



VCU

**VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
December 8, 2017 – 11:00 a.m.**
James Branch Cabell Library
901 Park Avenue – Room 311
Richmond, Virginia**

OPEN SESSION AGENDA

- 1. CALL TO ORDER** Mr. G. Richard Wagoner, Jr., *Chair*
- 2. APPROVAL OF AGENDA** Mr. G. Richard Wagoner, Jr., *Chair*
- 3. APPROVAL OF MINUTES** Mr. G. Richard Wagoner, Jr., *Chair*
(September 14, 2017)
- 4. INTRODUCTIONS AND DASHBOARD REVIEW** Mr. 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**
 - a. Campaign Update Mr. Jay Davenport, *Vice President for Development and Alumni Relations*
Mr. Chris Ritrievi, *Senior Associate Vice President for Campaign Leadership & Constituent Relations*
 - b. Alumni Update Ms. Susan Baxter, *Southeastern Institute of Research*
- 8. CLOSED SESSION – Freedom of Information Act Sections 2.2-3711 (A)(8)**

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. Chris Ritrievi, *Senior Associate Vice President for Campaign Leadership & Constituent Relations*

9. RETURN TO OPEN SESSION

Resolution of Certification

Ms. Terry Clark, *Senior Executive Assistant to the Vice President of Development and Alumni Relations*

10. ADJOURNMENT

Mr. 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
11:00 A.M.
SEPTEMBER 14, 2017
JAMES CABELL LIBRARY
901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

MINUTES

DRAFT

COMMITTEE MEMBERS PRESENT

Rev. Tyrone E. Nelson, Vice Chair
Dr. Robert D. Holsworth
Mr. Edward McCoy
Ms. Colette W. McEachin
Mr. Ron McFarlane
Dr. Carol S. Shapiro
Mr. Steve L. Worley

COMMITTEE MEMBERS ABSENT

Mr. G. Richard Wagoner Jr, Chair

OTHERS PRESENT

VCU Staff
Jay Davenport
Myrna Hall, Senior Consultant & Principal at Marts & Lundy

CALL TO ORDER

Rev. Tyrone E. Nelson, Vice Chair, called the meeting to order at 11:08 a.m. Rev. Nelson welcomed new committee members, Mr. Edward McCoy and Mr. Steve L. Worley. He then recognized Myrna Hall who is the university's campaign consultant. He also introduced the incoming Vice President of Development and Alumni Relations, Jay Davenport, whose official start date is September 25, 2017. Mr. Steve L. Worley thanked Mr. Ed Grier, Interim Vice President of Development and Alumni Relations, for stepping into that role and successfully navigating Development and Alumni Relations through the transition period.

APPROVAL OF MINUTES

Rev. Nelson asked for a motion to approve the minutes of the May 12, 2017 University Resources Committee, as published. After motion duly made and seconded the minutes of the May 12, 2017 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

Mr. Matthew Conrad, Executive Director of Government Relations, and Ms. Karah Gunther, Executive Director Government Relations and Health Policy, provided an update:

- The new Government Relations FY18 Plan developed over the summer.
- They also provided an update on state, local, and federal activities.
- Much work has been done in advance of the 2017 general elections at which time Virginia will elect a new governor, lieutenant governor, and attorney general. All 100 house of delegates members are also up for re-election.
- Staff will work closely with the incoming administration and legislative leadership between now and January to ensure VCU's strategic priorities, as found in our 6-year plan, are reflected in the Commonwealth's new biennial budget.

University Relations

Ms. Pamela D. Lepley, Vice President for University Relations, and Tom Klug, Associate Vice President of University Marketing, presented the strategy behind this year's Make it Real marketing campaign along with a preview of the advertising concepts:

- The goals of the campaign are to elevate VCU's brand awareness, encourage interaction with the brand and to start prospective students on their college decision-making journey and move the needle in getting people to take action to apply to VCU.
- Primary audiences are prospective students, age 15-17 and secondary audiences are influencers: alumni, peers, parents and the greater Richmond area
- The media strategy has four components: break through the clutter and engage, embrace attendance trends, leverage social media early and pulse advertising flights (the timing of advertising)
- The campaign is highly metric-driven so the campaign can be adjusted along the way for optimum effectiveness of each of the goals
- The advertising creative continues the "this is my real" theme. It captures how VCU is unlike any other institution; how the VCU community does unbelievable things – our stories may seem larger than life but they are "real" – everyday – to us.
- The advertising pieces are undergoing finishing touches right now. This year's campaign will be featured on the Make it Real web site at the end of the month.

