COMMITTEE MEMBERS PRESENT
Reverend Tyrone E. Nelson, Chair
Ms. Carolina Espinal, Vice Chair
Ambassador Carmen Lomellin
Mr. Keith Parker (virtual)
Ms. Coleen Santa Ana
Dr. Shantaram Talegaonkar

OTHER BOARD MEMBERS PRESENT
H. Benson Dendy III, Rector

BOARD MEMBERS ABSENT
Dr. Gopinath Jadhav
Dr. Tonya Parris-Wilkins

OTHERS PRESENT
President Michael Rao
Mr. Jay Davenport, Vice President for Development and Alumni Relations
Mr. Grant Heston, Vice President for University Relations
Mr. Matt Conrad, Vice President for Government and External Relations for VCU and VCU Health System
Ms. Karen Helderman, Executive Director for Audit and Compliance Services
Mr. Jacob Belue, University Counsel
Other members of Presidential Cabinet of VCU
VCU students, faculty and staff
Members of the Media

CALL TO ORDER
Reverend Tyrone Nelson, Chair called the meeting to order at 1:58 p.m. and a roll call was taken.

APPROVAL OF MINUTES
Reverend Nelson asked for a motion to approve the minutes of the March 21, 2022 University Resources Committee, as published. On a motion duly made and seconded the March 21, 2022
University Resources Committee minutes were approved unanimously by a roll call vote:

<table>
<thead>
<tr>
<th>Vote</th>
<th>Ayes</th>
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<tr>
<td>Reverend Nelson, Chair</td>
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<tr>
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<tr>
<td>Dr. Talegaonkar</td>
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</table>

**REPORTS AND RECOMMENDATIONS**

**University Relations**
- Grant Heston provided information on VCU’s new brand architecture to the Committee for review and discussed the new organizational structure with VCU Health. A copy of Mr. Heston’s presentation is attached hereto as *Attachment A* and are made a part hereof.

**Government Relations**
- Matt Conrad provided an update on the recent General Assembly session and fielded questions regarding the pending approval of the State budget.

**Development and Alumni Relations**
- Jay Davenport provided a fundraising update that included overviews of the Alumni Relations Strategic Plan and the Development Build-Out for the Next Comprehensive Campaign, a presentation on the Fundraising Team Concept - Task Force with DAR & Deans, and a discussion of Quest Recalibration as it relates to Development.
- Jay Davenport also reported VCU’s development team has raised $210.3M in new gifts and pledges from July 1, 2021 to March 31, 2022, with 18,290 donors. That is a 63% increase in dollars raised, with 1% increase in total donor count the same time last year.
- A copy of Mr. Davenport’s presentation is attached hereto as *Attachment B* and are made a part hereof.

**CLOSED SESSION**

Ambassador Lomellin 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.

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<td>Mr. Parker (virtual)</td>
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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

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<tr>
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<tr>
<td>Dr. Talegaonkar</td>
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All members present responding affirmatively, the resolution of certification was unanimously adopted.

RECOMMENDATION FOR APPROVAL TO FULL BOARD

Reverend Nelson asked for a motion to recommend approval to the full Board of Visitors of Named Funds and Spaces Report. After motion duly made and seconded, a roll call vote was taken with all members present responding affirmatively.

Vote

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<tr>
<td>Dr. Talegaonkar</td>
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ADJOURNMENT
There being no further business, Reverend Nelson, adjourned the meeting at 2:41 p.m.
TOP TIER MEDIA OUTLETS (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
Top Tier Media Goal Progress

208 placements
200 annual goal
104%

July '21 through March '22
Undergraduate Stephanie Osei has been working in a lab that studies why patients with cystic fibrosis have been less likely to acquire COVID-19.
INSIDE THE COMMONS

It's big. It's quirky. And as the hub of student life at VCU, it’s a place for students to connect, refuel, unwind and get support.

READ MORE
WELLNESS 101

Practicing regular self-care has never been more important for college students. VCU offers a variety of resources to help.
IMMERSED IN RESEARCH

How homeland security major Jenifer Nunez broke out of her comfort zone to give Latinx dental patients a voice.

READ MORE
HIDDEN history

A new project by sisters Enjoli and Sesha Joi Moon unearths the pivotal role of Richmond's Jackson Ward neighborhood in the Black American experience.

Read more >
First impressions

Students sported masks and smiles, and shared their thoughts on being back for the fall semester during our Candid Campus photo shoot.

