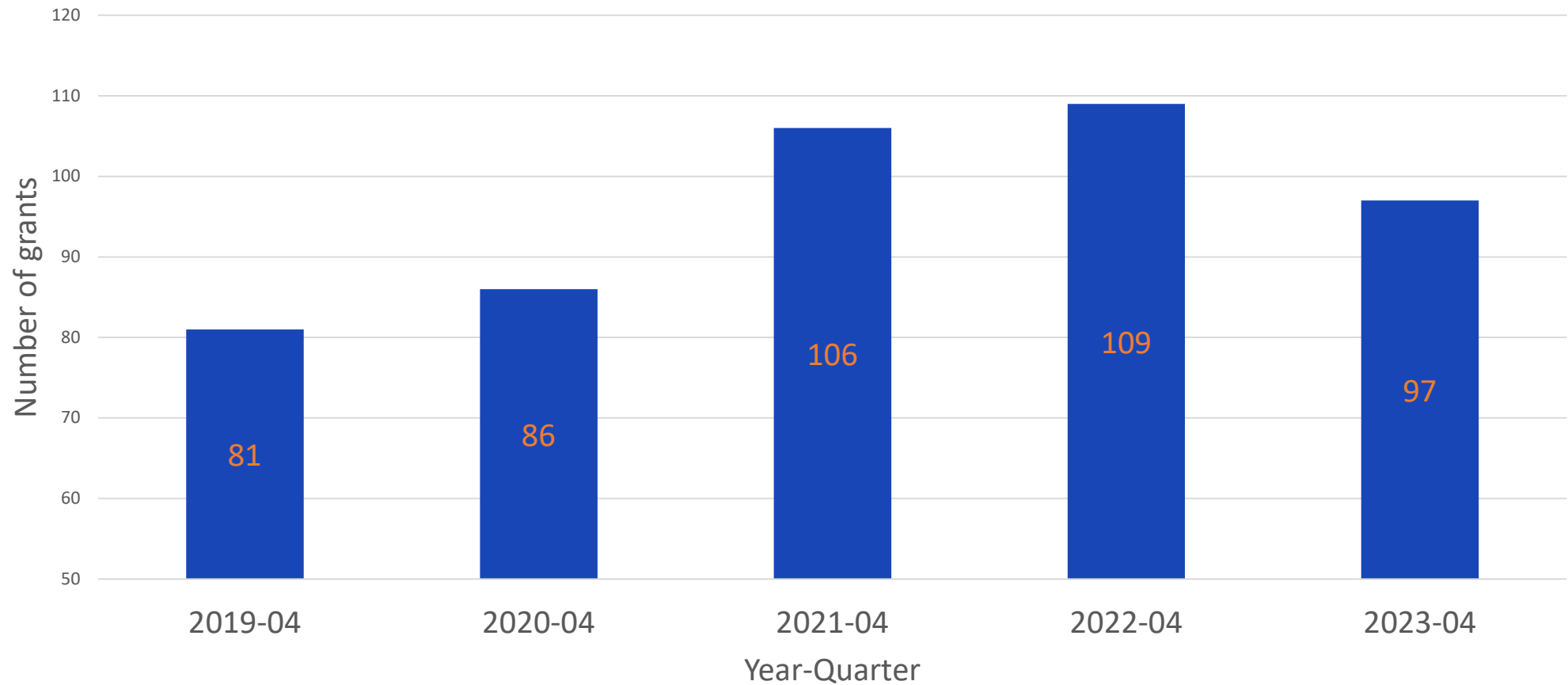
ORD vs OSRP, what's the difference?



Key metrics

- Grants in portfolio
 - Count of number of grants held on measurement date
 - Measure of faculty proposal activity and success
- Grant submission
 - Count of number of grants submitted through measurement date.
 - Measure of faculty proposal activity
- Sponsored programs expenditures
 - Money spent from grants on salaries, supplies, equipment, etc.
 - Measure of grant based activity
- Indirect costs recovered
 - Formula based funding based on expenditures to support infrastructure
 - Measure of grant based activity

