



VCU

**VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

December 13, 2019 – 11:15 a.m.**

**James Branch Cabell Library
901 Park Avenue – Room 303
Richmond, Virginia**

OPEN SESSION AGENDA

- 1. CALL TO ORDER** G. Richard Wagoner Jr. *Chair*
- 2. APPROVAL OF AGENDA** G. Richard Wagoner Jr. *Chair*
- 3. APPROVAL OF MINUTES** G. Richard Wagoner Jr. *Chair*
(September 13, 2019)
- 4. INTRODUCTIONS AND DASHBOARD REVIEW** G. Richard Wagoner Jr. *Chair*
- 5. GOVERNMENT RELATIONS UPDATE** Mr. Matthew Conrad, *Executive Director of Government Relations*
Ms. Karah Gunther, *Executive Director Government Relations and Health Policy*
- 6. PUBLIC RELATIONS AND MARKETING UPDATE** Ms. Pamela D. Lepley, *Vice President for University Relations*
- 7. DEVELOPMENT AND ALUMNI RELATIONS UPDATE** Mr. Jay Davenport, *Vice President for Development and Alumni Relations*
- 8. CLOSED SESSION – Freedom of Information Act Sections 2.2-3711 (A)(9)**
 - a. Named Fund and Spaces Report Mr. Jay Davenport, *Vice President for Development and Alumni Relations*
 - b. Approved Named Funds Under \$50,000 Mr. Jay Davenport, *Vice President for Development and Alumni Relations*
 - c. Top Gifts Mr. Magnus Johnsson, *Senior Associate Vice President for Development*

9. RETURN TO OPEN SESSION

Resolution of Certification

Ms. Shannon Gravitt, *Senior Executive Assistant to the Vice President*

10. ADJOURNMENT

G. Richard Wagoner Jr. *Chair*

**** All start times for Committees and the Board are approximate only. Meetings are sequential in the order appearing. Meetings may begin either before or after the listed approximate start time as committee members are ready to proceed.**



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
11:15 A.M.
SEPTEMBER 13, 2019
JAMES CABELL LIBRARY
901 PARK AVENUE, ROOM 303, RICHMOND, VIRGINIA**

MINUTES

COMMITTEE MEMBERS PRESENT

G. Richard Wagoner Jr., *chair*
Tyrone E. Nelson, *vice chair*
Carolina Espinal
Robert D. Holsworth, Ph.D.

COMMITTEE MEMBERS ABSENT

Stuart Siegel

OTHERS PRESENT

Matthew A. Conrad
Jay E. Davenport
Ashley M. Hood
Magnus H. Johnsson
Pamela D. Lepley
Samantha W. Marrs
Staff from VCU

CALL TO ORDER

Mr. Richard Wagoner Jr. called the meeting to order at 11:03 a.m.

APPROVAL OF MINUTES

Mr. G. Richard Wagoner Jr. asked for a motion to approve the minutes of the May 10, 2019 University Resources Committee, as published. After motion duly made and seconded the minutes of the May 10, 2019 University Resources Committee were unanimously adopted. A copy of the minutes can be found on the VCU website at the following webpage <http://www.president.vcu.edu/board/committeeminutes.html>.

REPORTS AND RECOMMENDATIONS

Government Relations

Ms. Ashley Hood, Senior Director, State Government Relations and Mr. Matthew Conrad, Executive Director of Government Relations, provided an update.

1. State
 - 6-year Plan, Op-6 8/13/19
 - Governor's Budget Development
 - Upcoming Elections
 - COPN Workgroup
2. Federal
 - Thought Leadership: Congressional Testimony
 - President Rao visits to DC
 - Congresswoman Spanberger at VCU 8/12/19
3. Local
 - New Director of Gov't and Community Relations 9/3/19
 - NH/Boulevard
 - Taxable Developments

Development and Alumni Relations

Mr. Jay Davenport, Vice President for Development and Alumni Relations provided a review of the fundraising metrics and updates including:

- Overview of the Make It Real Campaign, stating that it was on target to be the best year in the capital campaign with an increase of \$124.8M to date with \$9.2M in new gifts and pledges this year. The campaign has raised \$770M surpassing the \$750M goal.
- Overview of the launch of a \$50M scholarship campaign this fall called Invest In Me. There will be substantial collateral and marketing around this campaign where the focus is on helping VCU's students through need-based, merit, and talent scholarships.

University Relations

Ms. Pamela Lepley, Vice President for University Relations provided the following updates:

Dashboard Highlights

Public relations and marketing communications goals for Fiscal 2019 are focused on raising institutional brand awareness and reputation among national and regional audiences. The Make it Real paid campaign also supports undergraduate in-state and out-of-state student recruitment.