Read more  Watch video
DYNAMIC DUOS

When professors from different disciplines team up to work on projects they're passionate about, that's when the magic happens.

READ MORE →
Love letter to the liver

A $104 million gift, the largest in VCU’s history, will support the Stravitz-Sanyal Institute for Liver Disease and Metabolic Health at VCU in stopping, preventing and reversing liver disease.
“I just fell in love with the class.”

“I felt really seen and heard.”

“You will not want to leave.”

“I think urban sociology really made me a better human”

“I made so many amazing connections.”

“It will change your outlook on how you operate in society.”

“It was the first time I felt like a teacher really believed in me.”
### Message Pillars

<table>
<thead>
<tr>
<th>Inclusion</th>
<th>Creativity</th>
<th>Health</th>
<th>Knowledge</th>
<th>Urban</th>
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</thead>
<tbody>
<tr>
<td>Ours is a culture where diversity and inclusion foster excellence. Ideas, participation, and access from different backgrounds blend to make VCU, Richmond, and the world a better place.</td>
<td>We apply a creative mindset to solving every challenge. Combining science, art, entrepreneurship, and intellect leads to amazing possibilities and transformative innovation.</td>
<td>We focus on healing and impacting communities. Our world-class health system drives innovation - saving and improving lives every day.</td>
<td>Research fuels our academic rigor and thought leadership. Creating breakthrough ideas is our super power. We are a vibrant research university with 200+ programs, all committed to excellence and experiential education.</td>
<td>Our home is a spirited and culturally-alive city. It feeds our energy. Richmond and VCU are partners - we thrive together as a community and we love it.</td>
</tr>
</tbody>
</table>

### Brand Spirit

We tackle difficult challenges others can’t, or won’t. We’re shattering the status quo by redefining health and higher education. **VCU is where different works.**

### Brand Personality

Authentic, Bold, Confident, Driven, Welcoming. **We refuse to be bound by traditional thinking.**

### Shared Values

Impactful, Inclusive, Passionate, Principled. **We place the needs of students and patients first. VCU is a place where I belong.**
BEYOND TRADITIONAL
Like you, we refuse to be bound by traditional thinking. We're through listening to history repeat itself. As leaders in learning, creativity, inclusion and health, we are pursuing a future that's built by us. And together, we are unstoppable.

Come see for yourself.
www.vcu.edu/admissions

VCU is an equal opportunity/affirmative action institution.
THE FUTURE IS BUILT BY US.

As a Virginia Commonwealth University graduate, you are prepared to lead industries. Or disrupt them. You’ve learned to challenge traditional thinking, and experienced the difference you can make. Now it’s time to show the world. You are a VCU alum. And you are unstoppable.
Net Promoter Score (" Likely to recommend") and key brand measures

Aided and unaided awareness with peer comparisons (brand awareness with core audiences)

Top-tier media placements (national and niche media we specifically target)

Success in telling our story ourselves (key metrics for social media and web audience growth/engagement, conversions for students/patients)
## TOP TIER MEDIA OUTLETs (42)

<table>
<thead>
<tr>
<th>USA Today</th>
<th>The Chronicle of Higher Education</th>
<th>Associated Press</th>
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<tbody>
<tr>
<td>The Wall Street Journal</td>
<td>Inside Higher Education</td>
<td>Bloomberg / Businessweek</td>
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<tr>
<td>The New York Times</td>
<td>New York Magazine</td>
<td>Reuters</td>
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<td>Washington Post</td>
<td>National Geographic</td>
<td>Time</td>
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<td>Los Angeles Times</td>
<td>ABC</td>
<td>Wired</td>
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<tr>
<td>Politico</td>
<td>CBS</td>
<td>Fast Company</td>
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<tr>
<td>The Daily Beast</td>
<td>CNN</td>
<td>Inc.</td>
</tr>
<tr>
<td>Vice</td>
<td>FOX (includes Fox Business)</td>
<td>Slate</td>
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<tr>
<td>MarketWatch</td>
<td>NBC (includes MSNBC and CNBC)</td>
<td>The Atlantic</td>
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<tr>
<td>Modern Healthcare</td>
<td>NPR</td>
<td>U.S. News &amp; World Report</td>
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<tr>
<td>Becker's Hospital Review</td>
<td>PBS</td>
<td>The New Yorker</td>
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<td>Kaiser Health News</td>
<td>Vox</td>
<td>The Smithsonian</td>
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<td>BuzzFeed</td>
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</table>

