

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
VIRTUAL MEETING  
1:00 p.m., September 17, 2020  
(No Public Comment Period Scheduled)**

**DRAFT AGENDA**

- CALL TO ORDER .....Mr. Xavier Richardson, Chair
- ROLL CALL
- INVOCATION (*Mrs. Charmica Epps Harris*)
- APPROVAL OF AGENDA
- APPROVAL OF PREVIOUS MEETING MINUTES (if any)
- SELECTION OF COMMITTEE VICE CHAIR
- PRESIDENT’S REMARKS ..... Dr. Makola M. Abdullah
- REPORTS AND RECOMMENDATIONS
  - Sponsored Programs .....Dr. M. Omar Faison, Associate VP,  
Research, Economic Dev. & Graduate Studies
  - Government Relations Update .....Mr. Eldon Burton, Director
  - Communications Update ..... Dr. Gwendolyn Dandridge, Interim Director
  - Institutional Advancement Update .....Mrs. Charmica E. Harris, Associate Vice  
President & Director, Alumni Relations
- OTHER BUSINESS
- ADJOURNMENT

*\*\*All start times for committees are approximate. Meetings may begin either before or after the posted approximate start time as committee members are ready to proceed. Meetings may also end either before or after the posted time. The Board reserves the right to change its schedule as needed.*

9.8.2020

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
ELECTRONIC INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE  
MEETING MINUTES**

Thursday, September 17, 2020

**CALL TO ORDER**

Mr. Xavier Richardson called the Electronic Institutional Advancement Committee meeting to order at 1:00 p.m.

**ROLL CALL**

A quorum was present.

*Committee Members Present:*

Mr. Xavier Richardson, Chair  
Dr. Valerie Brown  
Ms. Thursa Crittenden  
Ms. Pamela Currey  
Dr. Christine Darden  
Ms. Shavonne Gordon  
Ms. Beverly Everson-Jones, Chair, VSU Foundation  
Mr. Huron Winstead, Rector (ex-officio)

*Other Board Members Present:*

Mr. Gregory Whirley

*Administration Present:*

Makola M. Abdullah, Ph.D., President  
Dr. Donald Palm, Senior Vice President/Provost  
Hubert D. Harris, Chief of Staff  
Kevin Davenport, Vice President, Finance/Administration/CFO  
Charmica Epps Harris, Interim Associate VP, Institutional Advancement  
Tanya Simmons, Office of Human Resources  
Eldon Burton, Director, Government Relations  
Dr. Gwendolyn Dandridge, Office of Communications  
Dr. Annie C. Redd, Special Asst. to President/Board Liaison

*Legal Counsel Present:*

*Others Present:*

Paul Brathwaite, Council of 1890's Universities, APLU  
Dr. M. Omar Faison, Associate VP, Research, Economic Dev & Graduate Studies  
Dr. Zoe Spencer, President, Faculty Senate  
Yourdonus James, Director, Conference Center  
Christy Johnson-Oliver, Student Health Center  
Benjamin Houck, Finance  
Adrian Petway, Budget Office  
Travis Edmonds, Technology Services

### **OPENING REMARKS**

The Chair invited Ms. Epps Harris to offer the invocation. The new chair of the committee, Mr. Richardson, welcomed the committee members to the first meeting of Institutional Advancement Committee.

### **APPROVAL OF AGENDA**

The Committee approved the meeting agenda by roll call vote.

### **APPROVAL OF MINUTES**

The Committee approved minutes from the February 6, 2020 meeting by roll call vote.

### **SELECTION OF COMMITTEE VICE CHAIR**

The Chair called for nominations for the position of vice chair, and Ms. Currey nominated Ms. Shavonne Gordon for the position. Dr. Darden seconded the nomination. A motion was made to close the nominations on the one said name; the motion was properly seconded. The committee approved the nomination of Ms. Gordon by roll call vote.

### **PRESIDENT'S REMARKS**

President Abdullah thanked the Board members for attending the meeting gave several updates on alumni concerns, hiring staff in the Office of Institutional Advancement, and renaming campus buildings. The president informed the committee that he had responded to communication from concerned alumni. The driving force of the recent Alumni Town Hall was to respond to alumni questions, but the President has offered an opportunity for some members of the group to meet with him in person if necessary. By the close of the February Board meeting, the President planned to hire approximately four fundraisers. He intends to proceed with hiring fundraisers but not as many due to budget constraints. President Abdullah stated that the administration will present a proposal at the November Board meeting to rename campus buildings. The administration wants to highlight persons in VSU's past who have been instrumental in the success of the University. The President spoke briefly on opportunities and concerns related to external philanthropy because of COVID-19 and the current focus on social justice. The Chair indicated that the committee would look forward to hearing more about the opportunities as well as the role of members in assisting the President.