New earned media goals focus on the quality of national media coverage:

- “Top tier” national media hits
- Baseline of media hits that “tell our story,” versus a quote or mention
- Baseline of coverage in markets where we target undergraduate recruitment

Owned media goals focus on strengthening our creative storytelling while developing a larger readership through improved distribution channels, particularly the VCU News email newsletter and the VCU News site.

Shared media goals:

- Navigate changes in social media platforms that reduce reach of institutional posts
- Supplement organic social media strategy with a paid strategy to extend reach
- Focus on our governance role by helping VCU units prepare for exterior threats, including bots

Public Affairs and Marketing Highlights

Metric goals are on track to meet or exceed goals through third quarter of FY 19.

Spring 2019 Commencement

- Raise institutional brand awareness and reputation for the university and its academic health center through integrated public relations and marketing communications
 - Some public relations metrics will not be final until mid-August. Topline metrics to-date include:
 - More than 36,000 earned media hits; about 27,000 of those national media hits
 - 23.7 billion media hit impressions
 - More than 97% positive-neutral media coverage tone
 - Nearly 14 million VCU homepage views
 - 9.6 million VCU social media engagement
 - Owned and shared media exceeded targets. Earned media fell short of stretch targets for several reasons:
 - A change in media monitoring services that more accurately reflect traditional media audience numbers/impressions (print outlets, especially, continue to lose circulation and establish paywalls on their digital platforms that limit “eyeballs”)
 - The media relations unit was short-staffed this year with several members on extended leave
 - The FY19 targets were based on an exceptional FY 18 – an outlier in several years of monitoring
 - Earned media coverage continues to trend upward when accounting for the outlier FY 18 numbers
- Executive communications to advance all presidential and FY 2019 Quest implementation priorities, with an emphasis on student success
 - 72 percent of executive communications pieces for the year included strategic student success language (83/116)

- Student success messages were widely circulated via the president's blog (7,021 views) and social media channels (50,207 views).
 - President conducted congressional visits and editorial meeting with Chronicle of Higher Education
 - University Relations worked closely with government relations and Strategic Enrollment Management on legislative testimony to tell VCU's story of student success on Capitol Hill
 - VCU's first commencement to be held at the Greater Richmond Convention Center received accolades from students, parents, guests, BOV members, alumni and other key stakeholders. It was a monumental task to move a 10,000-person event from a venue that had served for decades as a VCU's commencement home to a new location
- Make it Real in-state and out-of-state recruitment marketing plan, in partnership with Strategic Enrollment Management
 - The Make it Real institutional/student recruitment campaign reached 120 percent of its total impressions goal, reaching 119 million impressions against a goal of 101 million.
 - Conversion rate of 1.41% exceeded goal of greater than 0.1%
 - Click-thru-rate of 0.91% surpassed industry average of 0.8%.
 - 25% increase in hits to the advertising web site landing page over the previous year
 - 65% of website hits originated from outside of VA (up from 30% previous year).
 - Freshman applications were up 3.1% over last year. As of Aug.9 there was a 4.6% increase in freshman out-of-state offers accepted and a 5.8% increase in out-of-state students enrolled

ADJOURNMENT

There being no further business, Mr. Richard Wagoner Jr. adjourned the meeting at 12:15 p.m.

Virginia Commonwealth University

Board of Visitors, University Resources Dashboard

FY2020

Issue	Quest Theme	Owner	FY20 Goal	Progress toward Goal	% Progress toward goal	Risk	Notes
Value of New Gifts and Pledges	V	DAR	\$100	\$24.42	24%	Green	
Percentage of Alumni giving	V	DAR	8.0%	2.71%	34%	Green	
Earned Media Hits (total)**	V	UR	53,500	36,089	67%	Green	
National Media Hits	V	UR	32,500	26,950	67%	Green	
Earned Media Impressions (B)	V	UR	36.5	23.7	65%	Green	
Media Coverage Tone (positive/neutral)**	V	UR	90%	97.0%	<i>Exceeds</i>	Green	
VCU Social Media Engagement (M)	V	UR	5.73	9.80	<i>Exceeds</i>	Green	
MIR Recruitment and Institutional Campaign paid media impressions, all channels (M)	V	UR	101.0	101.00	<i>Exceeds</i>	Green	
Digital CTR (Click thru rate)	V	UR	>0.8%	0.89%	<i>Exceeds</i>	Green	

Footnotes:

Government Relations does not use benchmark data to measure success of activity or progress toward goals.

