



VIRGINIA COMMONWEALTH UNIVERSITY

**VIRGINIA COMMONWEALTH
BOARD OF VISITORS
RETREAT**

OCTOBER 30, 2020

**James Branch Cabell Library
901 Park Avenue – Room 303
Richmond, Virginia**

&

Electronically via Zoom

AGENDA

MINUTES

BOARD MEMBERS PRESENT

Mr. Keith T. Parker, Rector (left meeting at 2:50 pm)

Mr. H. Benson Dendy III, Vice Rector

Ms. Carolina Espinal

Mr. Peter Farrell

Dr. Gopinath R. Jadhav

Ambassador Carmen Lomellin

Mr. Edward L. McCoy, Secretary

Rev. Tyrone E. Nelson (arrived at 9:35 am)

Ms. Coleen Santa Ana

Ms. Alexis Swann

Dr. Shantaram Talegaonkar

BOARD MEMBERS PRESENT VIA ZOOM

Ms. Pamela K. El

Mr. Todd P. Haymore

Ambassador Carmen Lomellin

Dr. Tonya Parris-Wilkins

Mr. G. Richard Wagoner, Jr.

BOARD MEMBERS ABSENT

Mr. Stuart C. Siegel

OTHERS PRESENT

President Michael Rao

Ms. Chelsea Gray, *Assistant Secretary and Board Liaison*

Ms. Karol Gray, *Senior Vice President and CFO*

Dr. Gail Hackett, *Provost and Sr. Vice President for Academic Affairs, via Zoom*
Ms. Karen Helderman, *Executive Director for Audit and Compliance Services*
Dr. Art Kellermann, *Senior Vice President of Health Sciences and CEO of VCU Health*
Dr. Tomikia LeGrande, *Vice President for Strategy, Strategic Enrollment and Student Success*
Ms. Pamela Lepley, *Vice President for University Relations*
Mr. Mike Melis, *University Counsel*
Presidential Cabinet of VCU
VCU students, faculty and staff
Member of the Media

CALL TO ORDER

Mr. Keith T. Parker, Rector called the meeting to order at 9:23 am in the James Cabell Library, 901 Park Avenue, Richmond, Virginia. Ms. Chelsea Gray, Assistant Secretary and Board Liaison, reminded everyone in attendance of logistics for the meeting. She then conducted a roll call to see who was present. The full recording of the meeting can be found at these websites: [Retreat Part 1](#) and [Retreat Part 2](#).

Mr. Parker welcomed the Board and thanked them for their willingness to serve on the Board of Visitors of Virginia Commonwealth University. He continued that the retreat provided opportunities for board member engagement and he urged all board members to ask questions, make comments and be fully engaged.

APPROVAL OF MINUTES

On motion duly made and seconded the minutes of the September 17 and 18, 2020 Board of Visitors meeting were approved by a roll call vote:

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Mr. Keith T. Parker, Rector	X	
Mr. H. Benson Dendy III, Vice Rector	X	
Ms. Pamela K. El	X	
Ms. Carolina Espinal	X	
Mr. Peter Farrell	X	
Mr. Todd P. Haymore	X	
Dr. Gopinath R. Jadhav	X	
Mr. Edward L. McCoy, Secretary	X	
Rev. Tyrone E. Nelson	X	
Ambassador Carmen Lomellin	X	
Dr. Tonya Parris-Wilkins	X	
Ms. Coleen Santa Ana	X	
Ms. Alexis Swann	X	
Dr. Shantaram Talegaonkar	X	
Mr. G. Richard Wagoner, Jr.	X	

A copy of the minutes can be found on the VCU website at the following webpage
<https://president.vcu.edu/board/minutes/>.

BOARD GOVERNANCE

Dr. Alexander Schexnider, Association of Governing Boards for Universities and Colleges Consultant, facilitated a discussion among board members on board governance highlighting the anatomy of good board governance and habits of highly effective boards. A copy of the presentation is attached hereto as *Attachment A* and is made a part hereof.

Mr. Parker thanked Dr. Schexnider for his presentation and for facilitating the discussions.

