

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
12:30 P.M.; THURSDAY, SEPTEMBER 15, 2022
Gateway Dining & Event 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 Jasmyn Graham, Director of Campus Ministries*)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- April 22, 2022 Committee Meeting

PRESIDENT'S REMARKS Dr. Makola M. Abdullah

REPORTS AND RECOMMENDATIONS

- Institutional Advancement Ms. Tonya S. Hall
Vice President for External Affairs
 - Getting to Know the Office of Institutional Advancement
 - Anatomy of a Gift
 - Corporate and Individual Engagement Strategy
 - 2022 Fiscal Year End Fundraising Dashboard
 - Alumni Update
 - Mission Moment
- Office of Communications Dr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications
 - Campus Branding Initiatives
 - Recent Media Successes
 - Marketing Initiatives

OTHER BUSINESS

ADJOURNMENT

All start and ending meeting times are approximate. Meetings may begin after the posted start time at the pleasure of the Board. The Board reserves the right to change its schedule as necessary.

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING MINUTES
THURSDAY, SEPTEMBER 15, 2022**

CALL TO ORDER

Ms. Shavonne Gordon, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 12:30 p.m. at the Gateway Dining and Event Center.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Shavonne Gordon, Chair
Mr. Edward Owens (Vice Chair)
Mr. Victor Branch (*arrived 12:51 p.m.*)
Ms. Pamela Currey
Dr. Christine Darden
Mr. Glenn Sessoms
Ms. Brenda Stith-Finch, (Chair, VSU Foundation)
Dr. Valerie K. Brown, Rector (ex-officio)

Other Board Members Present:

Mr. Thomas Cosgrove
Dr. Robert Denton, Jr.
Dr. Harold Green, Jr.
Mr. Jon Moore
Ms. Yania Campbell, Student Representative

Administration Present:

Dr. Makola M. Abdullah, President
Dr. Donald Palm, Provost/Sr. Vice President for Academic and Student Affairs
Kevin Davenport, Vice President for Finance & Administration/Chief Financial Officer
Shawri King-Casey, Senior Advisor to the President
Dr. Annie C. Redd, Chief of Staff/Director, Board Operations and 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, Assoc. Vice Provost for Enrollment Management
Chief David Bragg, Associate Vice President/Chief, VSU Police and Public Safety
Tanya Simmons, Associate Vice President for Human Resources
Tonya Hall, Vice President for External Relations
Regina Barnett-Tyler, Associate Vice Provost, Student Success & Engagement

Legal Counsel Present:

Cynthia Norwood Marquez, Senior Assistant Attorney General

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Other Attendees:

Derrick Jennings, Technology Services
Yourdonus James, Office of Conference Services
Kendra White, Policy Analyst
Danette Johnson, President's Office
Debbie Jefferson, President's Office
Marjorie Muse, President's Office
Tasha Owens, Internal Audit

INVOCATION

Chair Gordon invited Pastor Graham to offer the invocation.

APPROVAL OF AGENDA

The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

The Committee approved minutes from the April 22, 2022 meeting by voice vote.

PRESIDENT'S REMARKS

The President expressed his excitement about the presentations that the Institutional Advancement team would give today.

REPORTS AND RECOMMENDATIONS

Ms. Tonya Hall, Vice President for External Relations, presented an overview of the Office of Institutional Advancement along with roles, responsibilities, and alignment with the University's current Strategic Plan--*Preeminence with Purpose*. Ms. Hall shared a history of institutional advancement which included definitions of advancement, development, and fundraising; and she presented generalized profiles of an individual donor and a corporate donor.

Ms. Hall also introduced staff members who shared case studies to demonstrate the anatomy of gifts (individual partnerships and corporate partnerships): Mr. William Sawyer, Director of Corporate and Foundation Relations; Eldon Burton, Asst Vice President/Director, Government Relations; and Dr. Gwendolyn Williams Dandridge, Asst. Vice President/Director, Communications.

Mr. Franklin Johnson-Norwood, Director of Alumni Affairs, also gave an update on initiatives to engage alumni and steward them toward giving such as the VSU Virtual Book Club, Oral History Project for alumni to share about their time at VSU; Homecoming 2022 events; and The Greater Pathway Brick Campaign. Ms. Courtney Grice, Advancement Specialist, shared information about the Homecoming 2022 Trojantic Match It Challenge from October 8–10, 2022. This initiative, along with other alumni engagement initiatives, will help us to grow the number of alumni who count Virginia State University in their top five organizations to support philanthropically.

Ms. Hall stated that philanthropic support to VSU totaled \$4,753,448.52 for the Fiscal year 2022. This data represents a \$956,003 or a 25% increase over the previous year. And while we can applaud the

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increased amount raised, we must keep an eye on the decline in the number of donors. However, by industry standards, 45.5% of donors are retained yearly, and the average donor's lifespan is 4.6 years. The Office of Institutional Advancement is currently planning a strategy to get ahead of attrition and engage students before they become alumni. Corporate, Foundation, and Organization philanthropic support to VSU totaled \$2,939,605.27, a \$1,211,960 or 70% over the previous year. Philanthropic support totaled \$557,549.16 for Tuition Assistance. This data is not only 17% over last year's total but also the first time we have exceeded our annual goal of \$500,000.

Ms. Hall highlighted Mission Moments initiated to recognize and celebrate alumni who have donated to the University through the Powell Society (alumni bequests) and/or the 1882 Society (alumni who have donated 10 consecutive years).

Communications

Dr. Gwendolyn Williams Dandridge gave an update from the VSU Office of Communications. The Communications team began a significant campus branding project which primarily focused on the entrance to campus. In addition, the perimeter of the VSU campus has been lined with six different VSU flags. The north entrance police hut has been branded with the VSU logo. There is new signage and a hero image listing the names of all VSU student organizations. Logo stamps are on the roadway leading into and out of campus. A major athletic initiative involves a newly updated football stadium which our team had the pleasure of branding. The team also added more branding for photos taken at Commencement.

The Communications team has worked to keep the VSU name in the media in a positive light. The team has had numerous success stories including the Kyle Jacobs story, a VSU athlete who appeared in VSU gear on the Today Show, and our graduate teaching initiative. The team has also taken on the task of transportation branding to include branding signage at the airport, train station, covering buses, running radio ads, signage on transportation signs, and t-shirts for local high schools.

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 2:05 p.m.

APPROVED:

Chair

Date