**Percentage of positive and neutral articles vs. negative.

Overall PR standard 75-80%

GOVERNMENT RELATIONS

**Board of Visitors Executive Summary
December 2019**

PRESENTATION TITLE: Government Relations	
Presenter Name and Title: Matthew Conrad, Exec. Dir. of Gov't and Board Relations; Karah Gunther, Exec. Dir. Of Gov't Relations and Health Policy	
Responsible University Division: Government Relations BOV Committee: University Resources Committee	
Quest Theme(s) and Goal(s) to be Addressed:	
Key Presentation Messages [Limit presentation to 5 min]	<ol style="list-style-type: none"> 1. State Update 2. Federal Update 3. Local Update
Governance Implications	
Governance Discussion Questions	<ol style="list-style-type: none"> 1. 2. 3.
Next Steps for Management (Responsible Division Head; Timeframe for Action)	
Next Steps for Governance (Responsible Board Member; Timeframe for Action)	

Government Relations Pre-read Materials

Government Relations December Update

1. State
 - 2019 Election Recap & Implications for VCU/VCUHS
 - FY21-22 Budget Preview
 - 2020 GA Session Preview
2. Federal
 - CMS Rulemaking Affecting VCUHS
 - Higher Ed Reauthorization
3. City
 - 5th District Election
 - Taxable Development Partnership

Public Relations and Marketing Communications

Metric (As of Oct. 31, 2019)	FY 19 Actual	FY20 Goal	FY20 Actual	% of goal
Earned Media Hits*				
• Media Hits (total)	36,089	37,000	8,622	23%
• National Media Hits	26,950	27,500	5,918	22%
• Top Tier National media hits	190	200	86	43%
Earned Media Impressions (in billions)	23.7B	24.5B	11.3B	46%
Media Coverage Tone (positive/neutral/balanced)**	97%	90%	88.6%	below goal
Social Media				
• VCU social media engagement (in millions)	9.6M	9.8M	4.8M	23%
MIR Recruitment and Institutional Campaign				
• Combined Make it Real and Co-op campaigns paid Impressions (in millions)	N/A	101.7M	47M	On track

*Hits/Impressions do not include Athletics coverage, except where Athletics became news in itself

**Percentage of positive and neutral/balanced articles vs. negative

*** New metric for FY 19 – benchmarks to be set

Definitions: Impressions are the number of times content is displayed. Engagement is the number of interactions people have with content (e.g. likes, comments, shares, retweets, etc.). Followers are subscribers to an individual or organization social media account. Media hits are content passed by an editorial filter that is published/broadcast in traditional and digital media. Owned media are communications channels under VCU’s central control (VCU News Center).

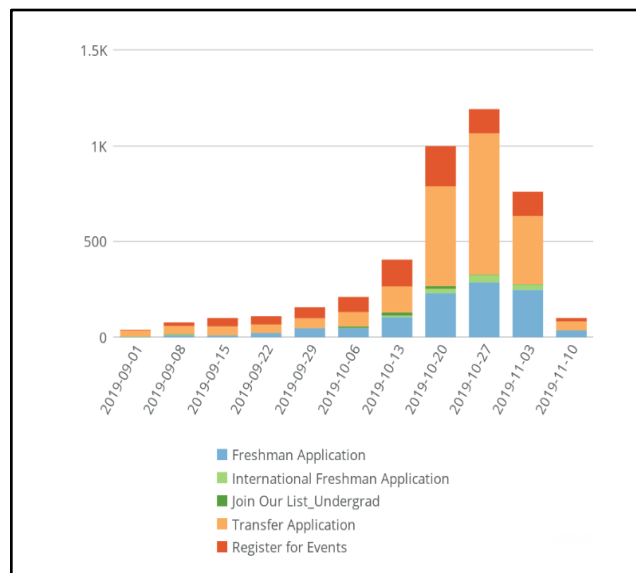
Public Relations and Marketing Summary (Oct. 31, 2019)

Raise institutional brand awareness and reputation for the university and its academic health center through integrated public relations and marketing communications

- VOXGLOBAL, an affiliate of national public relations firm FleishmanHillard, has been engaged for strategic communications and execution to raise VCU’s student success profile. The firm has just begun work with University Relations and Strategic Enrollment Management (mid-November).
- Earned media toward national prominence is largely on track with top tier national media hits showing success in the first four months of the fiscal year. The top tier media outlets have larger audiences, which have contributed to excellent earned media impression numbers for the reporting period.
 - Tier 1 outlets publishing VCU-related stories include the Washington Post, NPR, New York Times, NBC News, USA Today, The Wall Street Journal, CNN, Associated Press, Reuters and Vox.
 - Top stories include VCU expertise in national stories about vaping, research leading to treatment for sepsis, and VCU’s \$50 million grant to study combat concussion-dementia, and a comic arts festival at Cabell library.
- Media coverage tone fell below target largely due to start of the year crime reports and the Wilder School Title IX investigation .