We target the RTD for stories, but do not include them in our count for national media prominence.
Top Tier Media Goal Progress

208 placements
200 annual goal

104%

July '21 through April '22
VCU Health Twitter

Twitter Followers | +3.6%

Twitter Engagement

<table>
<thead>
<tr>
<th>Month</th>
<th>Followers</th>
<th>Engagement</th>
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<tbody>
<tr>
<td>July</td>
<td>12,997</td>
<td>1,460</td>
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<tr>
<td>August</td>
<td></td>
<td>760</td>
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<tr>
<td>September</td>
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<td>1,247</td>
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<tr>
<td>October</td>
<td></td>
<td>782</td>
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<tr>
<td>November</td>
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<td>963</td>
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<td>December</td>
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<td>796</td>
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<td>January</td>
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<td>937</td>
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<td>February</td>
<td></td>
<td>747</td>
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<tr>
<td>March</td>
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</tbody>
</table>
VCU Health Instagram

**Instagram Followers | +3.3%**

- August: 12,997
- September: 13,000
- October: 13,000
- November: 13,000
- December: 13,000
- January: 13,000
- February: 13,000
- March: 13,423

**Instagram Engagement**

- August: 1,469
- September: 840
- October: 1,355
- November: 871
- December: 1,031
- January: 974
- February: 937
- March: 889

*VCU*
VCU YouTube

YouTube Subscribers | +33.5%

- July: 11,565
- August: 12,700
- September: 13,250
- October: 14,500
- November: 15,000
- December: 15,000
- January: 15,200
- February: 15,400
- March: 15,748
Board of Visitors

Jay Davenport, Vice President, Development and Alumni Relations
May 2022

ATTACHMENT B
Overview

1. FY22 New Gifts and Pledges
2. Alumni Relations Strategic Plan
3. Development Build-Out for Next Comprehensive Campaign
4. Fundraising Team Concept – Task Force with DAR & Deans
5. Quest Recalibration
FY22 New Gifts and Pledges
FY22 New Gifts and Pledges by Campus
(Through March 31, 2022)

72% MCV Campus $151.3M
28% Monroe Park Campus $59.0M

$210.3M

Due to rounding, some totals may not correspond with the sum of the separate figures.
FY22 New Gifts and Pledges by Source
(Through March 31, 2022)

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

- 6% Alumni: $12.5M
- 58% Friends: $121.1M
- 3% Corporations: $6.6M
- 25% Foundations: $52.9M
- 8% Organizations: $17.1M

Total: $210.3M
FY22 New Gifts and Pledges by Purpose
(Through March 31, 2022)

- Students: 6% ($11.9M)
- Faculty: 7% ($14.7M)
- Research: 57% ($119.6M)
- Programs: 26% ($54.0M)
- Facilities: 1% ($2.7M)
- Unrestricted-Unit/Dept.: 4% ($7.4M)

Total: $210.3M

*Due to rounding, some totals may not correspond with the sum of the separate figures.*
Alumni Relations Strategic Plan
VCU Office of Alumni Relations Strategic Plan
2022-2025

Creating a lifelong connection

The VCU Office of Alumni Relations nurtures lifelong relationships with and among current and future VCU graduates, offering valuable benefits and programs for alumni and building support for VCU.

Alumni of Virginia Commonwealth University and its two predecessor institutions, the Medical College of Virginia and Richmond Professional Institute, have access to networking and career services, useful resources and engaging social and volunteer opportunities. We provide graduates with programs and events that connect them to one another and to their alma mater, wherever life takes them.

211,000+ ALUMNI AROUND THE WORLD

Alumni life stages

- 40%
- 30%
- 30%

EARLY CAREER  MIDLIFE  SENIOR

Mission
The Office of Alumni Relations leads the university’s efforts to strengthen and promote alumni engagement and to inspire lifelong loyalty that advances the university.

Vision
The Office of Alumni Relations supports a proud, inspired and motivated community of alumni and students engaged in the life and success of VCU, which reflects the diversity and innovation of the university’s campuses.

Values
The Office of Alumni Relations upholds these core values that inform our programs and practices:
- Act with integrity
- Champion inclusivity
- Demonstrate tenacity
- Recognize success
- Pursue excellence

Measuring success
Our goal, in partnership with the VCU Alumni Council and the schools, colleges and units across all of VCU’s campuses, is to maintain consistent, meaningful engagement touchpoints annually with at least 25% of the VCU alumni community worldwide. These engagement opportunities include ways for alumni to strengthen the university, celebrate their VCU experience and create rewarding and purposeful peer-to-peer connections.
Office of Alumni Relations

The Office of Alumni Relations, centrally located in the Office of Development and Alumni Relations, operates through a team of alumni engagement professionals who create and implement programs and events for alumni. Curated based on alumni affinities, locations, interests and needs, the programs reach different segments and stages of the alumni population.

