

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
9:00 A.M.; FRIDAY, FEBRUARY 4, 2022
Gateway Dining & Event Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

**DRAFT AGENDA
(as of 2.2.22)**

CALL TO ORDER Ms. Shavonne Gordon, Chair

ROLL CALL

INVOCATION (REV. DELANO DOUGLAS)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- Minutes from the November 19, 2021 meeting

PRESIDENT'S REMARKS Dr. Makola M. Abdullah
Ms. Tonya S. Hall, Vice President for External Relations

REPORTS AND RECOMMENDATIONS

- Office of CommunicationsDr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications
 - New Employee Intranet Initiative to Centralize Communication
 - Social Media Initiatives
 - Future Branding Projects
- Government Relations Update Mr. Eldon Burton
Asst. Vice President, Government Relations
 - General Assembly Updates
 - Virginia State University
 - Council of Presidents
- Institutional AdvancementMr. Franklin Johnson, Director of Alumni Relations
Mr. William Sawyer, Major Gift Officer

Committee on Institutional Advancement

Friday, February 4, 2022

Page 2

REPORTS AND RECOMMENDATIONS

- Institutional Advancement (continued)
 - Fundraising Dashboard Review
 - FY22 Fundraising Activity
 - 2021 Giving Tuesday Match Challenge Results
 - 1882 Challenge
 - Corporate and Individual Prospect Pipeline
 - Anthology: Encompass Implementation
 - Alumni Update
 - CIAA
 - Virtual Book Club
 - Trojan 10 Under 10
 - Oral History Marketing video
 - Upcoming events

OTHER BUSINESS

ADJOURNMENT

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

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES
Friday, February 4, 2022**

CALL TO ORDER

Ms. Shavonne Gordon, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 9:00 a.m. at the Gateway Dining and Event Center.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Shavonne Gordon
Mr. Edward Owens
Ms. Thursa Crittenden
Ms. Pamela Currey (*electronic communication*)
Dr. Christine Darden
Mr. Glenn Sessoms (*electronic communication*)
Dr. Valerie Brown, Rector (ex-officio)
Ms. Brenda Stith-Finch, Chair, VSU Foundation

Administration Present:

Makola M. Abdullah, Ph.D., President
Dr. Donald Palm, Senior Vice President/Provost
Kevin Davenport, Vice President, Finance/Administration/CFO
Eldon Burton, Associate Vice President/Director, Government Relations
Shawri King-Casey, Senior Advisor to President, IEEC
Dr. Gwendolyn Dandridge, Associate Vice President/Director, Communications
Franklin Johnson, Jr., Director of Alumni Relations
William C. Sawyer, Major Gifts Officer
Dr. Annie C. Redd, Special Asst. to President/Board Liaison
Maurion Edwards, CIO/Technology Services
Tanya Simmons, AVP, Human Resources
Alexis Brooks-Walter, AVP, Enrollment Management
Adrian Petway, AVP, Budget & Finance

Legal Counsel Present:

Cynthia Norwood, Assistant Attorney General

Others Present:

Tiffany Gullins, Alumni Relations
Ri'Shawn Bassett, Office of Communications

**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING MINUTES
FRIDAY, FEBRUARY 4, 2022
Page 2**

The following Board members participated by electronic means using Cisco WebEx.

- Mr. Glenn Sessoms located in Cordova, TN, because of personal reasons due to a conflict.
- Ms. Pamela Currey located in Quinton, VA, because of personal reasons due to a conflict.

INVOCATION

The Chair invited Rev. Delano Douglas to offer the invocation.

APPROVAL OF AGENDA

The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

The Committee approved the minutes from the November 18th meeting by voice vote.

PRESIDENT'S REMARKS

President Abdullah welcomed back Ms. Tonya Hall, Vice President for External Relations. Ms. Hall thanked Mr. Johnson, Mr. Sawyer, and the Institutional Advancement staff for their excellent work during the time she was on leave.

