



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

3:10 P.M.

MAY 13, 2021

JAMES CABELL LIBRARY

**901 PARK AVENUE, ROOM 303, RICHMOND, VIRGINIA
& VIRTUAL**

MINUTES

COMMITTEE MEMBERS PRESENT

Ms. Carolina Espinal, *chair*
Ms. Santa Anna
Dr. Parris-Wilkins
Dr. Talegaonkar

COMMITTEE MEMBERS PRESENT VIRTUALLY

Rev. Tyrone Nelson, *Vice Chair*

OTHER BOARD MEMBERS PRESENT

Rector Parker
Vice Rector Dendy
Mr. Haymore
Mr. McCoy
Ambassador Lomellin

OTHERS PRESENT

Mr. Matthew Conrad
Mr. Jay Davenport
Ms. Karah Gunther
Mr. Grant Heston

CALL TO ORDER

Ms. Carolina Espinal, Chair called the meeting to order at 3:10 p.m. and a roll call was taken by Shannon Gravitt.

REPORTS AND RECOMMENDATIONS

Government Relations

Ms. Karah L. Gunther, Executive Director of Government Relations and Health Policy, and Mr. Matthew Conrad, Executive Director of Government Relations, provided the following updates:

- Mr. Conrad and Ms. Gunther shared updates from VCU's federal relations work, particularly the status of VCU's recent earmark proposals to Representatives Spanberger and McEachin.

- Shared first time that earmark proposals were accepted as part of the House Appropriations process in over ten years.
- Discussed VCU's strategy for the upcoming Special Session of the General Assembly later this summer.

University Relations

- Mr. Heston summarized a new enrollment campaign, in partnership with Strategic Enrollment Management and Student Success, to increase enrollment yield of students who accepted offers of admissions to those who enrolled for fall 2021. The campaign included targeted mailings, but mostly focused on the digital space where students live: targeted website ads, and ads and videos on social media platforms and YouTube.
- Discussed the four goals he has developed to help VCU and VCU Health to tell its stories more effectively and efficiently. Those goals are:
 - Transform enterprise communications and marketing operations
 - Develop and launch unifying, comprehensive brand platform
 - Leverage presidential voice, platform to elevate VCU brand
 - Create a model culture for inclusive excellence, workplace success in University Relations division
- Shared the recent success of a *Washington Post* story holding up VCU as a national model for student support services in how we quickly shared federal emergency financial aid to students.
- VCU and VCU Health students, faculty, staff, doctors, nurses and more were featured by The Today Show in a nationally broadcast story on Mother's Day about the Medical Orchestra's emotional return to in-person performances.

A copy of Mr. Heston's presentation is attached hereto as ***Attachment A*** and is made a part hereof.

Development and Alumni Relations

- Mr. Davenport reported that VCU's development team has raised \$100.3M in new gifts and pledges as of July 1, 2020, with 19,600 donors. That is a 58% increase in dollars raised, with 21% decrease in total donor count same time last year.
- The reorganization of the alumni associations and the plan for a new Alumni Council is well underway.

A copy of Mr. Davenport's presentation is attached hereto as ***Attachment B*** and is made a part hereof.

CLOSED SESSION

Mr. Espinal then moved that the University Resources Committee of the Board of Visitors of Virginia Commonwealth University convene a closed session under the Virginia Freedom of Information Act in order to discuss pursuant to Sections 2.2-3711 (A) (9) of the Freedom of Information Act for the discussion of gifts, bequests, and fund-raising activities of the

University, namely the Named Funds and Spaces Report, and the Approved Named Funds under \$50,000. The motion was seconded and was approved by a roll call vote:

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Ms. Espinal, <i>chair</i>	X	
Rev. Nelson	X	
Ms. Santa Ana	X	
Dr. Parris-Wilkins	X	
Dr. Talegaonkar	X	
Rector Parker	X	
Vice Rector Dendy	X	
Mr. Haymore	X	
Mr. McCoy	X	
Ambassador Lomellin	X	

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Ms. Espinal, Chair, 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

