



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
MARCH 21, 2022 - 11:15 A.M.
JAMES CABELL LIBRARY
901 PARK AVENUE, RICHMOND, VIRGINIA
ROOM 311
(AND VIA ZOOM)
MINUTES**

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.

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Reverend Nelson, Chair	X	
Ms. Espinal	X	
Dr. Jadhav	X	
Ambassador Lomellin	X	
Mr. Parker	X	
Ms. Santa Anna	X	
Dr. Parris-Wilkins	X	

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.



ATTACHMENT A

VCU Brand Update

Board of Visitors
University Resources Committee
March 21, 2022

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



VCU

University Relations

The breadth and depth of our work =
extraordinary results.

Paid Media

11M+
impressions



Earned Media

205M+
reach



Forbes

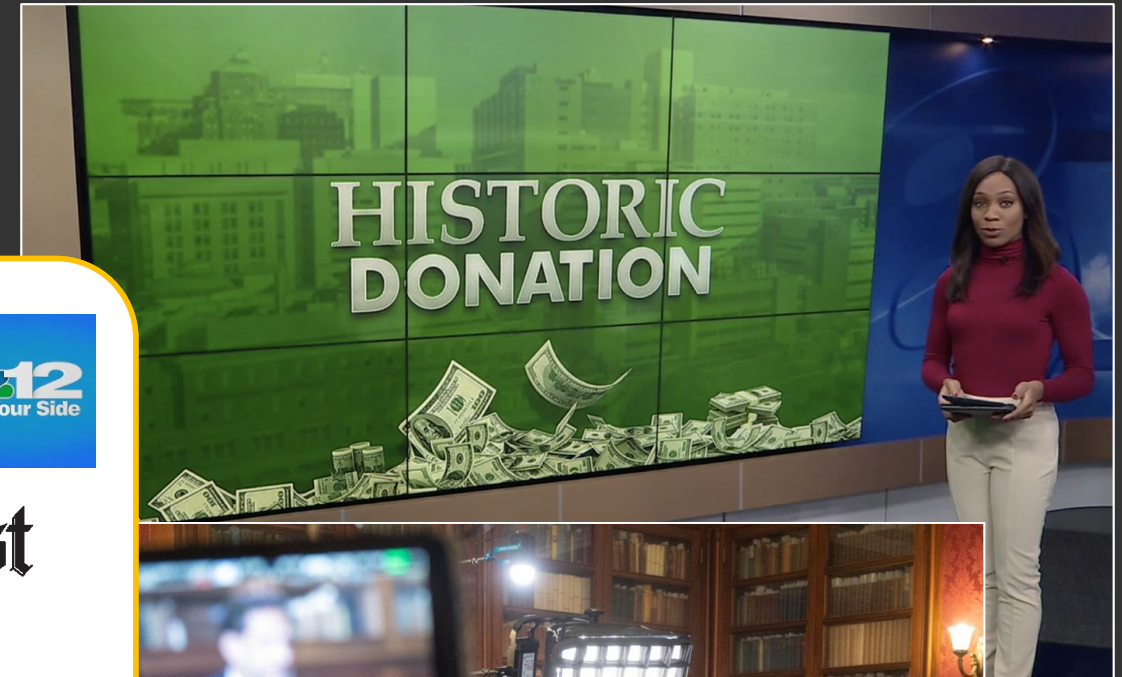


The Washington Post

HOSPITAL REVIEW

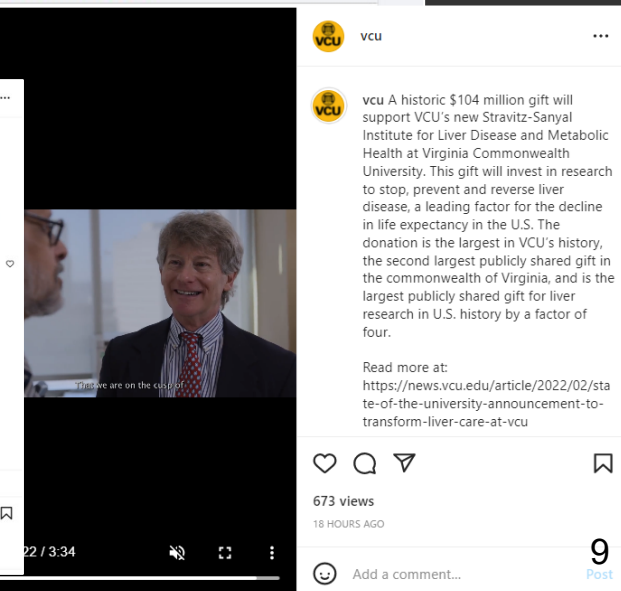
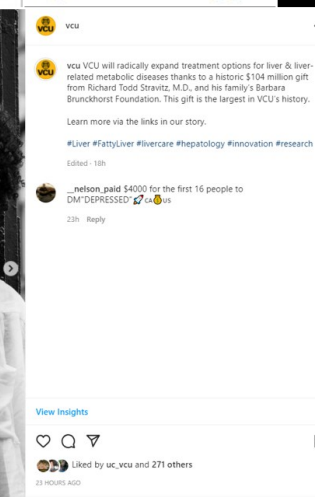
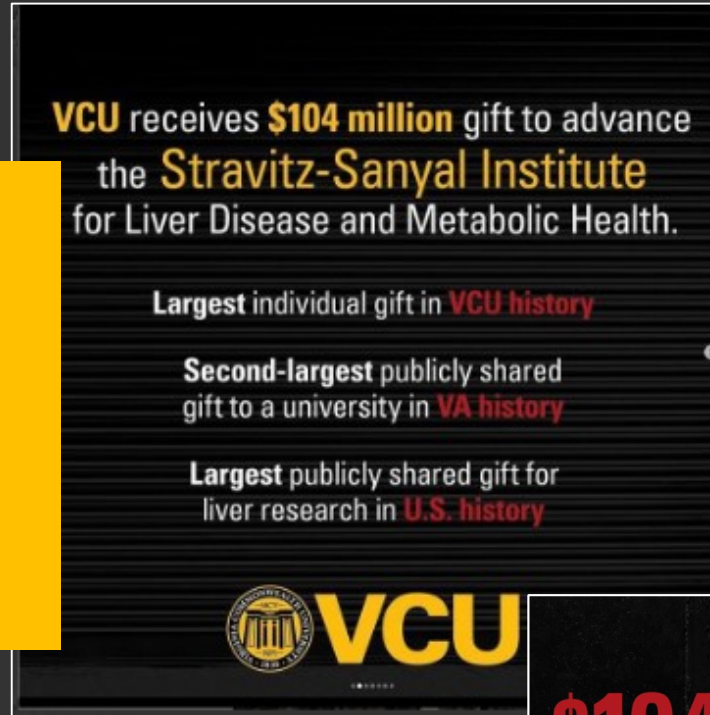


NEWS MEDICAL
AUSTRALIA

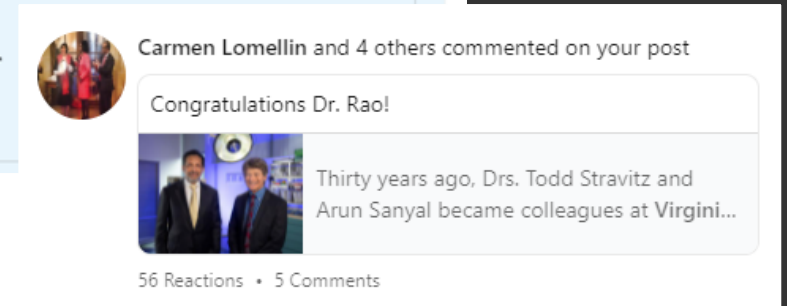
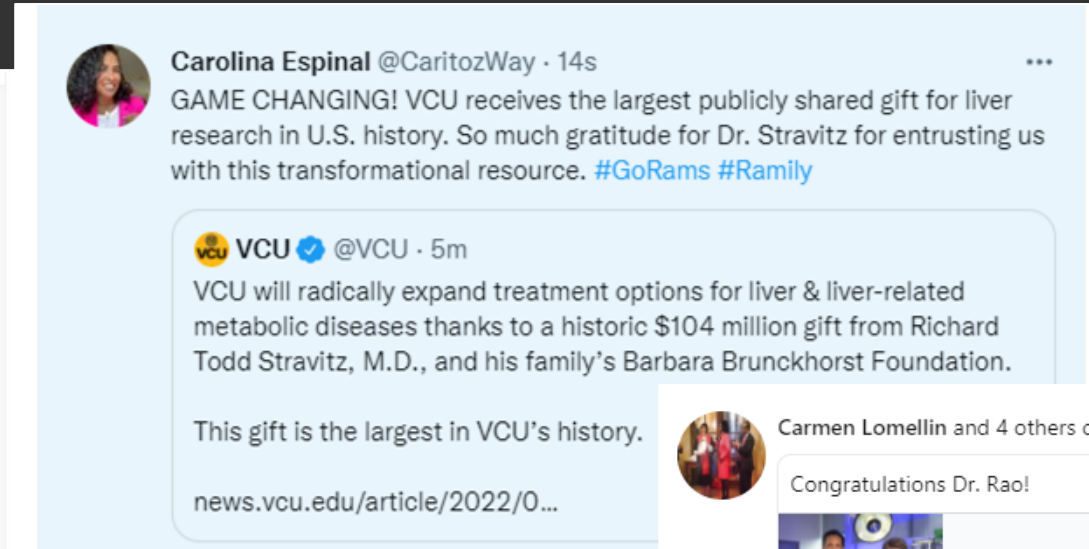