Number of grants in the portfolio



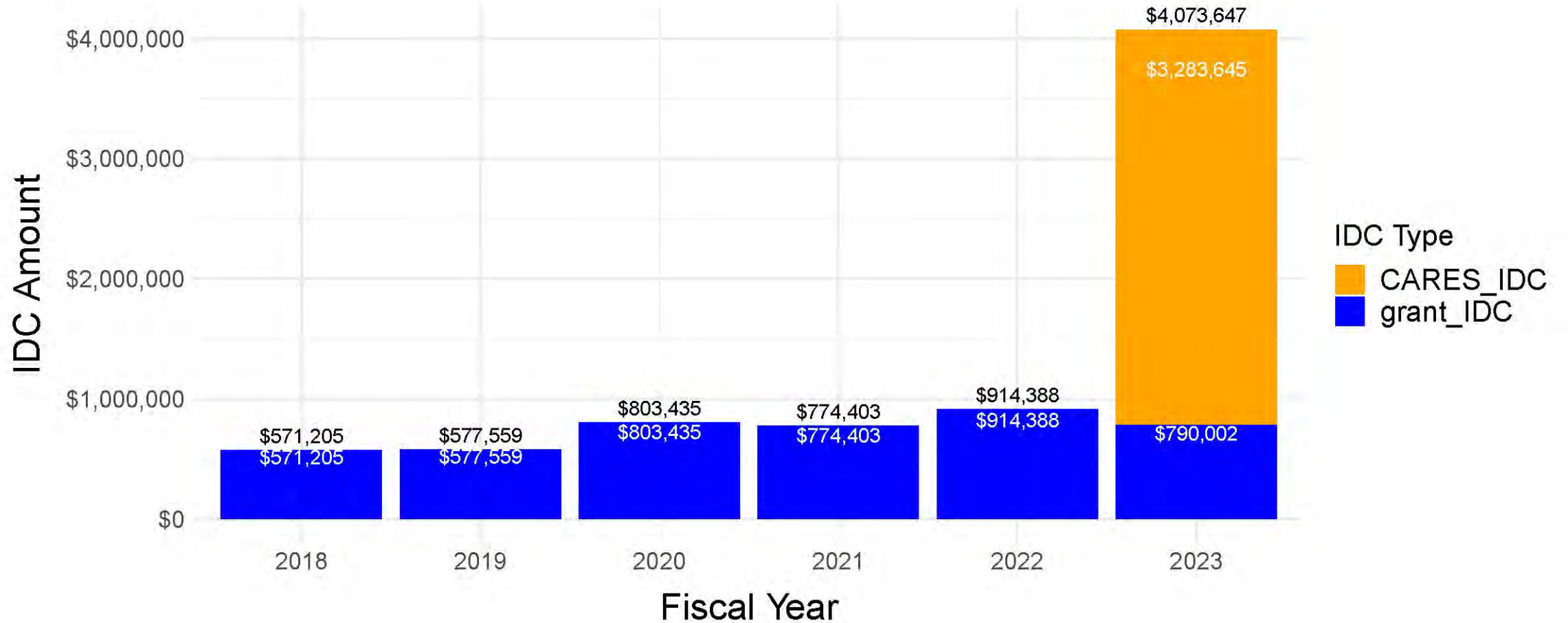
Proposals processed



Sponsored programs expenditures



Indirect costs recovered



Questions?

Office of Institutional Advancement

November 16, 2023



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Department of
Institutional Advancement



VIRGINIA STATE UNIVERSITY

“Preeminence with Purpose”

