



**VIRGINIA COMMONWEALTH
UNIVERSITY RESOURCES COMMITTEE**

March 21, 2022

11:15 A.M.¹

James Branch Cabell Library

901 Park Avenue – Room 311

Richmond, Virginia

&

Virtual

OPEN SESSION AGENDA

- 1. CALL TO ORDER** *Reverend Tyrone Nelson, Chair*

- 2. APPROVAL OF MINUTES** *Reverend Tyrone Nelson, Chair*
December 10, 2021

- 3. PUBLIC RELATIONS AND MARKETING
UPDATE** *Mr. Grant Heston, Vice President for
University Relations*

- 4. DEVELOPMENT AND ALUMNI
RELATIONS UPDATE** *Mr. Jay Davenport, Vice President
for Development and Alumni Relations*

- 5. CLOSED SESSION – Freedom of Information
Act Sections 2.2-3711 (A) (9)** *Reverend Tyrone Nelson, Chair*
 - i. Named Fund and Spaces Report
 - ii. Approved Named Funds Under \$50,000
 - iii. Signature Gifts and Naming Opportunities*Mr. Jay Davenport, Vice President for
Development and Alumni Relations*

- 6. RETURN TO OPEN SESSION
AND CERTIFICATION** *Reverend Tyrone Nelson, Chair*

Action Item:
Approval of items discussed in closed session if necessary

- 7. ADJOURNMENT** *Reverend Tyrone Nelson, Chair*

In accordance with the Board's operating procedures and in compliance with the Virginia Freedom of Information Act, there will be no opportunity for public comment at this meeting.

¹ The start time for the Board of Visitors meeting is approximate only. The meeting may begin either before or after the listed approximate start time as Board members are ready to proceed.

**CONFIDENTIAL SUMMARY
UNIVERSITY RELATIONS COMMITTEE
OF THE BOARD OF VISITORS
MARCH 21, 2022
OPEN SESSION**

ACTION ITEMS:

- None

FOR INFORMATION/COMMITTEE REVIEW:

1) Items that may be action items at upcoming committee meeting:

- None

2) Items that the board needs to be aware of, but will not require action (all linked here)

- None

- **EXECUTIVE REPORTS**

- Mr. Heston will provide brand metrics to the board for review and will discuss recent ONE VCU communications and marketing efforts that will compliment his upcoming presentation for the Boards of Visitors and Directors.
- Mr. Davenport will provide a fundraising update, Alumni Council update, an outline of the Comprehensive Campaign for planning purposes, and a presentation on DEI initiatives in Development and Alumni Relations.

Public Relations and Marketing Communications



VCU Brand Update

Board of Visitors
University Resources Committee
March 21, 2022

A Love Letter to the Liver

The Story behind the Story



The story begins with a shared vision.

Key partners:

- Development and Alumni Relations
- University Relations
- President's Office
- School of Medicine
- VCU Health

State of the University became the national stage.

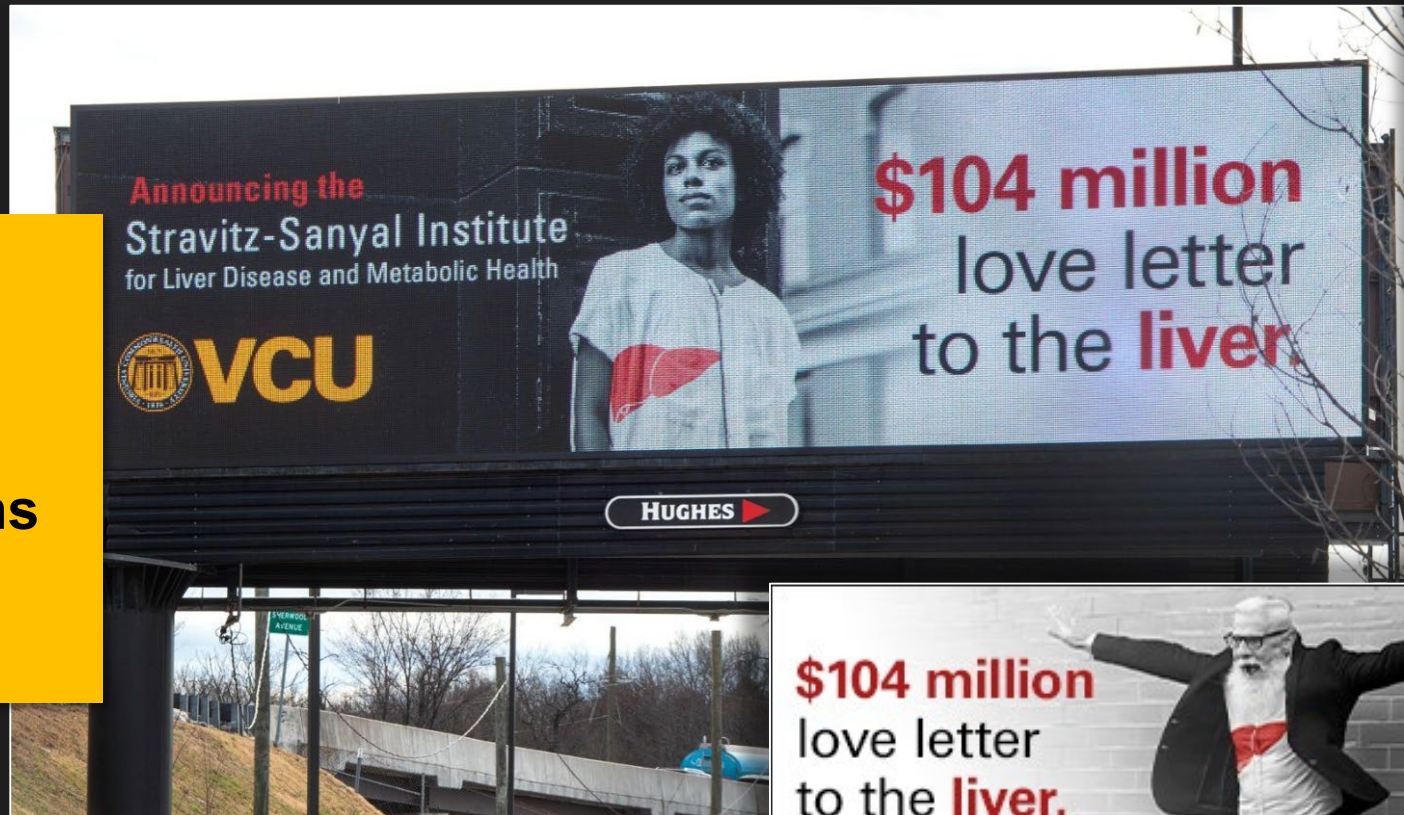
2,443
attendees
in-person
and virtual



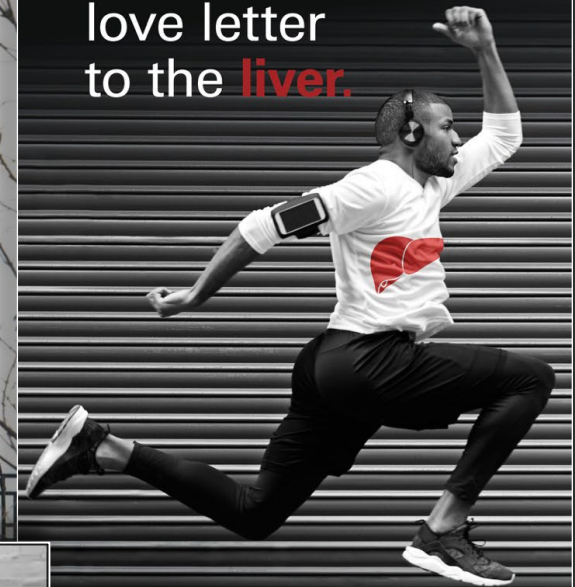
The breadth and depth of our work =
extraordinary results.