Social Media

812K+
impressions
39K+
engagement

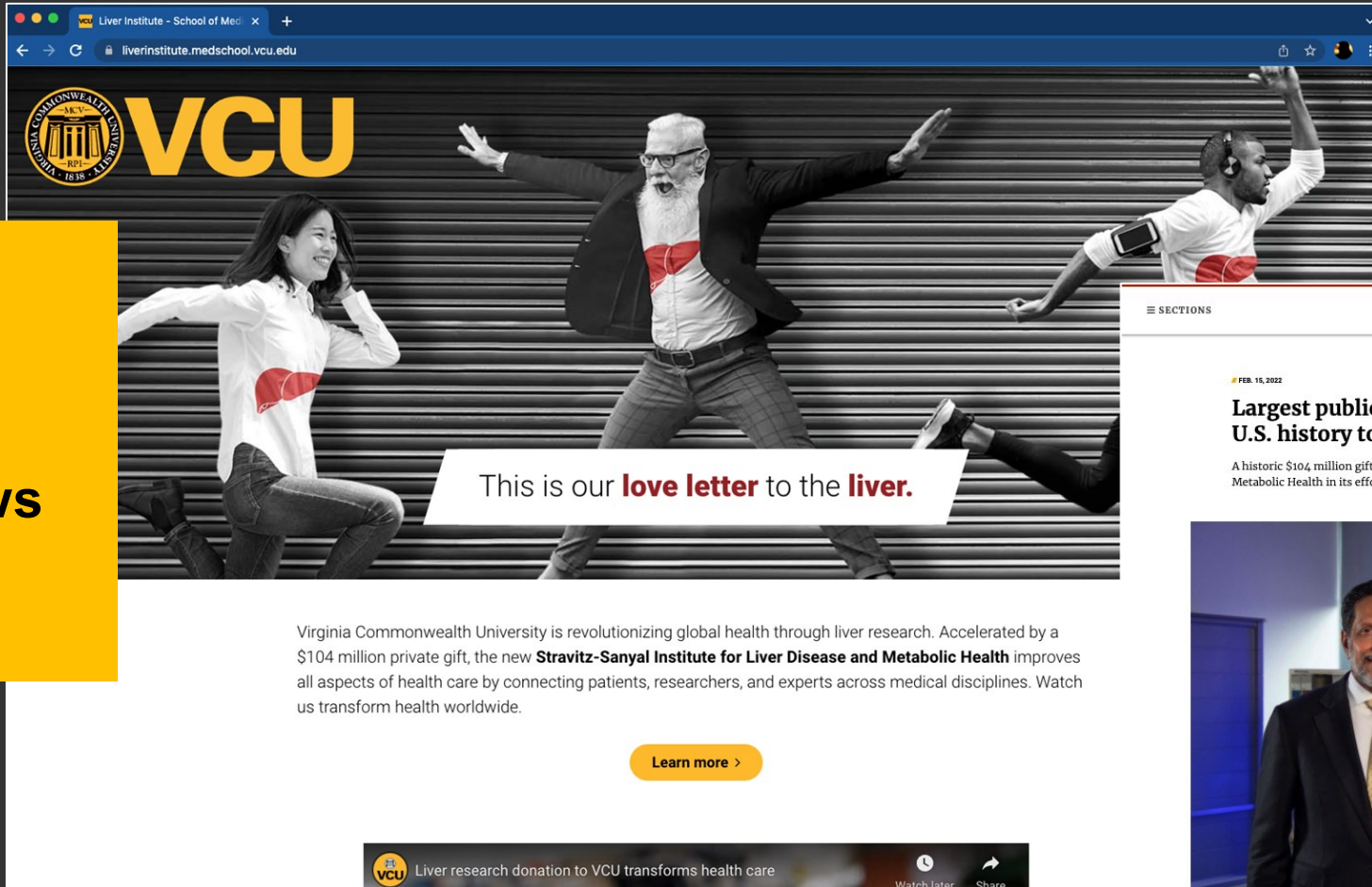


Leaders amplifying the moment



Owned Media

20K
page views



The screenshot shows a web browser window with the URL `liverinstitute.medschool.vcu.edu`. The page features a large banner with three people (a woman, an older man, and a younger man) in dynamic poses against a background of horizontal lines. The VCU logo is in the top left. A white box with the text "This is our **love letter** to the **liver**." is overlaid on the banner. Below the banner, a paragraph describes the university's mission and a \$104 million gift. A "Learn more >" button is at the bottom right. A social media bar at the very bottom includes the VCU logo, the text "Liver research donation to VCU transforms health care", and "Watch Later" and "Share" icons.

VCU

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 >](#)

VCU Liver research donation to VCU transforms health care Watch Later Share



The screenshot shows a VCU news article. The header includes "SECTIONS", "VCU news", and a search bar. The article is dated "FEB. 15, 2022" and has the headline "Largest publicly shared gift for liver research in U.S. history to transform liver care at VCU". The sub-headline reads: "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." Below the text is a photo of two men in suits. A caption below the photo states: "The new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health will position VCU as a global leader in liver disease and metabolic health research, teaching and patient care. (Allen Jones, University Marketing)". The byline is "By Tom Gresham". The article text begins: "Virginia Commonwealth University will radically expand treatment options for liver and liver-related metabolic diseases thanks to a historic, transformational \$104 million gift from R. Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation." It continues: "This gift is the largest in VCU's history, the second-largest publicly shared gift to a university in Virginia and the largest publicly shared gift to support liver research in U.S. history — over four times more than the previous largest gift. It will position VCU as a..."

SECTIONS VCU news Search...

FEB. 15, 2022

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.



The new Stravitz-Sanyal Institute for Liver Disease and Metabolic Health will position VCU as a global leader in liver disease and metabolic health research, teaching and patient care. (Allen Jones, University Marketing)

By Tom Gresham

Virginia Commonwealth University will radically expand treatment options for liver and liver-related metabolic diseases thanks to a historic, transformational \$104 million gift from R. Todd Stravitz, M.D., and his family's Barbara Brunckhorst Foundation.

This gift is the largest in VCU's history, the second-largest publicly shared gift to a university in Virginia and the largest publicly shared gift to support liver research in U.S. history — over four times more than the previous largest gift. It will position VCU as a...

SHARE THIS STORY f in

Our story continues

Phase II of the campaign
focuses on thought leadership.

A Love Letter to the Liver

The Story behind the Story



Black History Month



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.

FEB. 12, 2022

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.