Institutional Advancement Priorities

**PRIORITY 4: DEFINE THE VSU BRAND AND TO TELL
OUR STORY**

**PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES
AND ENHANCE OPERATIONAL EFFECTIVENESS**



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Institutional Advancement





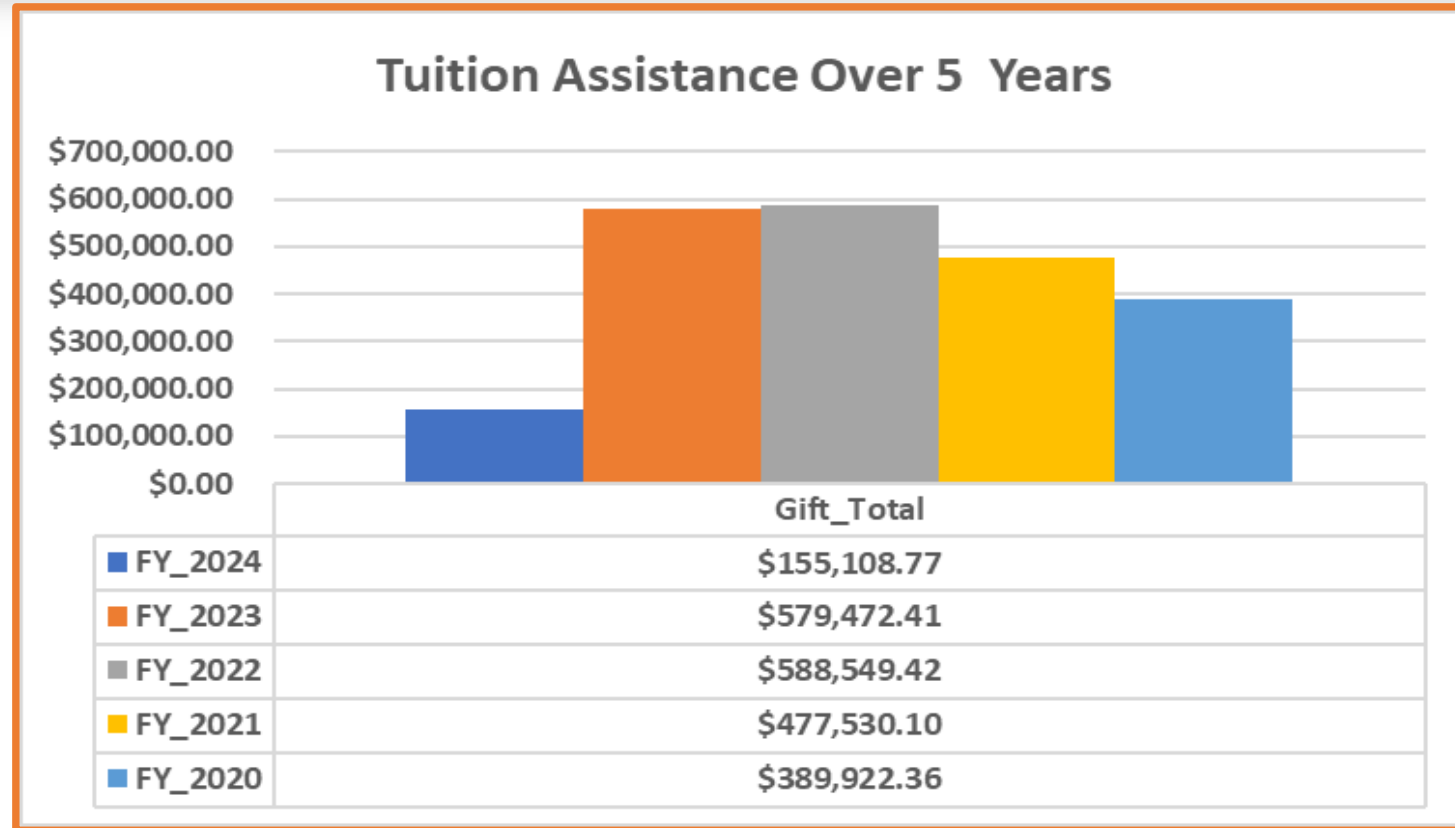
Since 1882

CURRENT DASHBOARD

as of November 13, 2023

	FY 2024		FY 2023			
	Dollars	Donors	Dollars	Donors	Difference Dollar	Difference Donor
Charitable	\$1,644,284.95	945	\$1,661,780.51	891	-\$17,495.56	54
ALUMNI	\$417,883.76	677	465,937.99	651	-\$48,054.23	26
ALUMNI ASSOC	\$19,355.06	2	8,350.00	8	\$11,005.06	-6
FACULTY/STAFF	\$22,323.54	43	\$26,352.45	50	-\$4,028.91	-7
CORP/FND/ORG	\$1,137,431.43	48	\$1,103,929.37	63	\$33,502.06	-15
FRIENDS-Individuals	\$46,079.16	158	\$52,635.70	114	-\$6,556.54	44
PARENTS	\$990.00	7	\$4,575.00	5	-\$3,585.00	2
STUDENTS	\$222.00	10	\$0.00	0	\$222.00	10

Tuition Assistance Over 5 Years



Tuition Assistance: FY23 Total dollars raised was **\$579,472.41**.

We have raised FY24 **\$155,108.77** or (27%) of the previous year's total a difference of **(\$424,363,64)**.



#GIVINGTUESDAY

December 1, 2020	November 16, 2021	November 29, 2022
\$58,824	\$81,789	\$189,610.76

Our Goal for FY24
\$200,000



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 Department of
 Institutional Advancement



CAMPAIGN UPDATE



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Department of
Institutional Advancement





The
**IMPACT OF
YOUR GIFT**
Join us for a
**FIRESIDE
CHAT**

Now, more than ever, your support makes a real impact on the lives of our students. Join the VP for Advancement and External Engagement, Tonya S. Hall for a fireside chat and learn how your generous gifts provide bright, promising, hard-working students the opportunity to fulfill their educational goals and make Greater happen in the world. This is also an opportunity to ask any burning questions you may have.

Date:
November 14,
2023

Time:
6:30 p.m. to
7:30 p.m. EST

Register at
<https://giving.vsu.edu/impact23>



Meeting invite and log in information will be sent after you complete the registration.