Paid Media

11M+
impressions



This is a
\$104 million
love letter
to the **liver.**



A gift that will change human health
Announcing the Stravitz-Sanyal Institute for Liver Disease and Metabolic Health, accelerated by the largest private gift in university history. The institute will build on fifty years of trailblazing liver research and care, continuing VCU's mission of doing what others can't or won't. This is our love letter to the liver, and the world.



VIRGINIA COMMONWEALTH UNIVERSITY



Earned Media

205M+
reach



Forbes



The Washington Post

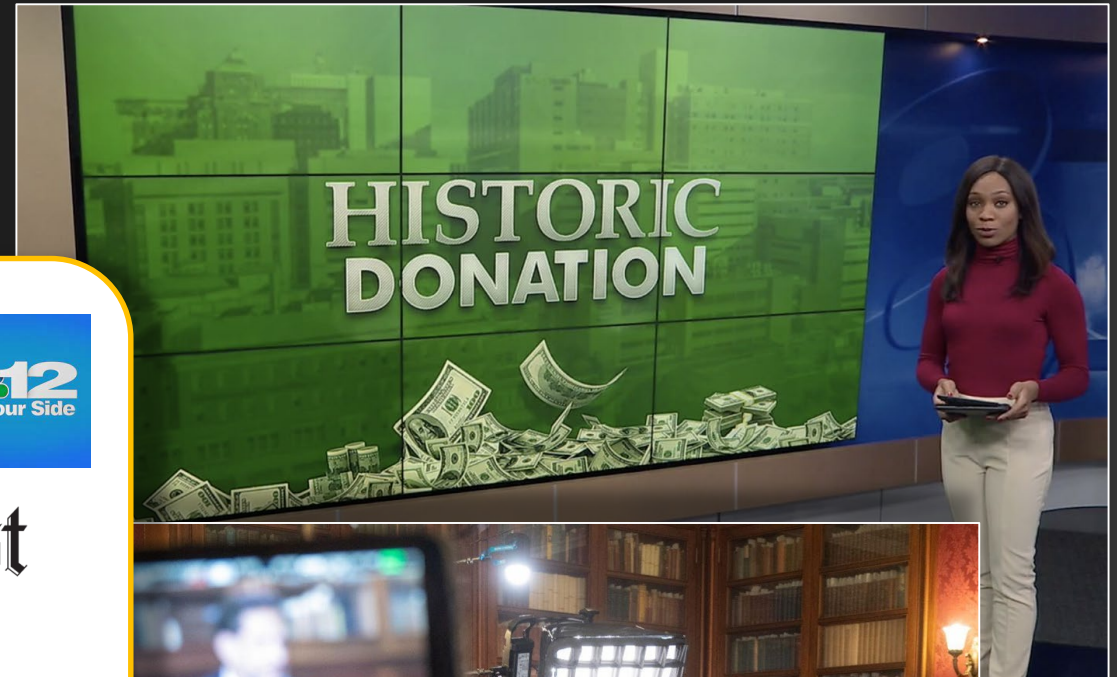
BECKER'S

HOSPITAL REVIEW

Richmond Times-Dispatch



NEWS MEDICAL
AUSTRALIA



Social Media


812K+
impressions
39K+
engagement

VCU receives **\$104 million** gift to advance the **Stravitz-Sanyal Institute** for Liver Disease and Metabolic Health.

Largest individual gift in **VCU history**


Second-largest publicly shared gift to a university in **VA history**

Largest publicly shared gift for liver research in **U.S. history**



\$104 million GIFT

Advancing the **Stravitz-Sanyal Institute** for Liver Disease and Metabolic Health



Pinned post

Virginia Commonwealth University
Published by Saher Randhawa · 22h · 🌐

A transformational, \$104M gift from Richard Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation will advance the new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health at VCU and positions VCU as a global leader in liver disease and metabolic health research, teaching and patient care. #Liver #FattyLiver



NEWS.VCU.EDU
Largest publicly shared gift for liver research in U.S. history to transform liver... [Learn more](#)

35,539 People reached 3,357 Engagements

vcu

vcu VCU will radically expand treatment options for liver & liver-related metabolic diseases thanks to a historic \$104 million gift from Richard Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation. This gift is the largest in VCU's history. Learn more via the links in our story.

#Liver #FattyLiver #livercare #hepatology #innovation #Research

Edited · 15h

...nelson_paid \$4000 for the first 16 people to DM 'DEPRESSED' 🙏🏻🙏🏻

23h Reply

View Insights

Liked by uc_vcu and 271 others

21 HOURS AGO

vcu

vcu A historic \$104 million gift will support VCU's new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health at Virginia Commonwealth University. This gift will invest in research to stop, prevent and reverse liver disease, a leading factor for the decline in life expectancy in the U.S. The donation is the largest in VCU's history, the second largest publicly shared gift in the commonwealth of Virginia, and is the largest publicly shared gift for liver research in U.S. history by a factor of four.

Read more at: <https://news.vcu.edu/article/2022/02/state-of-the-university-announcement-to-transform-liver-care-at-vcu>

673 views 18 HOURS AGO

Add a comment...

9 Post



Leaders amplifying the moment

Todd Haymore @toddhaymore · 1h
So honored to join @VCUpresident, fellow members of @VCU Board of Visitors & others for Mike's State of the University address and this historic gift announcement. Many, many thanks to Dr. Stravitz and his family foundation! #MakeitReal




VCU @VCU · 2h
VCU will radically expand treatment options for liver & liver-related metabolic diseases thanks to a historic \$104 million gift from Richard Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation.
This gift is the largest in VCU's history...

Carolina Espinal @CaritozWay · 14s
GAME CHANGING! VCU receives the largest publicly shared gift for liver research in U.S. history. So much gratitude for Dr. Stravitz for entrusting us with this transformational resource. #GoRams #Ramily

VCU @VCU · 5m
VCU will radically expand treatment options for liver & liver-related metabolic diseases thanks to a historic \$104 million gift from Richard Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation.
This gift is the largest in VCU's history.
news.vcu.edu/article/2022/0...

Carmen Lomellin and 4 others commented on your post

Congratulations Dr. Rao!



Thirty years ago, Drs. Todd Stravitz and Arun Sanyal became colleagues at Virgini...

56 Reactions • 5 Comments

Michael Rao, Ph.D. @VCUpresident
Thank you, @CaritozWay.
This institute will immediately make a difference in the lives of thousands of people with liver disease.
Ultimately, this will positively impact millions.

Carolina Espinal @CaritozWay · 22h
As Vice Rector of the @VCU Board of Visitors, I'm proud + inspired by all of the work happening in this community + all that is ahead #GoRams celebrating you all virtually 🌟🌟🌟🌟🌟 twitter.com/vcu/status/149...

11:48 AM · Feb 15, 2022 · Twitter Web App

Owned Media

20K
page views

VCU

This is our **love letter** to the **liver**.

Virginia Commonwealth University is revolutionizing global health through liver research. Accelerated by a \$104 million private gift, the new **Stravitz-Sanyal Institute for Liver Disease and Metabolic Health** improves all aspects of health care by connecting patients, researchers, and experts across medical disciplines. Watch us transform health worldwide.

[Learn more >](#)

VCU Liver research donation to VCU transforms health care

VCU news

FEB. 15, 2022

Largest publicly shared gift for liver research in U.S. history to transform liver care at VCU

A historic \$104 million gift will support VCU's new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health in its efforts to stop, prevent and reverse liver disease.

By Tom Gresham

Virginia Commonwealth University will radically expand treatment options for liver and liver-related metabolic diseases thanks to a historic, transformational \$104 million gift from R. Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation.

