



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

11:00 A.M.

DECEMBER 10, 2021

JAMES CABELL LIBRARY

901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA

MINUTES

COMMITTEE MEMBERS PRESENT

Reverend Tyrone E. Nelson, *Chair*

Ms. Carolina Espinal, *Vice Chair*

Ambassador Carmen Lomellin

Mr. Keith Parker

Ms. Coleen Santa Ana

Dr. Tonya Parris-Wilkins

Dr. Shantaram Talegaonkar

BOARD MEMBERS ABSENT

Dr. Gopinath Jadhav

OTHERS PRESENT

Dr. Aashir Nasim

Mr. Jay Davenport

Mr. Matt Conrad

Mr. Miles Gordon

Ms. Shannon Gravitt

Ms. Karah Gunther

Mr. Grant Heston

CALL TO ORDER

Reverend Tyrone Nelson, Chair called the meeting to order at 11:10 a.m.

REPORTS AND RECOMMENDATIONS

Government Relations

- Karah Gunther, Matt Conrad and Miles Gordon provided an elections update, offered a 2022 General Assembly Session preview and highlighted VCU's priorities for this session. An update on the structure of VCU Office of Government Relations was also shared.

University Relations

- Grant Heston shared ROI measures for communications and marketing, provide an update on brand research and talk about expanding/improving VCU social media.
- A copy of Mr. Heston's powerpoint is attached hereto as *Attachment A* and is made a part hereof.

Development and Alumni Relations

- Jay Davenport provided a fundraising update, introduced the alumni engagement plans for 2022 and beyond, and introduced the University Development team.
- Jay Davenport also reported VCU's development team has raised \$26.6 million in new gifts and pledges since July 1, 2021, with 7,854 donors. That is a 26% decrease in dollars raised, with 17% decrease in total donor count the same time last year.
- A copy of Mr. Heston's powerpoint 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.

Vote

Reverend Nelson, Chair
Ms. Espinal
Ambassador Lomellin
Mr. Parker
Ms. Santa Anna
Dr. Parris-Wilkins
Dr. Talegaonkar

Ayes

X
X
X
X
X
X
X

Nays

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

ADJOURNMENT

There being no further business, Reverend Nelson, adjourned the meeting at 12:30 p.m.