These opportunities are developed uniquely for VCU graduates to pique their curiosity and reflect their experiences. To keep a finger on the pulse of alumni interests and ensure we remain relevant in the lives of our alumni, we collect feedback, survey participants and use net promoter scores, and test programs and initiatives.

VCU Alumni Council

The VCU Alumni Council, composed of alumni leaders from both the MCV and Monroe Park campuses, works in partnership with the Office of Alumni Relations to engage fellow graduates and to represent the voice of alumni. The mission of the VCU Alumni Council is to enhance, unite and support the VCU Alumni community worldwide. The council’s mission is to:

- Engage alumni based on their affinities and interests.
- Amplify alumni voices and share their accomplishments.
- Build community and connection among all alumni.
- Support the student-to-graduate transition by developing relationships and networks.
- Embrace the diversity and legacy of the university.
- Contribute to the culture of philanthropy among alumni by investing in the future of the university.

The VCU Alumni Council is organized into six committees, aligned with the staffing areas of the office. Each committee has at least one staff liaison, who shares updates and provides insight into the daily operations of the office and offers opportunities for council members to get involved and champion alumni programs and initiatives.

VCU Alumni Council committees

[Diagram showing leadership committee structure with roles and responsibilities listed]
Campus partners

In all university schools and units, alumni engagement occurs independently and in partnership with the Office of Alumni Relations. As we collectively work toward engaging 25% of our alumni population, we strive to track and record all alumni efforts occurring with our campus partners. This ensures that we have a comprehensive understanding of alumni activities across the university as a whole as well as help us identify gaps and opportunities.

Constituent organizations

Constituent organizations are organized groups of alumni that support our mission to increase alumni participation by supporting university initiatives and creating opportunities for alumni engagement. Constituent organizations, from regional chapters to identity- or affinity-based groups and councils, provide breadth and depth of programming and connect alumni with one another based on their locations and interests. The activities of the constituent organizations are volunteer-led, staff-supported and are integral to the VCU Alumni community.

Strategic priorities

Our four strategic priorities align with our mission and lay the foundation on which all activities, programs and services are built.

1. Engagement
   - Advance alumni’s lifelong relationship with VCU and develop meaningful connections and opportunities for them to serve as advocates and ambassadors for the university.

2. Inclusive excellence
   - Reflect and empower the voices of VCU’s distinctive alumni community by ensuring diversity, equity and inclusion are the cornerstone of all programs, initiatives and events.

3. Volunteerism and giving
   - Create opportunities and a comprehensive journey for alumni to give back in ways that enhance the student experience and focus on accessibility for future generations of alumni.

4. Communications and outreach
   - Work collaboratively and strategically with university partners and stakeholders to enhance the lives and careers of our alumni community, and to promote their stories and experiences.
Engagement

We will create meaningful connections and opportunities for our alumni to advance a lifelong relationship with VCU. We will educate, engage and mobilize alumni and friends to be advocates and ambassadors.

GOALS

• Promote mentoring, internships and career networking for students and alumni by connecting them with mentoring programs around the university and digitally through VCU Link.
• Create opportunities for early engagement, such as involving alumni in the student recruitment process through an enhanced partnership with the Office of Admissions.
• Support the student-to-alumni transition by developing opportunities to bring recent graduates back to campus with new programming, such as an annual leadership conference.
• Increase regional impact by supporting local chapters and strengthening our partnership with VCU Athletics by offering co-sponsored programming in and out of the Richmond region.
• Build lifelong learning affinity by marketing VCU to alumni as a place for continuing education, specifically building on our partnerships with continuing and professional education opportunities.

Inclusive excellence

Diversity, equity and inclusion will be the cornerstone of all programs, initiatives and events. We aim to reflect and empower the voices of VCU’s distinctive alumni community.

GOALS

• Leverage our constituent organizations to promote and co-sponsor staffed DEI programs.
• Develop opportunities for international alumni to participate in virtual programs.
• Partner with New Student and Family Programs to offer parents and families of VCU students opportunities to engage and volunteer on alumni and chapter programs.
• Educate staff, students and Volunteers on DEI and its importance to the university and the alumni program.
Volunteerism and giving

Through the creation of the VCU Alumni Council and other innovative volunteer programs, we will continually strive to create meaningful volunteer opportunities and a comprehensive alumni experience. Together, we will work to establish a culture of philanthropy that enhances the student experience and focuses on accessibility for future VCU alumni.