This gift is the largest in VCU's history, the second-largest publicly shared gift to a university in Virginia and the largest publicly shared gift to support liver research in U.S. history — over four times more than the previous largest gift. It will position VCU as a

SHARE THIS STORY

f in

Our story continues

Phase II of the campaign
focuses on thought leadership.

A Love Letter to the Liver

**The Story behind
the Story**



Black History Month



When the Underground Railroad ran to Mexico

Posted on Wednesday, February 09, 2022

In upcoming talk, VCU professor will detail when an estimated 10,000 people journeyed south to escape slavery.

FEB. 12, 2022

Author of 'On Juneteenth' urges a more complete telling of American history

'This is not a matter of just making people feel bad. It's telling people the truth so that they can understand why the society is as it is,' said Annette Gordon-Reed.



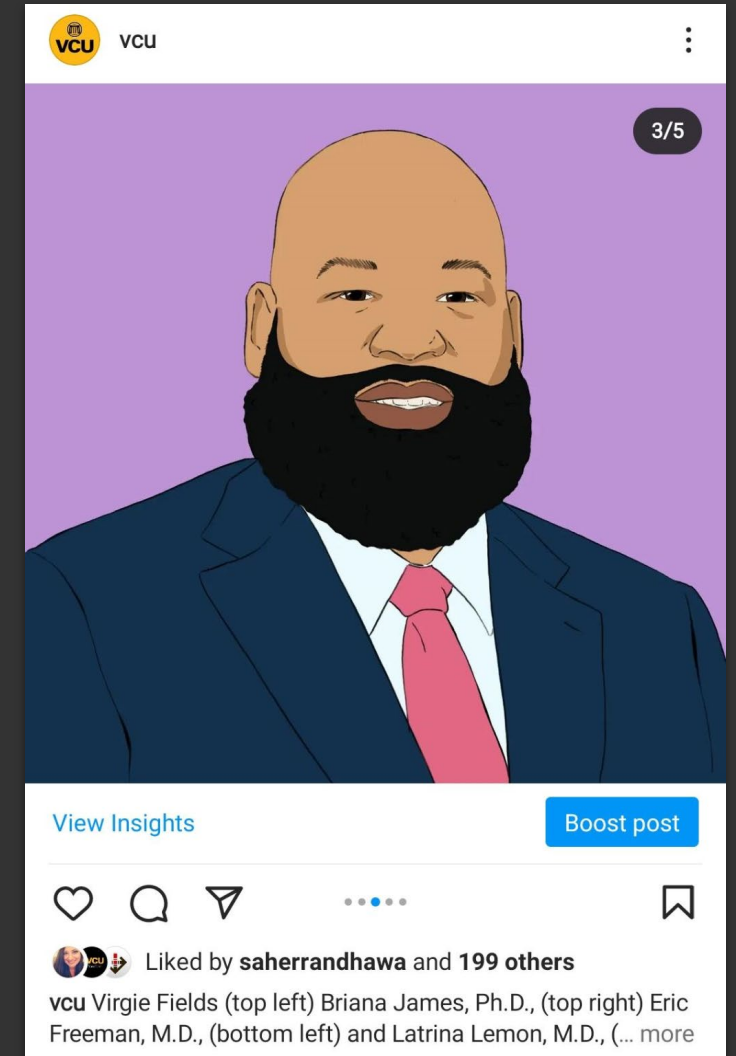
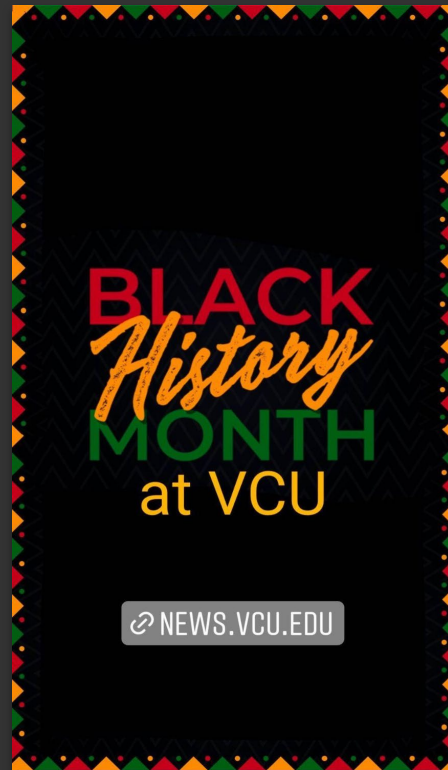
Black History Month - Social Media Highlights

Feb. 4 Black History Month at VCU Instagram Story (10 slides, 22,326 reach, 54 engagements)

Feb. 23 Breaking Barriers portraits on Instagram Feed (6,454 impressions, 232 engagements, 200 likes)

Feb. 24 Breaking Barriers Instagram Story (Six slides, 11,701 reach, 35 engagements)

Campus events highlighted in This Week at VCU throughout the month



DEI Storytelling

VCU @VCU

Turner transferred to VCU from @NOVAcommcollege, drawn by the accredited forensic science program in @VCUCHS.

She spent two summers researching malaria at @NIH.

#VCU2021 #VCURamily




news.vcu.edu

Class of 2021: Triniti Turner is driven by a passion for research and The graduating student's experiences include time in a forensic molecular biology lab and as a research intern at the National Institutes of Health.

9:15 AM · Dec 5, 2021 · Twitter Web App

View Tweet activity

291 Retweets 14 Quote Tweets 6,944 Likes



VCU vcu

VCU Class of 2021, we are so proud of you! #VCURamily

First Picture:
Jonei Jones: BFA Theatre Performance
Photo: @nii.ofei

Second Picture:
Ania Burruss: B.S. Biology
Photographer: @kaitlynsphotos

Third Picture:
Alexis Jones: B.S. Biology
Photo: Ben Magnani

Fourth Picture:
Ashley Frederick: MSL
Photo: Ayasha Sledge, Divine by Design

Fifth Picture:
Caroline Williamson: B.S. Marketing
Photo: @christinebradyphoto

Sixth Picture:
Richard Morse: B.S. Criminal Justice
Photo: @m.d.e4ever

Seventh Picture:
Brenna Hathaway: B.S. Biology & Psychology
Photo: @itsraininginautumn

View Insights

Liked by vcugradschool and 3,244 others

DECEMBER 10, 2021



Virginia Commonwealth University posted a video to playlist: **Happy Holidays**.
Published by Pat Kane · December 8, 2021

VCU: Holidays are better together
We're all excited to be together again this year. Watch how Rams brought the spirit of the season to...

See more

72 2.8K Views

5.9K People reached 116 Reactions, comments, and shares

2.4K 3-Second Video Views Retention curve

View more video details

Like Comment Share

Up Next

- 2021 VCU holiday video - outtakes Virginia Commonwealth... 9 weeks ago · 530 views
- VCU: Holiday Besties Virginia Commonwealth... 9 weeks ago · 557 views
- Happy Holidays 2018, VCU! Virginia Commonwealth... 3 years ago · 3.3K views
- Happy Valentine's Day, VCU! 2018

holiday season full of love, laughter, but most importantly



A woman in a red top is standing at the front of a modern classroom, pointing at a whiteboard. She is addressing a diverse group of students seated at desks with yellow chairs. The students are engaged, with some using laptops and tablets. The room has large windows and a bright, open atmosphere. A white text box with yellow text is overlaid on the right side of the image.

WE LIKE OUR STORY BEST WHEN WE
TELL IT OURSELVES.

