

**CONFIDENTIAL SUMMARY
UNIVERSITY RELATIONS COMMITTEE
OF THE BOARD OF VISITORS
SEPTEMBER 17, 2021
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**

- Ms. Gunther and Mr. Conrad will share the latest status on VCU's federal earmark requests. Congressman McEachin carried two requests benefiting VCU, the Richmond Gun Violence Prevention Framework and the Richmond Teacher Residency Early Childhood Pathway.
- Ms. Gunther and Mr. Conrad will detail campus visits with gubernatorial candidates Terry McAuliffe and Glenn Youngkin.
- Ms. Gunther and Mr. Conrad will share the outcomes from Special Session II of the Virginia General Assembly including a budget update.
- Ms. Gunther and Mr. Conrad will present the latest development between VCU and the City of Richmond and surrounding counties.
- Mr. Heston will propose and discuss strategic measures to regularly share with the Board that will track the health and performance of the VCU Brand.
- Mr. Davenport will be providing a fundraising update, an update on the Invest in Me Campaign, highlight on fundraising for the Athletic Village and provide an update on our Alumni Council.



**VIRGINIA COMMONWEALTH
UNIVERSITY RESOURCES
SEPTEMBER 17, 2021**

**James Branch Cabell Library
901 Park Avenue – Room 311
Or Via Zoom
RICHMOND, VIRGINIA
OPEN SESSION AGENDA**

CALL TO ORDER

Reverend Tyrone Nelson, Chair

GOVERNMENT RELATIONS UPDATE

**Ms. Karah Gunther, Executive Director
Government Relations and Health Policy
Mr. Matt Conrad, Executive Director
Government and Board Relations**

**PUBLIC RELATIONS AND MARKETING
UPDATE**

**Mr. Grant Heston, Vice President for
University Relations**

**DEVELOPMENT AND ALUMNI
RELATIONS UPDATE**

**Mr. Jay Davenport, Vice President
for Development and Alumni Relations**

**CLOSED SESSION – Freedom of Information
Act Sections 2.2-3711 (A) (9)**

- i. *Named Fund and Spaces Report*
- ii. *Approved Named Funds Under \$50,000*

Reverend Tyrone Nelson, Chair

**Mr. Jay Davenport, Vice President for
Development and Alumni Relations**

**RETURN TO OPEN SESSION
AND CERTIFICATION**

Resolution and Certification

Reverend Tyrone Nelson, Chair

Action Item:

Approval of items discussed in closed session if necessary

ADJOURNMENT

Reverend Tyrone Nelson, Chair

Government Relations Update

1. Federal Earmark Update - Ms. Gunther and Mr. Conrad will share the latest status on VCU's federal earmark requests. Congressman McEachin carried two requests benefiting VCU, the Richmond Gun Violence Prevention Framework and the Richmond Teacher Residency Early Childhood Pathway.
2. Visits with Gubernatorial Candidates - Ms. Gunther and Mr. Conrad will detail campus visits with gubernatorial candidates Terry McAuliffe and Glenn Youngkin.
3. Special Session Update - Ms. Gunther and Mr. Conrad will share the outcomes from Special Session II of the Virginia General Assembly including a budget update.
4. Local Developments - Ms. Gunther and Mr. Conrad will present the latest development between VCU and the City of Richmond and surrounding counties.



University Relations: Measuring Influence



VCU

Web

Page views

Unique visitors

New vs. repeat visitors

Average time spent

Bounce rate

Traffic sources

Top pages

Web inquiries

Search terms

Traditional Advertising

Traditional reach and frequency

Impressions

Cost-per-click, cost-per-impression

Traffic to trackable URL

Ad awareness

Digital Advertising

Cost-per-click

Conversion rate

Cost to acquire lead

Cost per application

SEO tracking and costs

Social

Facebook (page views/likes, interactions/posts, groups, most/fewest likes)

Twitter (Tweets/retweets, followers, mentions, profile views, @Reply ratio, clicks per tweet, most/fewest retweets)

Blog RSS feed subscribers

LinkedIn contacts

YouTube (views, top videos)

Instagram

Pinterest (referral traffic, links, pins, followers)



Direct Response

Email campaigns (click throughs, open rates, unsubscribes, shares)

Direct mail (hits to URLs, reply cards, call-to-action response)

Customer Service

Attendance at training/events

Internal communications

Awards

Admissions/Enrollment

Inquiries, applicants, deposits

First choice

Admit rate

Yield rate

Surveys

Public sentiment

Brand affiliation

Awareness (aided and unaided)

Media Relations

Media placements

Type of placement

“Tone” of media coverage

Key terms and brand language

Brand and Reputation

Rankings

Brand strength metrics

Awareness

Event attendance

Identifications, Perceptions and Behaviors



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)**

Inspired Life

For years, this doctor has showed up after strangers' weddings and — with permission — brought flowers back to her patients

Listen to article 5 min



Eleanor Love is shown bringing hospital patients leftover flowers from a wedding — a project she began in 2019 when she was a medical student at Virginia Commonwealth University School of Medicine in Richmond. (Eleanor Love/The Simple Sunflower)

By Kellie D. Garmly
July 9, 2021 at 6:00 a.m. EDT

👤 📄 🗨️

As a medical student in Richmond, Eleanor Love showed up to as many wedding venues as possible, even when she didn't know the bride and groom.