Imperative #1
Focus on Impact and Mission, Not Dollars

Imperative #2
Differentiate the Institution's
Value Proposition

MISSION MOMENTS



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Department of
Institutional Advancement



Final Thoughts





Virginia State University Office of Communications Board of Visitors Report November 16, 2023

Gwen Williams Dandridge, Assistant Vice President Of Communications

Priority 4: Define the VSU Brand and Tell Our Story:

Goal: Effectively demonstrate and communicate the value of Virginia State University

Outline

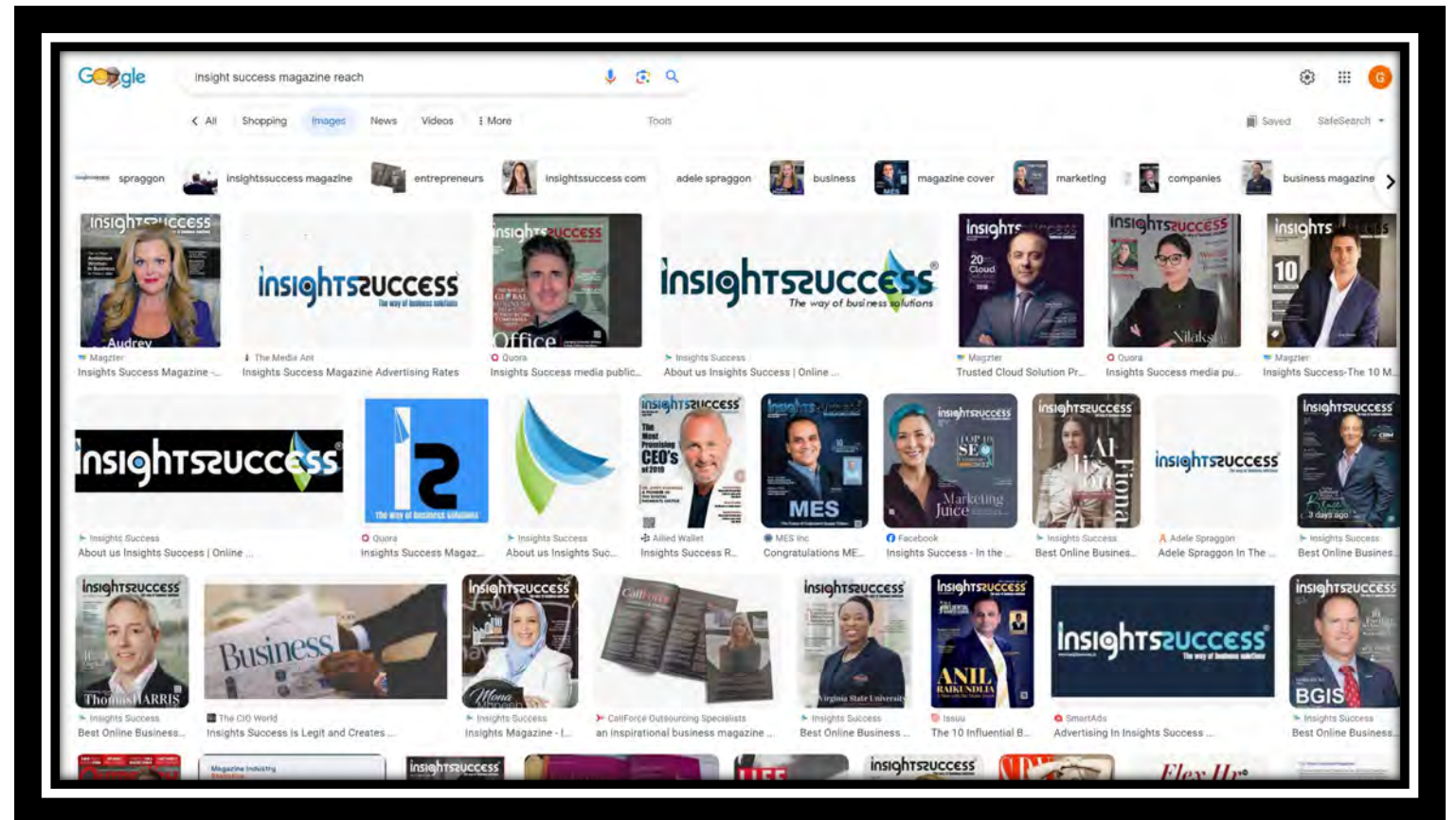
- VSU Advertising
- Successes
 - Campus
 - Media
 - Social Media
- Branding Updates
- Meet the Team
- Q and A



Advertising Initiatives

Adjusting the Strategy

"Insights Success is The Best Business Magazine in the world for enterprises. Being a progress-driven platform, it focuses distinctively on emerging as well as leading companies, their reformative style of conducting business, and ways of delivering effective and collaborative solutions to strengthen market share. Here, we talk about leaders' viewpoints & ideas, latest products/services, etc.."



