



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

11:00 A.M.

MARCH 22, 2018

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. Todd Haymore
Mr. Edward McCoy

COMMITTEE MEMBERS ABSENT

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

OTHERS PRESENT

VCU Staff
Jay Davenport
Pam Lepley
Matthew Conrad

CALL TO ORDER

Mr. G. Richard Wagoner Jr., Chair, called the meeting to order at 10:59 a.m.

APPROVAL OF MINUTES

Mr. Wagoner asked for a motion to approve the minutes of the December 8, 2017 University Resources Committee, as published. After motion duly made and seconded the minutes of the December 8, 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. Annie Morris, Deputy Director, provided an update on the activities and results of the 2018 Session of the Virginia General Assembly. They noted that the University is focused on the priorities established in the 6 year plan, 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:

- National media hits are ahead of target, having already reached 83% of target.
- Media coverage tone is overall positive among about 30,000 media hits so far this year.
- The Make it Real undergraduate student recruitment and institutional campaign is on track to deliver the full 81 million paid impressions for the year. Most of the paid advertising for the student recruitment campaign is digital to reach prospective students and their parents.
- The campaign is proving to be very successful, with click-through-rates 12 times the industry standard.
- It is interesting to note that 94% of visits to the VCU web site from recruitment ads are from mobile devices
- The majority of visits – 70% – are visitors from Virginia. Ten percent and fewer, each, are from Washington, D.C., North Carolina, New York and Pennsylvania
- The Fiscal Year 2019 recruitment campaign is in development and will include a domestic out-of-state marketing strategy.
- A tremendous effort has been put against ADA (Americans with Disabilities Act) compliance for VCU-owned web sites and social media channels. University Relations, working with Technology Services and VCU's Title IX Office is in the process of remediating more than 500 organizational websites that encompass a minimum of 100,000 web pages.

Development and Alumni Relations

Mr. Jay Davenport, Vice President for Development and Alumni Relations provided a summary of fundraising highlights, noting:

- Associate Vice President for Alumni Relations Josh Hiscock was introduced. He started this role in January 2018.
- The university-wide development team has raised \$74.8 Million in new gifts and pledges as of March 20, 2018.
- The campaign is at \$582.8M toward the \$750M goal.

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. Todd Haymore	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.