### **REPORTS AND RECOMMENDATIONS**

#### Sponsored Programs

Dr. Omar Faison, Associate VP, Research, Economic Development & Graduate Studies, presented an update on the grant-related activity over the past fiscal year. Sponsored Programs activity continues to show a positive trend. The number of grants in the portfolio (86) and indirect costs recovered (\$803,000) are at their highest levels, and grants-related expenditures (\$24.2 million) and grant submissions (76) are at very high levels for the university.

### Government Relations

Mr. Eldon Burton, Director of Government Relations, presented updates on Covid-19 related state and federal funding. On the state level, Gov. Northam called the General Assembly into a special session, which began August 18th to address legislation on state spending, the impact of COVID-19, and calls for police and criminal justice reform. The session began with a presentation of the Governor's budget recommendations to the Joint Money Committee, which included support for Virginia's Historically Black Colleges and Universities (HBCUs). Both Virginia State University and Norfolk State University were the only two institutions to have previously unallotted funding restored for one-time spending during FY21. The General Assembly is still in session, and each chamber is expected to release its budget amendments in the near future. Mr. Paul Brathwaite, Government Liaison for the Council of 1890s Universities, also gave updates on the status of requests for federal funding for HBCUs.

### COVID-19 Funding Relief

- The Heroes (Health and Economic Recovery Omnibus Emergency Solutions) Act
  - \$1.7 Billion in direct emergency Funding to HBCUs;
  - President Abdullah correspondence asking for an additional \$1.5M in funding to Congress and Senate;
  - Awaiting bill approval from the House Senate.
- Applied for COVID-19 Relief Fund \$150 billion
- President's letter created national and local attention
  - CNN
  - Forbes
  - NNPA (National Newspaper Publishers Association)-Black Press USA
  - Progress Index
  - Richmond Forum
- USDA NIFA (The National Institute of Food and Agriculture) published funding initiative for 1890 institutions;
- Higher Education institutions given direct allocations by government.
  - Prospect strategy staffing for federal, government and private dollars' increase probability to receiving funds.

### University Specific Initiatives for HBCUs- Restored

- Expand Supplemental Instructional program- \$320k
- Implement Summer Bridge program- \$319,900
- Implement UTech program- \$250k
- Launch Virginia College Affordability Network- \$3,773,490
- Provide funding for data center modernization \$1,644,000
- Support Intrusive Advising Early Warning System- \$150k
- Increase funding for state match - \$1,461,956

Office of Communications

Dr. Gwen Dandridge, Interim Director of Communications, shared recent local and national media coverage of the university. Examples of the media coverage include the following:

- **VSU Decision to Remain Virtual** sent correspondence on August 24, 2020.
- **\$500 Technology Stipend** sent correspondence on August 13, 2020. Students received laptops through VSU Bookstore operated by Follett
- **VSU Psychology Professor, Dr. Zoe Spencer and Creative Service Director Mr. Jesse Vaughan received several Emmy awards** for the spoken-word piece “Say Her Name - School of Thought.”
  - Dr. Spencer earns award as writer for the project.
  - Mr. Vaughn earns three Emmy in the categories of Producer, Editor, and Director.
- **Creative Service Director Mr. Jesse Vaughan receives Emmy Award** as Producer and Director of “*The Study Jazz at VSU*” commercial.
- **VSU Offers HBCU History Course Gains National News Attention**
  - The History and Philosophy Department now offer the nation’s first higher education course in the history of the Historically Black Colleges and Universities.
  - History 342-*HBCU History* created by Dr. Cheryl Mango, Assistant Professor of History.