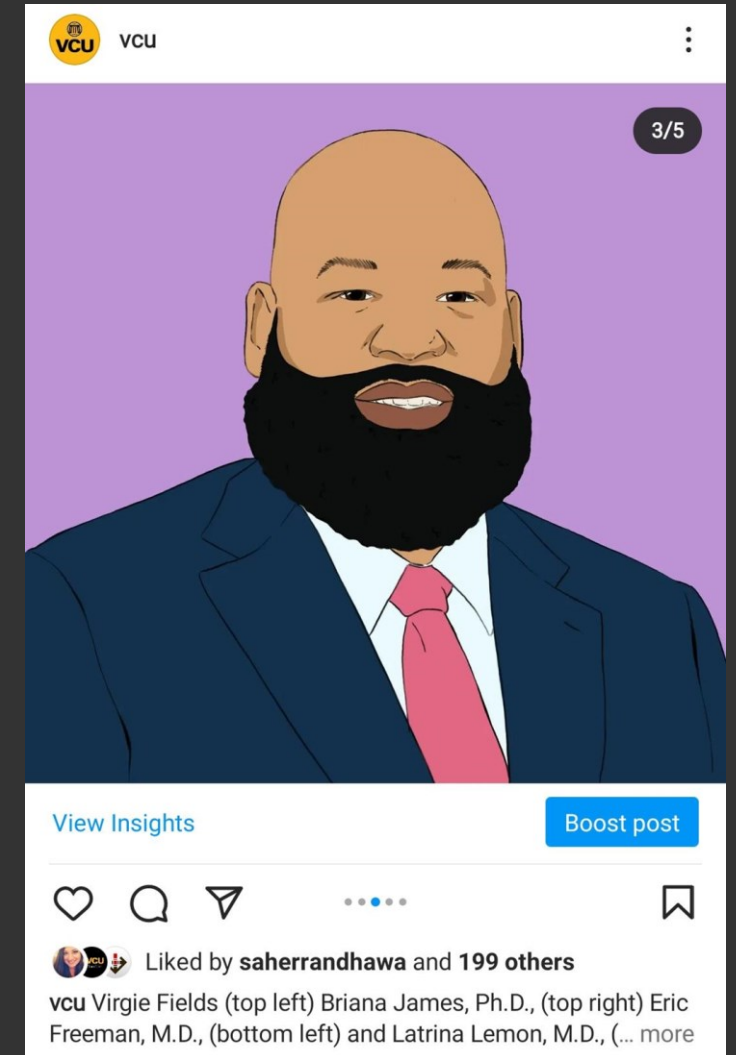
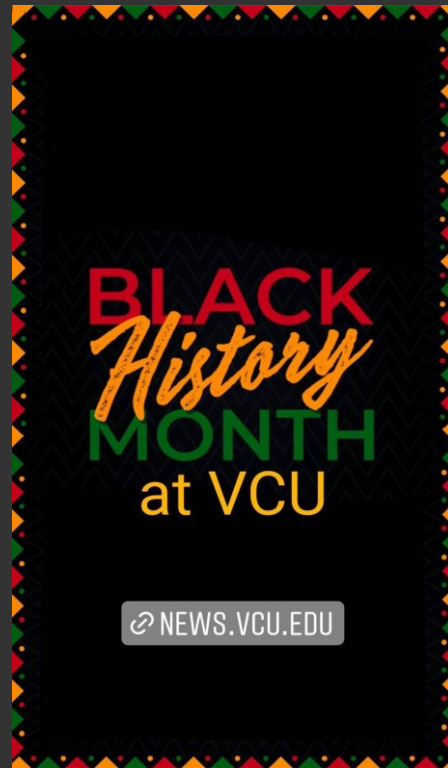
Black History Month - Social Media Highlights

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

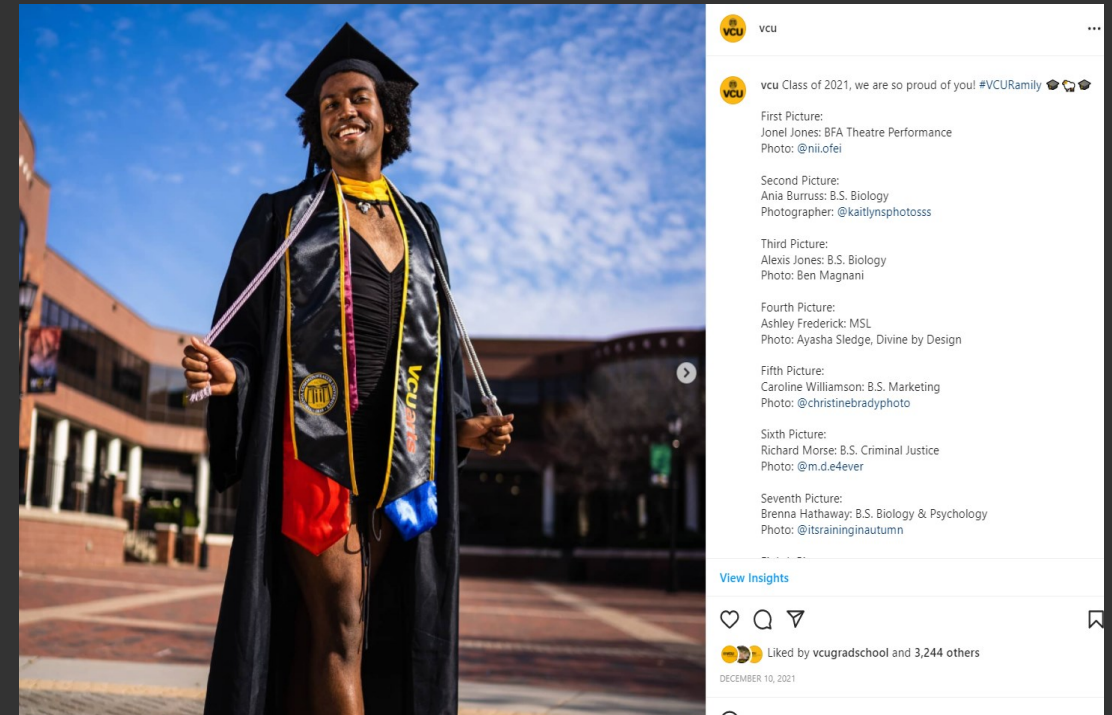
Feb. 23 Breaking Barriers portraits on Instagram Feed (6,454 impressions, 232 engagements, 200 likes)

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



WE LIKE OUR STORY BEST WHEN WE
TELL IT OURSELVES.