ROI: INFLUENCE AUDIENCE

IDENTIFICATIONS, PERCEPTIONS AND BEHAVIORS



**Net Promoter Score (“Likely to recommend”)
and key brand measures**



**Aided and unaided awareness with peer comparisons
(brand awareness with core audiences)**



**Top-tier media placements
(national and niche media we specifically target)**



**Success in telling our story ourselves
(key metrics for social media and web audience
growth/engagement, conversions for students/patients)**

TOP TIER MEDIA (42)

USA Today
The Wall Street Journal
The New York Times
Washington Post
Los Angeles Times
Politico
The Daily Beast
Vice
MarketWatch
Modern Healthcare
Becker's Hospital Review
Kaiser Health News
Forbes
BuzzFeed

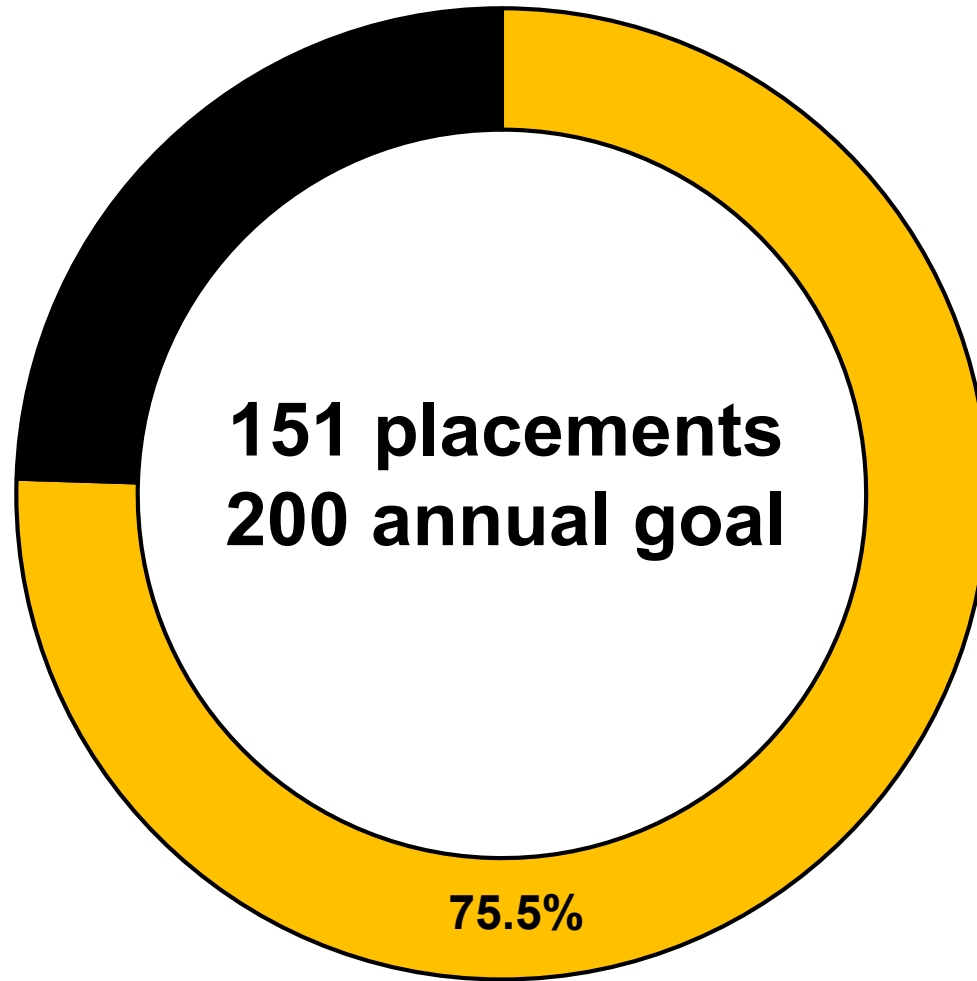
The Chronicle of Higher Education
Inside Higher Education
New York Magazine
National Geographic
ABC
CBS
CNN
FOX (includes Fox Business)
NBC (includes MSNBC and CNBC)
NPR
PBS
Vox
Axios
Huffington Post

Associated Press
Bloomberg / Businessweek
Reuters
Time
Wired
Fast Company
Inc.
Slate
The Atlantic
U.S. News & World Report
The New Yorker
The Smithsonian
The Economist
Richmond Times Dispatch



We target the RTD for stories, but do not include them in our count for national media prominence

Top Tier Media Goal Progress



Website Stories

November 1, 2021 - January 31, 2022

VCU

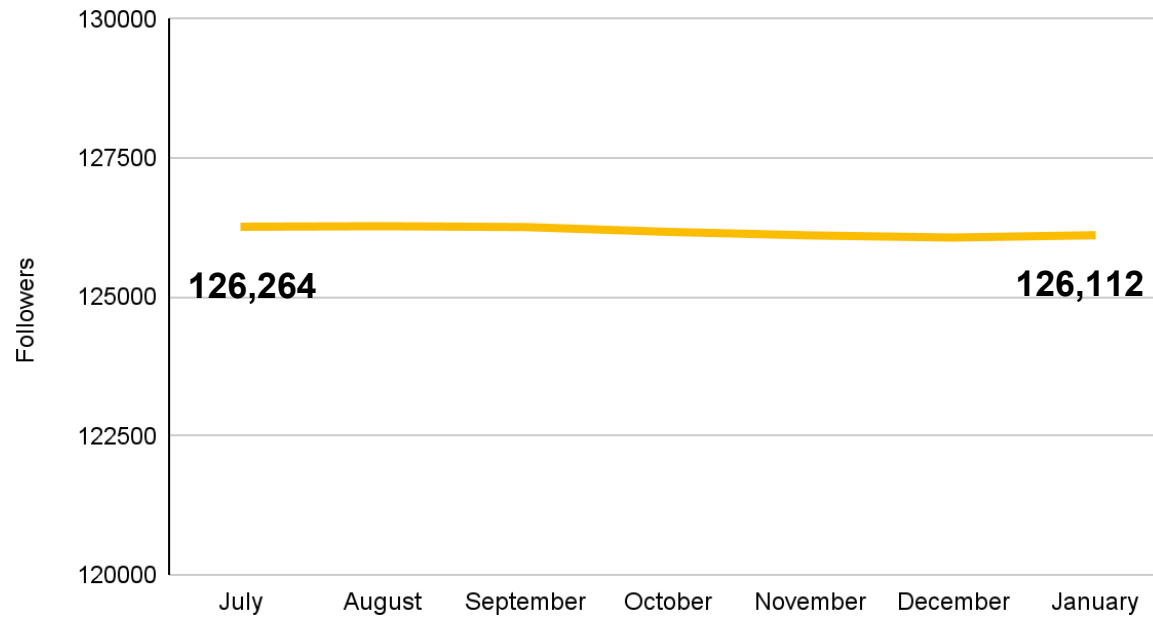
- Total number of stories published: 143
- Total pageviews: 228,491

