



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
5:00 P.M.
DECEMBER 8, 2016
JAMES CABELL LIBRARY
901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

MINUTES

COMMITTEE MEMBERS PRESENT

Rev. Tyrone E. Nelson, Vice Chair
Mr. H. Benson Dendy III
Mr. Robert D. Holsworth
Mr. Ron McFarlane
Dr. Carol S. Shapiro

COMMITTEE MEMBERS ABSENT

Mr. G. Richard Wagoner Jr, Chair
Ms. Colette W. McEachin

BOARD MEMBERS PRESENT

Mr. William M. Ginther

OTHERS PRESENT

Dr. Michael Rao, President
Ms. Michele N. Schumacher, J.D., Board Liaison and Assistant to the President
Ms. Madelyn Wessel, University Counsel
VCU Staff

CALL TO ORDER

Rev. Tyrone E. Nelson, Vice Chair, called the meeting to order at 5:05 p.m.

APPROVAL OF MINUTES

Rev. Nelson asked for a motion to approve the minutes of the September 15, 2016 University Resources Committee, as published. After motion be duly made and seconded the minutes of the September 15, 2016 University Resources Committee were unanimously adopted. A copy of the minutes can be found at 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, provided an update on several items including, progress in state research initiatives; outcomes of the 2016 elections; Governor McAuliffe's Budget and the current state of revenues for the Commonwealth and its impact on the 2017 Virginia General Assembly Session; the progress of VCU's participation in the 2016 research initiatives adopted by the Virginia General Assembly. He noted that Governor McAuliffe is expected to introduce his budget proposal to the General Assembly on December 16, 2016, that will likely include an up to 7.5% reduction to higher education budgets statewide. Mr. Conrad also reminded the Committee that the short session of the Virginia General Assembly begins on January 11, 2017.

University Relations

Ms. Pamela D. Lepley, Vice President for University Relations, provided a summary of communications highlights since the September 2016 meeting. She noted that the earned, owned and social media metrics are for the most part on track; delivery of paid media impressions is on track; and digital advertising is performing very well with click through rates that are 6 to 8 times the industry average. Ms. Lepley also stated that University Relations in collaboration with the Division of Development and Alumni Relations successfully launched the branding and integrated communications for VCU's most ambitious fundraising campaign. This included developing a comprehensive internal and external communications plan that includes public relations, events, social media and paid media. The creative strategy is shared with our Make it Real recruitment campaign to leverage media impressions across a limited media budget.

In addition, Ms. Lepley informed the Committee that central communications development, implementation and support of university level initiatives is underway, specifically noting the following initiatives: University Budget and HR Redesign initiatives; the VCUHS and VCU master facility plans; the Diversity and Inclusion Strategic Plan; the Comprehensive Campaign; and the University Strategic Plans.

Development and Alumni Relations

Ms. Marti K.S. Heil, Vice President for Development and Alumni Relations, provided a summary of fundraising activities since September, specifically noting that the 3 day kick-off of the University's campaign was a success, including a gala and a distinguished alumni panel, that was very well attended. She stated that the campaign total stands today at \$450.2M of the \$750M goal. In addition, she informed the Committee that 23 new endowed chairs and professorships have been established and that 167 new endowed scholarships have been established. Ms. Heil also noted that Alumni giving is up 27.9% over this time last year and that the total donors, to date, to the Make It Real campaign is more than 71,600.

CLOSED SESSION

Rev. Nelson asked for a motion to convene a closed session pursuant to Sections 2.2-3711 (A)

(8) of the Virginia Freedom of Information Act for the discussion of gifts, bequests, and fund-raising 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 joint meeting of the Finance, Budget and Audit Committee and the Board of Visitors 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.

| <u>Vote</u> | <u>Ayes</u> | <u>Nays</u> |
|---------------------------------|--------------------|--------------------|
| Dr. Carol S. Shapiro, Secretary | X | |
| Mr. H. Benson Dendy III | X | |
| Mr. William M. Ginther | X | |
| Dr. Robert D. Holsworth | X | |
| Mr. Ron McFarlane | X | |
| Rev. Tyrone E. Nelson | 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. Tyrone Nelson adjourned the meeting at 6:00 p.m.