Advertising Initiatives

Adjusting the Strategy



*Most Prestigious
Universities
Driving Student
Success and
Career Growth in
2023*

Advertising Initiatives

Adjusting the Strategy

Ad in Major League Baseball All-Star Game



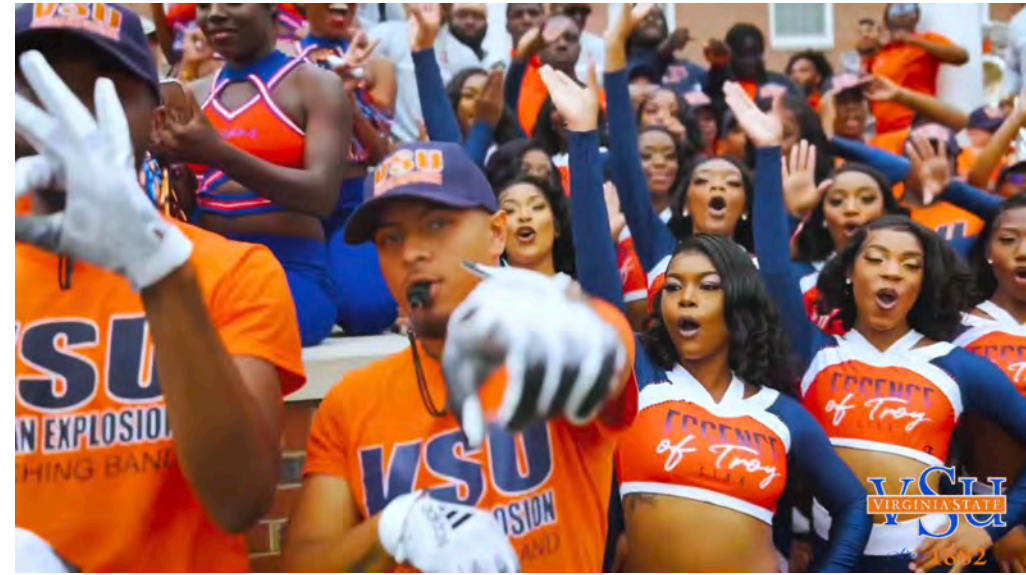
Advertising Initiatives

HBCU Night at the Baltimore Orioles Game



Media Successes

BLACK COLLEGE LIVE BROADCAST





Media Successes



February 2023
August 2023

Overall VSU Exposure

- 2.02 M viewers on tv
- 198K reach on FB
- 65K views on Twitter
- 11K on Instagram

