COMMITTEE MEMBERS PRESENT
Reverend Tyrone E. Nelson, Chair
Ms. Carolina Espinal, Vice Chair
Dr. Gopinath Jadhav
Ambassador Carmen Lomellin
Mr. Keith Parker
Ms. Coleen Santa Ana
Dr. Tonya Parris-Wilkins

BOARD MEMBERS ABSENT
Dr. Shantaram Talegaonkar

OTHERS PRESENT
H. Benson Dendy III, Rector
Dr. Aashir Nasim
Mr. Jay Davenport
Mr. Grant Heston
Mr. Matt Conrad
Ms. Karah Gunther
Mr. Mark Hickman
Mr. Miles Gordon
Ms. Terry Clark

CALL TO ORDER
Reverend Tyrone Nelson, Chair called the meeting to order at 11:14 a.m. and a roll call was taken by Terry Clark.

APPROVAL OF MINUTES
Reverend Nelson asked for a motion to approve the minutes of the December 10, 2021 University Resources Committee, as published. After motion duly made and seconded a roll call vote was taken with all members present responding affirmatively. The minutes of the December 10, 2021 University Resources Committee were unanimously adopted.
REPORTS AND RECOMMENDATIONS

Government Relations
- Karah Gunther introduced the newest member of the Government Relations staff, Mark Hickman who is Senior Director of State Government Relations for VCU Health System.

University Relations
- Grant Heston provided brand metrics to the Committee for review and discussed recent ONE VCU communications and marketing efforts that complimented his upcoming presentation for the Boards of Visitors and Directors. A copy Mr. Heston’s presentation is attached hereto as Attachment A and is made a part hereof.

Development and Alumni Relations
- Jay Davenport provided a fundraising update which included an Alumni Council update, an outline of the Comprehensive Campaign for planning purposes, and a presentation on DEI initiatives in Development and Alumni Relations.
- Jay Davenport reported VCU’s development team has raised $201.3M in new gifts and pledges since July 1, 2021, with 17,039 donors. That is a 59.8% increase in dollars raised, with 0.5% decrease in total donor count the same time last year.
- A copy of Mr. Davenport’s presentation is attached hereto as Attachment B and is made a part hereof.

CLOSED SESSION
Carolina Espinal, Vice 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. A roll call vote was taken with all members present responding affirmatively.

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.
Virginia Commonwealth University  
Board of Visitors  
University Resources Committee  
March 21, 2022 Minutes

### Vote

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<th>Nays</th>
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<td></td>
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<tr>
<td>Ms. Espinal</td>
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<td></td>
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<tr>
<td>Dr. Jadhav</td>
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<td>Ambassador Lomellin</td>
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<tr>
<td>Mr. Parker</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ms. Santa Anna</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dr. Parris-Wilkins</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

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

**ADJOURNMENT**

There being no further business, Reverend Nelson, adjourned the meeting at 12:13 p.m.
A Love Letter to the Liver

The Story behind the Story
The story begins with a shared vision.

Key partners:

- Development and Alumni Relations
- University Relations
- President's Office
- School of Medicine
- VCU Health
State of the University became the national stage.

2,443 attendees in-person and virtual
The breadth and depth of our work = extraordinary results.
Paid Media

11M+ impressions

$104 million love letter to the liver.

Announcing the Stravitz-Sanyal Institute for Liver Disease and Metabolic Health

This is a $104 million love letter to the liver.

A gift that will change human health

Announcing the Stravitz-Sanyal Institute for Liver Disease and Metabolic Health, accelerated by the largest private gift in university history. The institute will build on fifty years of world-class research and care, combining VCU expertise to cure what others can’t or won’t. This is our love letter to the liver and the world.
Earned Media

205M+ reach

MSNBC  Forbes  On Your Side
The Washington Post
HOSPITAL REVIEW
abc8  NEWS MEDICAL
WRIC  AUSTRALIA  WAVY TV
Social Media

812K+ impressions
39K+ engagement

VCU receives $104 million gift to advance the Stravitz-Sanyal Institute for Liver Disease and Metabolic Health.