Make it Real in-state and out-of-state recruitment marketing plan, in partnership with Strategic Enrollment Management (SEM)

- The new media strategy is based on measuring conversions with less emphasis on digital ad clicks. Conversions indicate a more qualified lead because the user has acted to plan a visit or start the application process.
- Stage 1 was focused on driving awareness and consideration, pointing users to register for campus visit events. Stage 2 is now underway with an emphasis on driving action during the peak period for student applications.
- Overall performance has been strong nearing the midpoint of the heaviest media spend calendar thru January. Results so far include a high volume of activity relating to transfer applications and related search terms. University relations with SEM will cross tabulate marketing data with admissions applications. Overall metric highlights include:
 - 47 M impressions to date and tracking towards projections
 - .16% Click-thru-rate (CTR) and tracking ahead of projections
 - 34.4% of all conversions are from out-of-state (conversion = click to action in vcu.edu)
 - 4,033 total conversions
 - 1,021 freshman application hits
 - 2,020 transfer application hits
 - 98 International freshman hits
 - 848 register for visit
 - 46 join email list
 - Search is revealing a high volume of transfer related terms
 - 67% of vcu.edu website traffic from advertising is out of state. Top 5 are:
 - New York 17%
 - DC 8%
 - New Jersey 8%
 - North Carolina 8%
 - Pennsylvania 5%



Executive communications to advance all presidential and FY 2019 Quest implementation priorities, with an emphasis on student and patient success

- UR Executive Communications is working with Government Relations on Rep. McEachin's upcoming floor address that includes VCU's progress and key messages.
- To garner support for and investment in VCU, its health system, and their distinctive mission:
 - UR Executive Communications continues to work with Development and Alumni Relations on presidential messaging for donor/alumni audiences in 10 key markets nationally (Salon Dinners)
 - University Relations and Government Relations are partnering on communications messaging and materials for upcoming General Assembly session.
- Dr. Rao visited the Health System Management Group regular monthly meeting on Oct. 23 and spoke passionately about putting safety first and setting the goal (and expectation) that VCU Health System will become the safest health system first in the Commonwealth and ultimately in the nation. A [Video](#) was produced as a follow-up communication to the entire health system.
- In late October A communications cascade strategy to announce executive leadership changes was deployed that included board notification, internal audiences, media and key external stakeholders and partners. Overall, feedback about the communications and the transition plan has been positive.

FISCAL YEAR 2020 PR & MARKETING GOALS

Public relations and marketing communications goals for Fiscal 2020 are focused on raising institutional brand awareness and reputation among national and regional audiences. The Make it Real paid campaign also supports undergraduate in-state and out-of-state student recruitment.

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- *"Top tier" national media hits*
- *Baseline of media hits that "tell our story," versus a quote or mention*
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Owned media goals focus on strengthening our creative storytelling while developing a larger readership through improved distribution channels, particularly the VCU News email newsletter and the VCU News site.

Shared media goals:

- *Navigate changes in social media platforms that reduce reach of institutional posts*
- *Supplement organic social media strategy with a paid strategy to extend reach*
- *Focus on our governance role by helping VCU units prepare for exterior threats, including bots*

Paid media goals:

- *Undergraduate in-state and out-of-state recruitment*
 - *Increase out-of-state applications*
 - *Increase in-state applications*
- *Institutional awareness*
 - *Remain competitive among peer institutions*

