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.

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<tr>
<th>Vote</th>
<th>Ayes</th>
<th>Nays</th>
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<td>Rev. Nelson, Chair</td>
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<td>Ms. Espinal</td>
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<td>Dr. Talegaonkar</td>
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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.
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
Eleanor Love, 27, who recently graduated from Virginia Commonwealth University School of Medicine and is doing a general residency at Riverside Regional Medical Center in Newport News, decided on the idea while working at the VCU hospital as a medical student and was interacting with patients who were severely ill.
University Relations:
Measuring Influence
Board of Visitors

ATTACHMENT B

Jay Davenport, Vice President, Development & Alumni Relations
September 17, 2021
FY 2022 Summary by Campus

- 83% MCV Campus $10.4M
- 17% Monroe Park Campus $2.1M

Due to rounding, some totals may not correspond with the sum of the separate figures.
FY 2022 Summary by Source

- Alumni: $3.9M (31%)
- Friends: $1.4M (11%)
- Corporations: $0.2M (2%)
- Foundations: $1.6M (13%)
- Organizations: $5.4M (43%)

Due to rounding, some totals may not correspond with the sum of the separate figures.
FY 2022 Summary by Purpose

- **9%** Students: $1.1M
- **42%** Faculty: $5.3M
- **22%** Research: $2.7M
- **10%** Programs: $1.2M
- **8%** Facilities: $1.0M
- **10%** Unrestricted-Unit/Dept.: $1.2M

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

Report date: 9/3/2021
Invest in Me Scholarship Initiative
By the Numbers

146 New funds created

$34.4M Raised

5,451 Donors

report date: 9/2/2021
By the Numbers

Excellence
$7.2M raised to date

Opportunity
$12.8M raised to date

Talent
$14.4M raised to date

report date: 9/2/2021
Dollars Raised by Campus

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

$34.4M

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