VCU Health

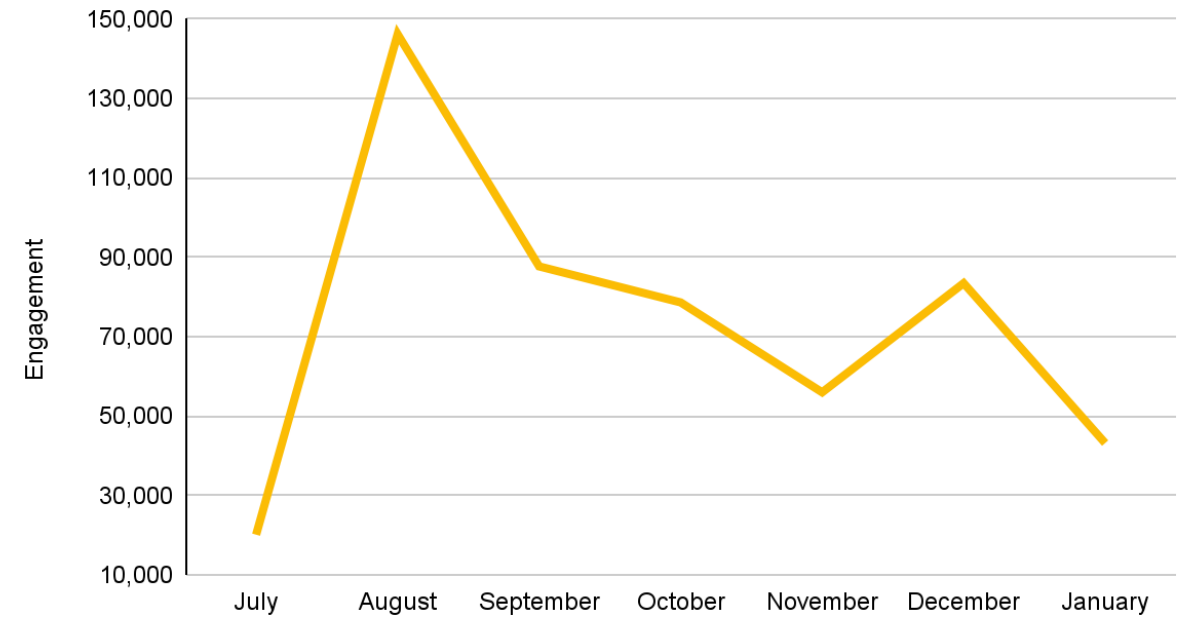
- Total number of stories published, including updates: 62
- Total pageviews: 865,858