2.3 M total

- 2 million viewers
- \$55K/30 Second Ad
- Valued at \$880K

Media Successes

Trojan Explosion on Fox Sports



Student Teacher Coverage



Media Successes

STRATEGIES

Soccer Story → Band Ranking

Housing Update

WTVR.com

Virginia State University's Marching Band ranked among best in the country

1 month ago



NBC12

ESPN ranks VSU's marching band as No. 3 in the nation

1 month ago



The Progress Index

VSU's 'Trojan Explosion' explodes in the ranking for the nation's best HBCU band

1 month ago



Richmond Free Press

VSU marching band is 3rd in the nation, ESPN says

4 weeks ago



HBCU Gameday

Virginia State University marching band has eyes on Atlanta

1 month ago



Commencement Video

- 14.5K Views
- 1K Likes
- 45 Comments

Abdullah Partners with Woo Woos

- 2 Million Views
- 149K Likes
- 1.5K Comments
- 14.1K Shares

New Strategy



Branding Updates

Commencement



Branding Updates

Trestle



Branding Updates

Front Entrance Sign



Back of New Scoreboard

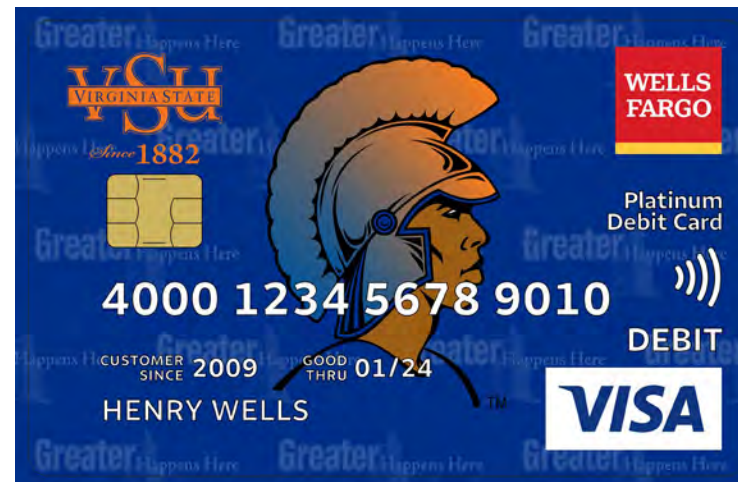


Branding Updates

One Card



VSU Credit Card



Branding Updates

SALES OF VSU-BRANDED ITEMS Highest in VSU History

ROYALTIES

2017: 31.6K
2018: 36.5K
2019: 31.4K
2020: 35.3K
2021: 49.2K
2022: 58.7K
2023: 75.6K

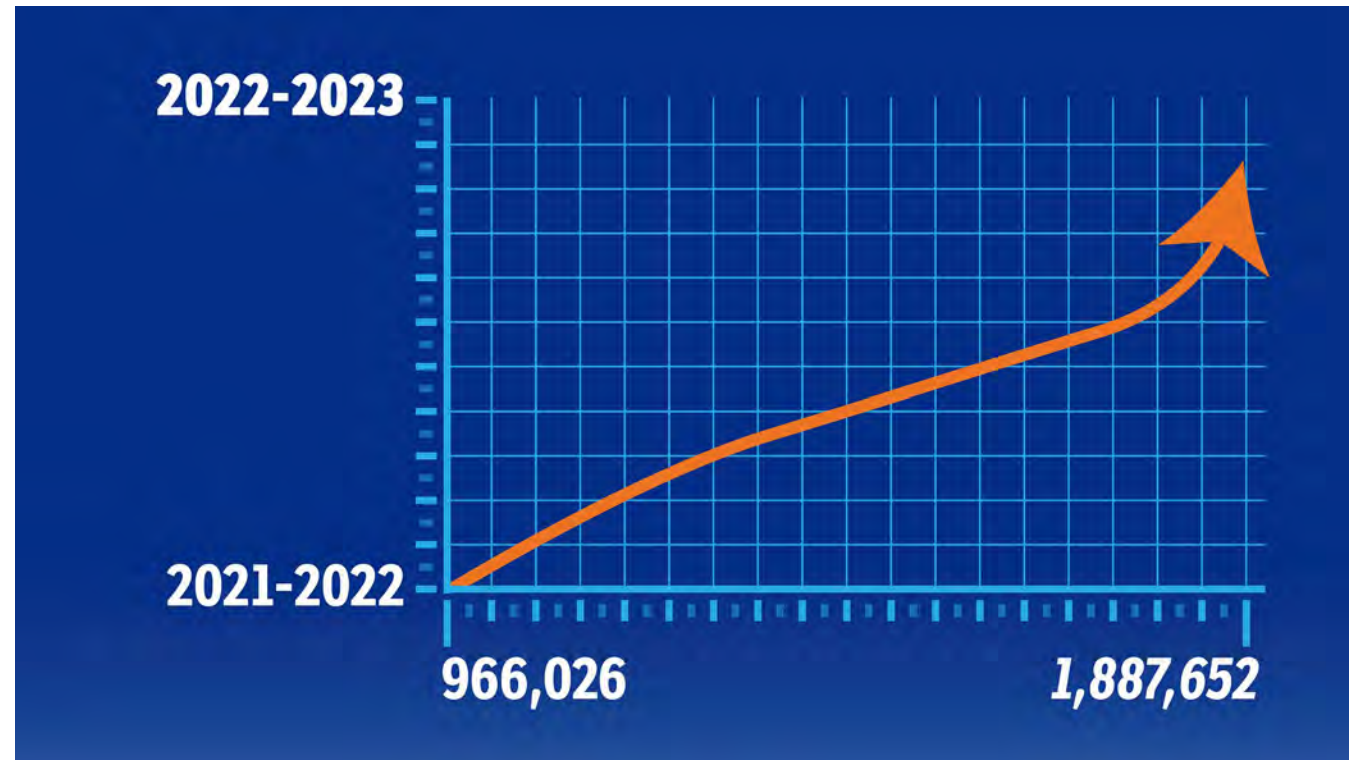


Branding Updates

GREATER HAPPENS HERE

Visits to the VSU Front Page

Approx: 100% Increase

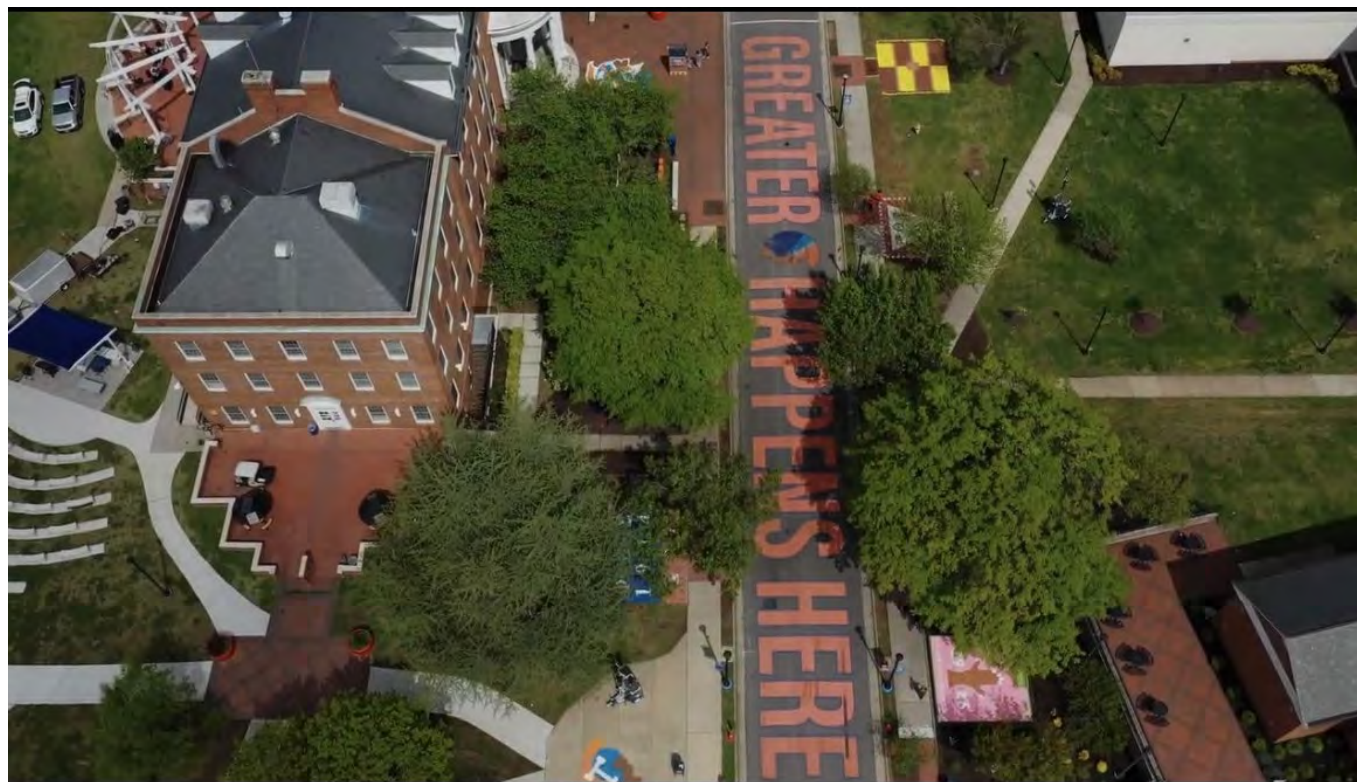