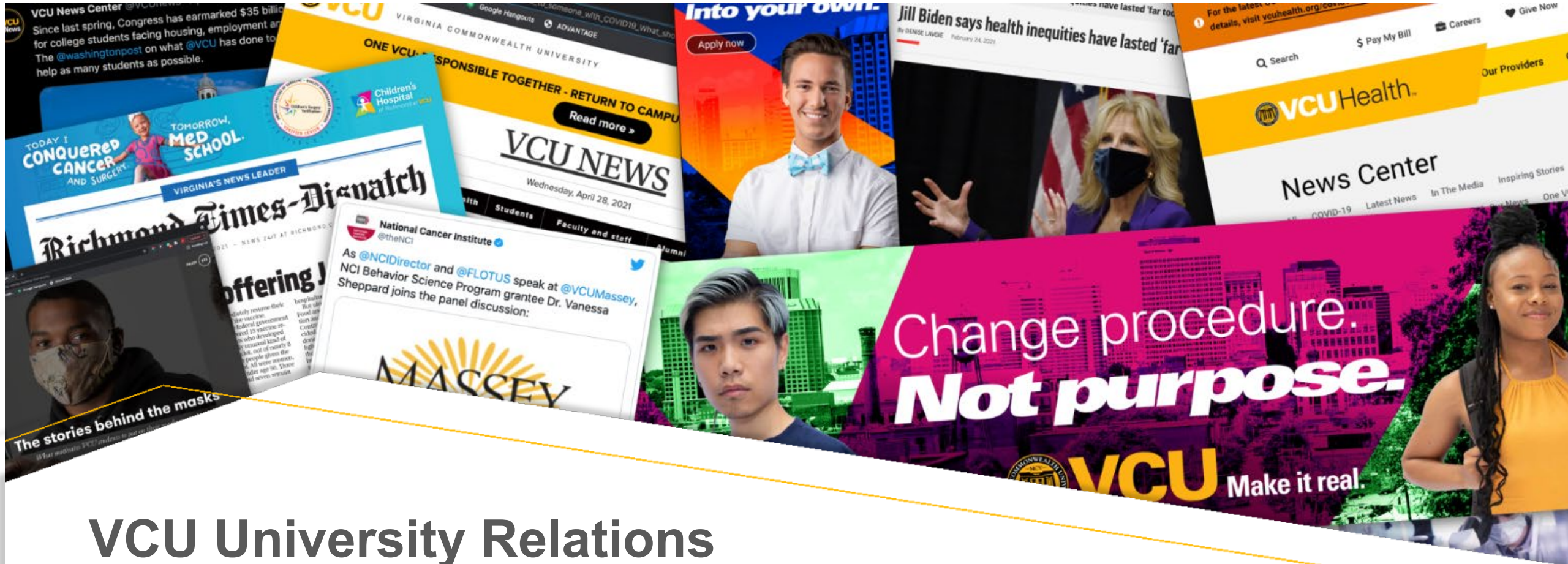
BE IT RESOLVED, that the joint meeting of the University Resources Committee of the Board of Visitors of Virginia Commonwealth University certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements under this chapter were discussed 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>
Ms. Espinal, <i>chair</i>	X	
Rev. Nelson	X	
Ms. Santa Ana	X	
Dr. Parris-Wilkins	X	
Dr. Talegaonkar	X	
Rector Parker	X	
Vice Rector Dendy	X	
Mr. Haymore	X	
Mr. McCoy	X	
Ambassador Lomellin	X	

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

ADJOURNMENT

There being no further business, Ms. Espinal adjourned the meeting at 4:00 p.m.



VCU University Relations

Board of Visitors Update, May 2021



ATTACHMENT A

Audiences

Primary

Accepted students who have shown interest in CHS
(including undecided students)

Secondary

Underserved and first-generation students across all units

Campaign goals

Phase 1

Build engagement

February/March

*Meet students
where they are*

Phase 2

Build confidence

April/May*

*Dig deeper into
the VCU experience*

Phase 3

Build excitement



June/July/August

*Build excitement
about attendance*

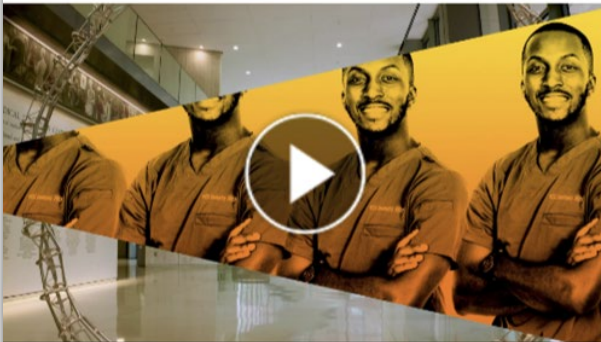
All ads drive to the [Freshman Application Checklist](#) website to finalize enrollment.

