



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

11:00 A.M.

DECEMBER 8, 2017

JAMES CABELL LIBRARY

901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA

MINUTES

COMMITTEE MEMBERS PRESENT

Mr. G. Richard Wagoner Jr, Chair
Dr. Robert D. Holsworth
Mr. Ron McFarlane
Dr. Carol S. Shapiro
Mr. Steve L. Worley

COMMITTEE MEMBERS ABSENT

Mr. Edward McCoy
Ms. Colette W. McEachin
Rev. Tyrone E. Nelson, Vice Chair

OTHERS PRESENT

VCU Staff
Jay Davenport
Susan Baxter, Principal, Southeastern Institute of Research

CALL TO ORDER

Mr. G. Richard Wagoner Jr., Chair, called the meeting to order at 11:14 a.m. Mr. Wagoner welcomed the new Vice President of Development and Alumni Relations, Jay Davenport and Susan Baxter from Southeastern Institute of Research.

APPROVAL OF MINUTES

Mr. Wagoner asked for a motion to approve the minutes of the September 14, 2017 University Resources Committee, as published. After motion duly made and seconded the minutes of the September 14, 2017 University Resources Committee were unanimously adopted. A copy of the minutes can be found 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, and Ms. Karah Gunther, Executive Director Government Relations and Health Policy, provided an update:

- The 2017 statewide and house elections, as well as a preview to the 2018 session.
- As in prior years, their work on behalf of the university will be focused on the priorities established in the six-year plan and ratified by the board, including increases to student financial aid and funds for the recruitment and retention of the very best faculty.

University Relations

Ms. Pamela D. Lepley, Vice President for University Relations provided the following updates:

- After months of research, planning, designing and testing, University Relations launched the redesign of the VCU homepage and affiliate pages – including the Make it Real and Admissions sites. This is the first major overhaul of vcu.edu since August 2013.
- The site got more than a facelift. In-depth research showed that primary visitors to the home page are prospective students and their families, so the focus of the site is to recruitment.
- The site also helps foster a culture of philanthropy at VCU and continues to serve the needs of other important audiences – current students, faculty, staff, alumni.
- The committee also heard a report on the success of Public Affairs strategies to gain national prominence for VCU through national media coverage and owned media, such as social media and VCU online publications. It also was reported that the Make it Real student recruitment and comprehensive campaigns are on track.

Development and Alumni Relations

Mr. Jay Davenport, Vice President for Development and Alumni Relations, and Chris Ritrievi, Senior Associate Vice President for Campaign Leadership and Constituency Relations, provided a summary of fundraising highlights, noting:

- A new Associate Vice President for Alumni Relations has been recruited and will start in January 2018.
- The university-wide development team has raised \$55.5 Million in new gifts and pledges as of December 7, 2017.
- The campaign is at \$560.8M toward the \$750M goal.
- The number of alumni making gifts in FY18 is again up over last year, and over 27,000 have contributed to the campaign.
- The Committee also heard from Ms. Susan Baxter who presented preliminary results from the Southeastern Institute of Research on alumni perspectives of VCU and how they want to be engaged in the future.

CLOSED SESSION

Mr. Wagoner asked for a motion to convene a closed session pursuant to Sections 2.2-3711 (A) (9) 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. Mr. Wagoner 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 University Resources Committee 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. Robert D. Holsworth	X	
Mr. Ron McFarlane	X	
Dr. Carol S. Shapiro	X	
Mr. G. Richard Wagoner Jr.	X	
Mr. Steve L. Worley	X	

All members responding affirmatively, the resolution of certification was unanimously adopted.

Mr. Wagoner 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, Mr. Wagoner adjourned the meeting at 12:28 p.m.