DEVELOPMENT AND ALUMNI RELATIONS

Development and Alumni Relations Metrics Fiscal Year 2020

	FY2019	Threshold	Target	Exceeds	2020	STLY (2019)	Variance
Development/Fundraising							
Amount Raised (MM)	\$124.87	\$95	\$100	\$105	\$24.42	\$21.63	12.89%
Principal	18	6	8	10	5	3	66.67%
Major	391	350	375	400	115	116	-0.86%
Corporation/Foundation/Organization	2,633	2,850	2,950	3,050	789	857	-7.93%
Planned	71	50	60	70	14	22	-36.36%
Annual	31,107	29,000	30,000	31,000	9,302	9,486	-1.94%
AG Amount Received (MM)	\$15.27	\$12.5	\$13	\$13.5	\$4.14	\$3.92	5.57%
Solicitations (Opportunities)							
Principal	25	24	28	32	18	13	38.46%
Major	406	350	375	400	203	143	41.96%
Corporation/Foundation/Organization	286	275	300	325	130	122	6.56%
Planned	91	85	90	95	44	32	37.50%
Gift Officer Visits	4,131	3,750	4,000	4,250	1573	1461	7.67%
Total Number of Donors	30,838	29,000	30,000	31,000	10,374	11,861	-12.54%
Alumni Engagement							
Alumni AG Amount Received (MM)	\$5.82	\$5.5	\$5.75	\$6	\$1.33	\$1.27	4.83%
Solicited Alumni Giving Rate	8.13%	7.75%	8%	8.25%	2.71%	4.26%	-36.38%
First-Time Alumni Donors	1,443	1,800	2,000	2,200	386	416	-7.21%
Retained Alumni Donor Rate	56.00%	55%	57%	59%	20.95%	23.53%	-10.96%
First-Time Retained Alumni Donor Rate	25.44%	22%	24%	26%	10.08%	10.93%	-7.78%
Alumni Event Attendees	N/A	10,000	12,500	15,000	TBD	TBD	TBD

Amount Raised -- Includes cash, undocumented realized bequests, in kind gifts, planned gifts, and philanthropic grants for the period 7/1/2018 to 6/30/2019. This is the same value as the MIR campaign total for the fiscal year.

Principal -- Number of new gifts or pledges in the amount of \$1 million or more

Major -- Number of new gifts or pledges by in the amount of \$25,000 or more, but below \$1 million

CFO -- Number of new gifts or pledges by corporations, foundation, or organizations of any amount. Excludes alumni and family foundations.

Planned -- Number of planned gifts made of any amount.

Annual -- Number of new gifts or pledges under \$25,000 by individuals, alumni foundations, or family foundations.

AG (Annual Giving) Amount Received -- Includes tax deductible payments made during the current fiscal year under \$25,000.

Principal, Major, CFO, Planned Solicitations -- Number of solicitations that are accepted, rejected, or pending.

Gift Officer Visits -- Number of Scheduled Personal Visit interactions.

Total Number of Donors -- Total number of donors for the fiscal year. Includes soft credited spouse donors.

Alumni AG (Annual Giving) Amount Received -- Same as above definition, but only includes VCU alumni.

First-time alumni donors -- Count of alumni donors who gave their first hard or soft credited tax deductible gift to VCU during the current fiscal year.

Retained alumni donor rate -- Percent of hard or soft credited tax deductible gift alumni donors from the previous fiscal year that are hard or soft credited tax deductible gift donors in the current fiscal year.

First-Time Retained alumni donor rate -- Percent of first-time hard or soft credited tax deductible gift alumni donors from the previous fiscal year that are hard or soft credited tax deductible gift donors in the current fiscal year.

NOTE: The Development/Fundraising and Solicitations(Opportunities) sections are not mutually exclusive. (i.e. A planned gift of \$1M can be counted in the planned gift row AND the principal gift row)

MIR by the Numbers

\$780.7 Million raised to date
(104.1%)



report date: 11/8/19

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Fiscal Year Averages

Unit	3-Year Average (FY 2017-19)	5-Year Average (FY 2015-19)	Highest Year	Lowest Year
Arts	\$2,359,884	\$3,264,914	FY 2016	FY 2014
Athletics	\$6,980,330	\$6,352,977	FY 2017	FY 2015
Business	\$6,817,123	\$4,901,013	FY 2018	FY 2015
Dentistry	\$1,956,942	\$1,898,765	FY 2013	FY 2017
Education	\$2,522,386	\$1,862,886	FY 2019	FY 2014
Engineering	\$16,322,151	\$12,171,547	FY 2018	FY 2013
Health Professions	\$2,313,639	\$1,772,588	FY 2019	FY 2016
Honors College	\$24,618	\$321,617	FY 2016	FY 2013
Humanities and Sciences	\$3,468,317	\$2,883,809	FY 2019	FY 2014
ICA	\$950,594	\$1,416,726	FY 2014	FY 2019
Libraries	\$992,507	\$849,472	FY 2017	FY 2014
Life Sciences	\$981,331	\$1,908,774	FY 2015	FY 2019
Massey Cancer Center	\$9,996,966	\$10,684,273	FY 2015	FY 2017
Medicine	\$29,563,861	\$34,388,921	FY 2015	FY 2014
Nursing	\$3,362,979	\$2,880,480	FY 2019	FY 2015
Pharmacy	\$1,620,703	\$1,401,878	FY 2019	FY 2013
Social Work	\$591,860	\$430,587	FY 2019	FY 2015
Wilder	\$353,705	\$413,934	FY 2016	FY 2014
VCU Health System	\$15,601,923	\$11,879,794	FY 2019	FY 2013

report date: 11/8/19



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Campaign Fiscal Year Summary