Creative strategy

VCU is built for **busting barriers** to equity and access, making more success possible for you and everyone.




Virginia Commonwealth University  Sponsored · 

We never overlook our undergraduates. You have opportunities in research from day one.




VCU.EDU
Find success fast
Finalize your enrollment today

[LEARN MORE](#)

 Like  Comment  Share

10 second video



Virginia Commonwealth University  Sponsored · 

Whether you're the first or the 15th to attend college in your family, we have the support to help you succeed.



VCU.EDU
Advanced advising
Get ready for your first day

[LEARN MORE](#)

 Like  Comment  Share

static ad 1

Virginia Commonwealth University  Sponsored · 

VCU students like you make a positive impact on communities by contributing 1.3 million hours of volunteer work.



VCU.EDU
Earn credits. Change lives.
Service learning at VCU

[LEARN MORE](#)

 Like  Comment  Share

static ad 2



***In it for the
outcomes***

Take the next steps

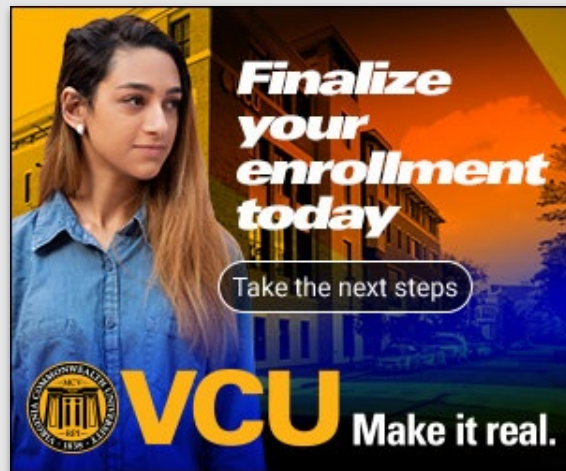
 **VCU** Make it real.



***Experience
begins
day one***


Take the next steps

 **VCU** Make it real.



***Finalize
your
enrollment
today***

Take the next steps

 **VCU** Make it real.

Take the leap into something amazing!
VCU students and grads are going places.



VIRGINIA COMMONWEALTH UNIVERSITY 3



It's all waiting here for you.

Richmond shows up on lists as the best city for, well, nearly everything. You could spend every weekend exploring, and you might not find all the murals here. And you can't beat us for food, whether you just want coffee or high-class cuisine. But if what you're after is a great lifestyle, more than 65% of our alumni stay in Virginia, and we'd be thrilled to have you join them. Everything's at your fingertips. All you have to do is decide where to start.



Want a list? Scan this code. We have options for eating, museums, shopping and more. You just have to decide what you're looking for!

VIRGINIA COMMONWEALTH UNIVERSITY 7

Out of state accepted student brochure

Healthy. Safe. Balanced.

To do well, you've got to feel well. With student safety ambassadors and the new "Check Police" feature on the free LiveSafe app, we've got your safety covered. And as a VCU student, you have access to a 25-meter pool, a 18,000-square-foot fitness center and mental health resources to keep you on top of your game.



Connect in new ways.

Diversity is everything at Virginia Commonwealth University. We bring students together from all over the world and give you opportunities to explore interests across disciplines through minors, double-majors and student organizations.



Virginia Commonwealth University
Strategic Enrollment Management
and Student Success
Office of Admissions

Box 842526
Richmond, Virginia 23284-2526

NON-PROFIT ORG.
U.S. POSTAGE
PAID
RICHMOND, VA
PERMIT #369

It's
your
turn
to say

YES.

 **VCU** Make it real.



Research is the start.

We're one of the nation's top research universities and VCU Medical Center is the area's No. 1-ranked hospital. There are a variety of ways for undergraduates to get involved from the very first day. At VCU, you have the opportunity to make as much impact as possible, as soon as possible.



Come here. Get to the top.

Take advantage of unparalleled academic opportunity through a long list of nationally ranked and accredited programs, a leading academic medical center with more than 200 specialty areas and top-flight academic advising.



Doing nothing is not a thing here.

We've got 15 NCAA teams, contribute \$30 million in volunteer work and are located in the middle of the city that's home to seven Fortune 500 companies and 550 acres of parks along the James River. At VCU, new experiences are around every corner.



