



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
11:00 A.M.
MAY 10, 2019
JAMES CABELL LIBRARY
901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

MINUTES

COMMITTEE MEMBERS PRESENT

Mr. Todd Haymore
Dr. Robert Holsworth
Dr. Carol Shapiro

COMMITTEE MEMBERS ABSENT

Mr. G. Richard Wagoner Jr., Chair
Reverend Tyrone Nelson, Vice Chair
Mr. Edward McCoy
Ms. Colette McEachin

OTHERS PRESENT

Mr. Matthew Conrad
Mr. Jay Davenport
Ms. Karah Gunther
Mr. Magnus Johnsson
Ms. Pamela Lepley
Ms. Samantha Marrs
Staff from VCU

CALL TO ORDER

Dr. Carol Shapiro called the meeting to order at 11:05 a.m.

APPROVAL OF MINUTES

Due to the committee not having a quorum, minutes were not voted on and we did not enter closed session.

REPORTS AND RECOMMENDATIONS

Government Relations

Ms. Karah Gunther, Executive Director, Government Relations and Health Policy and Mr. Matthew Conrad, Executive Director of Government Relations, provided an update.

- State Update
 - Reconvened Session 4/3/19
 - Trauma Fund Budget Error
 - House Appropriations to Meet at VCU 5/20/19
- Federal Update
 - 1st Annual VCU in DC Reception 6/5/19
 - President Rao visits to DC and Chronicle 4/10/19
 - Congresswoman Spanberger at VCU 4/11/19
- Local Update
 - New Kent ED Groundbreaking (mid-June)
 - President Rao to Henrico Board of Supervisors 5/14/19
 - President Rao to Chesterfield Board of Supervisors 5/22/19

University Relations

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

Dashboard Highlights

Public relations and marketing communications goals for Fiscal 2019 are focused on raising institutional brand awareness and reputation among national and regional audiences. The Make it Real Paid campaign also supports undergraduate in-state and out-of-state student recruitment.

New earned media goals focus on the quality of national media coverage:

- “Top tier” national media hits
- Baseline of media hits that “tell our story,” versus a quote or mention
- Baseline of coverage in markets where we target undergraduate recruitment

Owned media goals focus on strengthening our creative storytelling while developing a larger readership through improved distribution channels, particularly the VCU News email newsletter and the VCU News site.

Shared media goals:

- Navigate changes in social media platforms that reduce reach of institutional posts
- Supplement organic social media strategy with a paid strategy to extend reach
- Focus on our governance role by helping VCU units prepare for exterior threats, including bots

Public Affairs and Marketing Highlights

Metric goals are on track to meet or exceed goals through third quarter of FY 19.

Spring 2019 Commencement

- Work continues with Greater Richmond Convention center and other internal and external partners on event planning, logistics
- Expect familiar ceremony with some change but no major issues
 - BOV will continue to fill platform, with rector serving in visible participatory role
- Noted changes in new venue include:
 - Longer walk for platform party and graduates from staging areas to seating area
 - No tiered seating for spectators
 - Accommodations include large screens strategically placed in seating area
 - Closed-caption on screen instead of ASL interpreters
 - Some street closures post event (5th/Marshall) to accommodate exiting crowds
 - Richmond and VCU police coordinating
- Graduate RSVPs trending slightly up vs. prior ceremonies. Faculty RSVPs trending down.

Development and Alumni Relations

Mr. Jay Davenport, Vice President for Development and Alumni Relations provided a review of the fundraising metrics and updates including:

- Overview of the Make It Real Campaign, stating that it was on target to be the best year in the capital campaign with an increase of \$13,000 this month. He then reviewed areas of success and areas that needed improvement. The campaign is at \$716.6 toward the \$750M goal.
- Jay Davenport also reported that we have 65,906 1st time donors during the life of this campaign to date.
- An overview of the new scholarship initiative was discussed.

ADJOURNMENT

There being no further business, Dr. Carol Shapiro adjourned the meeting at 11:42 a.m.