JOINT VIRGINIA COMMONWEALTH UNIVERSITY
BOARD OF VISITORS
AND
VCU HEALTH SYSTEM AUTHORITY
BOARD OF DIRECTORS
ENGINEERING RESEARCH BUILDING
March 22, 2022

MINUTES

VIRGINIA COMMONWEALTH UNIVERSITY BOARD MEMBERS PRESENT
Mr. H. Benson Dendy III, Rector
Ms. Carolina Espinal, Vice Rector
Mr. Peter F. Farrell
Mr. Todd P. Haymore
Dr. Gopinath R. Jadhav (joint membership)
Ambassador Carmen Lomellin
Mr. Edward McCoy
Mr. Keith T. Parker, Rector (joint membership)
Dr. Tonya Parris-Wilkins
Ms. Coleen Santa Ana
Ms. Alexis N. Swann

VIRGINIA COMMONWEALTH UNIVERSITY BOARD MEMBERS ABSENT
Ms. Pamela K. El (joint membership)
Mr. Andrew Florance
Rev. Tyrone E. Nelson
Mr. Stuart C. Siegel (joint membership)
Dr. Shantaram Talegaonkar (joint membership)

VIRGINIA COMMONWEALTH UNIVERSITY HEALTH SYSTEM AUTHORITY
BOARD MEMBERS PRESENT
The Honorable Lamont Bagby
Dr. Hem Bhardwaj
Mr. Clyde Clark
Dr. Lisa Ellis
Ms. May Fox
Mr. Donald Gehring
Dr. Arthur Kellermann
Ms. Fay Manolios
Dr. Bruce Mathern
Mr. Timothy Mathern
Mr. Timothy McDermott
The Honorable Ryan McDougle
CALL TO ORDER
President Rao and Rector Dendy called the meeting to order at 5:51 p.m. The public was able to view the open session of the meeting via livestream at https://mssvideo.vcu.edu/BOV.

OPENING REMARKS
Dr. Barbara Boyan, Dean of the College of Engineering, welcomed all those in attendance to the Engineering Research building. She highlighted all of the innovations coming from the building and the student and faculty successes. A copy of Dr. Boyan’s presentation is attached hereto as Attachment A and is made a part hereof.

Rector Dendy then reported that the annual joint meeting is required by law, but the two boards gladly come together voluntarily given the joint commitment to serve the public good under the umbrella of One VCU. The interests of the boards overlap in governance and mission. Nearly one-third of the Board of Visitors’ members (5) sit on the VCU Health System Board. VCU and VCU Health share the health sciences schools, research centers and institute. Thousands of students are taught and trained in our health system facilities by hundreds of faculty and staff who are assigned to both the university and the health system. He concluded by saying that this meeting is to celebrate the One VCU brand – how the university and health system come together to provide a world-class education for our students, conduct life-saving research and provide the best possible care for our patients. He then turned to President Rao.
President Rao began his remarks by acknowledging the complexity of the organization and the history. Through VCU’s journey to transformative innovation, VCU is modeling the true public research university of the future. He continued by addressing that One VCU recognizes that while the academic campus and the health system are large and complex institutions that were set up as distinct legal entities, it is one brand, one culture, and a commitment to the public. The entities’ values are aligned to serve as a diverse institution in a diverse city and state, including all people who benefit from the VCU mission. The entities are aligned to serve all human beings, through transformative innovations that put the needs of students and patients first. VCU is changing and innovating centuries-old systems in education and health care authenticating its commitment to meeting students and patients where they are. He concluded by summarizing that the focus of the meeting is showcasing three examples of how the One VCU approach is being brought to the work with the new liver disease institute, the Massey Cancer Center, and through telling VCU’s story.

ONE VCU: LIVER INSTITUTE
President Rao began by saying that sixty-five years ago VCU performed the first organ transplant in Virginia and created the nation’s first clinical transplant program. In 2021 across the United States, three people on the liver transplant waiting list died every day and one in ten Americans have some type of liver disease. The liver institute is one of VCU’s transformative innovations, bringing better treatment for patients and reducing health inequities.