Branding Updates



Branding Updates

GREATER HAPPENS HERE



Meet the Team



VSU
VIRGINIA STATE
Since **1882**

Greater Happens Here

Office of Communications and
University Relations

Outline

- VSU Advertising
- Successes
 - Campus
 - Media
 - Social Media
- Branding Updates
- Meet the Team
- Q and A





Virginia State University Office of Communications Board of Visitors Report November 16, 2023

Gwen Williams Dandridge, Assistant Vice President Of Communications

Priority 4: Define the VSU Brand and Tell Our Story:

Goal: Effectively demonstrate and communicate the value of Virginia State University

Office of Alumni Engagement Update

Franklin Johnson-Norwood
Director of Alumni Engagement

November 16, 2023





Since 1882

Homecoming 2023 Recap



Homecoming 2023 Survey

Absolutely a wonderful time!
Plenty of food, drinks, great music and Trojan Love

Thank you for also providing quality restroom facilities.

The new location was lovely. The President is a great host and the Advancement team always makes us feel appreciated as Donors.

It was my first time attending the President Tailgate and was quite impressed and will be in attendance next year.

The gentlemen ushers added a special touch. The VSU president and first lady are the greatest.

Homecoming Giving Challenge

**THANK YOU FOR
YOUR SUPPORT!**

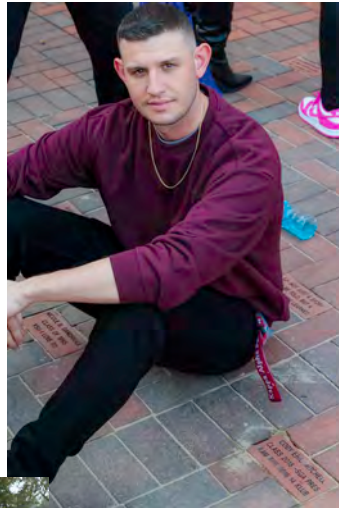
HOMECOMING 2023 GIVING
CHALLENGE FINAL TOTAL

