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.
CALL TO ORDER

GOVERNMENT RELATIONS UPDATE

PUBLIC RELATIONS AND MARKETING UPDATE

DEVELOPMENT AND ALUMNI RELATIONS UPDATE

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

RETURN TO OPEN SESSION AND CERTIFICATION
Resolution and Certification

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

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

[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

VCU
University Relations:
Measuring Influence
Board of Visitors

Jay Davenport, Vice President, Development & Alumni Relations
September 17, 2021
FY 2022 Summary by Campus

- 83% MCV Campus $10.4M
- 17% Monroe Park Campus $2.1M

Total: $12.5M

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

Report date: 9/3/2021
FY 2022 Summary by Source

- **Alumni**: $3.9M (31%)
- **Friends**: $1.4M (11%)
- **Corporations**: $0.2M (2%)
- **Foundations**: $1.6M (13%)
- **Organizations**: $5.4M (43%)

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

Report date: 9/3/2021
FY 2022 Summary by Purpose

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

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

Total: $12.5M
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

Total: $34.4M
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