Board of Visitors

ATTACHMENT B

Jay Davenport, Vice President, Development and Alumni Relations

December 10, 2021



Overview

1

FY22 New Gifts and Pledges

2

Alumni Relations

3

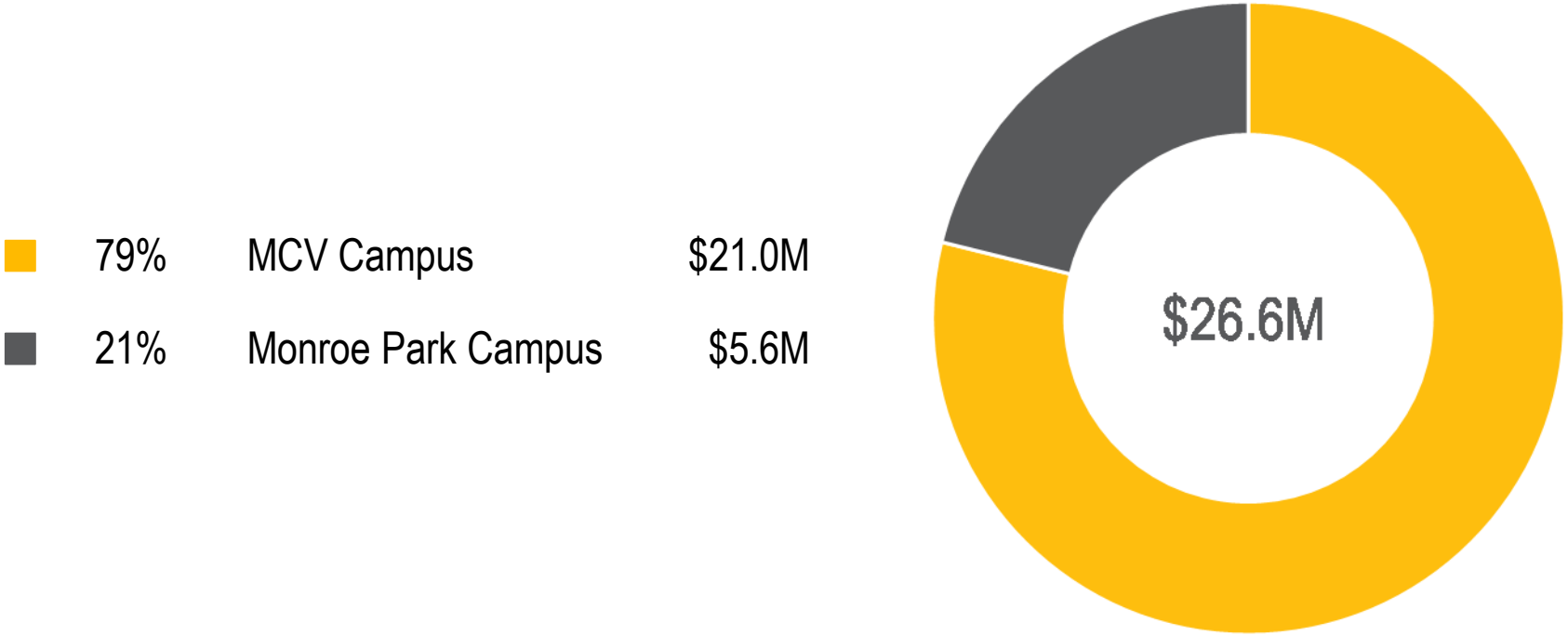
University Development

4

VCU Giving Day

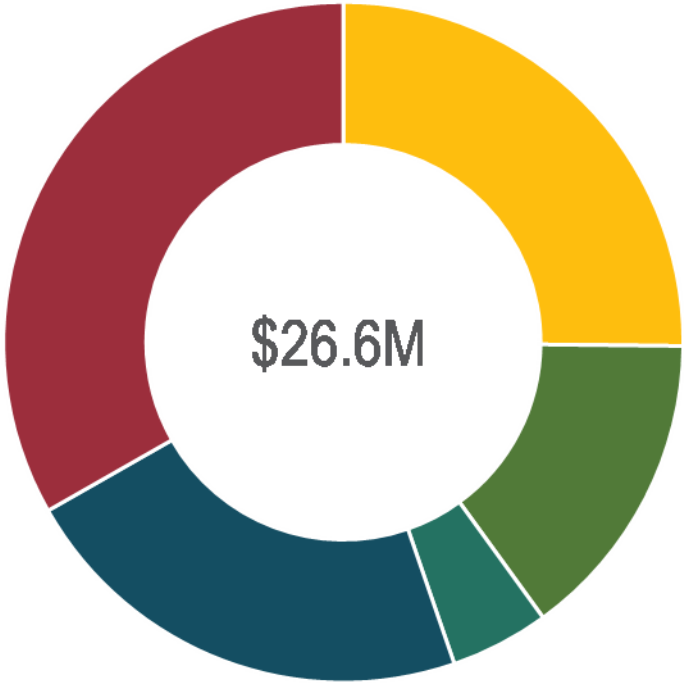
FY22 New Gifts and Pledges

EV22 New Gifts and Bequests by Campus

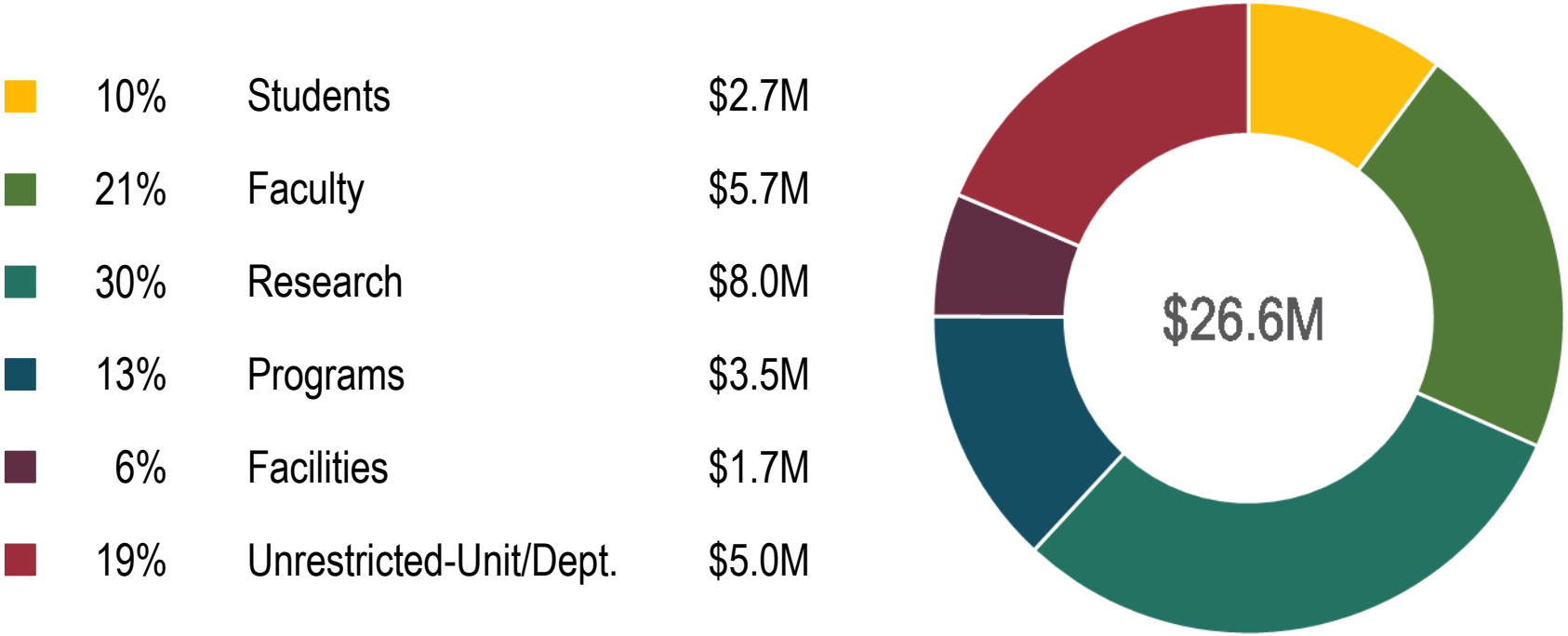


EV22 New Gifts and Bequests by Source

25%	Alumni	\$6.7M
15%	Friends	\$3.9M
5%	Corporations	\$1.3M
22%	Foundations	\$5.9M
33%	Organizations	\$8.8M