Largest individual gift in VCU history
Second-largest publicly shared gift to a university in VA history
Largest publicly shared gift for liver research in U.S. history

$104 million GIFT

Advancing the Stravitz-Sanyal Institute for Liver Disease and Metabolic Health

Virginia Commonwealth University

A transformational $104M gift from Richard Todd Stravitz, M.D., and his family’s Barbara Brunchorst Foundation will advance the new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health at VCU and positions VCU as a global leader in liver disease and metabolic health research, teaching and patient care. #Liver #FattyLiver
Leaders amplifying the moment

Todd Haymore @toddhaymore · 1h
So honored to join @VCUpresident, fellow members of @VCU Board of Visitors & others for Mike’s State of the University address and this historic gift announcement. Many, many thanks to Dr. Stravitz and his family foundation! #MakeItReal

Carolina Espinal @CaritozWay · 14s
GAME CHANGING! VCU receives the largest publicly shared gift for liver research in U.S. history. So much gratitude to Dr. Stravitz for entrusting us with this transformational resource. #GoRams #Family

VCU @VCU · 6m
VCU will radically expand treatment options for liver & liver-related metabolic diseases thanks to a historic $104 million gift from Richard Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation.

This gift is the largest in VCU's history.

news.vcu.edu/article/2022/0...

Carmen Lomellini and 4 others commented on your post

Congratulations Dr. Rael

Thirty years ago, Drs. Todd Stravitz and Arun Sanyal became colleagues at Virginia...36 Reactions · 3 Comments

Michael Rao, Ph.D. @VCUpresident

Thank you, @CaritozWay.

This institute will immediately make a difference in the lives of thousands of people with liver disease.

Ultimately, this will positively impact millions.

Carolina Espinal @CaritozWay · 22h
As Vice Rector of the @VCU Board of Visitors, I'm proud & inspired by all of the work happening in this community + all that is ahead #GoRams celebrating you all virtually 🥳🥳🥳🥳 twitter.com/vcu/status/149...
Owned Media

This is our love letter to the liver.

Virginia Commonwealth University is revolutionizing global health through liver research. Accelerated by a $104 million private gift, the new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health improves all aspects of health care by connecting patients, researchers, and experts across medical disciplines. Watch us transform health worldwide.

Learn more >

Largest publicly shared gift for liver research in U.S. history to transform liver care at VCU

A historic $104 million gift will support VCU’s new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health in its efforts to stop, prevent and reverse liver disease.

This gift to the VCU’s VCU Health, the largest publicly shared gift to support liver research in Virginia and the largest publicly shared gift to support liver research in the U.S. today, will enable the new institute to:

- Transform care and outcomes for patients with liver disease
- Institute groundbreaking research into liver disease
- Foster interdisciplinary initiatives in the liver field
- Build alliances and collaborative networks with national and international centers
- Improve the quality, effectiveness and efficiency of liver care

Learn more >

By: Tom Kahney

Virginia Commonwealth University will radically expand research options for liver and liver-related diseases through its new, transformative $104 million gift from Anthony Stravitz, MD, and Dr. Neel B. Sanyal, M.D., of Northern Virginia-based Stravitz Family Foundation.

This gift to the VCU’s VCU Health, the second largest publicly shared gift to support liver research in Virginia and the largest publicly shared gift to support liver research in the U.S. to date, will enable the new institute to:

- Transform care and outcomes for patients with liver disease
- Institute groundbreaking research into liver disease
- Foster interdisciplinary initiatives in the liver field
- Build alliances and collaborative networks with national and international centers
- Improve the quality, effectiveness and efficiency of liver care

Learn more >
Our story continues

Phase II of the campaign focuses on thought leadership.
A Love Letter to the Liver
The Story behind the Story

VCU University Relations
When the Underground Railroad ran to Mexico

Posted on Wednesday, February 09, 2022

In upcoming talk, VCU professor will detail when an estimated
10,000 people journeyed south to escape slavery.