He then invited Dr. Stravitz and Dr. Sanyal to engage in a conversation around the liver institute. They discussed that the liver makes things for the body that are essential for life and also remove toxins from the body. They used the example that it is the “factory to the machine”. The focus of the institute is to provide the best care to patients, provide innovative care, and lower the cost. The institute will focus on innovative solutions which ultimately will help with other health disparities.

ONE VCU: MASSEY CANCER CENTER
Dr. Winn Director of the VCU Massey Cancer Center, began his report by sharing that his team has done a careful analysis of the grant portfolio from 2016 compared to today. This comparison shows that VCU Massey Cancer has increased NCI funding by 27% and its overall peer reviewed funding by 19%.

As a result of the numerous investments VCU has made into bolstering its clinical trials infrastructure VCU is finally getting traction and its interventional treatment accruals are the highest in a decade. Equally important, VCU continues to be a leading accruer nationally for underrepresented minorities with 40% of research participants representing URM populations for all interventional studies in 2021.
Dr. Winn concluded his report by highlighting some of the recent Massey Cancer Center recruits. Their funding will increase NCI funding to just over $10 million.

A copy of Dr. Winn’s presentation is attached hereto as Attachment B and is made a part hereof.

**ONE VCU: BRAND RESEARCH & FUTURE**

Mr. Heston, Vice President of University Relations, began his report with sharing that the brand launch will be this upcoming summer. University Relations is collaborating with the Brandcenter to create an expressive One VCU brand. VCU rates highest in familiarity among the Richmond community with nearly 50% “moderately” or “very familiar” and VCU Health is #2 for unaided Top of Mind Awareness. It is clear that the more people know of VCU the more they like VCU. The focus will be around the Commonwealth’s perception of VCU where it rates lower. University Relations will be working on creating the story.

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

**ADJOURNMENT**

There being no further business, President Rao and Rector Dendy adjourned the meeting at 7:06 p.m.
ATTACHMENT A

Engineering Research Building

March 22, 2022
Our Dream for Our New Building

- Spaces that foster innovation
- Spaces that foster collaboration
- Spaces that embrace the creativity that permeates VCU
- Spaces that stimulate learning at all levels
- Food to fuel the brain: The Ram Bytes Cafe
The Collaboration Hub

- Designed to foster entrepreneurship and collaboration
- Site of the James River-inspired donor wall
- Site of the award-winning Hyperloop pod
- “Google-style” Stairway to Success (gift from Bank of America)
- Living art wall made of hand-hammered copper sheets
We are grateful to all of the people who made this possible...

- Virginia Legislature
- VCU Administration
- Board of Visitors
- Our Donors
- The VCU College of Engineering Foundation
- Our faculty, staff and students
• Our Richmond Artisan Copper Wall (think VCU Art + Materials Science)
• Students and their families having fun at Code Beats!
Corporate Style
Computer Science Labs

- Open floorplan throughout
- Huddle rooms
- Student carrels for independent work
- Casual meeting spaces
- A place for YUMI, our pet robot, to do his/her thing
The Biomedical Engineering Estate

- Grad student hub
- Open research labs to foster collaboration
- Conference rooms to meet different-sized teams
- Terraces to bring in nature
The Innovation Courtyard

- Connects Engineering and Business; electrical outlets throughout so new businesses can be birthed while imbibing coffee in nature
- Taxable bonds to enable entrepreneurship
- Dreams to Reality Incubator “D2RI” for companies building on a budget
- Happy faculty
- Even happier students
We love this building!
Agenda

• Massey Extramural Research Funding Portfolio
• Treatment Trial Accrual Trajectory
• Research Publications by Massey Investigators
• Stand Up To Cancer Catalyst Award
• Recent Recruits
### MCC RESEARCH FUNDING PORTFOLIO (as of 1/2022*)