EV22 New Gifts and Bequests by Purpose



FY22 Principal Giving Overview

\$11.0M

Booked Commitments

\$13.1M

Verbal Commitments

\$106.0M

Pipeline

Alumni Relations

Alumni Relations Strategy



Collaboration with
student affairs

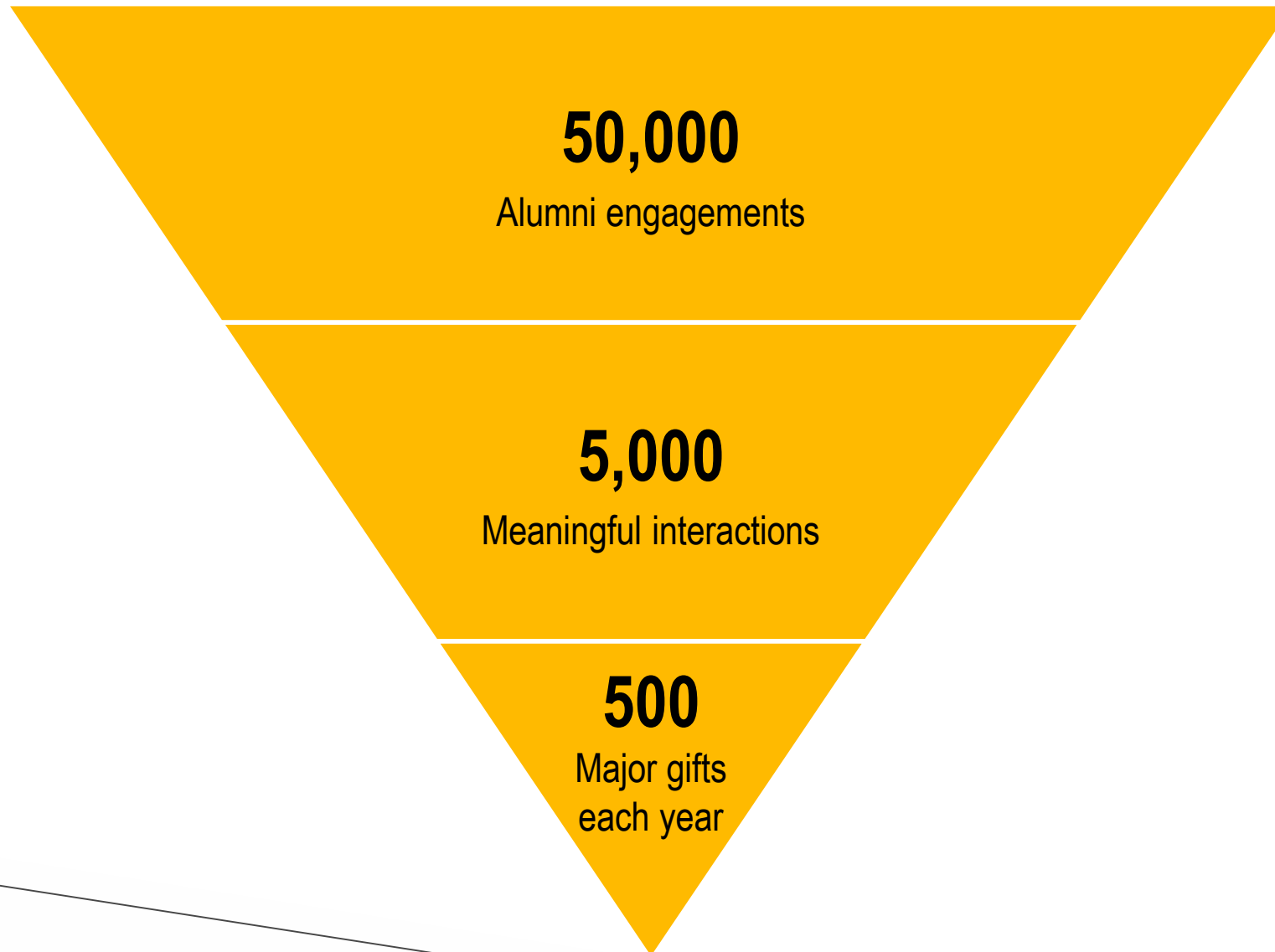


Internships and
mentorships



Lifelong Learning

Alumni Relations Strategy



Alumni Relations



VCU

Alumni



Elizabeth Bass, M.S.W.
*Assistant Vice President
Alumni Relations*



Paige Hazelgrove
Manager of Board Relations

Alumni Relations – Outreach and Engagement



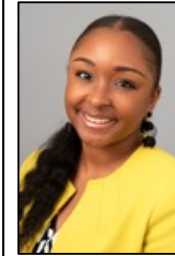
Amy Gray Beck, Ph.D.
*Executive Director
Alumni Relations*



Larry Powell
*Director
Alumni Affinity Programs*



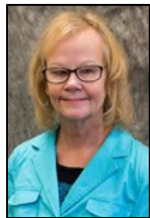
Allison Toney
*Director
Student and Alumni Engagement*



Latisha Taylor
*Director
Alumni Career and Personal
Development*



Veda Bellamy
*Administrative and
Program Assistant*



Diane Stout Brown
*Alumni Outreach
Assistant*



Stefani Bonner
*Assistant Director
Regional Alumni
Engagement*



Sarah Ramkey
*Assistant Director
Student and
Regional Alumni
Engagement*

DAR Signature Events

(shared with Strategic Marketing and Engagement)



Ashley Burton
Executive Director
DAR Signature Events



Anita D. Yearwood, MPA
Senior Director
DAR Signature Events



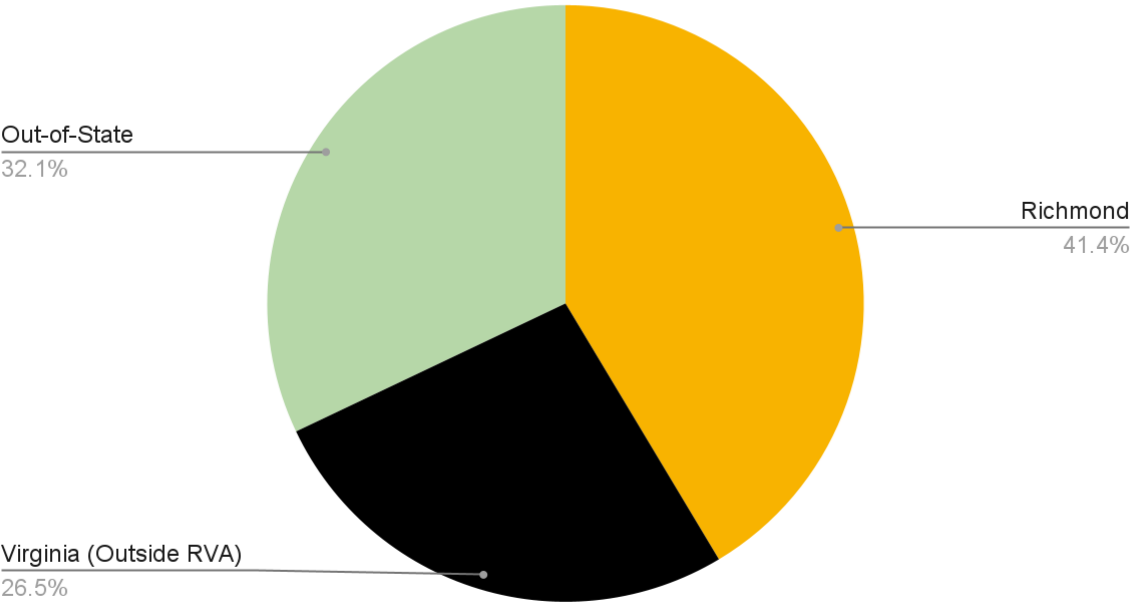
Lauren Sformo Leavy
Assistant Director
Alumni Reunion and
Recognition Programs

Who are our alumni?