Development and Alumni Relations

Mr. Ed Grier, Interim Vice President for Development and Alumni Relations, and Chris Ritrievi, Senior Associate Vice President for Campaign Leadership and Constituency Relations, provided a summary of fundraising highlights, noting:

- VCU finished the fiscal year at \$505M and as of today, the campaign is at \$536M or 71.5% toward the \$750M goal.
- There are 86,000 donors who have given to the campaign this year.
- We have received 15 gifts of \$1M or more in 2017.
- There is \$38.3M in major gift solicitations outstanding. Mr. Ritrievi reminded the committee that a major gift is \$25K or more.
- The number of alumni making new gifts in FY17 was up 14% over this time last year.
- There is an alumni engagement research project underway with Southeastern Institute of Research to assess alumni engagement and support for VCU.

CLOSED SESSION

Rev. Nelson asked for a motion to convene a closed session pursuant to Sections 2.2-3711 (A) (9) of the Virginia Freedom of Information Act for the discussion of gifts, bequests, and fundraising activities of the University, specifically Named Fund and Spaces Report and the Named Funds Under \$50,000 Report. After motion duly made and seconded the motion was unanimously adopted.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Rev. Nelson called the meeting to order. On motion duly made and seconded the following resolution of certification was approved by a roll call vote:

Resolution of Certification

BE IT RESOLVED, that the University Resources Committee of Virginia Commonwealth University certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements under this chapter were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion by which the closed session was convened were heard, discussed or considered by the Committee of the Board.

Vote

Ayes

Nays

Dr. Robert D. Holsworth
Mr. Edward McCoy

X
X

Ms. Collette W. McEachin	X
Mr. Ron McFarlane	X
Rev. Tyrone E. Nelson	X
Dr. Carol S. Shapiro	X
Mr. Steve L. Worley	X

All members responding affirmatively, the resolution of certification was unanimously adopted.

Rev. Nelson then asked for a motion to recommend to the Board approval of the Named Funds and Spaces Report as presented in closed session. After motion duly made and seconded the Committee approved the motion to recommend to the Board of Visitors approval of the Named Funds and Spaces Report as presented in closed session.

ADJOURNMENT

There being no further business, Rev. Nelson adjourned the meeting at 12:24 p.m.

Virginia Commonwealth University

Board of Visitors, University Resources Dashboard

FY2018

Issue	Quest Theme	Owner	FY18 Goal	Progress toward Goal	% Progress toward goal	Risk	Notes
Value of New Gifts and Pledges	V	DAR	92.5	41.62	45%	Green	
Percentage of Alumni giving	V	DAR	6.3%	1.87%	30%	Green	
Earned Media Hits (total)**	V	UR	36,500	13,062	36%	Green	
Earned Media Impressions (B)	V	UR	48	11.1	23%	Green	
Media Coverage Tone (positive/neutral)**	V	UR	90%	93.3%	<i>Exceeds</i>	Green	
VCU Social Media Engagement (M)	V	UR	3.90	1.50	38%	Green	
MIR Recruitment and Comprehensive Campaign paid media impressions, all channels (M)	V	UR	80.9	2.37	<i>On Track</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 2017**

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. City of Richmond Update 2. Federal Update 3. State 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

1. City of Richmond Update
 - a. President's Address to City Council
2. Federal Update
 - a. Leadership Visits to Capitol Hill
3. State Update
 - a. November Election Update
 - b. FY19-20 Budget Outlook
 - c. 2018 General Assembly Preview

Public Relations and Marketing Communications

University Relations Dashboard FY 2018

Metric (as of Oct. 31, 2017)	FY 17 Actual	FY 18 Goal	FY 18 Actual	% of goal
Earned Media Hits*				
• Media Hits (total)	35,926	36,500	13,062	36%
• National	20,034	20,500	7,545	37%
Earned Media Impressions (in billions)	47.5	48	11.1	23%
Media Coverage Tone (positive/neutral/balanced)**	90%	90%	93.3	Exceeds
Social Media				
• VCU social media followers	352,794	379,920	364,206	96%
• VCU Social media impressions (in millions)	65.7M	68.7M	18.1M	26%
• VCU social media engagement (in millions)	3.1M	3.9M	1.5M	38%
Owned Media				
• News Center visits (in millions)	767,432	775,000	262,317	34%
• News Center page views	983,677	1.0M	332,769	33%
MIR Recruitment and Institutional Campaign <u>paid</u> media Impressions, all channels (in millions)	108M	80.9M	2.37M	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.