Unit	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20 (to date)
Arts	\$1,714,517	\$889,725	\$1,677,777	\$7,567,138	\$4,091,238	\$1,492,771	\$1,495,644	\$290,782
Athletics	\$7,482,873	\$7,030,318	\$4,660,162	\$6,163,734	\$8,121,602	\$5,456,836	\$7,362,552	\$1,177,705
Business	\$3,062,768	\$2,625,098	\$1,542,436	\$2,511,260	\$1,648,867	\$10,700,857	\$8,101,646	\$963,024
Dentistry	\$2,616,484	\$1,534,683	\$1,645,462	\$1,977,537	\$1,364,946	\$2,330,856	\$2,175,025	\$364,382
Education	\$931,351	\$799,289	\$845,507	\$901,765	\$1,725,988	\$2,668,931	\$3,172,240	\$1,434,553
Engineering	\$1,520,899	\$5,518,448	\$6,292,911	\$5,598,371	\$10,603,678	\$26,600,285	\$11,762,491	\$1,121,395
Health Professions	\$1,405,751	\$1,410,538	\$1,124,385	\$797,635	\$1,008,133	\$2,156,177	\$3,776,608	\$349,287
Honors College	\$6,255	\$103,049	\$40,020	\$1,494,210	\$47,260	\$12,760	\$13,835	\$14,751
Humanities and Sciences	\$2,265,886	\$1,160,195	\$2,696,087	\$1,318,006	\$2,961,623	\$3,221,393	\$4,221,936	\$510,774
ICA	\$5,465,438	\$6,946,849	\$3,347,277	\$884,572	\$528,423	\$2,017,725	\$305,634	\$24,895
Libraries	\$514,167	\$260,330	\$503,676	\$766,160	\$2,089,006	\$384,044	\$504,471	\$96,622
Life Sciences	\$434,214	\$344,828	\$6,066,176	\$533,703	\$679,445	\$1,932,185	\$332,363	\$137,805
Massey Cancer Center	\$10,816,383	\$11,714,792	\$12,949,548	\$10,480,917	\$9,066,514	\$10,557,167	\$10,367,217	\$2,200,559
Medicine	\$24,692,965	\$19,351,775	\$42,717,447	\$40,535,577	\$20,553,486	\$42,666,823	\$25,471,274	\$9,802,703
Nursing	\$2,353,237	\$2,050,321	\$1,733,635	\$2,579,825	\$2,271,668	\$1,736,109	\$6,081,161	\$1,178,183
Pharmacy	\$681,311	\$953,713	\$799,921	\$1,347,361	\$1,101,067	\$1,075,330	\$2,685,712	\$165,483
Social Work	\$513,117	\$225,969	\$107,646	\$269,712	\$526,572	\$305,834	\$943,173	\$91,012
Wilder	\$270,236	\$110,553	\$462,177	\$546,381	\$383,361	\$197,955	\$479,799	\$82,991
VCU Health System	\$713,904	\$5,636,133	\$8,621,771	\$3,971,430	\$6,121,050	\$6,677,788	\$34,006,931	\$275,021

report date: 11/8/19



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Campaign Summary By Unit With Goals