Alumni
210,374

Engaged Alumni
63,640

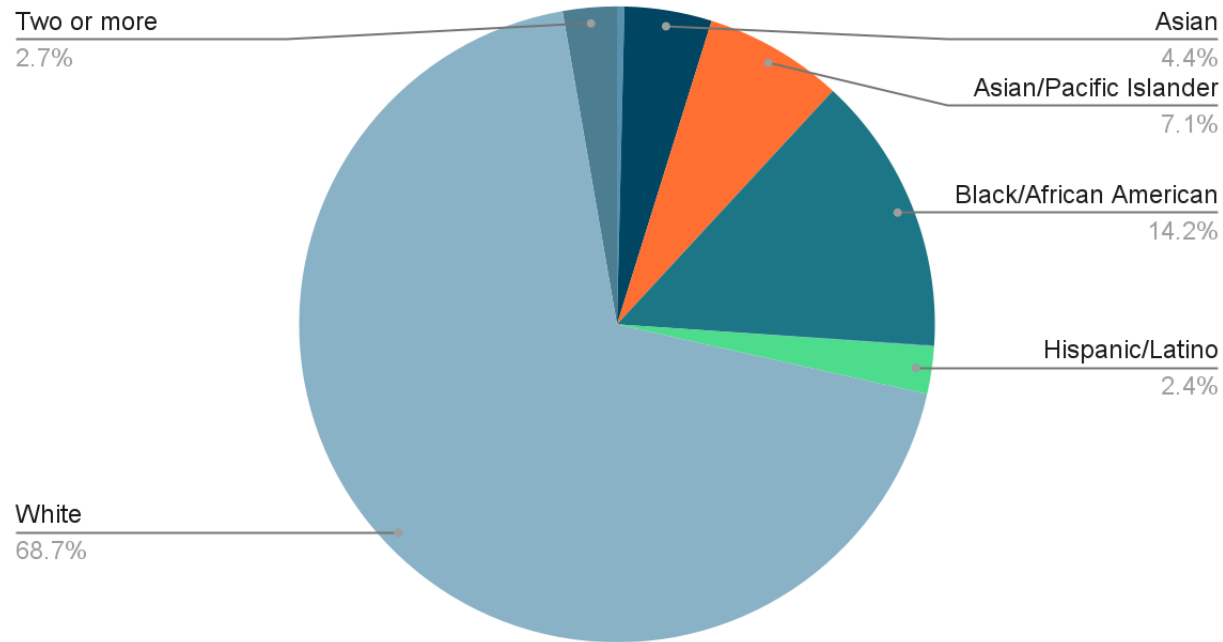
Alumni by Geography



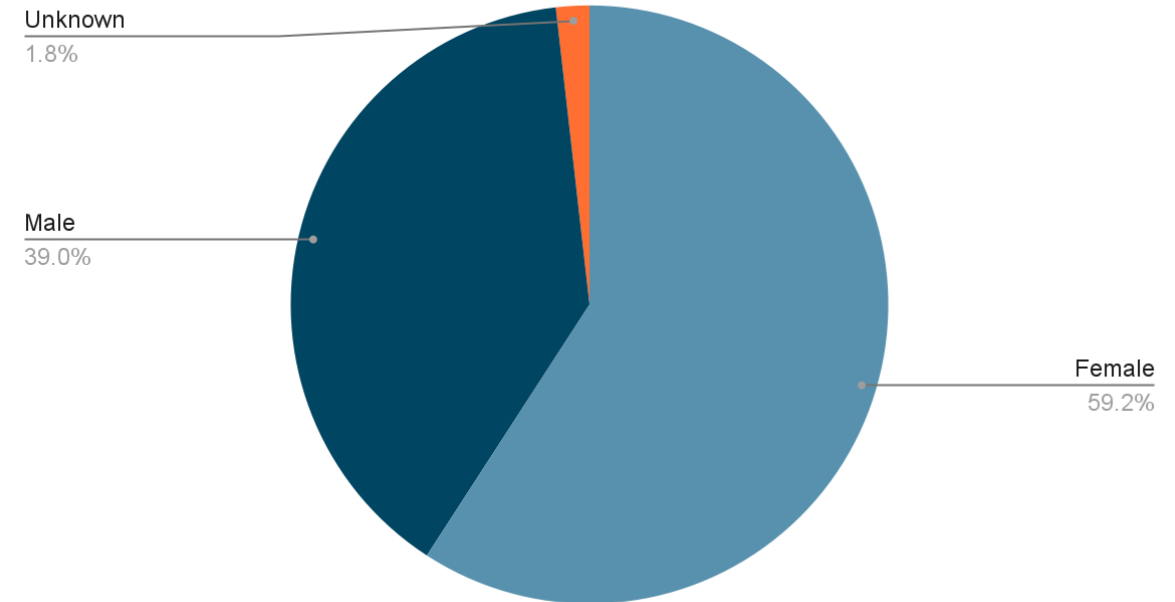
City/Area	Alumni
Baltimore	2,404
Raleigh/Durham	2,228
New York	2,107
Atlanta	2,048
Philadelphia	1,621

Who are our alumni?