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).

Dashboard Highlights

- Earned and owned media metrics are on track for meeting FY 18 target goals. Media coverage tone is exceeding goals with positive coverage in the first quarter of the academic and fiscal year.
- The FY 2018 Make it Real paid media campaign is rolling out in market and tracking toward the estimated 80.9 million impressions. As of the end of October more than 2.3 million impressions were served in social media, digital, print and out-of-home advertising.

Public Affairs and Marketing Highlights

- Top earned and owned media hits include:
 - A study by VCU researchers that found children of divorced parents are more likely to get divorced themselves. To date there have been about 160 media hits with a reach of nearly 308 million, including the London Daily Mail and Miami Herald.
 - VCU School of Medicine experts comment on opioid education programs at medical skills. More than 50 national media hits have reached more than 140 million, including Fox News, US News & World Report.
 - VCU School of Engineering receives \$25 million Gates Foundation Grant reached 4.5 million through about 20 national regional and national media hits.

- Social media/Facebook post on Baldacci \$1.1 million gift reached about 40,000 with more than 1,800 reactions, comments and shares.
- University homepage redesign
 - New VCU homepage launched with affiliate pages at the end of November. Includes Make it real and admissions sites.
- Released VCU's brand standards 2.1, which incorporate enhance design system templates, VCU Heath endorsement assets and refined guidelines.
- Developed and executed President's 2017 Forum [*Engaging in Critical Conversations*](#).
- Integrated communications support continues for HR and Budget Redesign, ADA compliance for VCU-owned websites and social media channels; messaging support for federal issues such as DACA, Title IX, confederate monument protests

DEVELOPMENT AND ALUMNI RELATIONS



Make it Real Campaign Summary Report

July 1, 2012 to July 1, 2020

Multiple Units

Gift Type	Dollars Raised	Donor Count
Cash, Undocumented Realized Bequests, In Kind Gifts and Pledges	\$382,933,593	87,981
Planned Gifts - Revocable	\$77,229,944	233
Planned Gifts - Irrevocable	\$3,594,316	20
Philanthropic Grants	\$83,262,843	244
Total Campaign Progress by Gift Type	\$547,020,696	88,221
Source	Dollars Raised	Donor Count
Alumni	\$117,806,672	26,913
Friends	\$146,925,296	55,522
Corporations and Foundations	\$191,564,443	3,934
Other	\$90,724,285	1,852
Total Campaign Progress by Source	\$547,020,696	88,221

Cash, Undocumented Realized Bequests, In Kind Gifts and Pledges – Includes the charitable deduction amount of all outright cash gifts, undocumented realized bequests, in kind gifts, and pledges.

Revocable Planned Gifts – Includes all planned gifts that can be unilaterally changed or undone by the donor. Examples may include charitable trusts, beneficiary designations and bequests in wills and revocable trusts. The donor’s date of birth must be before 7/1/1960.

Irrevocable Planned Gifts – Includes all planned gifts that cannot be unilaterally changed or undone by the donor. Examples may include charitable trusts, gift annuities, retained life estates, pooled income funds and certain insurance policy gifts. The donor’s date of birth must be before 7/1/1960.

Philanthropic Grants – Includes grants deposited through the Office of Sponsored Programs that have a charitable gift component per the university’s policy.

Alumni – Includes gifts from alumni constituents as well as any alumni constituent with a spousal soft credit.

Friends – Includes gifts from constituents who are not alumni as well as any non-alumni constituent with a spousal soft credit.

Corporations and Foundations – Includes gifts from an entity categorized as a corporation, foundation or family foundation in the database. Soft credits to/from corporations and foundations are not included.

Other – Includes gifts from an entity categorized as anything other than a corporation, foundation or family foundation in the database. These most often are organizations. Soft credits to/from organizations are not included.

Dollars Raised – Total of gifts received during the campaign period (7/1/2012 to 6/30/2020) or designated as reach back gifts per campaign policy.

Donor Count – Total number of donors from each gift type or source. Donors can give through more than one gift type so the counts will not necessarily add up to the total. Donors appear in only one gift source so the counts will match grand total. Includes soft credited spouse donors.