TOP TIER MEDIA (42)

USA Today
The Wall Street Journal
The New York Times
Washington Post
Los Angeles Times
Politico
The Daily Beast
Vice
MarketWatch
Modern Healthcare
Becker's Hospital Review
Kaiser Health News
Forbes
BuzzFeed

The Chronicle of Higher Education
Inside Higher Education
New York Magazine
National Geographic
ABC
CBS
CNN
FOX (includes Fox Business)
NBC (includes MSNBC and CNBC)
NPR
PBS
Vox
Axios
Huffington Post

Associated Press
Bloomberg / Businessweek
Reuters
Time
Wired
Fast Company
Inc.
Slate
The Atlantic
U.S. News & World Report
The New Yorker
The Smithsonian
The Economist
→ Richmond Times Dispatch



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

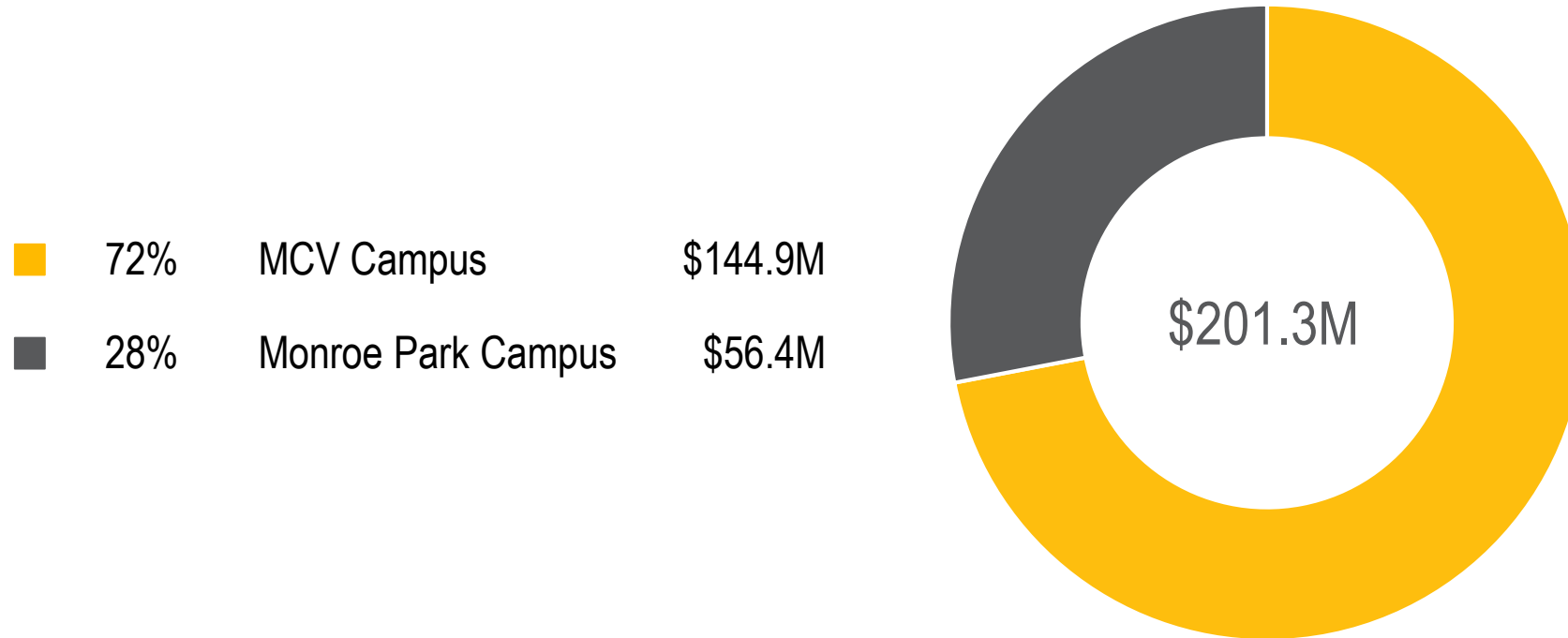
Board of Visitors

Jay Davenport, Vice President, Development and Alumni Relations
March 21, 2022

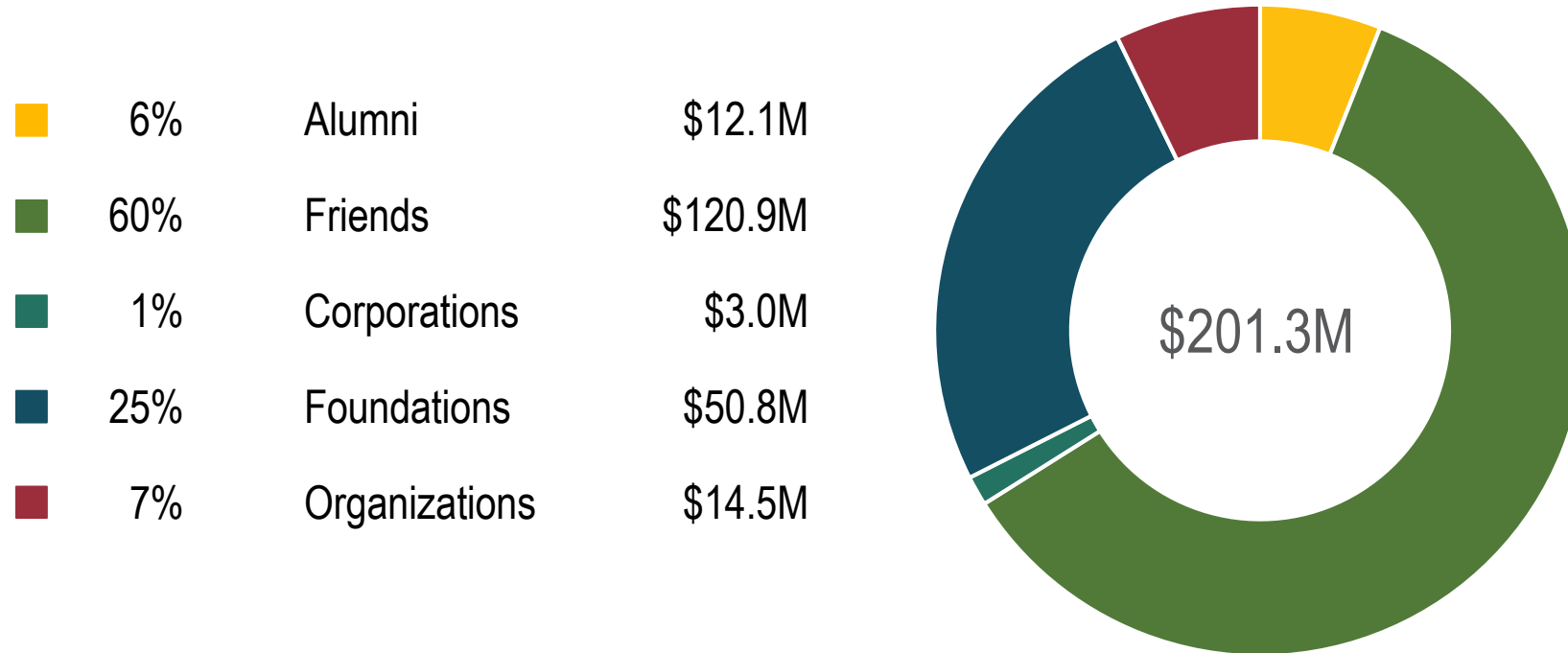


ATTACHMENT B

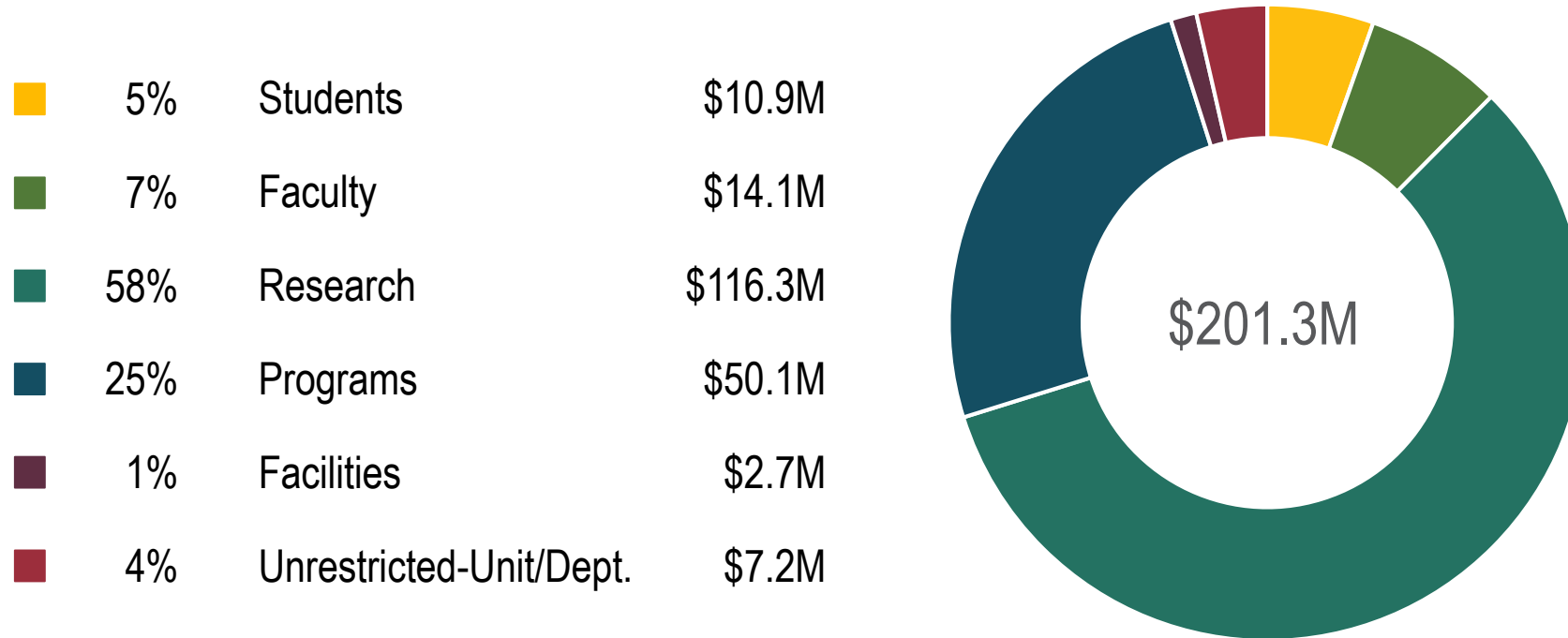
FY 2022 New Gifts and Pledges by Campus



FY 2022 New Gifts and Pledges by Source



