

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
1:30 P.M.; THURSDAY, APRIL 20, 2023
Gateway Dining & Events Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

DRAFT AGENDA

CALL TO ORDER.....Ms. Shavonne Gordon, Chair

ROLL CALL

INVOCATION (Pastor Seth Gooden, Director of Campus Ministries)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)
February 9, 2023 Committee Meeting

PRESIDENT'S REMARKS..... Dr. Makola M. Abdullah

CLOSED SESSION

REPORTS AND RECOMMENDATIONS

•Approval Items:

- o Resolution for Approval of the Smithfield Foods Future Leaders Program
- o Resolution for Approval of Naming of the Hospitality Management Department
- o Acknowledgement of the Alumni of the Year

•Information Items:

- o Office of Communications..... Dr. Gwendolyn Dandridge-Williams
Asst. VP/Director, Communications

- o Alumni Update Mr. Franklin Johnson-Norwood
Director, Alumni Engagement

- o Institutional Advancement..... Ms. Tonya Hall
Vice President, External Affairs

- o VSU Alumni Association Update Dr. Michael Rainey, President

- o Mission Moment

OTHER BUSINESS

ADJOURNMENT

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MINUTES
THURSDAY, APRIL 20, 2023**

CALL TO ORDER

Ms. Shavonne Gordon, Chair, called the meeting of Institutional Advancement Committee to order at approximately 2:00 p.m. at the Gateway Dining and Events Center.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Shavonne Gordon, Chair
Mr. Edward Owens
Mr. Victor Branch
Ms. Pamela Currey
Mr. Glenn Sessoms
Dr. Valerie K. Brown

Other Members Present:

Dr. Robert Denton, Jr.
Dr. Christine Darden (absent)
Dr. Leonard Haynes, III
Dr. Harold Green, Jr.
Mr. Jon Moore
Dr. Leonard Githinji, Faculty Representative

Administration Present:

Dr. Makola M. Abdullah, President
Dr. Donald Palm, Provost/Executive Vice President for Academic and Student Affairs
Tonya Hall, Vice President for External Relations
Kevin Davenport, Senior Vice President for Finance & Administration/Chief Financial Officer
Shawri King-Casey, Vice President for Institutional Integrity & Compliance
Dr. Annie C. Redd, Chief of Staff/Director, Board Operations & Relations
Dr. Tia Minnis, Vice Provost for Academic Success, Planning & Institutional Effectiveness
Dr. Robert Corley, Vice Provost for Academic and Student Affairs
Dr. Gwendolyn Dandridge, Asst. Vice President/Director of Communications
Maurion Edwards, CIO/Technology Services
Dr. Alexis Brooks-Walter, Vice President for Enrollment Management
Dr. Tracy Barley, Provost Office
Chief David Bragg, Asst. Vice President/Chief, VSU Police and Public Safety

Legal Council:

Mike Melis, Attorney General

Other Attendees:

Yourdonus James, Office of Conference Services
Rodney Hall, President's Office
Danette Johnson, President's Office
Debbie Jefferson, President's Office
Tina Cabrera, President's Office

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Kendra White, Office of Compliance/Policy Analyst
Eldon Burton, IA
Franklin Antonio, Technology Services
Derrick Jennings
Tiffany Gullins, Institutional Advancement
Kendrick Mason, Institutional Advancement
Joyce Wilkins, Provost Office
Joyce Henderson, VSUREF
Adrian Petway, Finance

INVOCATION

Chair Shavonne Gordon invited Pastor Seth Gooden to offer the invocation

APPROVAL OF AGENDA

The Chair called for the approval of the agenda. The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEEETING MINUTES

Chair Gordon asked for a motion to approve previous meeting minutes from February 9, 2023. The Committee approved the previous meeting minutes by voice vote.

PRESIDENT'S REMARKS

President Abdullah thanked the Chair and Committees for their outstanding efforts. The President is proud and honored that they represent Virginia State University.

CLOSED SESSION

The Chair asked for a motion for the Committee to enter a closed meeting for the discussion or consideration of honorary degrees or special awards pursuant to the Code of Va. Section 2.2-3711 (11), specifically to: naming opportunities. The motion was received and properly seconded.

Upon returning to open session, the Rector called for a motion to certify the closed session that during its closed meeting, the board discussed only public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act, and only those public business matters identified in the motion convening the board in closed session. The motion was received, properly seconded, and the Committee voted by roll call.

The Chair requested motions to recommend approval of two naming opportunities: Approval of naming of the Smithfield Foods Future Leaders Program, and the Naming of the Department of Hospitality Management as the *Fred and Ruby Thompson Hospitality Management Department*. The motions were received and properly seconded. The Committee voted by roll call.

REPORTS AND RECOMMENDATIONS

Ms. Tonya Hall, Vice President for External Relations, and members of the Institutional Advancement team presented an overview of the Office of Institutional Advancement along with the roles, responsibilities, and alignment with the University's current Preeminence for a Purpose Strategic Plan. The Board received presentations from the offices of Communication, Alumni Engagement, and Institutional Advancement. Through the Office of Communications, the University continues to receive positive media coverage, expand community interactions, and create branding initiatives at VSU. She indicated that VSU's branding strategy remains consistent in order to instill pride in our students, employees, and alumni. The new campus branding initiatives include completed van wraps and elevator wraps. Other branding initiatives are being developed in collaboration with enrollment, housing, and facilities.

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VSU has enjoyed tremendous media wins, including the Trojan Explosion Marching Band, which enjoyed national exposure on the NBC Today Show and through their performance at the White House. Those initiatives led to local coverage for other stories involving our band. We continue to promote our students and our faculty as subject matter experts.

Dr. Wes Bellamy and his political science class were featured in a story about the significance of Senator Jennifer McClelland's election to Congress. Mr. Kendrick Mason, a VSU student, was recently a part of an HBCU White House briefing. We continue to pursue every opportunity to tell the story of the GREATER at VSU by sharing the successes of the Trojan Family. This includes the news of Dr. Charletta Barringer Brown, who was named by SCHEV as an Outstanding Faculty member while at VSU. We have had opportunities to share further greater news of our students, including Aaliyah Duah, who was recently named a McDonald's Change maker and will receive \$20,000 from McDonald's to elevate platforms of financial literacy.


The Office of Institutional Advancement remains committed to the growth and prosperity of Virginia State University and its programs, scholarships, facilities, academic quality, research capacity, and outreach. Our team creates opportunities, builds partnerships, and cultivates strong relationships with our alums, donors, leaders, students, and University employees. The FYTD dashboard shows that philanthropic support to VSU totals \$4,132,143. This data represents an 8% increase over the previous year. The growth can be attributed to philanthropic support from corporate, foundations, and organizations.

As we continue to move forward with our strategies and initiatives in FY23, we are excited to share that the Founders Day Challenge raised \$51,000 (with the Match: \$112,000), a 50% increase over the last Founders Day Challenge. Along with other Alumni engagement initiatives, the IA Team will continue to grow the VSU base of philanthropic support. The Office of Institutional Advancement Team continues to identify opportunities to engage, establish trust, and ultimately secure the investment of those corporations, foundations, and individuals with access, affinity, and affluence.

ADJOURNMENT

There being no further business, Chair Gordon called for a motion to adjourn the meeting. The motion was received, properly seconded, and the committee voted by voice vote. The Chair adjourned the meeting at approximately 3:26 p.m.

Approved:


Chair


Date