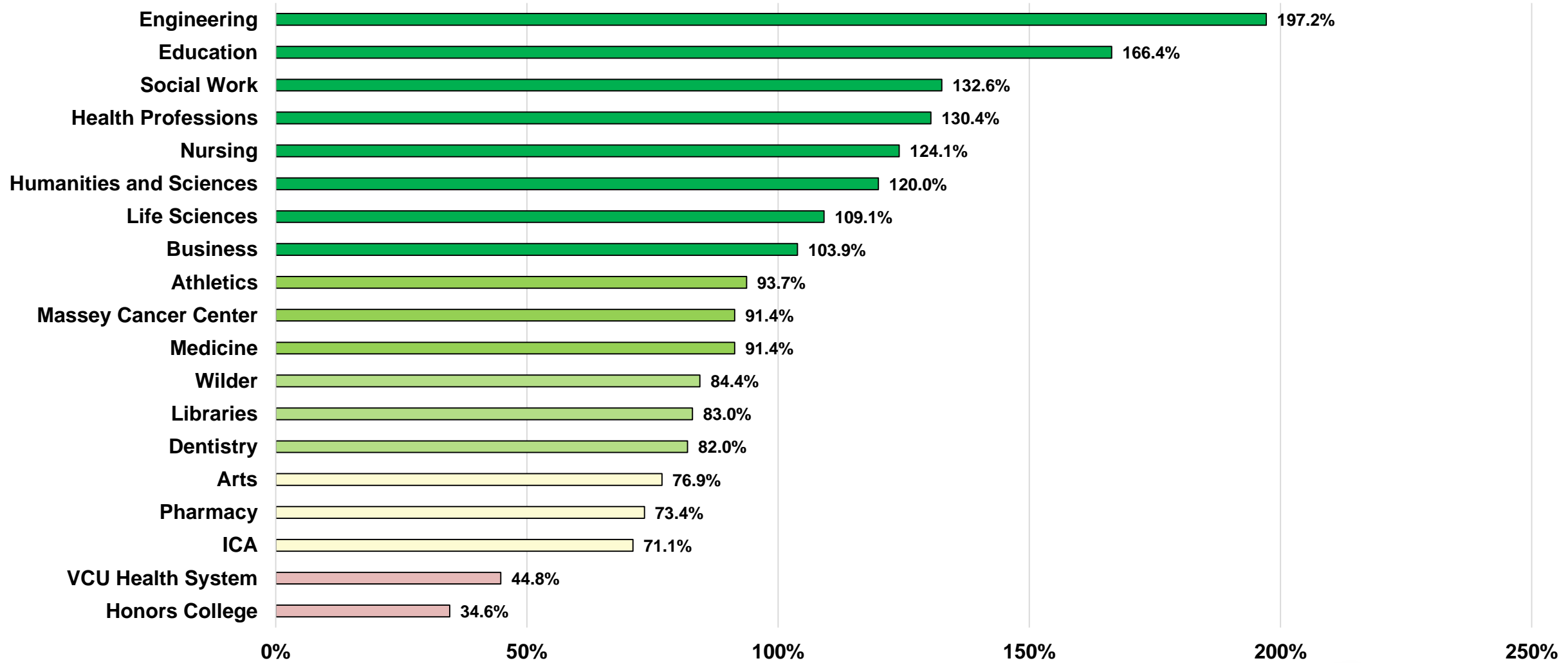
July 1, 2012 to June 30, 2020

Unit	Total Goal	Total Dollars Raised	% of Total Goal Raised
Arts	\$25,000,000	\$19,225,592	76.9%
Athletics	\$51,800,000	\$48,554,639	93.7%
Business	\$30,000,000	\$31,155,956	103.9%
Dentistry	\$25,500,000	\$20,909,374	82.0%
Education	\$7,500,000	\$12,479,623	166.4%
Engineering	\$35,000,000	\$69,018,477	197.2%
Health Professions	\$10,000,000	\$13,043,514	130.4%
Honors College	\$5,000,000	\$1,732,140	34.6%
Humanities and Sciences	\$15,300,000	\$18,357,150	120.0%
ICA	\$38,700,000	\$27,522,812	71.1%
Libraries	\$6,170,000	\$5,118,578	83.0%
Life Sciences	\$10,500,000	\$11,460,718	109.1%
Massey Cancer Center	\$120,000,000	\$109,661,297	91.4%
Medicine	\$300,000,000	\$274,112,746	91.4%
Nursing	\$16,100,000	\$19,984,139	124.1%
Pharmacy	\$12,000,000	\$8,809,898	73.4%
Social Work	\$2,250,000	\$2,983,034	132.6%
Wilder	\$3,000,000	\$2,533,451	84.4%
VCU Health System	\$150,000,000	\$67,213,710	44.8%
University - Wide	\$36,180,000	\$16,843,291	46.6%

report date: 11/8/19



Make It Real Campaign - % of Total Goal Raised by Unit



report date: 11/8/19



Make it real.
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Make It Real Campaign Status Dashboard

July 1, 2012 to June 30, 2020

All Campuses - All Units

Capacity Level	Estimated Household Gift Count	Potential Yield (000s)
\$25,000,000+	3	\$80,000
\$10,000,000 - \$24,999,999	5	\$50,000
\$5,000,000 - \$9,999,999	10	\$54,000
\$2,500,000 - \$4,999,999	9	\$23,000
\$1,000,000 - \$2,499,999	35	\$42,000
\$500,000 - \$999,999	69	\$37,000
\$250,000 - \$499,999	161	\$41,000
\$100,000 - \$249,999	326	\$35,000
\$50,000 - \$99,999	424	\$22,000
\$25,000 - \$49,999	451	\$13,000
Major Gift Capacity	1,493	\$397,000
Annual Giving		\$75,000
Corporations		\$110,000
Foundations		\$80,000
Organizations		\$88,000
Baseline Gift Capacity		\$353,000