Finalize your enrollment.

Step up to the challenges of today and take aim at your future educational goals.

Virginia Commonwealth University
Strategic Enrollment Management
and Student Success
Office of Admissions

821 West Franklin Street
Box 842526
Richmond, Virginia 23284-2526

Phone: (800) 841-3638 or (804) 828-1222
Monday through Friday, 8 a.m. to 4:30 p.m.

Email: ugrad@vcu.edu
vcu.edu/admissions

Take the next step: go.vcu.edu/sayyes

Virginia Commonwealth University does not discriminate in its admissions, employment, programs or activities on the basis of race, color, religion, national origin, ancestry, ethnicity, sex, age, sex including pregnancy, childbirth and related medical conditions, parenting status, marital status, genetic information, sexual orientation, gender identity or disability or otherwise. It includes medical history, sexual orientation, gender identity or disability in otherwise confidential reports, records or information. The University does not discriminate on the basis of race, color, religion, national origin, ancestry, ethnicity, sex, age, sex including pregnancy, childbirth and related medical conditions, parenting status, marital status, genetic information, sexual orientation, gender identity or disability or otherwise in the recruitment of other employees or applicants, or in any other field covered by law. For inquiries regarding the university's nondiscrimination policies, contact Title IX and Sexual Harassment Resources at sexual@vcu.edu, (804) 828-1242, or 101 Cross Street, Box 842648, Richmond, VA 23284-2648.

“Say YES” accordion brochure

DISCOVER YOUR PASSION



WORKFORCE READY



YOUR SUCCESS IS THEIR BUSINESS

At Virginia Commonwealth University, the city is our extended classroom. From service-learning projects with community nonprofits to internships at Fortune 500 companies to on-site visits with government officials, our downtown Richmond location provides numerous educational and employment opportunities for students. Every day, businesses large and small — high-tech manufacturing firms, financial institutions, hospitals, galleries and local media, to name just a few — mentor, train and hire our students. You get skills. You get experience. You get confidence. All of which set you up for success in the workforce.

Visit go.vcu.edu/sayyes to accept our offer and place yourself in the heart of opportunity.

Welcome to the #VCURamily!



Virginia Commonwealth University
Division of Strategic Enrollment Management
Office of Admissions
Box 842526
Richmond, Virginia 23284-2526

VCU is an equal opportunity and affirmative action employer. Women, minorities, individuals with disabilities, and protected veterans are strongly encouraged to apply. Anyone having questions concerning discrimination or accessibility should contact Equity and Access Services. 10/11/17



Hello, _____.

Congratulations on your acceptance and welcome to VCU and the College of Humanities and Sciences. Nearly 60% of VCU undergraduates have at least one major in the college – enabling you to collaborate and connect on whole new levels. Working together, you'll gain bigger opportunities and bigger responsibilities than you thought possible. We're here to help you manage it all.

Get checklists, contact information and important dates to help finalize your enrollment.

Take the next steps

City life meets healthy lifestyle.

Our campus is a safe and equitable space for all.

Your wellness is our priority.

We've got a holistic approach to your success with student safety ambassadors, Student Health Services, University Counseling Services and an 18,000-square-foot fitness center at the Cary Street Gym. Wherever you look, we've got support you can turn to.



Over-the-top opportunities

Richmond was named one of 52 places to go in the world by The New York Times and is home to seven Fortune 500 companies.



Support secures success

At VCU, we specialize in helping all students achieve their goals – especially those who are the first in their families to attend college.

74% of employers say a liberal arts education is the best way to prepare for success in today's global economy. (Source: Association of American Colleges and Universities)

In VCU's College of Humanities and Sciences, you can stay focused on what's ahead knowing your safety comes first. With your well-being in check and the city at your doorstep, you are in the best position to achieve your goals.

Finalize your enrollment today.

Take the next steps



Hello, _____.

All of our students participate in experiential learning, or learning by doing. And our urban campus provides instant access to professional opportunities, groundbreaking research and important community projects. This is your chance to do something big.

Finalize your enrollment today.

Take the next steps

Don't just attend college. Be part of the action.

Guided Research Experience and Applied Thinking is a program that engages students from all backgrounds in important projects.

Go all in. Get hands on.

We offer a range of programs and experiences to help match your ambitions to your academic goals.