#### 32% Increase in NCI Funding Since 2016

<table>
<thead>
<tr>
<th>Funding Source</th>
<th>2016</th>
<th>2022</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total # of Awards</td>
<td>Direct Costs</td>
<td>Total # of Awards</td>
</tr>
<tr>
<td>NCI</td>
<td>57</td>
<td>$7.3M</td>
<td>68</td>
</tr>
<tr>
<td>Other NIH</td>
<td>75</td>
<td>$7.7M</td>
<td>52</td>
</tr>
<tr>
<td>Other Peer Reviewed</td>
<td>21</td>
<td>$3.1M</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>153</td>
<td>$18.1M</td>
<td>145</td>
</tr>
</tbody>
</table>

*Data includes training awards, but does not include CCSG-related funding; data for 2016 has been presented according to the latest CCSG guidelines, which differs from what was presented in the 2016 application.  
**Pending several faculty recruits that will arrive at VCU prior to site visit.
**Massey Team Member Perceptions**

- **RESEARCH ADMINISTRATION**
  - Believes that developing and activating clinical trials is critical to their role; however, they could use some added support.
  - Believes that Massey does not have adequate staffing for activating more trials or to activate trials quickly.
  - Believes communication and increased training are both key to increasing/developing new trials at Massey.

- **PHYSICIANS**
  - Most Massey physicians consider themselves physician scientists.
  - Physicians come to Massey to lead/participate in research – and know it is part of their job.
  - A lack of available trials prevents physicians from speaking to patients about trials and/or participating.
  - Physicians believe that time is the single biggest barrier to developing and activating a clinical trial – many also are unaware of available support or trials.
  - Physician training and workflows can be improved to allow physicians to lead/participate in trials with ease.

- **SCIENTISTS**
  - This group believes physician involvement/collaboration on clinical trials can improve.
  - They also believe Massey can improve its training, education, and logistical support for trials.
  - They feel the single biggest obstacle to developing trials at Massey is the communication gap between scientists and the clinical side.

- **CLINICAL STAFF**
  - Clinical trials add complexity to clinical staff roles.
  - Clinical staff think their clinical trial accrual rates are on par or better than others.
  - Clinical staff believe that there's a lack of awareness around trial offerings and significant understaffing that prevent Massey from offering clinical trials to patients – physician engagement is also of concern to clinical staff.
Treatment Trial Accrual Trajectory

VCU to reach highest accruals in over a decade
Research Publications by Massey Investigators

942 Total Publications (2016-2021)

More than 50% are collaborative

11% are in the highest-impact journals in medicine
Stand Up To Cancer Dream Catalyst Award
Southeastern Consortium for Lung Cancer Health Equity

Identify and overcome barriers to lung cancer screening
Multi-modal Navigation to Increase Lung Cancer Screening (675 participants)

- Community-based Navigation (FQHC Partners)
- Nurse Navigation Lung Cancer Screening Clinics
- Financial Navigators Diagnostic/Tx

Through innovative genetic analysis, developing a precision-based, composite risk score for determining who is at highest risk for lung cancer.

Largest lung cancer screening biorepository in US

Largest lung cancer screening biorepository in US
Recent Recruits

Recruited from
University of Washington
Fred Hutch

M.D.
Federal University of Rio de Janeiro

Fellowship
Mass General

M.P.H.
Harvard School of Public Health

Clinical and Research Expertise
Lung, head and neck cancers

Renato Martins, M.D., M.P.H.
Professor of Medicine
Chair of Hematology, Oncology, and Palliative Care
Recent Recruits

Recruited from
Stanford University

Ph.D.
California School of Professional Psychology

Research
Cancer Survivorship: impact of cancer treatments on sleep, fatigue, and quality of life

2 NCI RO1's

Oxana Palesh, P.h.D.
Associate Professor of Psychiatry
Program Leader:
Cancer Prevention and Control
Yuesheng Zhang, M.D., Ph.D.