Author of ‘On Juneteenth’ urges a more complete telling
of American history

‘This is not a matter of just making people feel bad. It’s telling people the truth so that
they can understand why the society is as it is,’ said Annette Gordon-Reed.
Black History Month - Social Media Highlights

Feb. 4 Black History Month at VCU Instagram Story (10 slides, 22,326 reach, 54 engagements)

Feb. 23 Breaking Barriers portraits on Instagram Feed (6,454 impressions, 232 engagements, 200 likes)

Feb. 24 Breaking Barriers Instagram Story (Six slides, 11,701 reach, 35 engagements)

Campus events highlighted in This Week at VCU throughout the month
DEI Storytelling

Turner transferred to VCU from @NOVACommCollege, drawn by the accredited forensic science program in @VCUGHS.

She spent two summers researching malaria at @NIH.

#VCU2021 #VCURamily
WE LIKE OUR STORY BEST WHEN WE TELL IT OURSELVES.
## TOP TIER MEDIA (42)


*We target the RTD for stories, but do not include them in our count for national media prominence.*
VCU Brand Update

Board of Visitors
University Resources Committee
March 21, 2022
FY 2022 New Gifts and Pledges by Campus

- 72% MCV Campus $144.9M
- 28% Monroe Park Campus $56.4M

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

report date: 3/18/2022
FY 2022 New Gifts and Pledges by Source

Due to rounding, some totals may not correspond with the sum of the separate figures.
Family foundations counted as individuals.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td>6%</td>
<td>$12.1M</td>
</tr>
<tr>
<td>Friends</td>
<td>60%</td>
<td>$120.9M</td>
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<tr>
<td>Corporations</td>
<td>1%</td>
<td>$3.0M</td>
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<tr>
<td>Foundations</td>
<td>25%</td>
<td>$50.8M</td>
</tr>
<tr>
<td>Organizations</td>
<td>7%</td>
<td>$14.5M</td>
</tr>
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</table>

Total: $201.3M
FY 2022 New Gifts and Pledges by Purpose

- Students: 5% of $201.3M, $10.9M
- Faculty: 7% of $201.3M, $14.1M
- Research: 58% of $201.3M, $116.3M
- Programs: 25% of $201.3M, $50.1M
- Facilities: 1% of $201.3M, $2.7M
- Unrestricted-Unit/Dept.: 4% of $201.3M, $7.2M

Due to rounding, some totals may not correspond with the sum of the separate figures. Report date: 3/18/2022
How DAR Champions DEI
DAR Core Purpose and Core Values

Act with integrity
Hold ourselves to the highest standards of accountability, honesty and dependability.

Champion inclusivity
Honor diversity in all forms through collaboration, respect and trust.

Demonstrate tenacity
Consider every challenge an opportunity to work with an open mind, a flexible attitude and an innovative mindset.

Recognize success
Celebrate the impact of our work as well as our collective and individual achievements.

Pursue excellence
Always reach higher to achieve best-in-class, donor-centric results.
DAR Integration Team

The Integration Team is the champion of DAR core purpose and core values. The team serves as an accountability partner and drives improvement and change within DAR.
DEI Webinar Series 2020

Contracted with Envoy director Ace Callwood (B.S.’12/B) to deliver accessible and responsive program designed to enlighten, explore and provide a space for open dialogue.

Webinars:
- Diversity, Inclusion, Equity 101
- Addressing Unconscious Bias
- The History of Systemic Racism
- Navigating Difficult Dialogues
- Diversity in Academia

Guided Discussions:
- 2-part series open to DAR staff except senior leadership

Participants:
- 220 decentralized DAR staff, VCU-affiliated foundation staff
The DAR integration team partnered with the VCU Office of Institutional Equity, Effectiveness and Success to host a series of IExcel Education seminars focused on inclusivity.

These seminars are designed to enhance cultural competency skills and lead to a more open and inclusive work environment. Seminars included:

- Cultivating an Inclusive Workplace
- Deconstructing Disabilities
- Disability and Neurodiversity 101
- Gender: Beyond the Binary
## Mission Statement

The Inclusion Council created to promote DAR’s Core Value to champion inclusivity and to **integrate best practices** for diversity, equity and inclusion at DAR. The Inclusion Council serves as an **advisory body to the DAR leadership team**. The Inclusion Council will **provide research, recommendation and policy guidance to the DAR leadership** as outlined in the Inclusion Council’s future strategic plan.