Restore cemeteries and communities.

Sociology students help create plans that respect sanctity and improve accessibility to Richmond's historic African American cemeteries.



Tell your story. Get it picked up.

Our Capital News Service class has its stories picked up by the Washington Post and the Associated Press.



Walk in the footsteps of history.
Political science students traveled for two weeks exploring 19 different sites along the [Civil Rights Trail](#).



Solve problems the size of a pandemic.
Make an impact with big research opportunities like the Clinton Global Initiative University's COVID-19 Student Action Fund.

Innovation is in everything we do.

Top 100 National Science Foundation research university

When you get this much talent at a place that's designed to put research into action, life-changing things are bound to happen. Whether it's meeting an important mentor or making your first groundbreaking discovery, this is your chance to make a lasting impact.

Finalize your enrollment today.

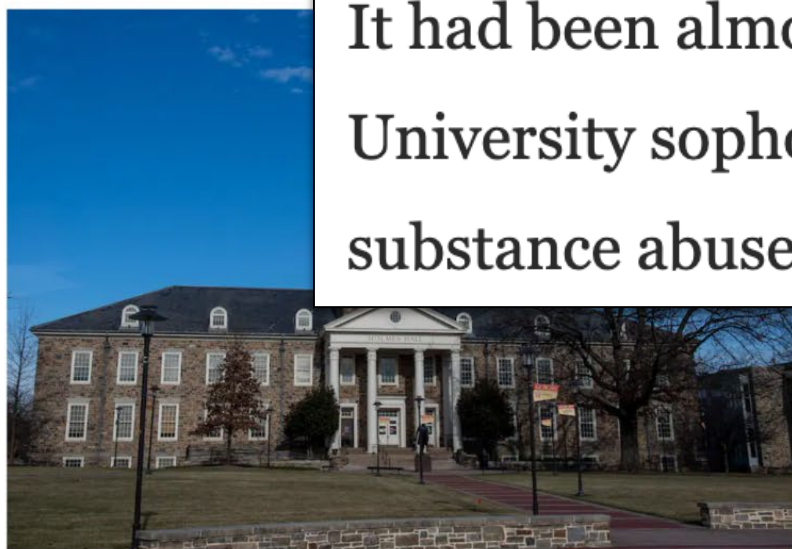
Take the next steps

National Media Update

Higher Education

Washington pumped \$35 billion into emergency grants for college students. Here's how it's going.

The proliferation of emergency aid programs is one of the few trends to emerge from the pandemic higher education experts hope will remain



Morgan State University, a public historically Black research university in Baltimore, is among thousands of schools that have received federal stimulus dollars to support emergency student aid. (Jonathan Newtor/The Washington Post)

It had been almost five months since Virginia Commonwealth University sophomore Brittany Ofori lost her part-time job at a substance abuse center when she received an unexpected offer of help.

Washington Post content selected by VA Dept of Health



1 What you need to know about the coronavirus variants



2 Your questions about coronavirus vaccines, answered



APLU'S
MORNING NEWS SCAN
YOUR DAILY HIGHER ED NEWS ROUNDUP



Share



Tweet



+1



Share



Forward

April 26, 2021

- Washington Post: [Washington pumped \\$35 billion into emergency grants for college students. Here's how it's going.](#)
- Chronicle of Higher Education: [A Tipping Point? Dozens of Public Colleges Announce Covid-19 Vaccine Mandates](#)
- Inside Higher Ed: [A Debt Long Overdue**](#)
- The Hechinger Report: [Pell changes could mean more eligible students, more money, more programs](#)
- Inside Higher Ed: [College Database Bill Raises Concerns About Student Privacy**](#)
- Inside Higher Ed: [Provosts Face the Pandemic](#)
- The Hechinger Report: [From admissions to teaching to grading, AI is infiltrating higher education](#)
- Science Magazine: [Biden fills out science team with NOAA, DOE, and diplomacy picks](#)
- The Virginia Gazette: [William & Mary renames 3 buildings with connections to Confederacy and racism, will contextualize Founding Fathers references](#)
- Wisconsin State Journal: [Op-Ed: Kevin Reilly: UW students delivering shots is practical patriotism](#)



Michael Rao • 2nd

President at Virginia Commonwealth University

2d • 🌐

Earlier this week, [The Washington Post](#) profiled how [Virginia Commonwealth University](#) worked to distribute federal financial assistance to our student population throughout the previous year. I am grateful for so many within our institution who helped to create an efficient system through which those in need were able to receive much-needed help. My sincere thanks to Tomikia LeGrande, Ed. D., VCU's vice president for strategy, enrollment management and student success, for speaking with The Post and to sophomore Brittany Ofori for sharing her story.