**Recruited from**
Roswell Park Comprehensive Cancer Center

**M.D.**
Zhejiang University

**Ph.D.**
Pharmacology and Molecular Sciences
Johns Hopkins University

**Research Expertise**
Drug resistance in breast and colorectal cancer

2 NCI RO1’s
Recent Recruits

Recruited from
University of Alabama

Ph.D.
China Agricultural University

Postdoctoral training
UNC Chapel Hill

M.P.H.
Harvard School of Public Health

Research expertise
Cancer genetics

Hengbin Wang, Ph.D., M.P.H.
Recent Recruits

Recruited from
Medical University of South Carolina
Professor Emeritus of the School of Nursing

American Cancer Society Scholar in Nursing Practice

2005-2016: COE Operational Director for Hollings Cancer Center, MUSC (established one of the longest running AVON Foundation-funded navigation programs for breast cancer screening)

Debbie Bryant, DNP, RN
Operational Director
Office of Community Outreach and Engagement
RECENT RECRUITS: VICTORIA FINDLAY, PHD

Recruited from: Medical University of South Carolina

PhD: University of Newcastle-upon-Tyne, United Kingdom

Postdoctoral Training: Medical University of South Carolina & Fox Chase Cancer Center, PA

Research Expertise: advanced glycation end products (AGEs)

Associate Professor, Surgical Oncology
Program Leader, Cancer Prevention & Control

Victoria Findlay, PhD
RECENT RECRUITS: DAVID TURNER, PHD

Recruited from: Medical University of South Carolina
PhD: University of Newcastle-upon-Tyne, United Kingdom
Postdoctoral Training:
Medical University of South Carolina
Fox Chase Cancer Center, PA
University of Newcastle-upon-Tyne, United Kingdom
Research Expertise: advanced glycation end products (AGEs)

David Turner, PhD
Associate Professor, Dept of Surgery, Division of Surgical Oncology

M食用系大学病院の南カロライナ州分院
PhD: ニューサウスウェールズ州ニューマンシティ、イギリス
博士後期研修:
南カロライナ州メドウリバーサイド病院
フレキシチェイズ病院、ペンシルベニア州
ニューサウスウェールズ州ニューマンシティ、イギリス
研究専門分野: 先進のゲルネーション応答物（AGEs）
RECENT RECRUITS: NOLAN WAGES, PHD

Nolan Wages, PhD

Professor, Dept of Biostatistics
Associate Director of Early Phase Trials
and Methodological Development

Recruited from: University of Virginia
PhD Statistics: University of Virginia
MS Statistics: University of Virginia
Co-Director Biostatistics Shared Resource
University of Virginia Cancer Center
Thank you for your continued support
ATTACHMENT C

Brand Research

Putting Students and Patients First
Research Key Audiences

Leadership  Faculty  Staff
Students    Alumni    Patients

Richmond  Virginia

Timeline

Brand Research
Aug. 2021-Jan. 2022

Creative Concepting
Jan.-March 2022

Creative Production
April-May 2022

Brand Launch
Summer 2022
Timeline
Key Findings

- VCU community
- Richmond strength
- Commonwealth gap
- Familiarity drives perception
VCU rates highest in familiarity among the Richmond community with nearly 50% “moderately” or “very familiar.”
VCU Health is #2 for unaided Top of Mind Awareness.

Health System Top of Mind

- Bon Secours: 22.8%
- VCU Health: 22.1%
- HCA: 8.3%
- MCV: 2.2%
- Richmond Behavioral Health Authority: 1.3%
- United Health Care: 1.0%
- VCU/MCV: 0.6%
Richmond Insights

Health System Top of Mind

- VCU Health: 25.0%
- Bon Secours: 22.8%
- HCA: 8.3%
- Richmond Behavioral Health Authority: 1.3%
- United Health Care: 1.0%
Those who know us, like us.

