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:
  o Transform enterprise communications and marketing operations
  o Develop and launch unifying, comprehensive brand platform
  o Leverage presidential voice, platform to elevate VCU brand
  o 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:

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<tr>
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<th>Ayes</th>
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<tr>
<td>Ms. Espinal, chair</td>
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<td>Ambassador Lomellin</td>
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RECONVENCED 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.

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<thead>
<tr>
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</table>
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.
Audiences

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

Secondary
Underserved and first-generation students across all units
# Campaign goals

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
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</thead>
<tbody>
<tr>
<td><strong>Build engagement</strong></td>
<td><strong>Build confidence</strong></td>
<td><strong>Build excitement</strong></td>
</tr>
<tr>
<td>February/March</td>
<td>April/May*</td>
<td>June/July/August</td>
</tr>
<tr>
<td>Meet students where they are</td>
<td>Dig deeper into the VCU experience</td>
<td>Build excitement about attendance</td>
</tr>
</tbody>
</table>

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

* May 1 – acceptance offer deadline
VCU is built for **busting barriers** to equity and access, making more success possible for you and everyone.
Virginia Commonwealth University

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

VCU.EDU
Find success fast
Finalize your enrollment today

Like
Comment
Share

VCU.EDU
Advanced advising
Get ready for your first day

Like
Comment
Share

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

Like
Comment
Share

10 second video
static ad 1
static ad 2
In it for the outcomes
Take the next steps

Experience begins day one
Take the next steps

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 is intimately connected to Richmond, a living, breathing city but not a huge one. We have top ranked programs ranging from sculpture to nurse anesthesia. Seven Fortune 500 companies call our town home, and we have a thriving entrepreneurial community. Our graduation rate has jumped more than 50% over the last 10 years. We’re not just preparing students for today’s questions. We’re equipping them to take on futures they haven’t even imagined yet.

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 recitals here. And you can’t beat us for food, whether you just went coffee or high-class cuisine. But if what you’ve after is a great thermostat, more than 60% of our students stay in Virginia, and we’d be thrilled to have you put them. Everything’s at your fingertips. All you have to do is decide where to start.

Out of state accepted student brochure
Welcome HOME

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 work force.

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

Welcome to the VCUfamily!

VCU is an equal opportunity and affirmative action employer. Women, minorities, individuals with disabilities, and persons with related covered disabilities are strongly encouraged to apply. Persons feeling unable to complete disclosure questions should contact Equal Employment Services. -eoe
National Media Update
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.
April 26, 2021

- Washington Post: [Washington pumped $35 billion into emergency grants for college students. Here's how it's going.](#)
- 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](#)
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/dije9mD

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

washingtonpost.com • 8 min read
THE SOUND OF MUSIC

PRODUCER: JAY BLACKMAN
EDITOR: JACLYN SPIRER

SUNDAY TODAY with Willie Geist
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
Board of Visitors

Jay Davenport, Vice President, Development & Alumni Relations

May 14, 2021

ATTACHMENT B
# FY 2021 vs Same Time Last Year

**Fiscal Year: July 1 to June 30**

<table>
<thead>
<tr>
<th>Gift Type</th>
<th>Current FY</th>
<th></th>
<th>Same Time Last Year</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Dollars</td>
<td>Donor Count</td>
<td>Dollars</td>
<td>Donor Count</td>
</tr>
<tr>
<td>Cash, Undocumented Realized Bequests, In Kind Gifts and Pledges</td>
<td>$76,428,275</td>
<td>19,569</td>
<td>$41,965,798</td>
<td>24,897</td>
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<tr>
<td>Planned Gifts - Revocable</td>
<td>$14,585,842</td>
<td>78</td>
<td>$10,984,368</td>
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<tr>
<td>Planned Gifts - Irrevocable</td>
<td>$1,646,258</td>
<td>4</td>
<td>$340,594</td>
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<tr>
<td>Philanthropic Grants</td>
<td>$7,568,653</td>
<td>74</td>
<td>$10,119,012</td>
<td>61</td>
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<tr>
<td><strong>Total NGP Progress by Gift Type</strong></td>
<td><strong>$100,229,028</strong></td>
<td><strong>19,687</strong></td>
<td><strong>$63,409,772</strong></td>
<td><strong>24,982</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source</th>
<th>Current FY</th>
<th></th>
<th>Same Time Last Year</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Dollars</td>
<td>Donor Count</td>
<td>Dollars</td>
<td>Donor Count</td>
</tr>
<tr>
<td>Alumni</td>
<td>$17,354,065</td>
<td>6,650</td>
<td>$14,578,681</td>
<td>8,320</td>
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<tr>
<td>Friends</td>
<td>$17,681,780</td>
<td>9,707</td>
<td>$14,915,110</td>
<td>12,615</td>
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<tr>
<td>Corporations</td>
<td>$3,460,578</td>
<td>486</td>
<td>$6,310,623</td>
<td>642</td>
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<tr>
<td>Foundations</td>
<td>$54,992,143</td>
<td>431</td>
<td>$18,406,475</td>
<td>406</td>
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<tr>
<td>Other</td>
<td>$6,740,462</td>
<td>410</td>
<td>$9,198,883</td>
<td>549</td>
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<tr>
<td><strong>Total NGP Progress by Source</strong></td>
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</tr>
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</table>
FY 2021 Summary by Source

- 17% Alumni: $17.4M
- 42% Friends: $42.4M
- 3% Corporations: $3.5M
- 30% Foundations: $30.2M
- 7% Organizations: $6.7M

Total: $100.2M

Due to rounding, some totals may not correspond with the sum of the separate figures.
FY 2021 Summary by Purpose

- Students: $18.2M (18%)
- Faculty: $4.3M (4%)
- Research: $41.3M (41%)
- Programs: $14.9M (15%)
- Facilities: $20.1M (20%)
- Unrestricted/Designated: $1.5M (1%)

Total: $100.2M

Due to rounding, some totals may not correspond with the sum of the separate figures.

Report date: 4/27/2021
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

Leadership Committee

- Co-Chairs
- Co-Vice Chairs
- Assistant Vice President of Alumni Relations (secretary)
- Recent Graduate Council representative (ex-officio)
- Representative /Chair from each of the standing committees
- STAT representative (ex-officio)

Standing Committees

- Constituent Organization/Chapter Support
- Alumni Connections & Networking
- Recent Graduates & Students Engagement
- Campus Representation
- Culture, Values & Diversity
- Grants, Awards & Scholarships