



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

11:00 A.M.

SEPTEMBER 17, 2021

JAMES CABELL LIBRARY

901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA

MINUTES

COMMITTEE MEMBERS PRESENT

Rev. Tyrone Nelson, *chair*
Ms. Carolina Espinal, *vice-chair*
Ambassador Lomellin
Dr. Jadhav
Mr. Parker
Dr. Parris-Wilkins
Dr. Talegaonkar

BOARD MEMBERS ABSENT

Ms. Santa Ana

OTHERS PRESENT

Dr. Michael Rao
Dr. Aashir Nasim
Mr. Matthew Conrad
Mr. Jay Davenport
Ms. Karah Gunther
Mr. Grant Heston

CALL TO ORDER

Reverend Tyrone Nelson, Chair called the meeting to order at 11:00 a.m.

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:

- Karah Gunther and Matt Conrad shared the following updates:
 - The latest status on VCU's federal earmark requests. Congressman McEachin carried two requests benefiting VCU, the Richmond Gun Violence Prevention Framework and the Richmond Teacher Residency Early Childhood Pathway.

- Details on campus visits with gubernatorial candidates Terry McAuliffe and Glenn Youngkin.
- Outcomes from Special Session II of the Virginia General Assembly including a budget update.
- Presented the latest development between VCU and the City of Richmond and surrounding counties.

University Relations

- Grant Heston proposed and discussed strategic measures to regularly share with the Board that will track the health and performance of the VCU Brand.

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

Development and Alumni Relations

- Jay Davenport reported on the numbers for the Invest in Me Campaign and provided an update on our Alumni Council. Mr. Davenport also spoke to the Athletics Village fundraising initiatives.
- Jay Davenport reported that VCU's development team has raised \$12.5M in new gifts and pledges since July 1, 2021, with 2,915 donors. That is a 2% increase in dollars raised, with 8% decrease in total donor count the same time last year.

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

CLOSED SESSION

Reverend Nelson, Chair 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.

RECONVENED SESSION

Following the closed session, the public was invited to return to the meeting. Reverend Nelson, 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>
Rev. Nelson, Chair	X	
Ms. Espinal	X	
Dr. Jadhav	X	
Ambassador Lomellin	X	
Mr. Parker	X	
Dr. Parris-Wilkins	X	
Dr. Talegaonkar	X	

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

Rev. Nelson moved that the Committee approve the following actions as presented in closed session:

1. The Faculty Tenure appointments, changes in status and tenure recommendations.
2. The funds Named Funds and Spaces Report and the Approved Named Funds under \$50,000.

The motion was seconded and was approved unanimously.

ADJOURNMENT

There being no further business, Reverend Nelson, adjourned the meeting at 12:00 p.m.



ATTACHMENT A

University Relations: Measuring Influence



Web

Page views

Unique visitors

New vs. repeat visitors

Average time spent

Bounce rate

Traffic sources

Top pages

Web inquiries

Search terms

Traditional Advertising

Traditional reach and frequency

Impressions

Cost-per-click, cost-per-impression

Traffic to trackable URL

Ad awareness

Digital Advertising

Cost-per-click

Conversion rate

Cost to acquire lead

Cost per application

SEO tracking and costs

Social

Facebook (page views/likes, interactions/posts, groups, most/fewest likes)

Twitter (Tweets/retweets, followers, mentions, profile views, @Reply ratio, clicks per tweet, most/fewest retweets)

Blog RSS feed subscribers

LinkedIn contacts

YouTube (views, top videos)

Instagram

Pinterest (referral traffic, links, pins, followers)



Direct Response

Email campaigns (click throughs, open rates, unsubscribes, shares)

Direct mail (hits to URLs, reply cards, call-to-action response)

Customer Service

Attendance at training/events

Internal communications

Awards

Admissions/Enrollment

Inquiries, applicants, deposits

First choice

Admit rate

Yield rate

Surveys

Public sentiment

Brand affiliation

Awareness (aided and unaided)