## Vision Statement

The impact of the work of the Inclusion Council will **enhance the diversity of DAR staff** to better represent the diversity of the alumni and donor population we serve, as well as **foster a more diverse, equitable, and inclusive culture and programs for employees, alumni, donors and families we serve.**
DAR Inclusion Council Initial Recommendations

1. Create Zero Tolerance Policy and escalation procedures
2. Hire external consultant for strategic planning
3. Review best practices for national advancement offices
4. Review job descriptions, process and postings
DAR Details: DEI Corner 2021

• **DAR Details** is our weekly internal communications vehicle

• Permanent column added for DEI topics and news

• Includes:
  - Announcements of upcoming community trainings
  - Resource sharing on DEI topics for advancement
  - News on regional DEI fundraising initiatives

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**DEI CORNER**

Designing inclusive events
As you prepare to host an event, take a moment to ask yourself if the event is accessible. Accessible event planning includes four steps: universal design, physical accessibility, sensory accessibility and cognitive accessibility. Review this [guide to setting up accessible events and conferences](#).

Have resources to share?
If you’ve come across a helpful article, webinar, podcast, book or other resource focused on diversity, equity and inclusion, let us know. The DAR Core Purpose and Core Values Integration Team and the DAR Inclusion Council are still collecting DEI resources to share weekly in DAR Details. To suggest a DEI resource, complete this [Google form](#) or email Santana Ortiz, internal communications specialist.
The CASE Advancement Internship program seeks to increase and diversify the number of professionals in educational advancement.

- Designed to attract students (undergraduate and graduate) who may not have previously considered a career in institutional advancement.
- CASE defines diversity to include ethnicity, nationality, gender, sexual orientation, age, ability.
- DAR started accepting CASE interns in 2018.
- Hosted 16 interns in past 5 years.
University Instruction: Foundations of Fundraising

- DAR runs annual 3-credit fundraising course
- AFP endorsed
- Goal to create pipeline of VCU students into fundraising profession
- Features 15-18 local experts, donor panels, grant writing, internships and nonprofit case studies
- Now required for Graduate Nonprofit Certificate Program (Wilder School)
- 5 years: 30 undergraduate students, 28 graduate students
Richmond Impact: AFP Inclusive Fellowship Program

- VCU assisted in creating Central Virginia AFP Inclusive Fellowship Program
- Inclusion-oriented education, training and networking for mid-level and emerging (2-5 year range) nonprofit professionals
- Together build pipeline of fundraising leaders that reflect the diversity of the RVA nonprofit community
- DAR provided 2 mentors in 2021
VCU Nonprofit and Public Service Career Fairs

- DAR presents at the VCU Nonprofit and Public Service Career Fair for two years
- Increase access and understanding for graduating seniors interested in fundraising careers
## DAR Staff Census

### Central DAR Current Staff

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<tr>
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<td>White</td>
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<td><strong>108</strong></td>
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### Central DAR Hires Since 2018

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<th>Male</th>
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<tr>
<td>White</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>33</strong></td>
<td><strong>24</strong></td>
<td><strong>57</strong></td>
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CASE Awards

CASE 2019 Award of Excellence – National Diversity Programs
Foundations of Fundraising: Undergraduate pipeline programs for fundraising

CASE 2020 District III Award
Talent Management Initiatives
Core Purpose and Values

CASE 2020 District III Award
Targeted Constituency Engagement
Black alumni-owned business directory

CASE 2020 District III Award
Volunteer Engagement
AAAC Mentoring Circle
DAR just launched the DAR Core Purpose and Core Values Survey which will assess our progress fulfilling the core purpose and core values established in 2019.
DEI Goals for FY 2023

- Collect recruitment and retention data in partnership with HR
- Set goals for Talent Management and the Integration Team
- Optimize a strategic plan crafted by the Inclusion Council