VCU Facebook

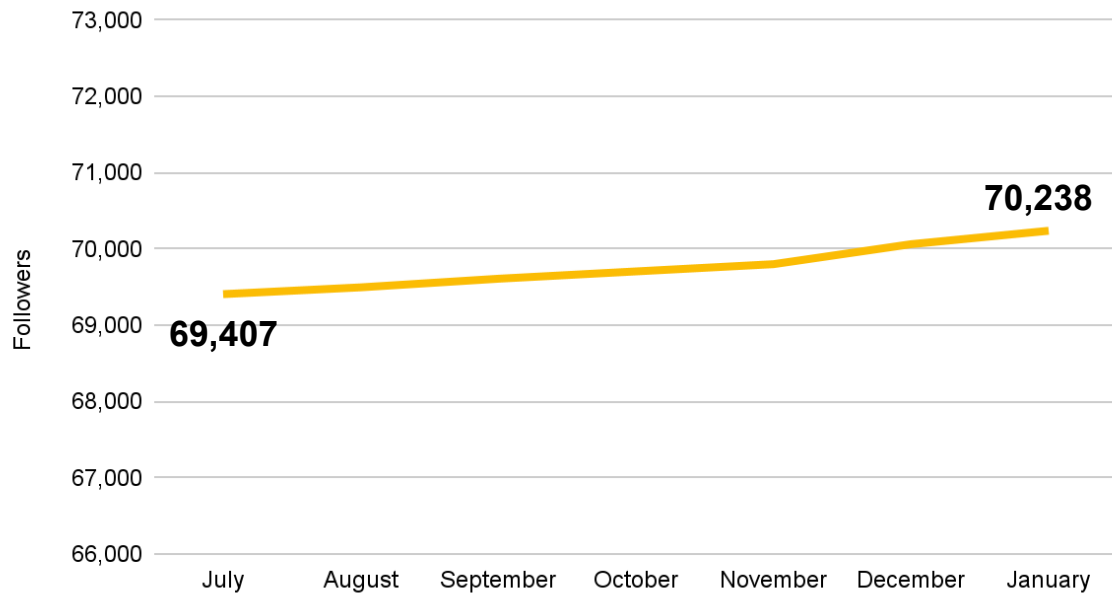
Facebook Followers -0.1%



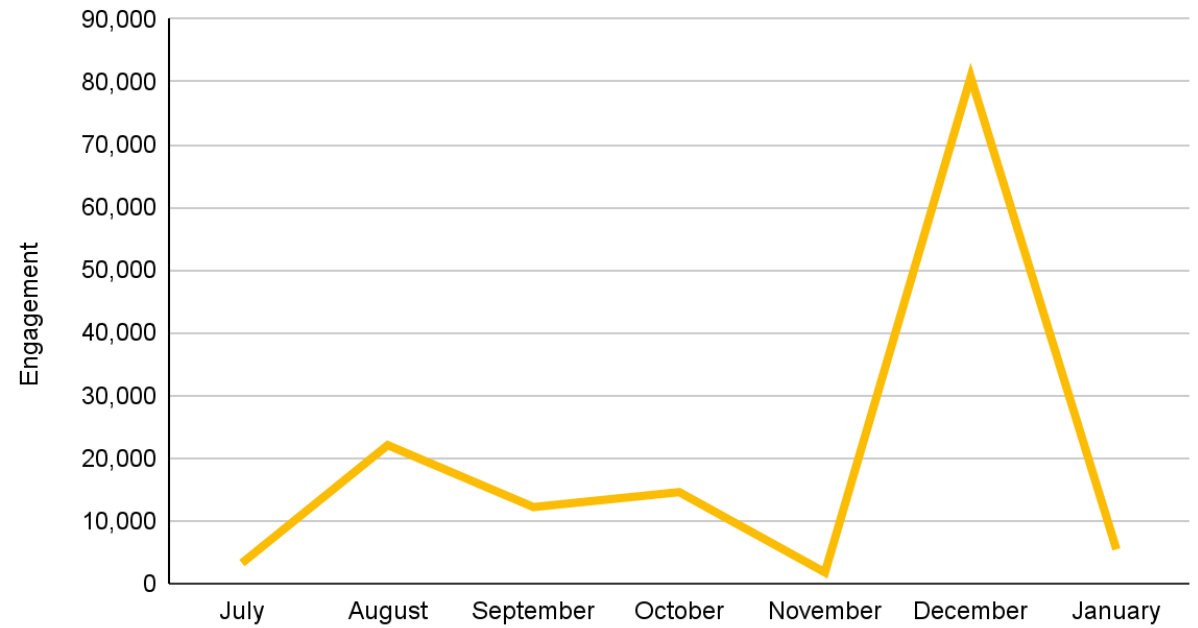
Facebook Engagement



Twitter Followers +1.2%



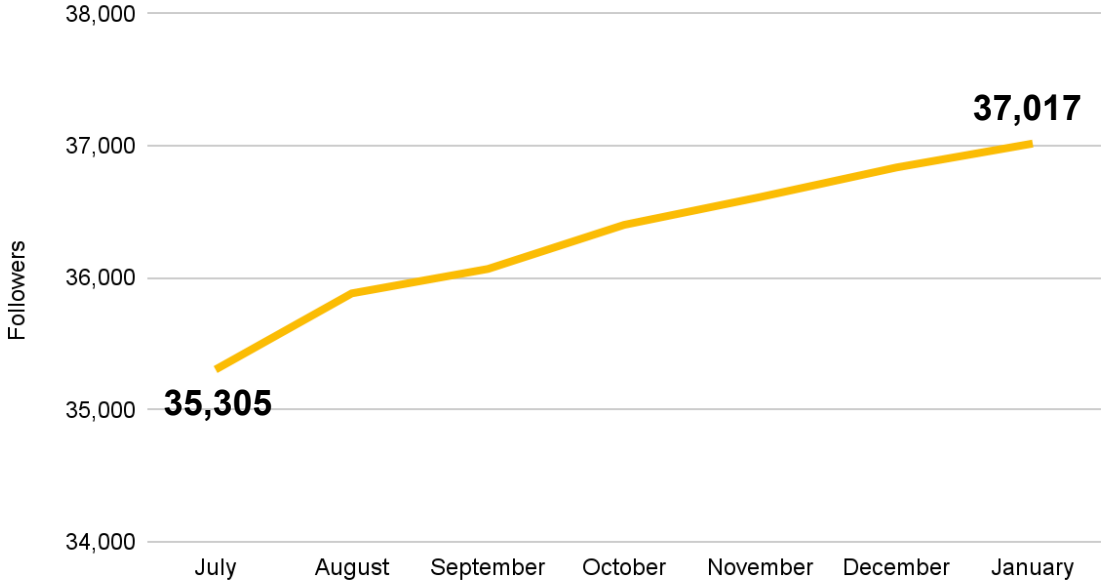
Twitter Engagement



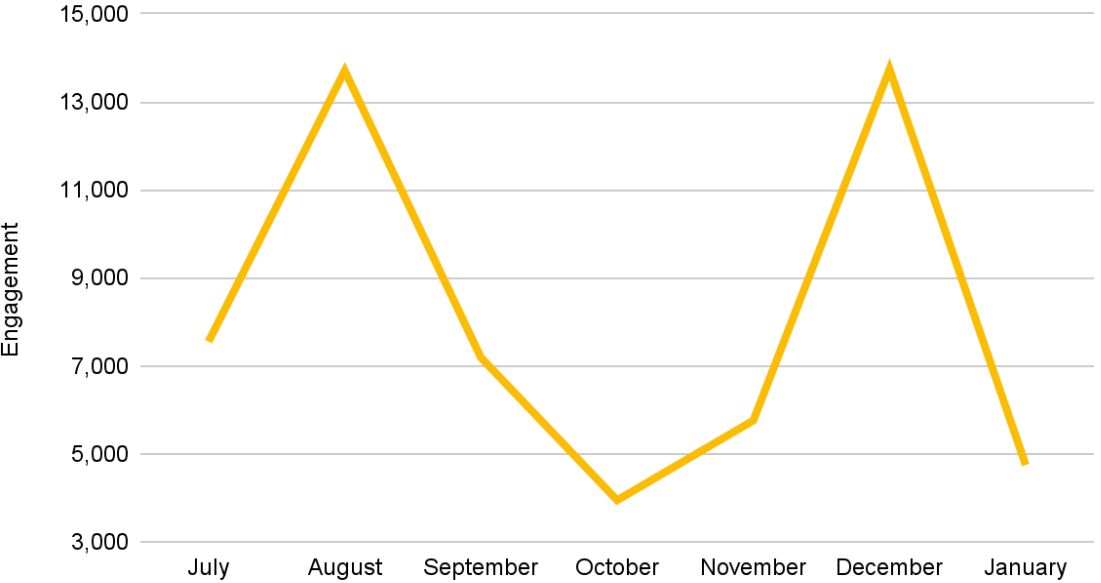


VCU Instagram

Instagram Followers +4.9%



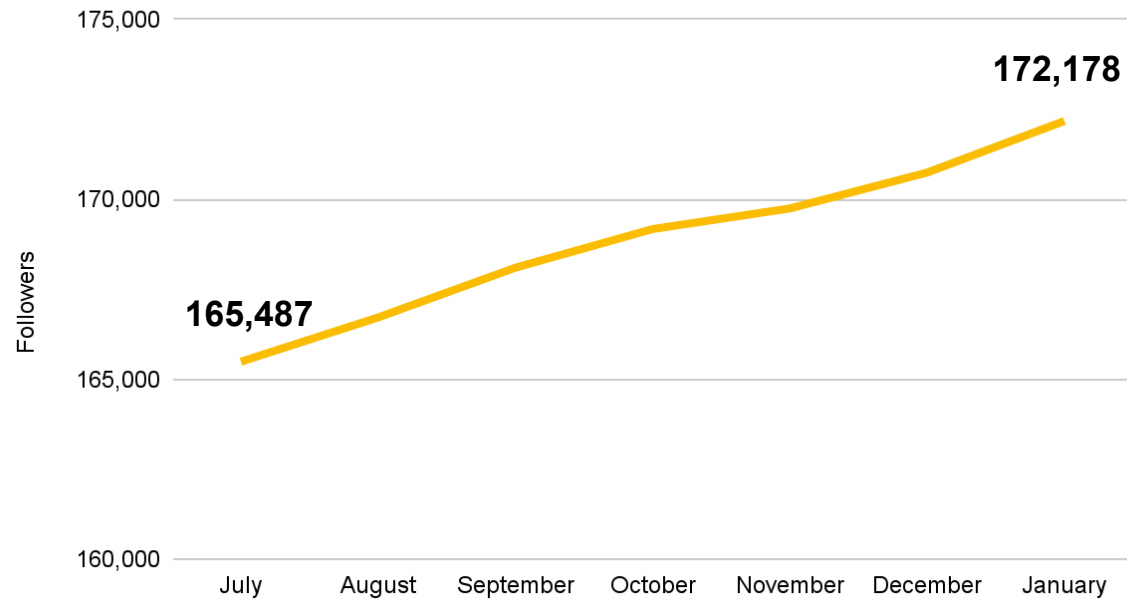
Instagram Engagement



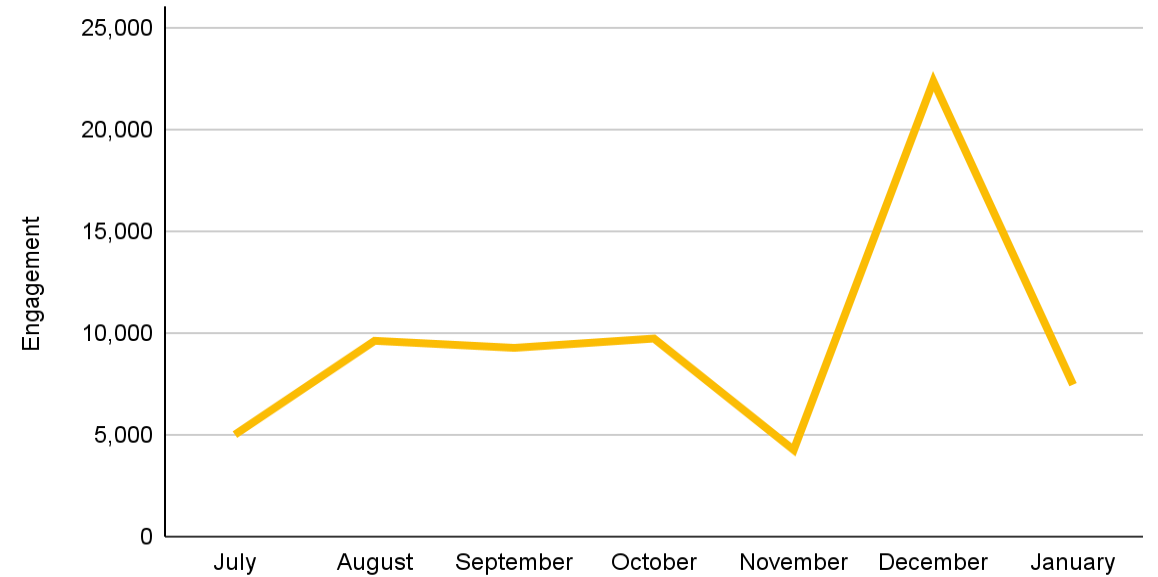


VCU LinkedIn

LinkedIn Followers +4.0%



LinkedIn Engagement





VCU Brand Update
Board of Visitors
University Resources Committee
March 21, 2022

DEVELOPMENT AND ALUMNI RELATIONS

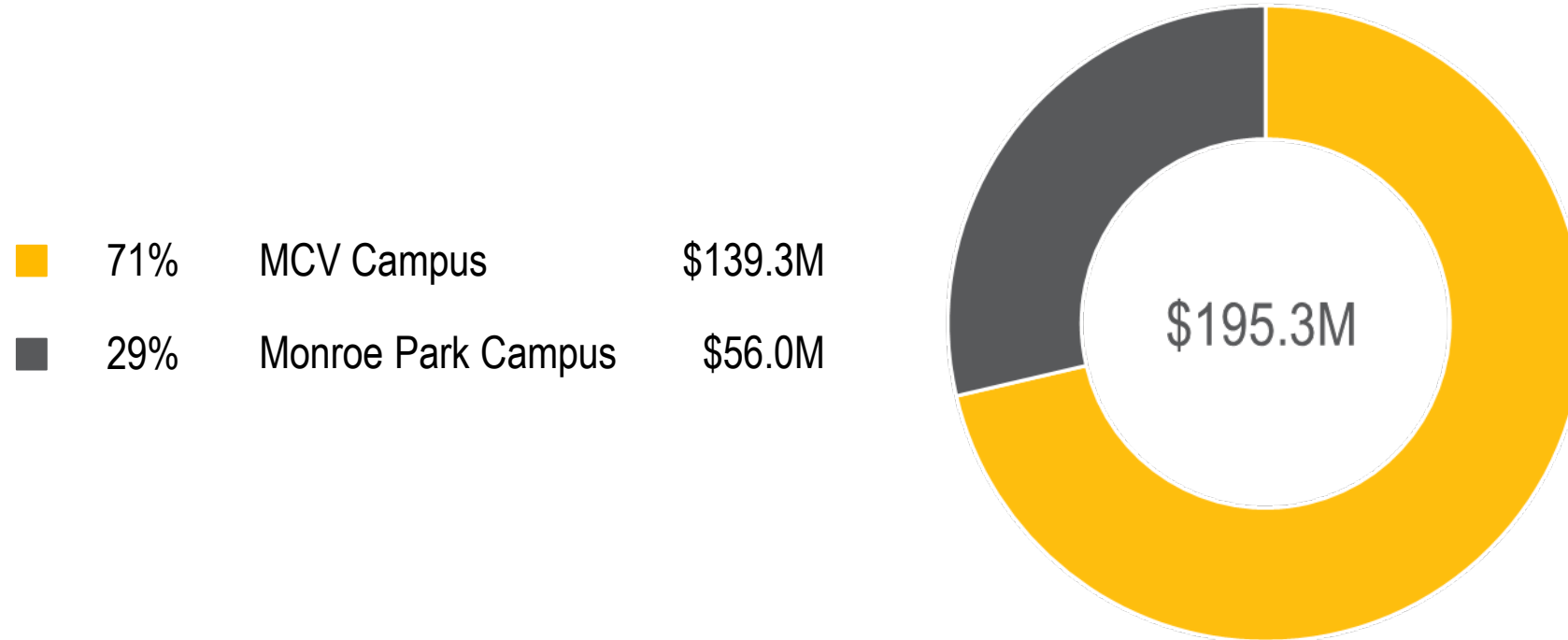
Board of Visitors

Jay Davenport, Vice President, Development and Alumni Relations
March 21, 2022

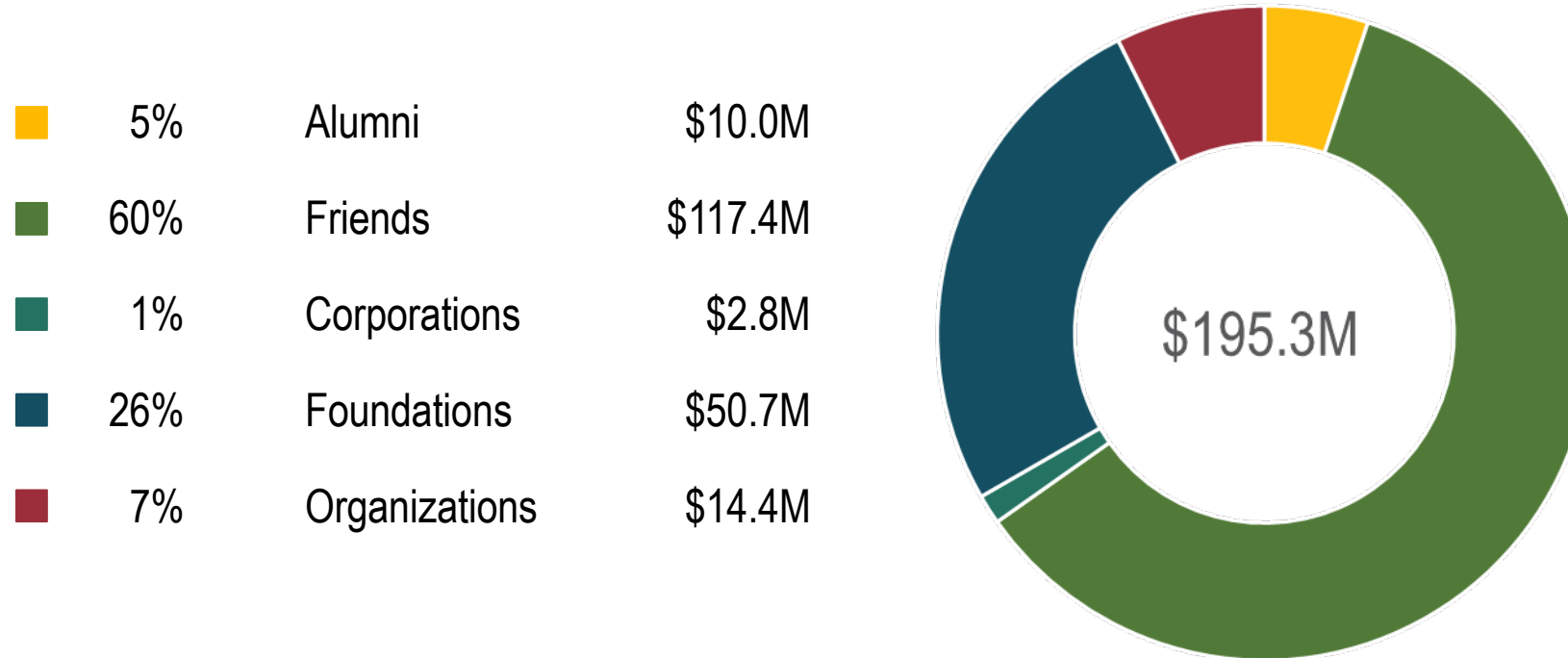


VCU

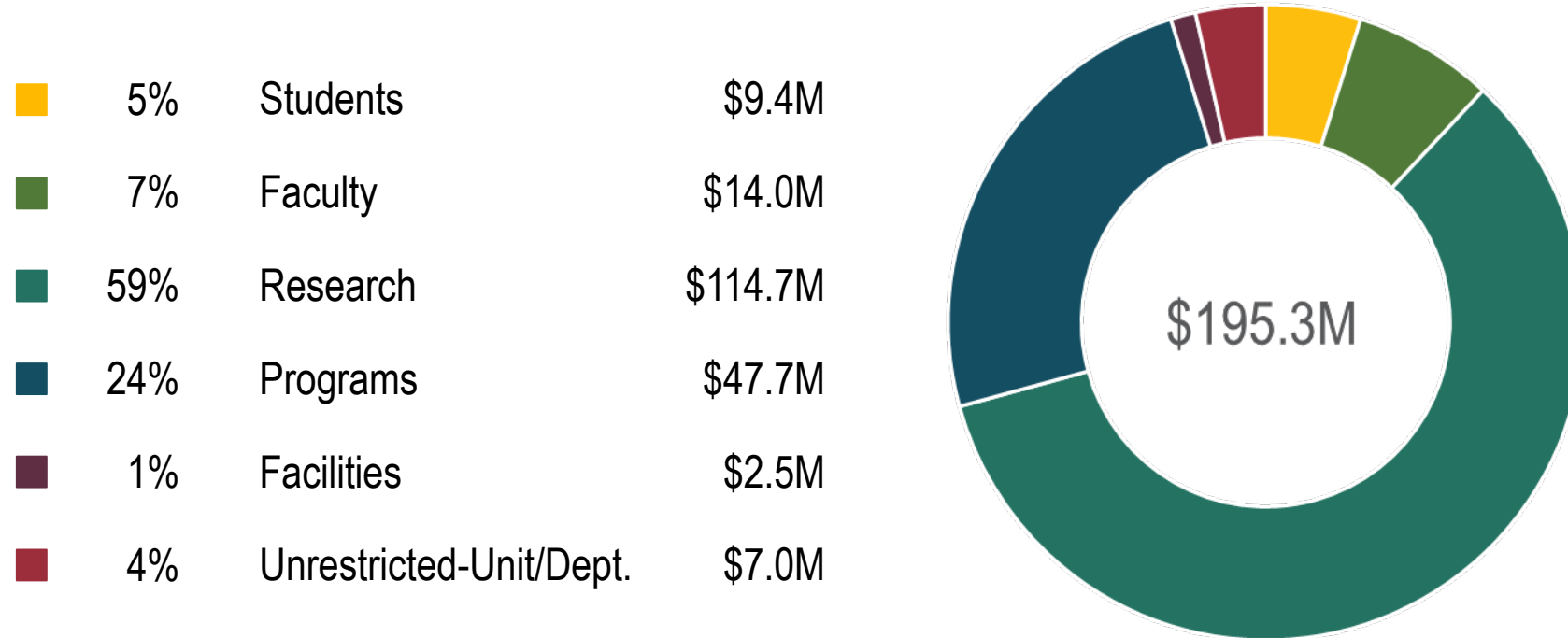
FY 2022 New Gifts and Pledges by Campus



FY 2022 New Gifts and Pledges by Source



FY 2022 New Gifts and Pledges by Purpose



How DAR Champions DEI

DAR Core Purpose and Core Values



Act with integrity

Hold ourselves to the highest standards of accountability, honesty and dependability.



Champion inclusivity

Honor diversity in all forms through collaboration, respect and trust.



Demonstrate tenacity

Consider every challenge an opportunity to work with an open mind, a flexible attitude and an innovative mindset.



Recognize success

Celebrate the impact of our work as well as our collective and individual achievements.



Pursue excellence

Always reach higher to achieve best-in-class, donor-centric results.

DAR Integration Team

*The Integration Team is the champion of DAR core purpose and core values.
The team serves as an accountability partner and drives improvement and change within DAR.*



VCU

Development and
Alumni Relations



DEI Webinar Series 2020

*Contracted with Envoy director **Ace Callwood (B.S.'12/B)** to deliver accessible and responsive program designed to enlighten, explore and provide a space for open dialogue.*



Webinars:

- Diversity, Inclusion, Equity 101
- Addressing Unconscious Bias
- The History of Systemic Racism
- Navigating Difficult Dialogues
- Diversity in Academia

Guided Discussions:

- 2-part series open to DAR staff except senior leadership

Participants:

- 220 decentralized DAR staff, VCU-affiliated foundation staff

IExcel Education Series 2021

The DAR integration team partnered with the VCU Office of Institutional Equity, Effectiveness and Success to host a series of IExcel Education seminars focused on inclusivity.