Media Relations

Media placements

Type of placement

“Tone” of media coverage

Key terms and brand language

Brand and Reputation

Rankings

Brand strength metrics

Awareness

Event attendance





University Relations: Measuring Influence



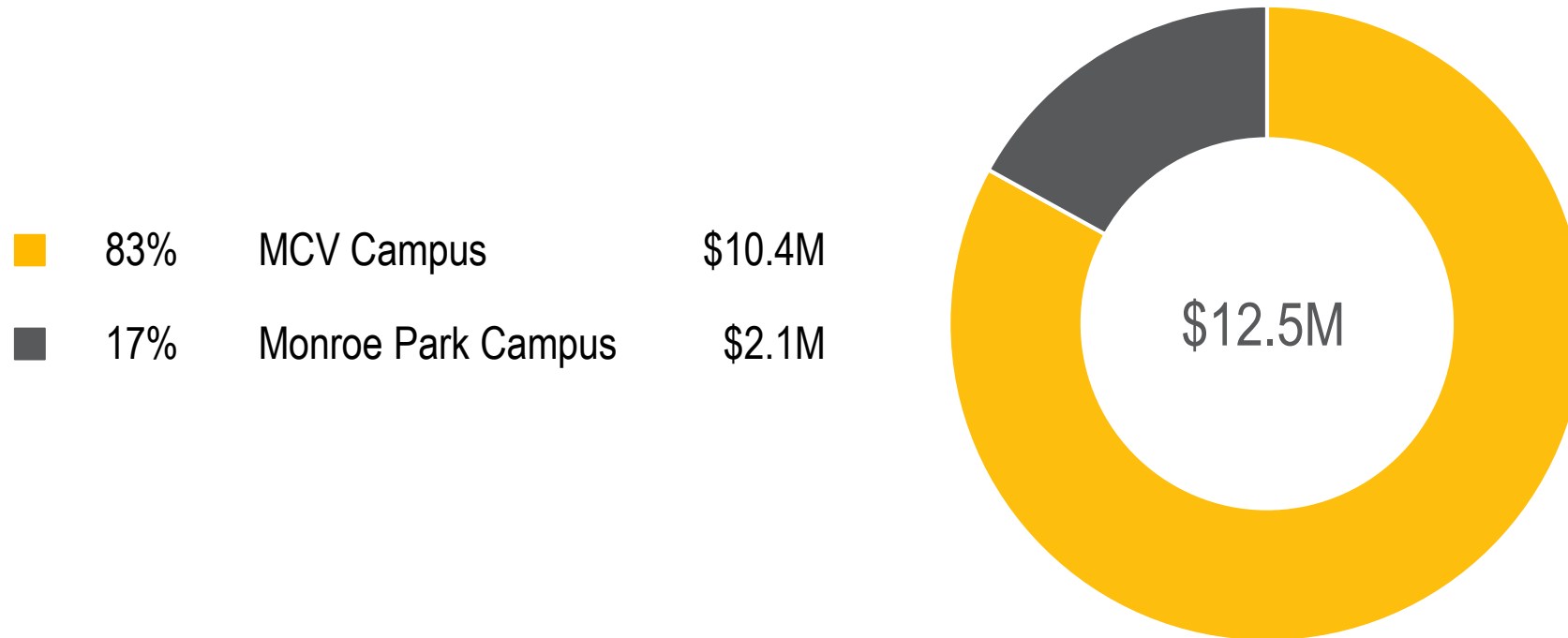
Board of Visitors

ATTACHMENT B

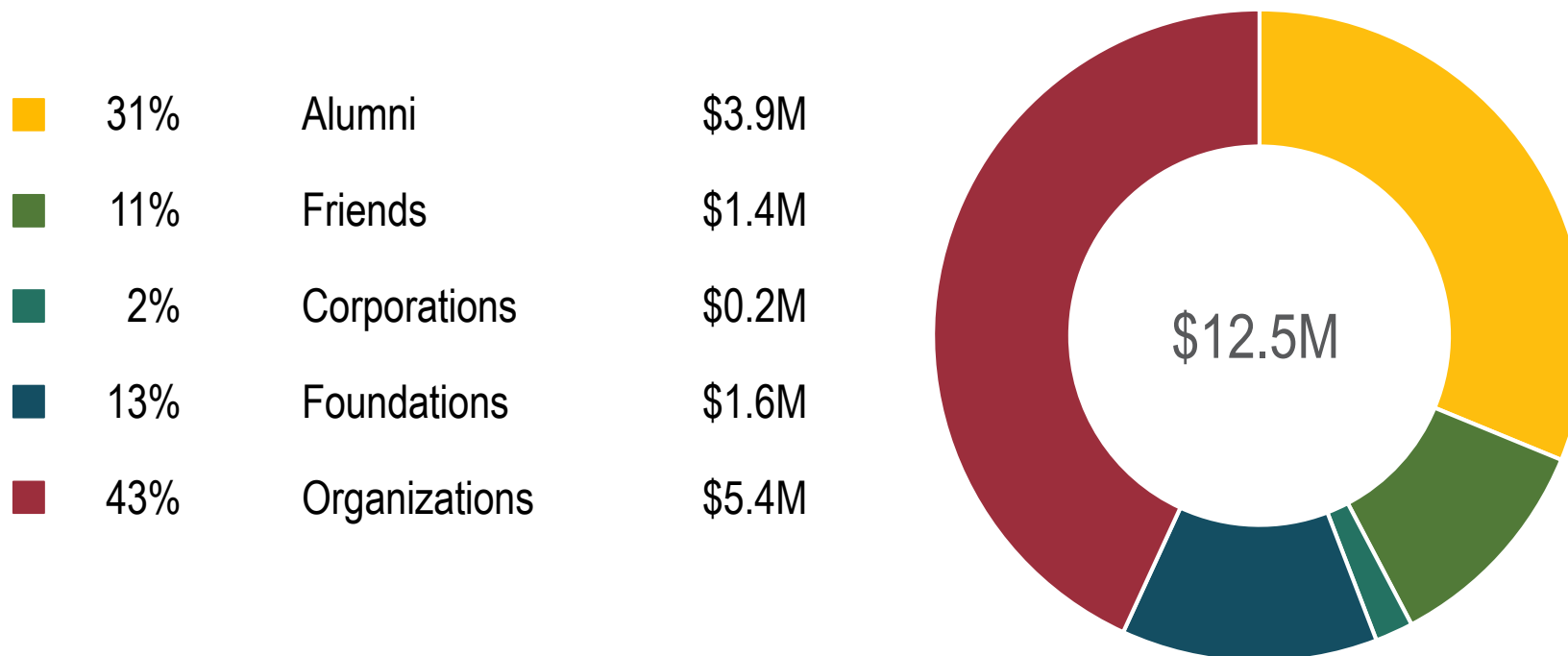
Jay Davenport, Vice President, Development & Alumni Relations
September 17, 2021