<https://lnkd.in/dyje9mD>



Washington pumped \$35 billion into emergency grants for college students. Here's how it's going.

[washingtonpost.com](#) • 8 min read



VCU News Center @VCUnews · Apr 26

Since last spring, Congress has earmarked \$35 billion in emergency aid for college students facing housing, employment and food insecurities. The [@washingtonpost](#) on what [@VCU](#) has done to support the effort and help as many students as possible.



Washington pumped \$35 billion into emergency grants for college s...

It is the largest federal investment in grants to rescue students in crisis and an undertaking rife with bureaucratic hurdles. Still, the ...

[washingtonpost.com](#)





THE SOUND OF MUSIC

PRODUCER:
JAY BLACKMAN
EDITOR:
JACLYN SPIRER

SUNDAY TODAY
with Willie Geist

University Relations Goals

University Relations goals

1. Transform enterprise communications and marketing operations

Supports presidential priorities 1, 2, 3 and 4

2. Develop and launch unifying, comprehensive brand platform

Supports presidential priorities 1, 2, 3 and 4

3. Leverage presidential voice, platform to elevate VCU brand

Supports presidential priorities 1, 2 and 3

4. Create model culture for inclusive excellence, workplace success in University Relations division

Supports presidential priorities 2 and 4



VCU University Relations

Board of Visitors Update, May 2021



VCU

Board of Visitors

Jay Davenport, Vice President, Development & Alumni Relations

May 14, 2021

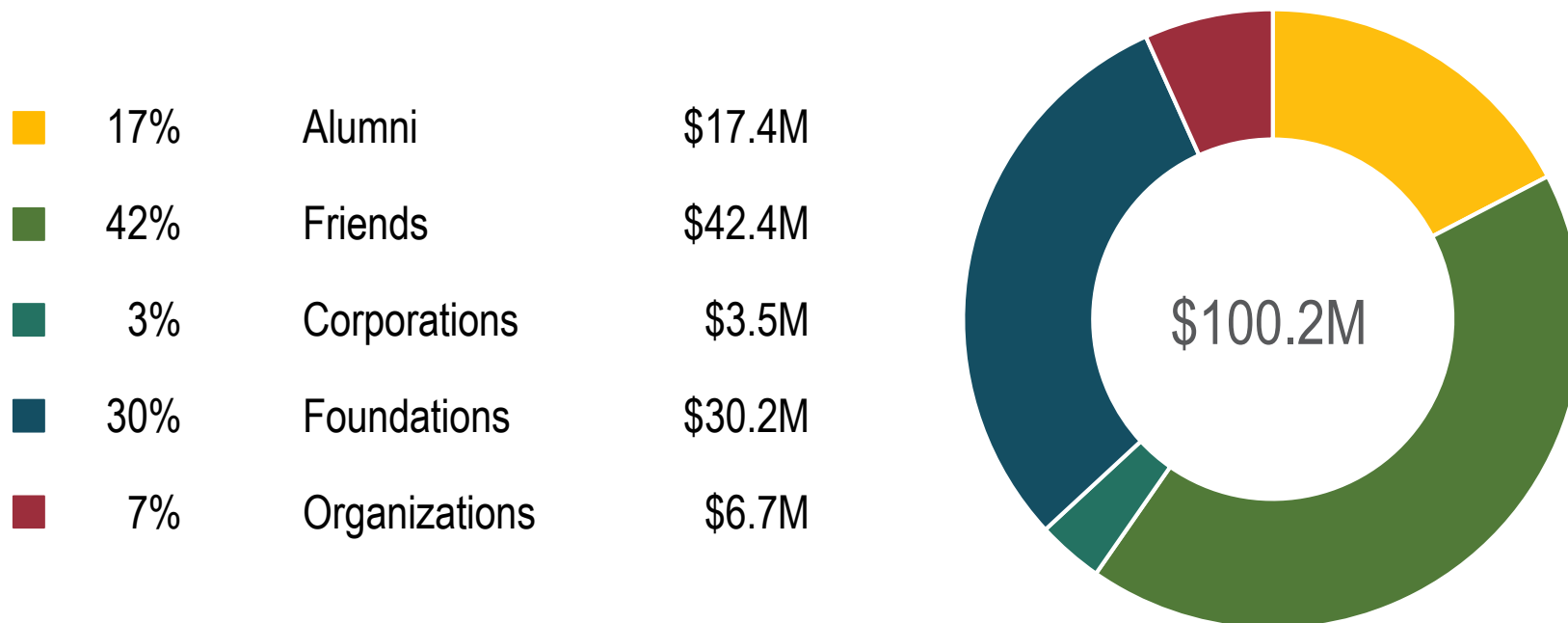
ATTACHMENT B



FY 2021 vs Same Time Last Year

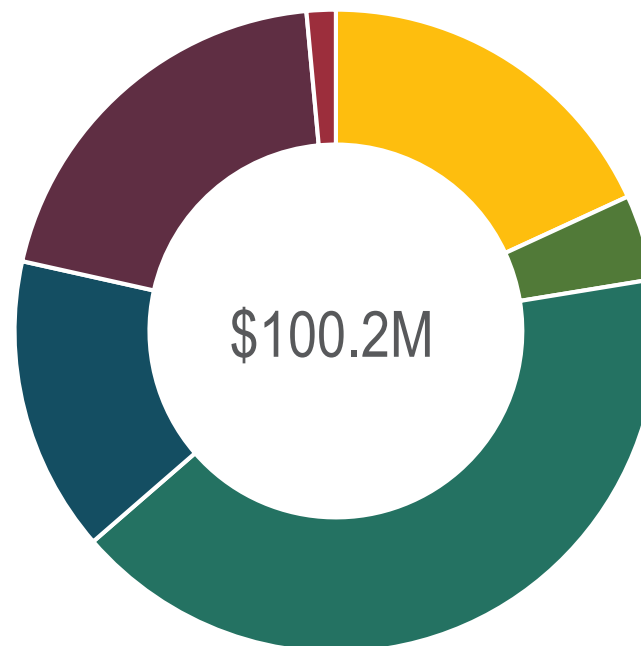
Fiscal Year: <i>July 1 to June 30</i>	Current FY		Same Time Last Year	
Gift Type	Dollars Raised	Donor Count	Dollars Raised	Donor Count