Alumni by Ethnicity



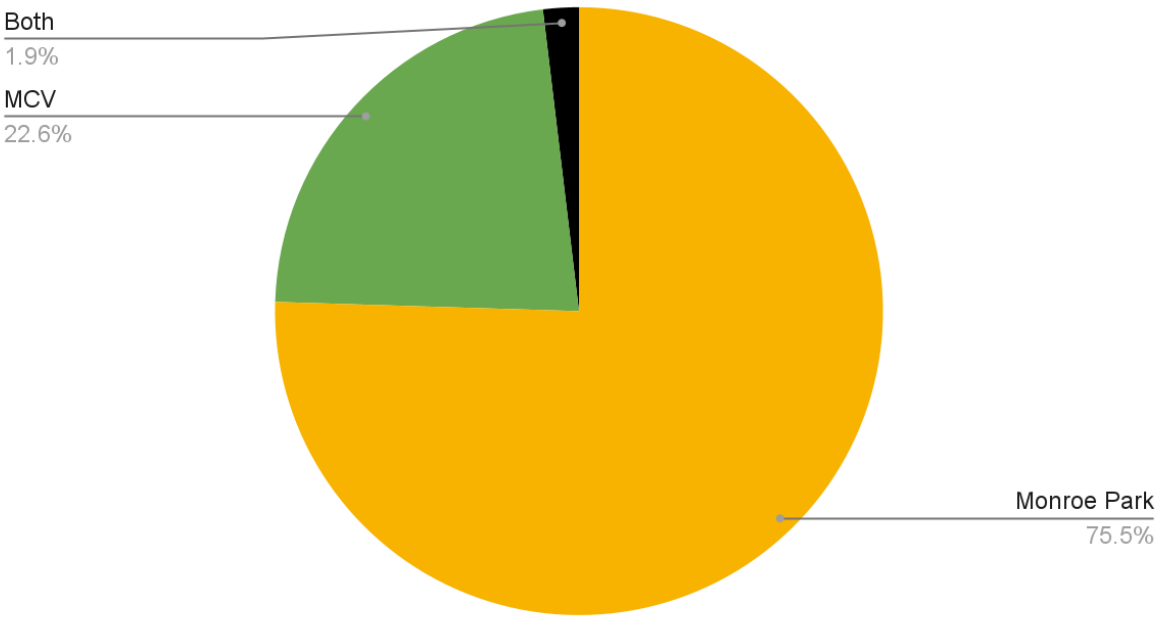
Alumni by Gender



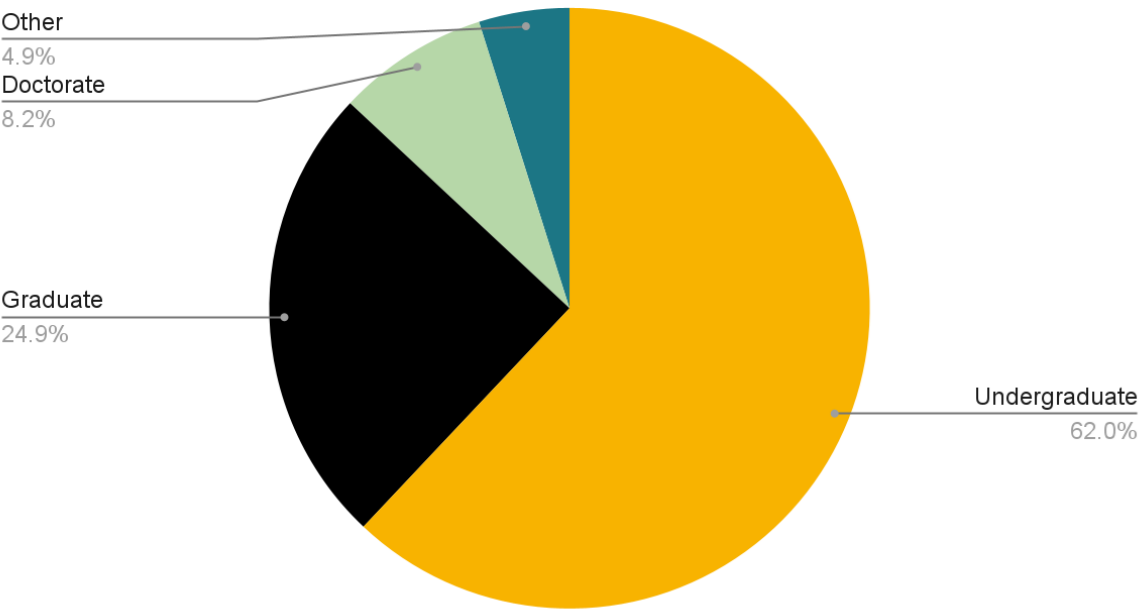
* Based on disclosed ethnicities

Educational Information

Alumni by Campus



Alumni by Degree



VCU by Generation

Generation

G.I.

(1901-1923)

162 living alumni

Silent

(1924-1942)

5,464 living alumni

Baby Boom

(1943-1962)

49,973 living alumni

Generation X

(1963-1980)

60,047 living alumni

Millennial

(1981-2000)

84,381 living alumni

Generation Z

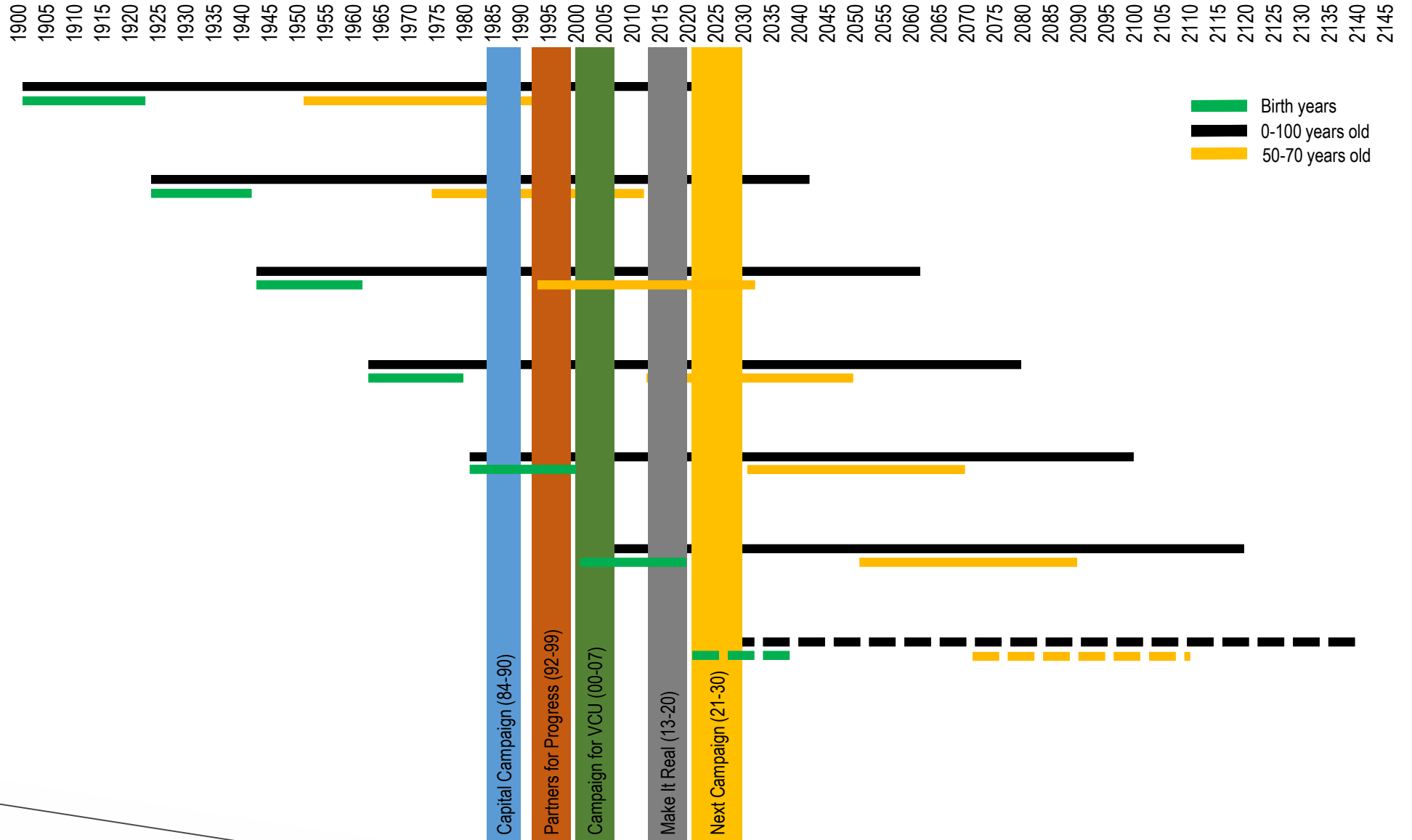
(2001-2020)