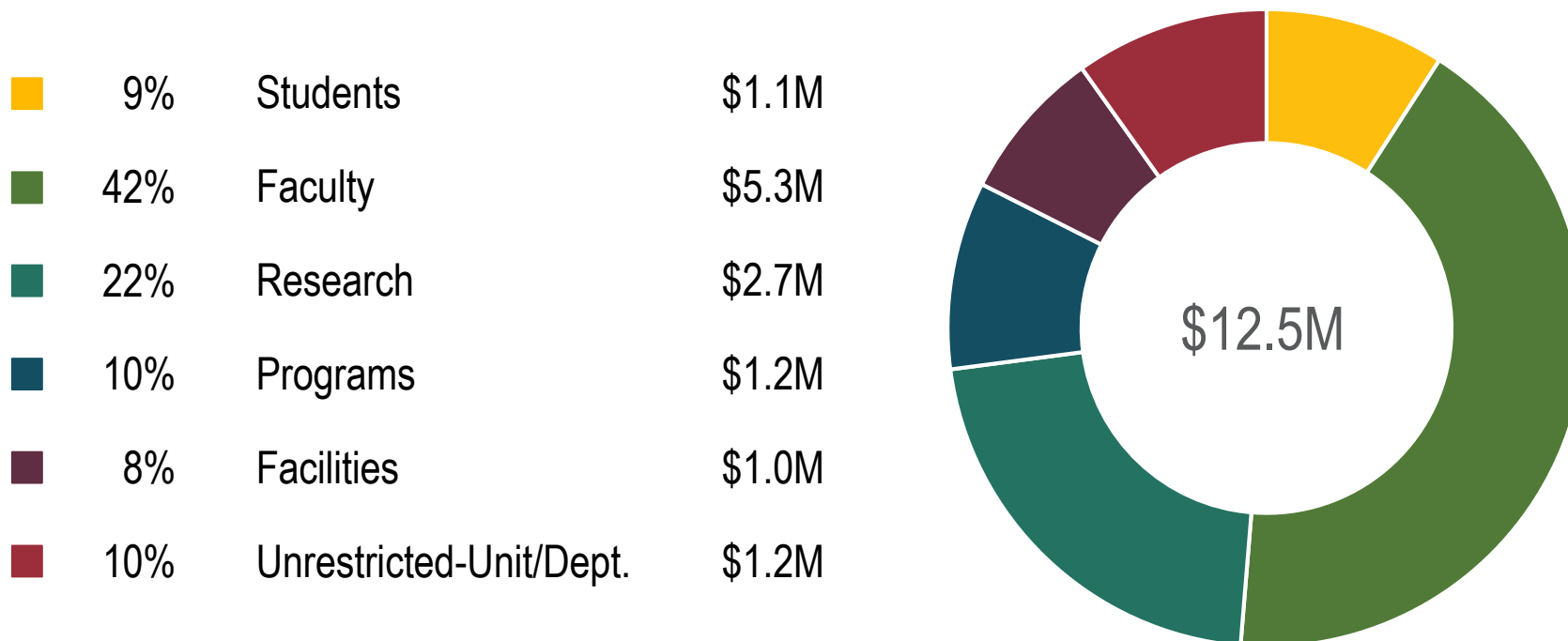
FY 2022 Summary by Campus



FY 2022 Summary by Source



FY 2022 Summary by Purpose



Invest in Me Scholarship Initiative



By the Numbers

146

New funds created

\$34.4M

Raised

5,451

Donors



By the Numbers



Excellence

\$7.2M raised to date



Opportunity

\$12.8M raised to date





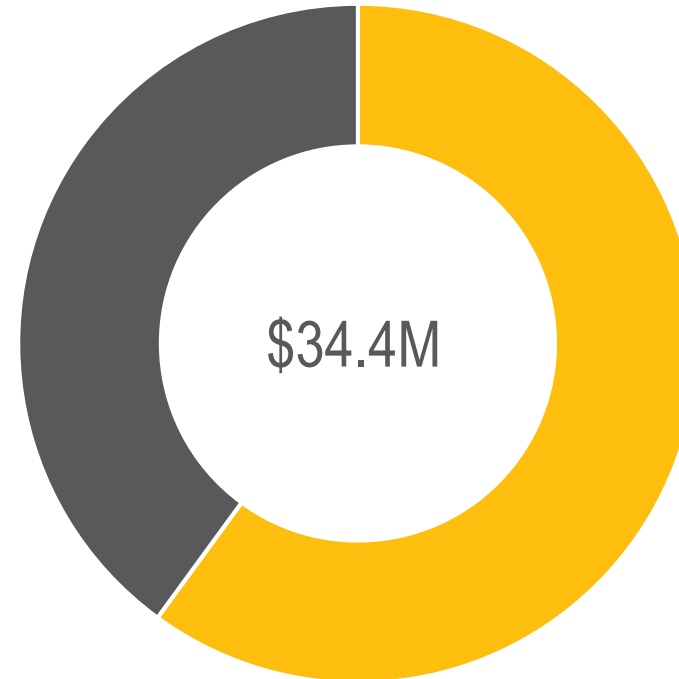
Talent

\$14.4M raised to date



Dollars Raised by Campus

	60%	MCV Campus	\$20.6M
	40%	Monroe Park Campus	\$13.7M



Proposed Tax Policy Changes

Proposed Tax Policy Changes

and Potential Impact on Charitable Giving

1

Increase top income tax rate

- Lowers disposable income to give
- Increases incentive to give to lower AGI
- Charitable giving becomes “cheaper”

2

Increase capital gains and dividend tax rates

- Charitable giving allows donor to capture full value of appreciated asset through a tax deduction
- Giving allows donor to avoid capital gains taxes

3

Eliminate stepped-up cost basis for inherited property

- Heirs would pay capital gains taxes on any growth in value over original purchase price
- More interest in giving highly appreciated assets to charity in estate

4

Reduce estate tax exemption; increase estate tax rate

- Donating a portion of one’s estate to charity would become more appealing