GOALS
- Create a strategy to allow alumni to volunteer in meaningful ways regardless of traditional hurdles such as time, proximity to campus and life stage.
- Manage the volunteer life cycle by developing a strategy for target markets to recruit, onboard, develop and debrief departing chapter leaders.
- Increase student giving by creating more awareness and participation in Students Today Alumni Tomorrow.
- Reach 100% giving by VCU Alumni Council members.
- Develop talking points about the importance of supporting VCU to be shared at alumni events.

Communications and outreach

We will strive to work collaboratively and strategically with all university partners and stakeholders, and purposefully communicate through all channels and media. Together, we will enhance the lives and careers of our alumni community and promote their stories and experiences.

GOALS
- Launch a combined website for alumni and donors that offers greater engagement opportunities to increase brand awareness and visits.
- Launch VCU Magazine, a university flagship publication for alumni and donors, and a companion microsite and increase household distribution of the print magazine by 70%, from 85,000 to 150,000.
- Develop integrated strategic marketing communications that elevate the awareness and importance of alumni engagement.
- Grow our social media presence by annually increasing the number of followers on Facebook, Instagram and Twitter.
- Segment emails to reach targeted audiences and provide them with constituent-centric content that enhances their connection to the university.
Development Build-Out for Next Comprehensive Campaign
Presidential and University Philanthropy
Transformational Giving (Core Ideas)
Grateful Patient Fundraising
Planned Giving
Corporate and Foundation Relations
University Development
University-wide Annual Giving
Fundraising Team Concept – Task Force with DAR & Deans
# 8 Philanthropic Teams

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<td>Health Sciences</td>
<td>Business and Engineering</td>
<td>Public Sector</td>
<td>Arts</td>
<td>Humanities and Sciences</td>
<td>Athletics</td>
<td>University Development</td>
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<tr>
<td>• Medicine</td>
<td>• Dentistry</td>
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<td>• College of Humanities</td>
<td>• Intercollegiate Athletics</td>
<td>• University-wide projects</td>
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<td>• VCU Health</td>
<td>• Health Professions</td>
<td>• Engineering</td>
<td>• Social Work</td>
<td>• ICA</td>
<td>• School of World Studies</td>
<td>• Rec Sports</td>
<td>• Regional gifts</td>
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<td>• Massey</td>
<td>• Pharmacy</td>
<td>• Life Sciences/Rice Rivers Center</td>
<td>• Wilder School</td>
<td>• VCUQ</td>
<td>• Robertson School of Media and Culture</td>
<td>• Mary &amp; Frances Youth Center</td>
<td>• Graduate School</td>
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<tr>
<td>• Grateful patients</td>
<td>• Nursing</td>
<td>• DaVinci Center</td>
<td>• Research Centers</td>
<td>• Research Centers</td>
<td>• Libraries</td>
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<td>• Honors College</td>
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<td>• VCU community hospitals</td>
<td>• Research Centers</td>
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<td>• Research Centers</td>
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<td>• Student Affairs</td>
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</table>
**Sample Fundraising Team**

**Team Structure**

<table>
<thead>
<tr>
<th>Position</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Gift Officer</td>
<td>Major Gift Officer</td>
</tr>
<tr>
<td>Leadership Annual Giving Officer</td>
<td>Leadership Annual Giving Officer</td>
</tr>
<tr>
<td>Alumni Engagement Professional</td>
<td>Alumni Engagement Professional</td>
</tr>
<tr>
<td>Prospect Development Professional</td>
<td>Prospect Development Professional</td>
</tr>
<tr>
<td>Development Coordinator</td>
<td>Development Coordinator</td>
</tr>
<tr>
<td>Communications and Stewardship Professional</td>
<td>Communications and Stewardship Professional</td>
</tr>
</tbody>
</table>

*Note: One of the Major Gift Officers will be the Team Leader*
Quest Recalibration
General Campaign Timeline

Nucleus Phase
FY21
FY22
Leadership Phase
FY23
FY24
FY25
Public Phase I
FY26
FY27
FY28
Public Phase II
FY29
FY30

Quest 2025

Quest 2028

Preliminary Campaign Launch Target