**Faculty Experts- faculty and staff who are well versed and knowledgeable in their fields**

- HBCU Course- Assistant Professor of History, Dr. Cheryl Mango
- Online Education- Tammy McClain-Smith, Ed.D., Director of Distance Education/VSU Online
- Political Climate- Dr. Wes Bellamy, Interim Political Science Department Chair, Former Vice-Mayor of Charlottesville and political activist.
- Agricultural Research- College of Agriculture
- Socialization of Marijuana- Virginia Cooperative Extension
- Economy and Retail Trends - Dean of the College and a Professor in Reginald F. Lewis College of Business Department of Computer Information Systems, Dr. Emmanuel O. Omojokun

Institutional Advancement

Ms. Charmica Epps Harris, AVP for Institutional Advancement and Director of Alumni Relations presented updates. Entering fiscal year 2021, giving to the institution totals \$634,731 from 498 donors as of August 31st, compared to fiscal year 2020 year-to-date of \$398,817 from 355 donors. The Advancement team has developed a pipeline of potential donors, both corporate and foundation, to solicit for funding priorities.

**Dashboard Report FY20 FINAL**

- FY19-FY20 increase in alumni donors with a decline in the amount
- FY19-FY20 increase in faculty and staff dollars
- FY19-FY20 decrease in Corporations, Foundations & Organizations

Fiscal Year 2021 Goals:

- Grow virtual engagement opportunities
- Increase donors over FY20 (2,395) by 5%
- Increase number of corporate and foundation proposals to a minimum of two per month

FY21 Major Gifts Awarded:

- Morgan Trust (BOA) \$150k- Technology grant
- Verizon \$50k- Technology grant
- PcW \$10k –College of Business Digital Enhancement
- Micron Foundation \$10k – College of Engineering Student Support Activities
- **Pipeline** Dominion Energy “HBCU Promise” program – portion of \$35M

FY21 Major Gifts- Pipeline & Pending:

- Truist Foundation \$30k –Scholarships
- Herndon Foundation \$14k – STEM Enrichment Program
- Community Foundation TBD- Programming
- FedEx \$1.5M- Scholarships/Executive Leadership Pipeline
- Bloomberg Philanthropies- \$3.2M- Data Center Enhancement/College of Engineering
- Southern Company Foundation- \$500k- Technology
- Arcus Foundation- \$15k- LGBTQIA- Diversity Inclusion

Quarter 1 Strategies:

- Alumni Relations
  - “Dear New Grad” Alumni Letter Campaign
  - Virtual Alumni Town Hall
  - Class Coordinator
- Annual Fund
  - Rogers Stadium Virtual Sell Out
  - Fall Solicitation Letter
  - E-Solicitation and Newsletter
  - LYBUNT Phone Calls/Emails
- Major Gifts
  - Proposal Awarded: (4) \$220k
  - Donor meetings
    - Community Foundation
    - IBM
    - Sabra

Major Gifts (continued)

- Bank of America
- Cameron Foundation

Stewardship

- Weekly “Thank You” Calls
- \$10k Donor Gifts

Quarter 2 Strategies:

- Alumni Relations
  - Virtual Homecoming
  - Trojan 10 Under 10 Nominations
  - Class Reunion Giving
- Annual Fund
  - Rogers Stadium Virtual Sell Out
  - Fall Solicitation Letter
  - E-Solicitation and Newsletter
  - LYBUNT Phone Calls/Emails
  - Giving Tuesday
- Major Gifts
  - Proposal submissions
  - Donor visit/meeting
    - Luck Companies
- Stewardship
  - Weekly “Thank You” Calls
  - Holiday Greeting Cards
  - Annual Report

Upcoming Events:

- Virtual Alumni Homecoming October 23 & 24, 2020
  - Paint & Sip
  - 5K
  - Half Time Show & Day Party
  - Rogers Stadium Virtual Sell Out

Discussion followed regarding the participation in giving from the VSU Board. The Chair stated that data on the Board’s giving will be included in forthcoming reports on a regular basis.

The Chair acknowledged Ms. Beverly Everson-Jones, Chair of the VSU Foundation. Ms. Everson-Jones greeted the Committee and thanked Ms. Charmica Epps-Harris for the work the staff is doing under the current circumstances. Ms. Everson-Jones will present a VSU Foundation report to the full Board on September 18, 2020.

**ADJOURNMENT**

There being no further business, the Chair adjourned the meeting at approximately 2:30 p.m.

Approved:

*Xavier Richardson\**

*11/19/2020*

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Xavier Richardson, Chair

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Date

\*Approved at the 11/19/20 Institutional Advancement Committee Meeting (ACR)