These seminars are designed to enhance cultural competency skills and lead to a more open and inclusive work environment. Seminars included:

- Cultivating an Inclusive Workplace
- Deconstructing Disabilities
- Disability and Neurodiversity 101
- Gender: Beyond the Binary

DAR Inclusion Council 2021

Mission Statement

The Inclusion Council created to promote DAR's Core Value to champion inclusivity and to **integrate best practices** for diversity, equity and inclusion at DAR. The Inclusion Council serves as an **advisory body to the DAR leadership team**. The Inclusion Council will **provide research, recommendation and policy guidance to the DAR leadership** as outlined in the Inclusion Council's future strategic plan.

Vision Statement

The impact of the work of the Inclusion Council will **enhance the diversity of DAR staff** to better represent the diversity of the alumni and donor population we serve, as well as **foster a more diverse, equitable, and inclusive culture and programs for employees, alumni, donors and families we serve.**

DAR Inclusion Council Initial Recommendations

1 Create Zero Tolerance Policy and escalation procedures

2 Hire external consultant for strategic planning

3 Review best practices for national advancement offices

4 Review job descriptions, process and postings

DAR Details: DEI Corner 2021

DEI CORNER

Designing inclusive events

As you prepare to host an event, take a moment to ask yourself if the event is accessible. Accessible event planning includes four steps: universal design, physical accessibility, sensory accessibility and cognitive accessibility. Review this [guide to setting up accessible events and conferences](#).

Have resources to share?

If you've come across a helpful article, webinar, podcast, book or other resource focused on diversity, equity and inclusion, let us know. The DAR Core Purpose and Core Values Integration Team and the DAR Inclusion Council are still collecting DEI resources to share weekly in DAR Details. To suggest a DEI resource, complete this [Google form](#) or email [Santana Ortiz](#), internal communications specialist.

- ***DAR Details*** is our weekly internal communications vehicle
- Permanent column added for DEI topics and news
- Includes:
 - Announcements of upcoming community trainings
 - Resource sharing on DEI topics for advancement
 - News on regional DEI fundraising initiatives


CASE Advancement Internship Program



- The CASE Advancement Internship program seeks to increase and diversify the number of professionals in educational advancement
