



VCU

VIRGINIA COMMONWEALTH UNIVERSITY

Virginia Commonwealth University

University Resources Committee of the Board of Visitors

Minutes

Date: December 12, 2014
Time: 11:00a.m. – 12:30 p.m.
Location: Student Commons, Richmond Salons IV, 907 Floyd Avenue, Richmond, VA

Present: Ms. Teresa H. Carlson, Chair
Mr. G. Richard Wagoner, Jr.
Mr. Sudhakar V. Shenoy
Mr. William Ginther, Rector
Mr. William A. Royall, Jr., Vice-Rector
Staff from VCU and VCUHS
Member of the press

Unavailable: Ms. Nancy C. Everett, Vice-Chair
Dr. Robert D. Holsworth
Mr. John A. Luke, Jr.

Ms. Carlson called the meeting to order at 11:00 a.m. and on motion made and seconded, the University Resources Committee recommend to the full Board the approval of the Minutes of the Meeting held September 18, 2014.

The following items were presented for information and after general discussion follow-up requests were made:

- Dashboard Review as of November 24, 2014 was presented by Ms. Carlson.
- Government Relations Report was presented by Mr. Conrad. He provided a brief update

in the following areas:

- Federal Affairs
- Revenue Outlook
- 2015 GA Session Preview
- House Education Summit at VCU

- Public Relations and Marketing Communications Report was presented by Ms. Lepley with Mr. Klug as a guest presenter as well. The two presentations focused on effective issue management and provided an update on the make it real campaign.

- Vice President's Report was presented by Ms. Heil. Ms. Heil reported the following:
 - FY2015 new gifts and pledges total \$20.8M toward \$75M as of 11/24/14
 - FY2015 donor retention rate is 52.4% YTD
 - FY2015 alumni giving is 2.31% YTD
 - FYI2015 alumni membership reached 8,928 YTD
 - CRM on time, campaign benchmarks being met
 - Presentation on Feasibility Study process

On motion made and seconded, the University Resources Committee convened into closed session to discuss matters relating to gifts, bequests, and fund-raising activities, including the Report of the Vice President, the Development Report, and the consideration of the Named Funds Report Recommendations, as authorized by Section 2.2-3711 A(8) of the Virginia Freedom of Information Act.

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

The University Resources 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 University Resources Committee of the Board of Visitors of Virginia Commonwealth University.

Roll Call Vote

Ms. Teresa H. Carlson, Chair
Dr. Nancy C. Everett, Vice Chair
Mr. William Royall, Vice Rector
Mr. John A. Luke, Jr.
Mr. G. Richard Wagoner, Jr.
Dr. Sudhakar Shenoy
Dr. Robert Holsworth
Mr. William Ginther, Rector

Ayes

x
absent
x
absent
x
x
absent
x

Nays

Vote:

Ayes: 5
Nays: 0

ABSENT DURING MEETING: 3
ABSENT DURING VOTING: 3

On motion made and seconded, the University Resources Committee recommended to the full Board the approval of the Revised Named Funds Report with Mr. Royall abstaining.

The meeting was adjourned at 12:16 p.m.