- VCU ranks #3 for academic reputation, behind UVA and the College of W&M.
- **VCU Health** ranks #2 in reputation and quality of medical care, only behind Bon Secours.
- VCU ranks #1 when asked which schools would respondents recommend.
59% of Virginians are aware of VCU, placing us in the bottom half among peers. (excludes Richmond)
Commonwealth Awareness Gap

School Awareness

- Virginia Tech
- University of Virginia
- College of William and Mary
- George Mason University
- Old Dominion University
- Virginia Military Institute
- Radford University
- Virginia Tech
- University of North Carolina
- University of Maryland
- NC State University
- Christopher Newport University
- University of Richmond
- Norfolk State University
- University of Mary Washington
- Longwood University
- West Virginia University
- Virginia State University
- East Carolina University
- University of Virginia’s College at Wise

Awareness Levels:
- 59%
Higher Familiarity Improves Perceptions

### VCU Ratings by Familiarity Level

<table>
<thead>
<tr>
<th>Excellence</th>
<th>Diversity</th>
<th>Student Services</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of UG education</td>
<td>Quality of grad programs</td>
<td>Research intensity and impact</td>
<td>Quality of athletic programs</td>
</tr>
<tr>
<td>Scale: 1 = Poor; 2 = Fair; 3 = Good; 4 = Very Good; 5 = Excellent</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
Higher Familiarity Improves Perceptions

VCU Ratings by Familiarity Level

Quality of UG education, Quality of grad programs, Quality of faculty, Research intensity and impact, Quality of athletic programs, Student body diversity, Faculty diversity, Inclusive campus culture, Student support services, Job placement & career guidance, First-gen student support, VCU support for Richmond

Not at all familiar

Scale: 1 = Poor; 2 = Fair; 3 = Good; 4 = Very Good; 5 = Excellent
Higher Familiarity Improves Perceptions

![VCU Ratings by Familiarity Level](image)

Scale: 1 = Poor; 2 = Fair; 3 = Good; 4 = Very Good; 5 = Excellent
Higher Familiarity Improves Perceptions

VCU Ratings by Familiarity Level

- **Excellence**
  - Quality of UG education
  - Quality of grad programs
  - Quality of faculty
  - Research intensity and impact
  - Quality of athletic programs
- **Diversity**
  - Student body diversity
  - Faculty diversity
  - Inclusive campus culture
- **Student Services**
  - Student support services
  - Job placement & career guidance
  - First-gen student support
- **Community**
  - VCU support for Richmond

Scale: 1 = Poor; 2 = Fair; 3 = Good; 4 = Very Good; 5 = Excellent
Solving the Commonwealth Perception Gap

- This is about growing market share and protecting what we have now.
- Fortunately, we don’t have negative perceptions to overcome.
- Sustained storytelling is the pathway to brand prominence.
Growing market share requires focusing on our priorities:

– Acquisition: students and patients
– National prominence
– Inclusion, diversity, equity and success
– Internal: VCU Swagger
– Special projects: UIA, Wonder Tower, M4A, Liver Institute, Massey comprehensive status and more
We like our story best when we tell it ourselves.
The Big Idea
Brand Research

Putting Students and Patients First
Universities and healthcare. Too often, they’re restricted by outdated thinking and centuries-old traditions.

It’s time to erase those barriers and charge forward.

We’re Virginia Commonwealth University – more than 300,000 strong. A mix of attitudes, styles and stories

**Inclusion is our heartbeat** that drives us to impact lives and uplift communities in ways others can’t. Or won’t.

We’re home to creativity, teaching, discovery and healing. The non-stop energy of our city **ignites our innovation.**

We’re pursuing a future that’s **built by us.** A future that improves learning and health for ALL by **setting standards that others follow.**

We prove every day that **different works.**

We’re not for everyone. But if you’re interested in **blazing new trails,**

You can **be unstoppable** here.

We’re **VCU.** The commonwealth’s university.

There’s **nowhere like this** and no one like us.