OPEN SESSION AGENDA

1. CALL TO ORDER
   Reverend Tyrone Nelson, Chair

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

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)
   i. Named Fund and Spaces Report
   ii. Approved Named Funds Under $50,000
   iii. Signature Gifts and Naming Opportunities

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.

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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
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 remarkable liver research and care, continuing VCU’s mission to care where others can’t or won’t. This is our love letter to the liver and the world.
Earned Media

205M+ reach

MSNBC  Forbes  The Washington Post  BECKER'S  HOSPITAL REVIEW  Richmond Times-Dispatch

abc8  NEWS MEDICAL  WRIC  AUSTRALIA  WAVY TV
Social Media

812K+ impressions
39K+ engagement
Leaders amplifying the moment

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

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 #Family

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...

Congratulations Dr. Rao!

Thirty years ago, Drs. Todd Stravitz and Arun Sanyal became colleagues at Virginia...
Owned Media

20K page views

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

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, reverse and reverse liver disease.

By: Tony Nekrosius

Virginia Commonwealth University will radically expand research options for novel and liver-related research related to liver biologics, transformational liver cell therapies, and improved health care for patients with liver disease, fibrosis and cirrhosis.

Dr. John Bryan and Dr. Heinz Stravitz

This gift to the Hampton's VCU Instituteunded the largest single gift to support new research to tackle liver disease and improve patient care in the United States. With this gift, VCU is the only university in the United States to have a dedicated institute focused solely on liver disease and liver health.
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.

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

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

She spent two summers researching malaria at @NIH.

#VCU2021 #VCURamily
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)

<table>
<thead>
<tr>
<th>USA Today</th>
<th>The Chronicle of Higher Education</th>
<th>Associated Press</th>
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<tbody>
<tr>
<td>The Wall Street Journal</td>
<td>Inside Higher Education</td>
<td>Bloomberg / Businessweek</td>
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<tr>
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<td>ABC</td>
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<td>Politico</td>
<td>CBS</td>
<td>Fast Company</td>
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<tr>
<td>The Daily Beast</td>
<td>CNN</td>
<td>Inc.</td>
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<tr>
<td>Vice</td>
<td>FOX (includes Fox Business)</td>
<td>Slate</td>
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<td>MarketWatch</td>
<td>NBC (includes MSNBC and CNBC)</td>
<td>The Atlantic</td>
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<tr>
<td>Modern Healthcare</td>
<td>NPR</td>
<td>U.S. News &amp; World Report</td>
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<td>Becker's Hospital Review</td>
<td>PBS</td>
<td>The New Yorker</td>
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<td>Kaiser Health News</td>
<td>Vox</td>
<td>The Smithsonian</td>
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<tr>
<td>Forbes</td>
<td>Axios</td>
<td>The Economist</td>
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<tr>
<td>BuzzFeed</td>
<td>Huffington Post</td>
<td>Richmond Times Dispatch</td>
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*We target the RTD for stories, but do not include them in our count for national media prominence*
Top Tier Media Goal Progress

151 placements
200 annual goal

75.5%

July '21 through January '22
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
Twitter Followers +1.2%

- July: 69,407
- August: 69,407
- September: 69,407
- October: 69,407
- November: 69,407
- December: 69,407
- January: 70,238

Twitter Engagement

- July: 0
- August: 10,000
- September: 20,000
- October: 30,000
- November: 90,000
- December: 90,000
- January: 0

VCU Twitter
Board of Visitors
University Resources Committee
March 21, 2022

VCU Brand Update
DEVELOPMENT AND ALUMNI RELATIONS
Board of Visitors

Jay Davenport, Vice President, Development and Alumni Relations
March 21, 2022
FY 2022 New Gifts and Pledges by Campus

Due to rounding, some totals may not correspond with the sum of the separate figures.

- 71% MCV Campus $139.3M
- 29% Monroe Park Campus $56.0M

Total $195.3M
## FY 2022 New Gifts and Pledges by Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Alumni</td>
<td>5%</td>
<td>$10.0M</td>
</tr>
<tr>
<td>Friends</td>
<td>60%</td>
<td>$117.4M</td>
</tr>
<tr>
<td>Corporations</td>
<td>1%</td>
<td>$2.8M</td>
</tr>
<tr>
<td>Foundations</td>
<td>26%</td>
<td>$50.7M</td>
</tr>
<tr>
<td>Organizations</td>
<td>7%</td>
<td>$14.4M</td>
</tr>
</tbody>
</table>

Total: $195.3M

Due to rounding, some totals may not correspond with the sum of the separate figures. Family foundations counted as individuals.
FY 2022 New Gifts and Pledges by Purpose

- Students: 5% of $195.3M = $9.4M
- Faculty: 7% of $195.3M = $14.0M
- Research: 59% of $195.3M = $114.7M
- Programs: 24% of $195.3M = $47.7M
- Facilities: 1% of $195.3M = $2.5M
- Unrestricted-Unit/Dept.: 4% of $195.3M = $7.0M

Due to rounding, some totals may not correspond with the sum of the separate figures.
How DAR Champions DEI
DAR Core Purpose and Core Values

1. Act with integrity
   Hold ourselves to the highest standards of accountability, honesty and dependability.

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

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

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

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

Together we:

- Inspire and foster lifelong connections that transform passion into reality.
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.
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
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
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

- **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

**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.
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

- 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*
- Targeted Constituency Engagement
  *Black alumni-owned business directory*

CASE 2020 District III Award
- Volunteer Engagement
  *AAAC Mentoring Circle*
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

1. Collect recruitment and retention data in partnership with HR
2. Set goals for Talent Management and the Integration Team
3. Optimize a strategic plan crafted by the Inclusion Council