FY 2022 New Gifts and Pledges by Purpose



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.*



VCU

Development and
Alumni Relations



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

IExcel Education Series 2021

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

DAR Inclusion Council 2021

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

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.


- ***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

CASE Advancement Internship Program



- 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

[illegible]

- 
- The logo for Virginia Commonwealth University (VCU) is located in the bottom left corner. It features a circular seal with the text "COMMONWEALTH OF VIRGINIA" and "1776" around the perimeter, and a central emblem. To the right of the seal, the letters "VCU" are written in a large, bold, orange sans-serif font.

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

	<i>Female</i>	<i>Male</i>	<i>Total</i>
<i>Asian</i>	2	0	2
<i>Black/African-American</i>	16	7	23
<i>Hispanic/Latino</i>	1	1	2
<i>Two or More Races</i>	1	0	1
<i>Unknown</i>	0	0	0
<i>White</i>	43	37	80
<i>Total</i>	63	45	108

Central DAR Hires Since 2018

	<i>Female</i>	<i>Male</i>	<i>Total</i>
<i>Asian</i>	0	0	0
<i>Black/African-American</i>	11	2	13
<i>Hispanic/Latino</i>	1	1	2
<i>Two or More Races</i>	1	0	1
<i>Unknown</i>	1	0	1
<i>White</i>	19	21	40
<i>Total</i>	33	24	57

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



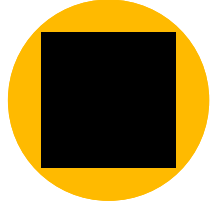
CASE 2020 District III Award
Volunteer Engagement
AAAC Mentoring Circle

DAR Core Purpose and Core Values Survey

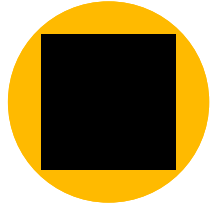


DAR just launched the DAR Core Purpose and Core Values Survey which will assess our progress fulfilling the core purpose and core values established in 2019.

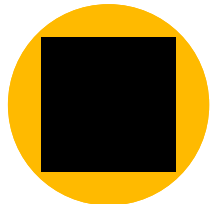
DEI Goals for FY 2023



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