

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING MINUTES
Gateway Dining & Event Center
November 17, 2017**

CALL TO ORDER

Mr. Xavier Richardson, Committee Vice Chair, called the meeting of the Virginia State University (VSU) Board of Visitors (Board) Institutional Advancement (IA) Committee to order in Salon C, Gateway Dining and Event Center, on the VSU campus at approximately 12:30 p.m.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Jennifer Hunter (*absent*)
Ms. Thursa D. Crittenden
Ms. Pamela Currey (*absent*)
Dr. Daryl C. Dance
Mr. Michael Flemming
Dr. Alma C. Hobbs
Mr. Paul Koonce
Mr. Xavier Richardson
Mr. Harry Black, Rector (*ex-officio*)

Other Board Members Present:

Mr. Huron F. Winstead, Vice Rector

Administration Present:

Dr. Makola Abdullah, President
Ms. Reshunda Mahone, Vice President for Institutional Advancement
Ms. Durba Chatterjee, Associate Vice President for Institutional Advancement
Ms. April Edwards, Administration Asst. to the Vice President for Institutional Advancement
Dr. Annie C. Redd, Special Assistant to the President/Board Liaison
Dr. G. Dale Wesson, Vice President for Research and Economic Development

Legal Counsel Present:

Ramona Taylor, University Legal Counsel

APPROVAL OF AGENDA

The motion was made and carried for the approval of the Agenda.

REPORTS AND RECOMMENDATIONS

Reshunda Mahone discussed the 2018 Opportunities of Excellence and distributed calendars to the attendees. She provided insight on how the calendar would be planned out and how Board members could utilize them in meetings. Ms. Mahone asked if there were opportunities for

Board members to engage in events. The goal of these events is to promote VSU outside of the region and to bring new prospects to the table. Dates must be identified in order to move the process forward.

Vice Chair Richardson encouraged Board members to tell the story of VSU. The goal is to generate dollars but to also create contacts. The Vice Chair asked members to think about separate events or joint events to provide fundraising and networking opportunities for President Abdullah.

Michael Flemming volunteered to host events in various locations to include Washington, DC, Smithfield, VA, and Northern Virginia. Paul Koonce also volunteered to host an event, lunch or dinner in Richmond. Additionally, Harry Black volunteered to host a meet & greet for President Abdullah in Cincinnati, OH, and to pull resources from Baltimore to Cincinnati. Institutional Advancement staff will partner with Board members in identifying prospects. The primary focus of these events is to promote fundraising and networking.

Ms. Mahone informed attendees that marketing tools are being utilized. Dr. Hobbs inquired as to whether there would be marketing to inform students about funding in the College of Agriculture. She has received calls requesting that she use the money for other purposes; however, she is interested in accessing the funds and using them for their intended purposes. The IA staff will review the fund's records and respond to Dr. Hobbs.


Discussion followed regarding initiatives to be carried out before the end of the year. All things related to the Academic Center for Excellence (ACE) tie directly into the KPIs. Mr. Richardson suggested Board members assist by informing University IA staff of opportunities for potential funding sources and direct donations.

In regards to those hosting events, Mr. Richardson asked that the hosts provide feedback to Ms. Mahone and the IA staff regarding what worked and what did not work.

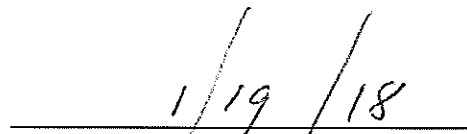
Ms. Crittenden complimented the Committee because it is focused, active in the process, and moving forward. The Committee will identify new programs or personal resources.

ADJOURNMENT

There being no further business, Vice Chair Richardson adjourned the meeting at 1:02 p.m.



Xavier Richardson, Vice Chair
11/29/17/ale/acr



Date