

# VCU Board of Visitors

V i r g i n i a C o m m o n w e a l t h U n i v e r s i t y

## **August 12, 2009 Meeting of the External Relations Committee**

A meeting of the External Relations Committee of the Board of Visitors of Virginia Commonwealth University was held on Wednesday, August 12, 2009, at 11:30 a.m. in the Richmond Salons located in the University Student Commons at 907 Floyd Avenue.

Present were Messrs. Jackson (Chair), Hurtado, Jones, Rosenthal, Siegel and Snead; and Dr. Bersoff. Dr. Romano was absent. Also present were Drs. Blaisdell and Kotti; Messrs. Gehring, McDougall, Ross, Smith and Wyeth; and Mesdames Balmer, Lepley, Messmer and Schmidt.

Mr. Jackson called the meeting to order and on motion made and seconded, the Minutes of a Meeting held May 14, 2009, were approved.

The Government Relations and Health Policy Report was presented. State revenues are lower than expected and the University has submitted budget reduction plans to the Governor. The Vice President for Governmental Relations and Health Policy discussed VCU at the Crossroads. The state has asked the University to admit more in-state students and keep tuition and fees low. VCU has done both which has made the University more general fund dependent and more financially vulnerable when tax revenues fall precipitously. VCU will be working with state budget decision-makers to minimize any future reductions.

A report on VCU's state and federal funding strategies for the Massey Cancer Center was presented as well as a report on the status of the federal health care reform initiative.

The University Marketing and Communications and Public Relations report was presented. Marketing activities have been focused both on internal and external audiences, ranging from a coordinated VCU product merchandising campaign targeting students, faculty and staff, to a strategic redesign of the VCU home page. Social media continues to provide new opportunities to build the VCU image, while creating multiple ways to interact with VCU's many audiences. A paid media plan for the upcoming academic year is being developed to build on past efforts while exploring new opportunities both locally and nationally. The focus of the Office of Communications and Public Relations (OCPR) during the reporting period has been to integrate traditional and social media strategies with the overarching goals of building national and local awareness of VCU and the VCU Medical Center, as well as to promote institutional pride within the University community.

The Assistant Vice President for University Alumni Relations reported on activities sponsored by the Alumni Association including a number of welcome receptions for Dr. and Mrs. Rao.

Following closed session, on motion made and seconded, the following Resolution was approved by roll call vote:

The External Relations Committee of the Board of Visitors of Virginia Commonwealth University hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed session meeting were heard, discussed or considered by the External Relations Committee of the Board of Visitors of Virginia Commonwealth University.

<u>Roll Call Vote</u>	<u>Ayes</u>	<u>Nays</u>
Mr. Brian K. Jackson, Chair	X	
Mr. Thomas G. Rosenthal, Vice Chair	X	
Dr. Edward H. Bersoff	X	
Mr. Arthur D. Hurtado	X	
Mr. Maurice A. Jones	X	
Dr. Michele A. Romano	Absent	
Mr. Stuart C. Siegel	X	
Mr. Thomas G. Snead, Jr.	X	

Vote:

Ayes: 7

Nays: 0

Absent during meeting: 1

Absent during voting: 1

On motion made and seconded, the External Relations Committee recommended to the full Board the approval of the Named Funds Report and Facility Naming Recommendations.

The meeting was adjourned at 12:30 p.m.