Commitment Level	Actual Household Gift Count	Outright Gifts (000s)	Pledges (000s)	Planned Gifts (000s)	Reachback Gifts (000s)	Total Commitments (000s)
\$25,000,000+	3	\$25,000	\$30,000	\$0	\$35,287	\$90,287
\$10,000,000 - \$24,999,999	3	\$0	\$26,000	\$0	\$10,000	\$36,000
\$5,000,000 - \$9,999,999	6	\$7,191	\$12,500	\$14,500	\$6,900	\$41,091
\$2,500,000 - \$4,999,999	8	\$2,950	\$11,993	\$12,600	\$0	\$27,543
\$1,000,000 - \$2,499,999	60	\$9,936	\$14,010	\$42,915	\$10,500	\$77,361
\$500,000 - \$999,999	60	\$6,431	\$12,204	\$13,344	\$3,510	\$35,490
\$250,000 - \$499,999	79	\$7,600	\$7,508	\$9,272	\$450	\$24,830
\$100,000 - \$249,999	249	\$12,195	\$10,355	\$8,771	\$290	\$31,611
\$50,000 - \$99,999	299	\$7,785	\$6,967	\$2,654	\$161	\$17,566
\$25,000 - \$49,999	561	\$8,002	\$6,746	\$1,449	\$0	\$16,197
Major Gift Commitment	1,328	\$87,089	\$138,283	\$105,505	\$67,098	\$397,976
Annual Giving	207,644	\$60,592	\$10,033	\$653	\$51	\$71,329
Corporations	14,491	\$46,958	\$29,222	\$250	\$19,602	\$96,032
Foundations	2,265	\$89,564	\$61,128	\$0	\$0	\$150,692
Organizations	5,186	\$43,332	\$9,062	\$0	\$12,298	\$64,693
Baseline Gift Commitment	229,586	\$240,446	\$109,445	\$903	\$31,951	\$382,745

Total **\$750,000**

Total **230,914** **\$327,535** **\$247,728** **\$106,408** **\$99,049** **\$780,720**

Estimated Household Gift Count - Count of household gifts needed at each capacity level, households that give multiple gifts are counted multiple times. Marts & Lundy analysis from 3/31/14.

Potential Yield - Based on Marts & Lundy conservative estimates (household gift count X low end of capacity range). Includes \$200.5M in gifts prior to 4/1/14.

Commitment Level - All donor and fundraising totals are per the Make It Real Campaign counting guidelines

Actual Household Gift Count - Count of household gifts in the specified range or bucket, households that give multiple gifts are counted multiple times

Outright Gifts - Includes outright cash gifts, undocumented realized bequests, and philanthropic grants

Reachback Gifts - Campaign approved gifts from FY 11 and FY 12. Includes all types (outright, pledges, and planned gifts)

Annual Giving - Outright gifts and pledges that are less than \$25,000

Major Gift Commitment - Campaign gifts above \$25,000 from individuals, including payments through family foundations and donor advised funds

Baseline Gift Commitment - Campaign gifts from individuals below \$25,000 and any gifts from corporations, foundations, and organizations

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Remaining Gift Commitments Needed

Capacity Level	Estimated Gift Count	Actual Gift Count	Remainder (#)	Remainder (%)	Estimated Commitments (000s)	Actual Commitments (000s)	Remainder (000s)	Remainder (%)
\$25M+	3	3	0	0%	\$80,000	\$90,287	(\$10,287)	0%
\$10M-\$24.9M	5	3	2	40.0%	\$50,000	\$36,000	\$14,000	28.0%
\$5M-\$9.9M	10	6	4	40.0%	\$54,000	\$41,091	\$12,909	23.9%
\$2.5M-\$4.9M	9	8	1	11.1%	\$23,000	\$27,543	(\$4,543)	0%
\$1M-\$2.49M	35	60	(25)	0%	\$42,000	\$77,361	(\$35,361)	0%
\$500K-\$999K	69	60	9	13.0%	\$37,000	\$35,490	\$1,510	4.1%
\$250K-\$499K	161	79	82	50.9%	\$41,000	\$24,830	\$16,170	39.4%
\$100K-\$249K	326	249	77	23.6%	\$35,000	\$31,611	\$3,389	9.7%
\$50K-\$99K	424	299	125	29.5%	\$22,000	\$17,566	\$4,434	20.2%
\$25K-\$49K	451	561	(110)	0%	\$13,000	\$16,197	(\$3,197)	0%
Total	1,493	1,328	300	20.1%	\$397,000	\$397,976	\$52,412	13.2%

- Green (0-30% remaining), Yellow (30-60% remaining), Red (60-100% remaining)

report date: 11/8/19



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