\$227,406

TOTAL RAISED BETWEEN
OCTOBER 5, 2023 TO OCTOBER 15, 2023



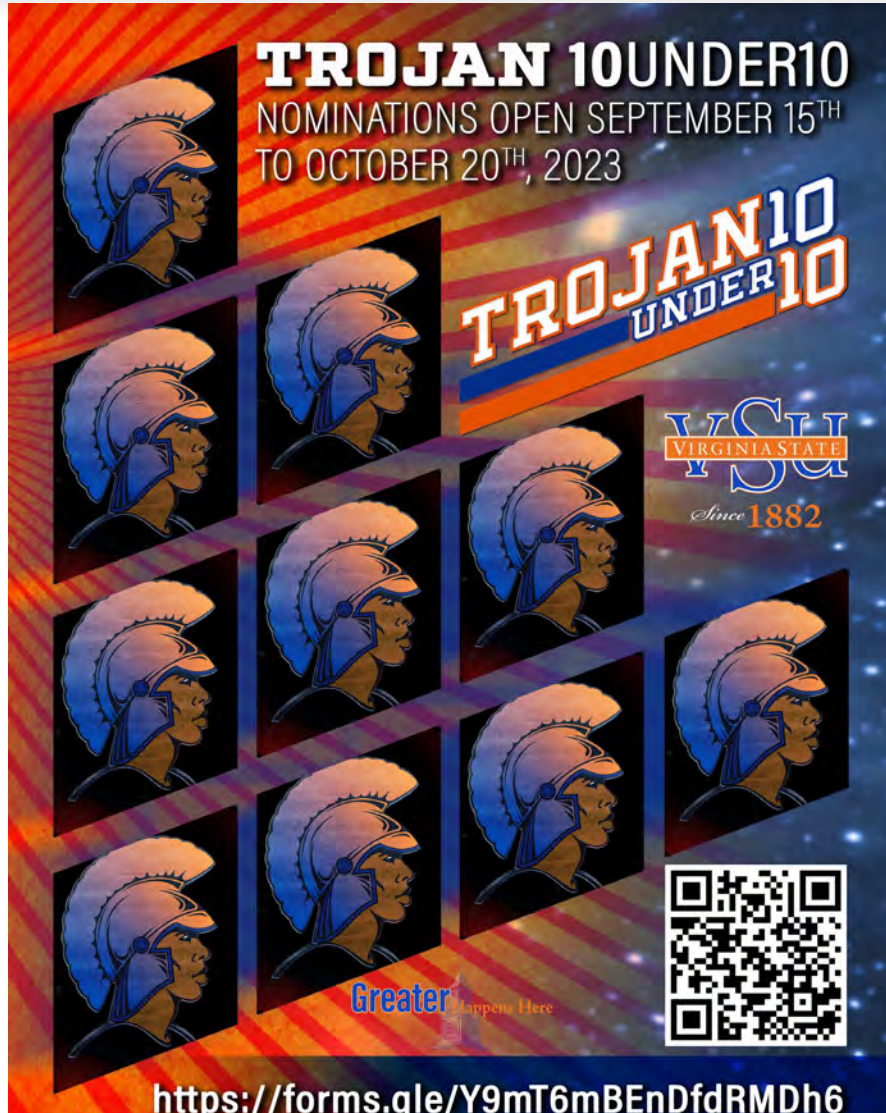
Alumni Spotlight



- Cody E. Mitchell is a 2018, summa cum laude, graduate from Virginia State University, VSU, with a Bachelor of Science in Criminal Justice and Bachelor of Arts in Sociology.
- While attending VSU, he was initiated into the Alpha Phi (E) Chapter of Kappa Alpha Psi Fraternity Inc.
- While at VSU he was the Student Government Association President and Student Representative on the Board of Visitors, 2017-2018
- 10 Under 10 and Young Trojan
- Signature Sponsor at \$5000.00 for First Lady's Annual Golf Tournament.



Alumni Recognition Societies



TROJAN 10 UNDER 10
 NOMINATIONS OPEN SEPTEMBER 15TH
 TO OCTOBER 20TH, 2023

TROJAN 10 UNDER 10

VIRGINIA STATE
 Since 1882

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<https://forms.gle/Y9mT6mBEnDfdRMDh6>



**INTRODUCING
 THE LOYAL SONS AND DAUGHTERS
 AWARD**

The Office of Alumni Engagement proudly announces the highly anticipated Loyal Sons and Daughters Award. Experience is your superpower, and we will recognize professionals, innovators, leaders, disruptors, and business visionaries who are profoundly impacting their respective fields 11 years post-graduate from their first degree earned at Virginia State University.

The Loyal Sons and Daughters recognition provides inspiration for others to follow in their footsteps, fostering a sense of *GREATER* empowerment and excellence within the Land of Troy for years to come.

Additional information will be forthcoming. The awards celebration will take place in May during Alumni Weekend.