14 living alumni

Generation Alpha

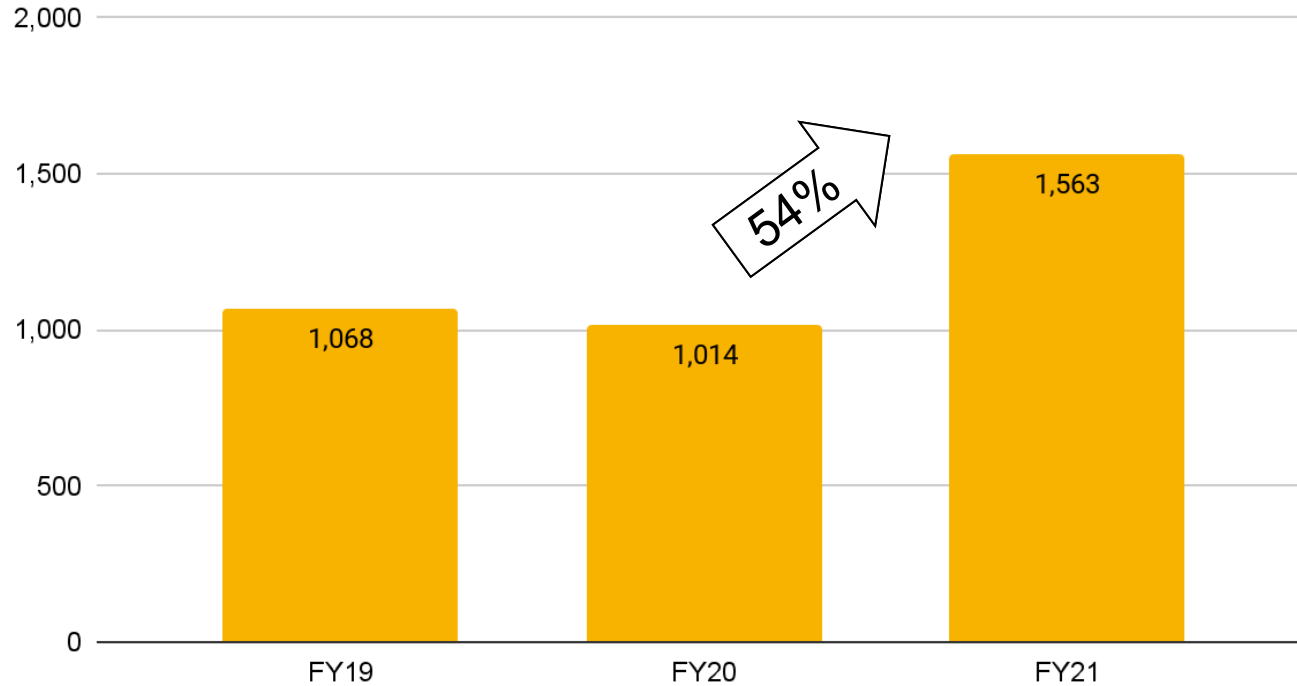
(2021-present)

0 living alumni



Volunteerism

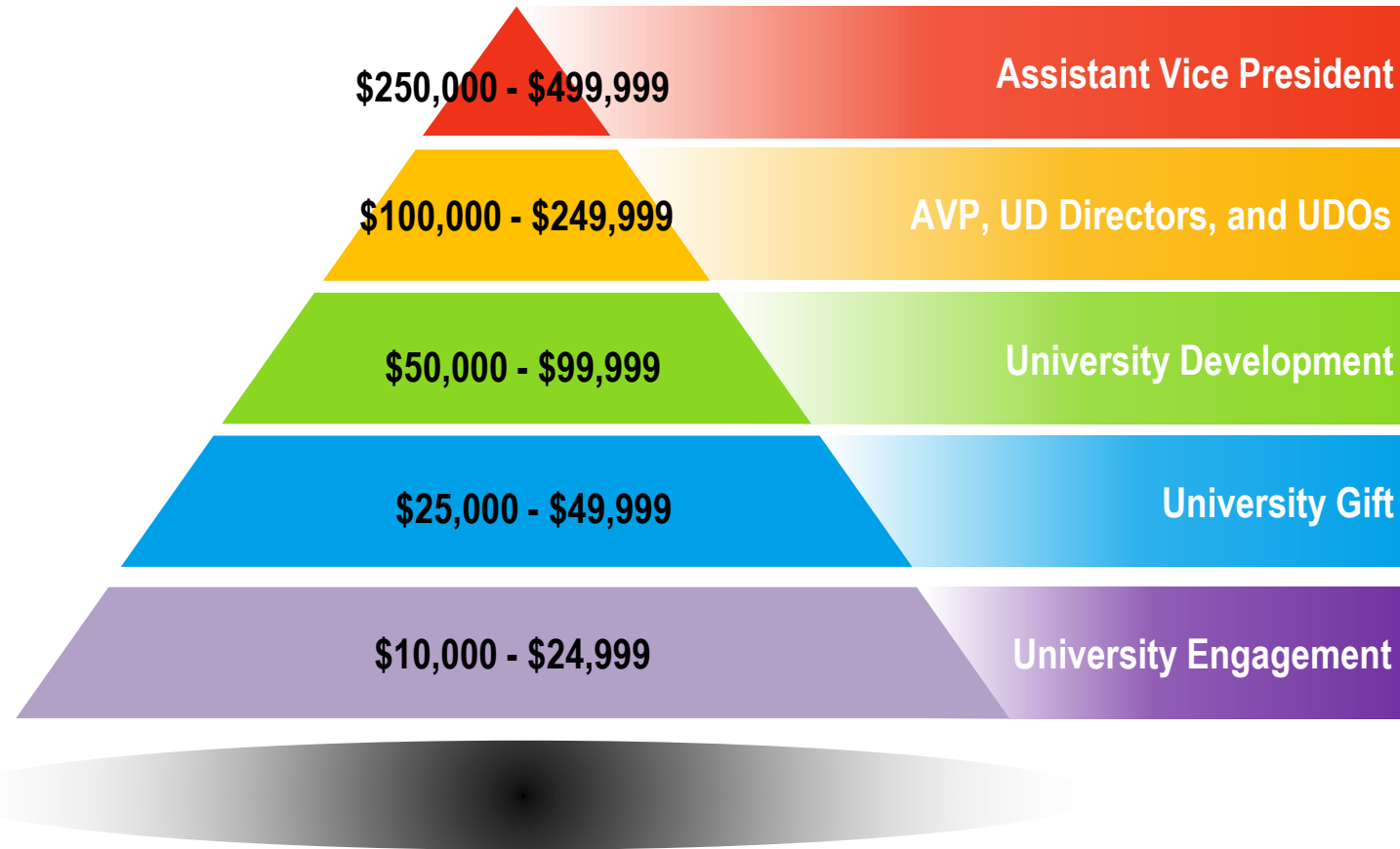
Engaged Alumni Volunteers



Engagement	FY19	FY20	FY21
Board/Council Members	723	688	655
Rambassadors	21	1	444
Mentors	121	161	233
Panelists/Presenters	130	43	181
Chapter Volunteers	75	41	126
Event Volunteers	47	73	12