She would call their wedding coordinators and ask if she could stop by after their big day, and they almost always said yes.

Love, now a Virginia-based doctor, knows that weddings create a lot of leftover flowers — and that means more opportunities for her to collect after-wedding bouquets and centerpieces and give them to her lonely hospital patients, many of whom don't often get visitors, let alone expensive flowers.

[Eleanor] Love, 27, who recently graduated from **Virginia Commonwealth University School of Medicine** and is doing a general residency at Riverside Regional Medical Center in Newport News, decided on the idea while working at the VCU hospital as a medical student and was interacting with patients who were severely ill.

MEDIA COVERAGE & IMPRESSIONS



532 MILLION
IMPRESSIONS



**MORE THAN 800
BOUQUETS DELIVERED
AS OF JULY 20**



University Relations: Measuring Influence



VCU

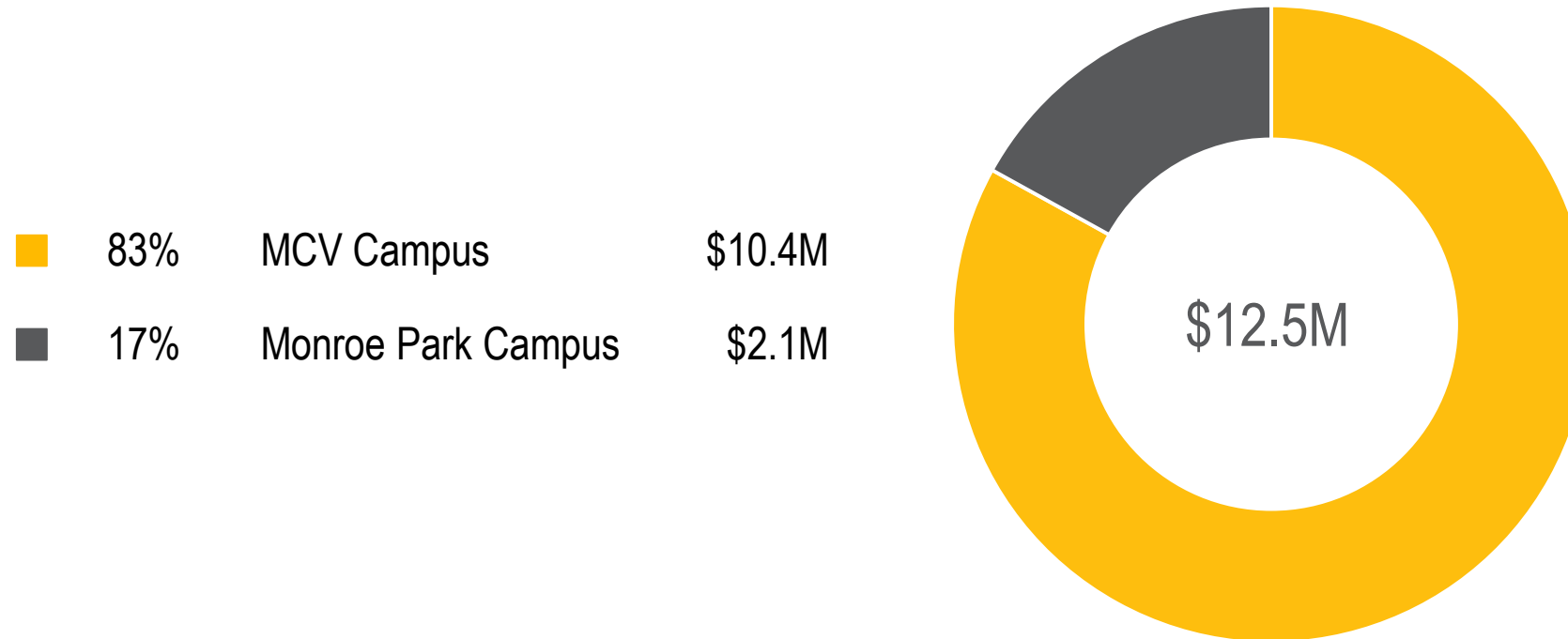
Board of Visitors

Jay Davenport, Vice President, Development & Alumni Relations
September 17, 2021

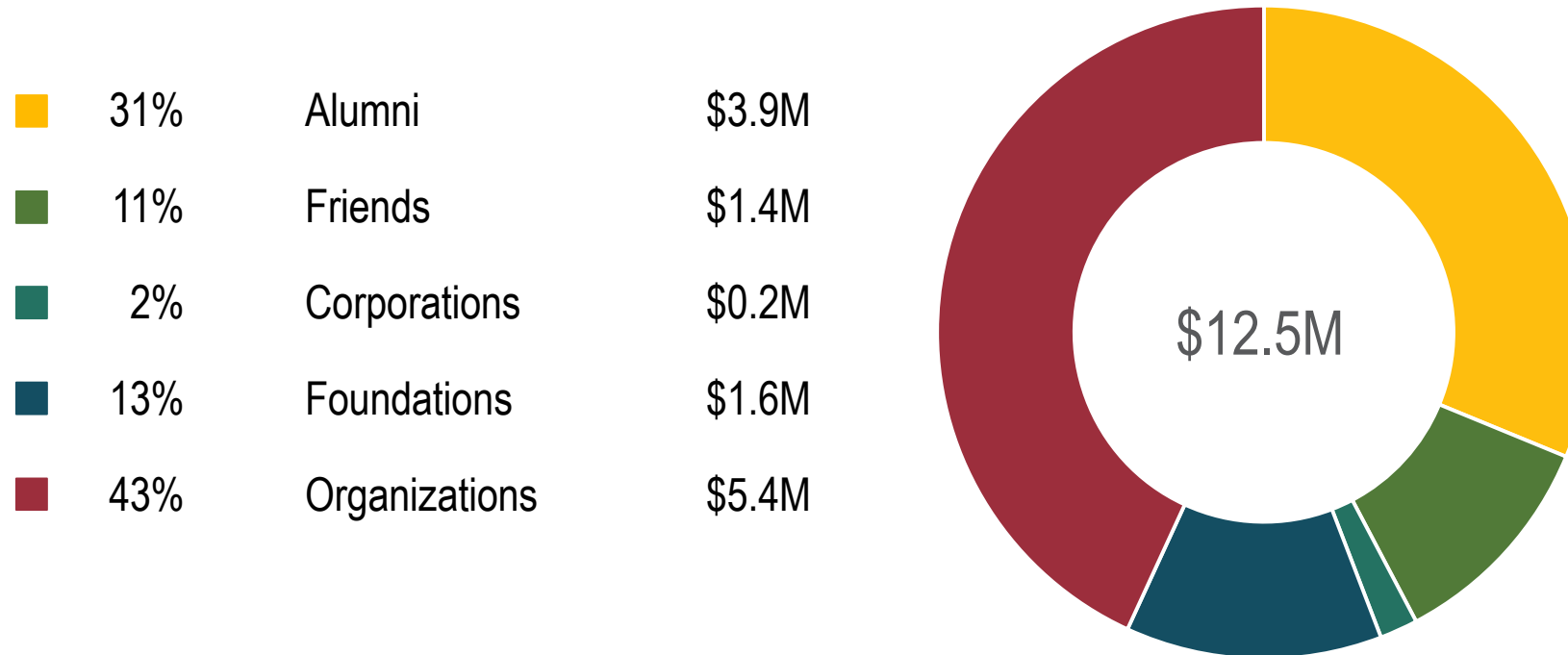


VCU

FY 2022 Summary by Campus

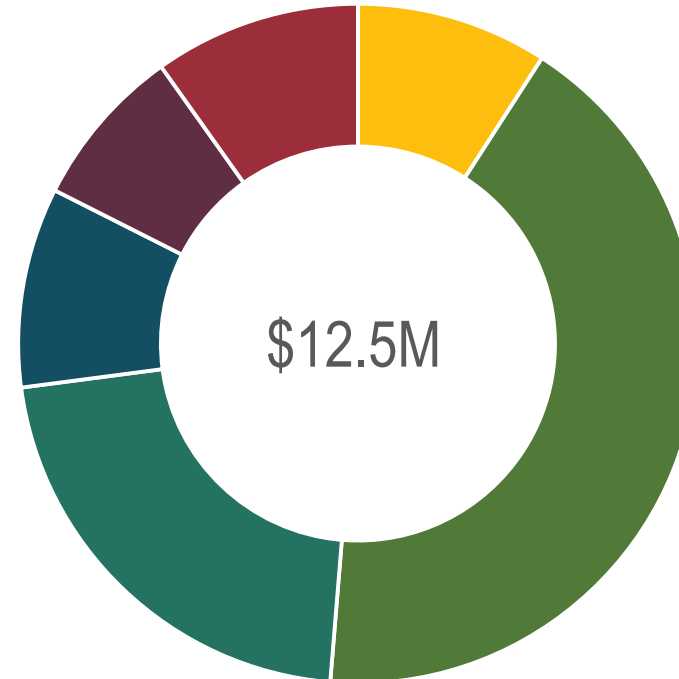


FY 2022 Summary by Source



FY 2022 Summary by Purpose

■	9%	Students	\$1.1M
■	42%	Faculty	\$5.3M
■	22%	Research	\$2.7M
■	10%	Programs	\$1.2M
■	8%	Facilities	\$1.0M
■	10%	Unrestricted-Unit/Dept.	\$1.2M



Invest in Me Scholarship Initiative



By the Numbers

146

New funds created

\$34.4M

Raised

5,451

Donors

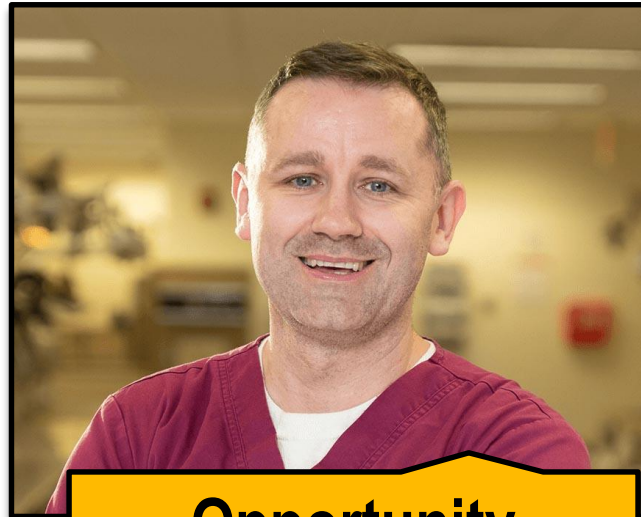


By the Numbers



Excellence

\$7.2M raised to date



Opportunity

\$12.8M raised to date



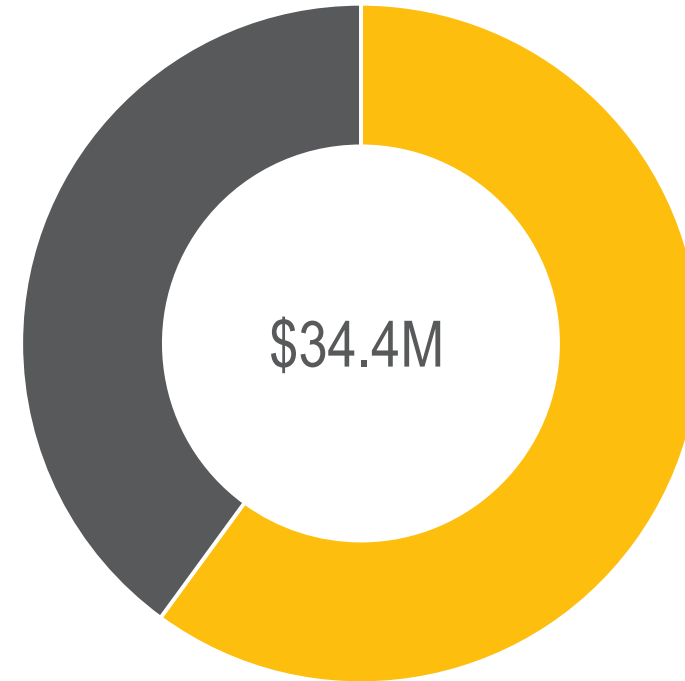
Talent

\$14.4M raised to date



Dollars Raised by Campus

■	60%	MCV Campus	\$20.6M
■	40%	Monroe Park Campus	\$13.7M



Proposed Tax Policy Changes

Proposed Tax Policy Changes

and Potential Impact on Charitable Giving

1

Increase top income tax rate

- Lowers disposable income to give
- Increases incentive to give to lower AGI
- Charitable giving becomes “cheaper”

2

Increase capital gains and dividend tax rates

- Charitable giving allows donor to capture full value of appreciated asset through a tax deduction
- Giving allows donor to avoid capital gains taxes

3

Eliminate stepped-up cost basis for inherited property

- Heirs would pay capital gains taxes on any growth in value over original purchase price
- More interest in giving highly appreciated assets to charity in estate

4

Reduce estate tax exemption; increase estate tax rate

- Donating a portion of one’s estate to charity would become more appealing