Cash, Undocumented Realized Bequests, In Kind Gifts and Pledges	\$76,428,275	19,569	\$41,965,798	24,897
Planned Gifts - Revocable	\$14,585,842	78	\$10,984,368	56
Planned Gifts - Irrevocable	\$1,646,258	4	\$340,594	4
Philanthropic Grants	\$7,568,653	74	\$10,119,012	61
Total NGP Progress by Gift Type	\$100,229,028	19,687	\$63,409,772	24,982
Source	Dollars Raised	Donor Count	Dollars Raised	Donor Count
Alumni	\$17,354,065	6,650	\$14,578,681	8,320
Friends	\$17,681,780	9,707	\$14,915,110	12,615
Corporations	\$3,460,578	486	\$6,310,623	642
Foundations	\$54,992,143	431	\$18,406,475	406
Other	\$6,740,462	410	\$9,198,883	549
Total NGP Progress by Source	\$100,229,028	19,687	\$63,409,772	24,982

FY 2021 Summary by Source



FY 2021 Summary by Purpose

■	18%	Students	\$18.2M
■	4%	Faculty	\$4.3M
■	41%	Research	\$41.3M
■	15%	Programs	\$14.9M
■	20%	Facilities	\$20.1M
■	1%	Unrestricted/Designated	\$1.5M



VCU Alumni Council: DRAFT Mission



The mission of the VCU Alumni Council is to build, unite, and support the VCU Alumni community worldwide.

The council exists to:

- Engage alumni based on their affinities and interests
- Amplify alumni voices and share their accomplishments
- Build community and connection among all alumni
- Support the student to graduate transition by developing relationships and networks
- Embrace the diversity and legacy of the university
- Contribute to the culture of philanthropy among alumni by investing in the future of the university

2021 VCU Alumni Council: DRAFT Committees



Standing Committees

Constituent Organization/Chapter Support

Alumni Connections & Networking

Recent Graduates & Students Engagement

Campus Representation

Culture, Values & Diversity

Grants, Awards & Scholarships