University Development

University Development Operational Focus



University Development



VCU

Development and
Alumni Relations



Chad Krouse, Ed.D.
*Assistant Vice President
University Development*

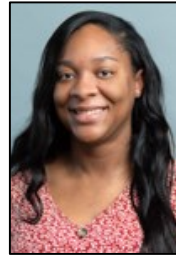
University Development – Engagement



Rich Spain, M.Ed.
Director
University Development



Robert Chisley, M.S.L.
University Development
Engagement Officer



Jayla Gilliam
University Development
Engagement Officer



Matt Rowe
University Development
Engagement Officer

University Development – Leadership Annual Giving



James Wasilewski, MBA, CFRE
Senior Director
University Development



Corey Humphrey
University Gift Officer



Trevor Worden
University Gift Officer

University Development – Major Gifts



Joycelyn Mahone, M.S.
Director
University Development



Ashley Hanel, M.A.
Senior University Development Officer

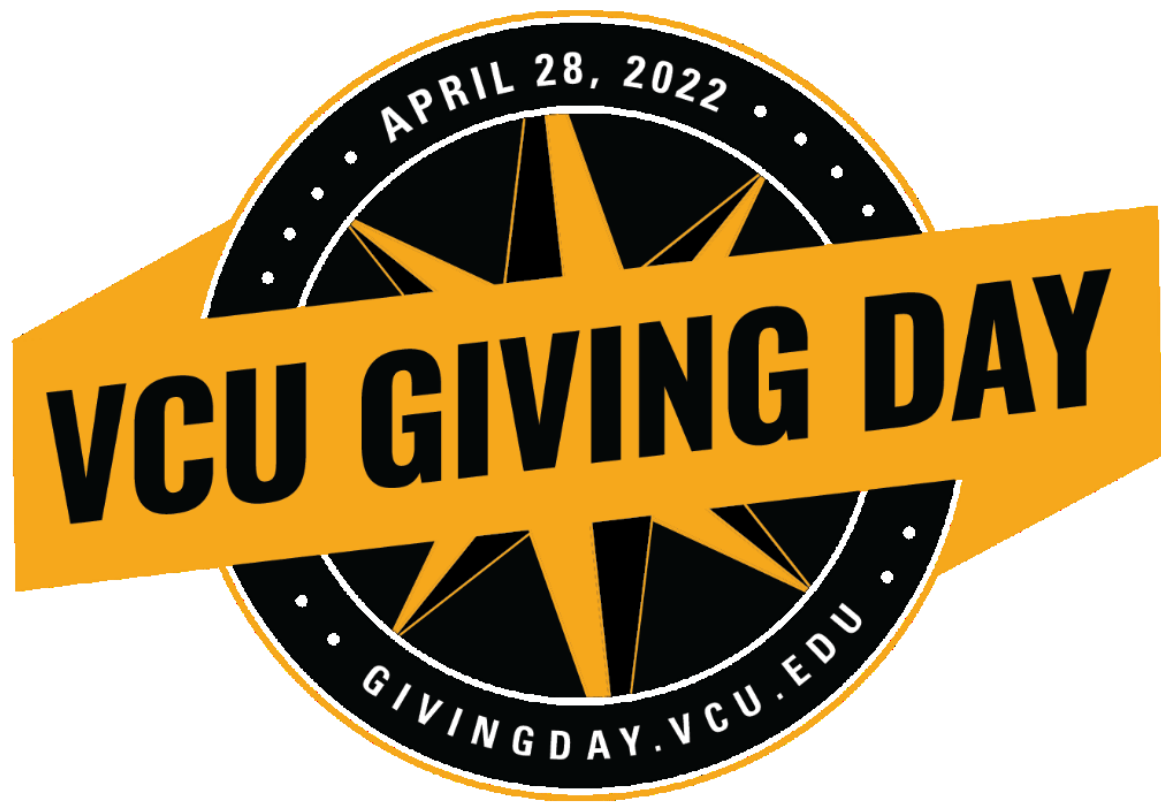


Taj Harris-Paiva
University Development Officer



Emily Starks
Senior University Development Officer

VCU Giving Day



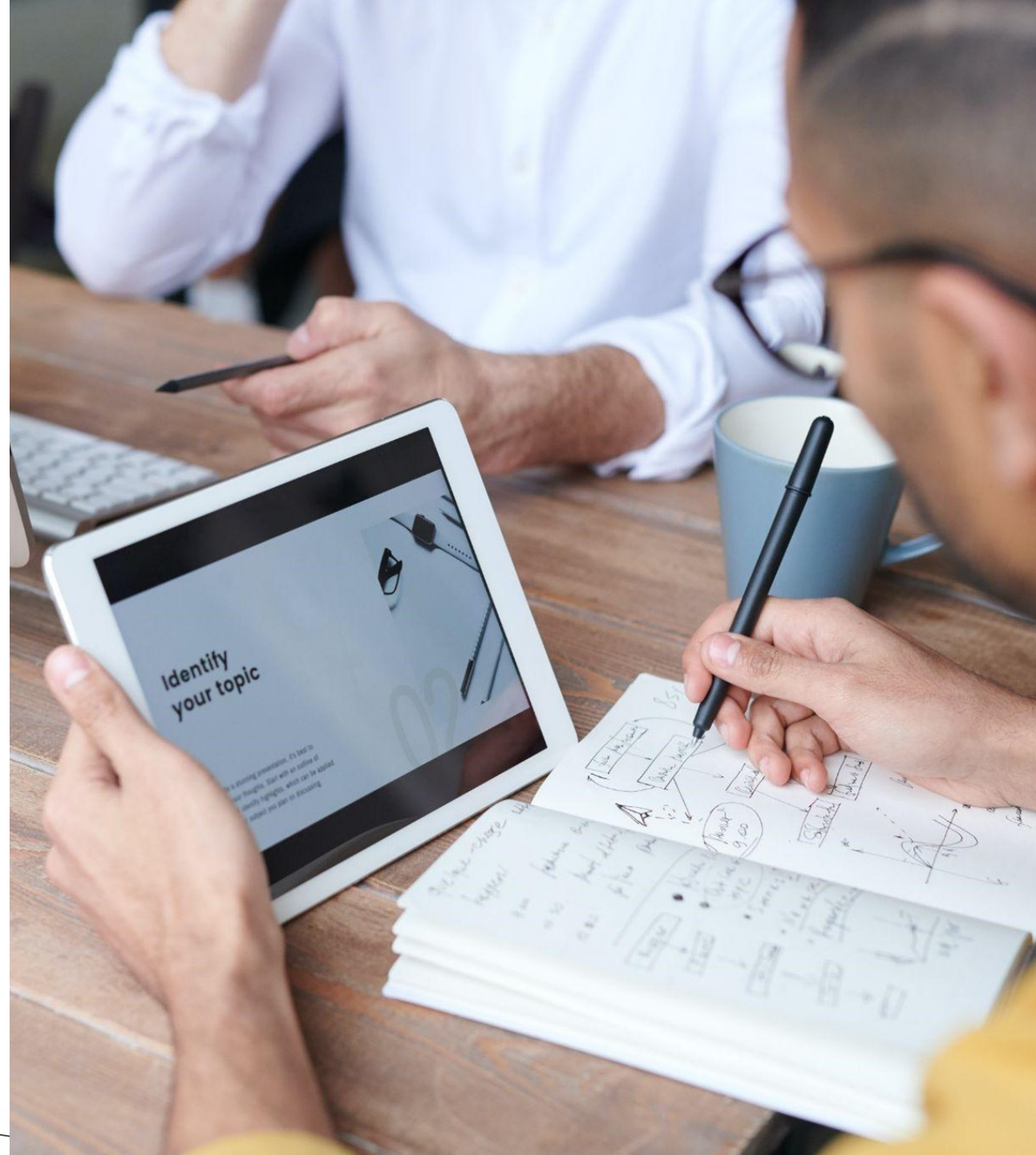