CLOSED SESSION

Vice Rector Dendy moved that the Virginia Commonwealth University Board of Visitors convene into closed session pursuant to Sections 2.2-3711(A) (8) of the Virginia Freedom of Information Act for the consultation from legal counsel regarding specific legal matters requiring the provision of legal advice by such counsel, and more specifically relation to the legal relationship between VCU and VCU Health System and board duties;

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Mr. Keith T. Parker, Rector	X	
Mr. H. Benson Dendy III, Vice Rector	X	
Ms. Pamela K. El	X	
Ms. Carolina Espinal	X	
Mr. Peter Farrell	X	
Mr. Todd P. Haymore	X	
Dr. Gopinath R. Jadhav	X	
Mr. Edward L. McCoy, Secretary	X	
Rev. Tyrone E. Nelson	X	
Ambassador Carmen Lomellin	X	
Dr. Tonya Parris-Wilkins	X	
Ms. Coleen Santa Ana	X	
Ms. Alexis Swann	X	
Dr. Shantaram Talegaonkar	X	
Mr. G. Richard Wagoner, Jr.	X	

At that time the VCU board members and leadership members ended the open session Zoom and entered the closed session Zoom meeting.

RECONVENED SESSION

Following the closed session, the board members and leadership members returned to the open session Zoom. Rector Parker called the meeting to order. On motion duly made and seconded, the board reconvened in open session and the following resolution of certification was approved by a roll call vote:

Resolution of Certification

BE IT RESOLVED, that 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 Board.

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Mr. Keith T. Parker, Rector	X	
Ms. Carolina Espinal	X	
Mr. Peter Farrell	X	
Mr. Todd P. Haymore	X	
Dr. Gopinath R. Jadhav	X	
Mr. Edward L. McCoy, Secretary	X	
Rev. Tyrone E. Nelson	X	
Ambassador Carmen Lomellin	X	
Dr. Tonya Parris-Wilkins	X	
Ms. Coleen Santa Ana	X	
Ms. Alexis Swann	X	
Dr. Shantaram Talegaonkar	X	

Mr. Wagoner and Ms. El were unable to access the closed session therefore they withheld their vote on the resolution of certification. All members present responding affirmatively, the resolution of certification was adopted.

TELLING THE STORY: RAISING NATIONAL AND REPUTATION

Ms. Pamela Lepley, Vice President for University Relations, moderated a panel to discuss raising VCU’s visibility. The panel included Joseph Hice, Vice President and Chief Marketing Officer, University of South Florida, Andrea Jones, Associate Vice President for Public Relations and Marketing Communications, Georgia State University, Shawn Lindsey, Executive Director of Media Relations, University of Houston, and Virgil Renzulli, Communications Consultant. The panel commended VCU for the work they have done thus far, especially during COVID.

A copy of these presentations are attached hereto as ***Attachment B*** and are made a part hereof.

Mr. Parker thanked Ms. Lepley and the panelists for their presentations and discussions.

COMMUNICATIONS TO THE BOARD

Ms. Pamela Lepley, Vice President for University Relations, facilitated a discussion to determine what communications with updates the board would like to receive. The board concluded that the university should use their judgement on what to provide to the board, but keep those who reside in the Richmond area apprised to certain media stories. Ms. Lepley reminded the Board that she is always available to talk one-on-one if needed.

LESSONS FROM THE FIELD: OUT OF STATE ENROLLMENT SUCCESS AT PUBLIC RESEARCH I UNIVERSITIES

Dr. Tomikia LeGrande, Vice President for Strategy, Strategic Enrollment and Student Success, moderated a panel to discuss strategic enrollment. The panel included Pam Horne, Consultant, and Jack Miner, Vice Provost for Enrollment Management, University of Cincinnati. The panel discussed that it is important to focus on certain markets/states, there should be goals for recruiters, and focus on the University's top tier programs when recruiting. The implications of COVID were discussed and how do all Universities recover from it.

A copy of these presentations are attached hereto as *Attachment C* and are made a part hereof.

Mr. Parker thanked Dr. LeGrande and the panelists for their presentations and discussions.

ADJOURNMENT

There being no further business, Mr. H. Benson Dendy III, Vice Rector, adjourned the meeting at 3:06 pm.