- Designed to attract students (undergraduate and graduate) who may not have previously considered a career in institutional advancement
- CASE defines diversity to include ethnicity, nationality, gender, sexual orientation, age, ability
- DAR started accepting CASE interns in 2018
- Hosted 16 interns in past 5 years

University Instruction: Foundations of Fundraising

PADM 656: FUND DEVELOPMENT FOR THE NONPROFIT SECTOR



WELCOME!

We are excited to teach our fundraising class this semester in the Wilder School. The course is structured in two parts - theory and practice. We will invite fundraisers from the community to offer context to our weekly lesson plans. Please feel free to contact either of us if you have questions!

- DAR runs annual **3-credit** fundraising course
- AFP endorsed
- Goal to create pipeline of VCU students into fundraising profession
- Features 15-18 local experts, donor panels, grant writing, internships and nonprofit case studies
- Now required for Graduate Nonprofit Certificate Program (Wilder School)
- 5 years: 30 undergraduate students, 28 graduate students

Richmond Impact: AFP Inclusive Fellowship Program



- VCU assisted in creating Central Virginia AFP Inclusive Fellowship Program
- Inclusion-oriented education, training and networking for mid-level and emerging (2-5 year range) nonprofit professionals
- Together build pipeline of fundraising leaders that reflect the diversity of the RVA nonprofit community
- DAR provided **2 mentors** in 2021

VCU Nonprofit and Public Service Career Fairs



- DAR presents at the VCU Nonprofit and Public Service Career Fair for two years
- Increase access and understanding for graduating seniors interested in fundraising careers

CASE Awards



CASE 2019 Award of Excellence – National
Diversity Programs

Foundations of Fundraising: Undergraduate pipeline programs for fundraising



CASE 2020 District III Award
Talent Management Initiatives
Core Purpose and Values



CASE 2020 District III Award
Targeted Constituency Engagement
Black alumni-owned business directory



CASE 2020 District III Award
Volunteer Engagement
AAAC Mentoring Circle

DAR Core Purpose and Core Values Survey



DAR just launched the DAR Core Purpose and Core Values Survey which will assess our progress fulfilling the core purpose and core values established in 2019.

DEI Goals for FY 2023



Collect recruitment and retention data in partnership with HR



Set goals for Talent Management and the Integration Team



Optimize a strategic plan crafted by the Inclusion Council