What is VCU Giving Day?

VCU Giving Day is a digital fundraising and engagement campaign designed to unite the university and health system community.

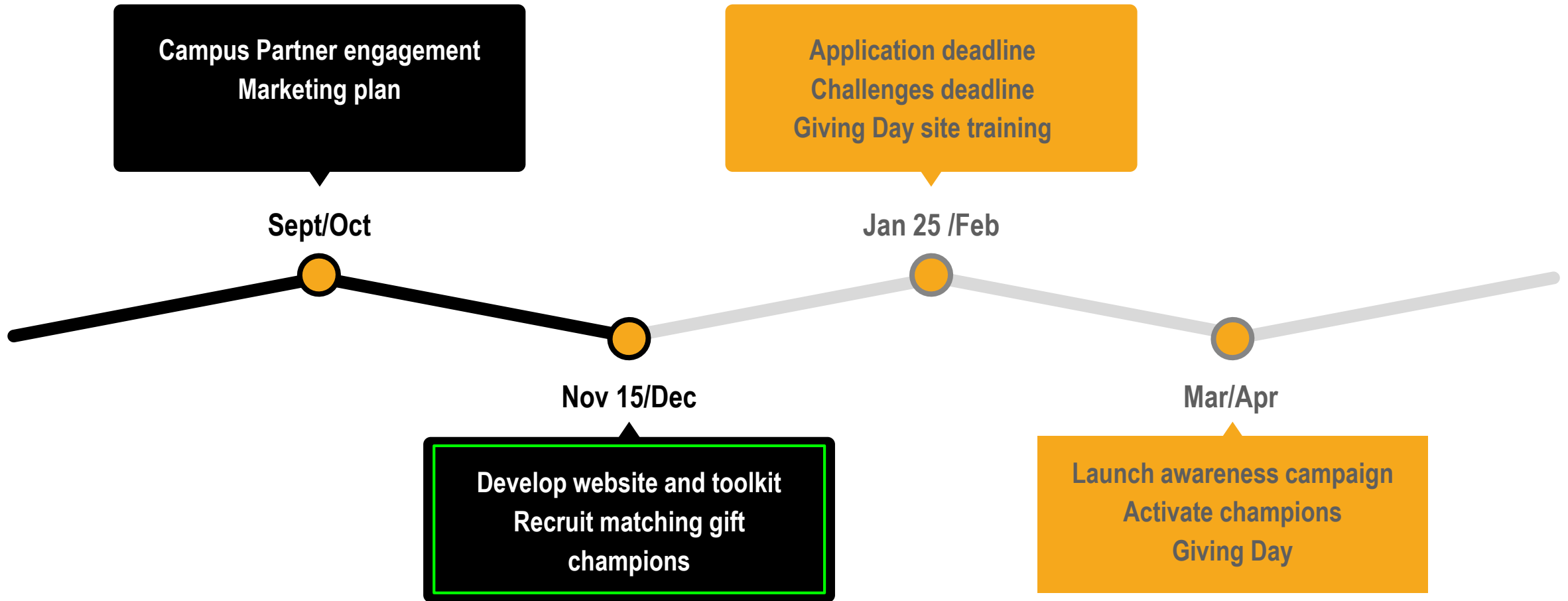
Alumni and donors will be asked to imagine more for our students, patients, faculty, staff, caregivers, researchers and the university by making an investment in the future of VCU.

3 Keys to Success

1. University-wide participation
2. ALL VCU marketing channels reinforce messaging
3. Incentivize giving with game theory and matching gift opportunities



VCU Giving Day Timeline



Comprehensive Campaign Planning

Campaign Timeline

FY21 & 22	FY23, 24 & 25	FY26, 27 & 28	FY29 & 30
Planning Phase	Leadership Phase	Principal Phase II	Major Gift Phase II
Volunteer Recruitment	Principal Phase	CORE Ideas Phase II	Campus-Wide Project Phase II
Project Identification	CORE Ideas Phase	Major Gift Phase	New Projects/Priorities (new deans and academic leaders)
Board Approval & Authorization	Initial Major Gift Phase	Campus-Wide Project Phase	Wrap Up Campus-Wide Projects