REPORTS AND RECOMMENDATIONS

Government Relations

Mr. Eldon Burton presented updates on the University's government relations. In early December, Governor Ralph Northam completed his final days in office with a 'Thank You, Virginia' tour around the Commonwealth to announce some of his key investments for his outgoing budget. One of the stops during his tour was at Norfolk State University, where he announced a new proposal that would give an additional \$297 million of funding for Virginia's historically black colleges and universities (HBCU). Virginia State University would receive \$113 million in this proposal which would make for an 87% increase in funding for HBCUs across Virginia for the entirety of Northam's term.

In December, Governor Northam presented his outgoing budget to the money committees which proposed tax cuts, state employee pay raises, stoking the state's reserve savings and strengthening the public retirement fund. In early January, both Governor Northam and Governor Youngkin presented State of the Commonwealth Addresses that referenced Virginia's historically black colleges and universities.

For VSU specifically, the current budget proposed would establish new degree and online programs, a VSU Advanced Manufacturing Logistics Institute, expand VSU's Virginia College Affordability Network (VCAN), and fund a number of other student support services. The budget also includes four

**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING MINUTES
FRIDAY, FEBRUARY 4, 2022
Page 3**

infrastructure projects, a large increase in maintenance reserves, and detailed planning to construct the BOLT Leadership Building (Building Outstanding Leaders for Tomorrow) and renovate Virginia Hall. The General Assembly Session for this year convened January 12, 2022 and will meet for 60 days to amend the outgoing Governor's budget and take up bills with a range of topics. For higher education, this includes bills that could potentially grant in-state tuition for members of Virginia's federally recognized American Indian tribes, provide scholarships to students at Virginia's nonlegacy public universities, strengthen anti-hazing policy, make HBCUs eligible to participate in the G3 program, expand lab schools in VA, etc.

Also, the VA Council of Presidents with President Abdullah as chair, has two budget amendments that were submitted on behalf of the Council. One amendment is for additional support to fund the 5% increase in state salaries. As it stands, higher education institutions are currently responsible for covering half the cost of the increases. The other amendment is a unified recommendation from the Council to enhance internship opportunities in the Commonwealth. The Presidents want to see every student enrolled in a degree program at a Virginia public institution of higher education, have the opportunity to graduate with a paid, employment-based applied learning experience that is integrated into their degree program so as not to extend time to degree.

President Abdullah has testified on behalf of VSU and the VA Council of Presidents both in the House Education Committee and the Senate Finance Higher Education Subcommittee. VSU continues to work closely with our local, state and federal legislators to carry out the mission and vision of our institution.

Office of Communications

The VSU Office of Communications continues the work of ensuring that we meet Strategic Plan Priority 4 by "defining the VSU Brand and telling our Story by effectively demonstrating and communicating the value of Virginia State University." Dr. Gwendolyn Williams Dandridge presented updates on media coverage, centralization of university communications, social media initiatives, current opportunities and future initiatives for branding since the November 2021 Board meeting.

Institutional Advancement (IA)

Mr. Franklin Johnson and Mr. William C. Sawyer presented IA updates. As evidenced by the FY22 dashboard report, philanthropic support to VSU totals \$3,109,029.62 from 1,303 donors as of January 28, 2022. Currently, we are 21,913.61 dollars under total or at 99% compared to this same time last year. Currently, we are 911 donors under total or at 58% compared to this same previous year. Currently, we are at 76% and 112,924.73 dollars under last year's final total dollars raised.

**INSTITUTIONAL ADVANCEMENT COMMITTEE
MEETING MINUTES
FRIDAY, FEBRUARY 4, 2022
Page 4**

The Giving Tuesday Match It Challenge was a great success, and as of December 3, 2022, we have raised \$99,679.45. The Annual Global Day of Giving is November 30, 2021; Institutional Advancement expects alumni donor count to increase.

The Institutional Advancement team has developed a robust pipeline of potential corporations and individuals such as Mary Macon Trenholme Endowed Fund, JP Morgan Chase Northrop Grumman, M&T Bank, The Fulton Forward Foundation, Horizon Blue Cross Blue Shield, Florence Wilson Estate, Daniel Thompson – Tuckahoe Plantation, Bank of America, and P2R Management. Three pending proposals received in February included Deloitte -\$11,700,000, Completed College American - \$215,000, and AMB - \$40,000. The University received \$500,000 from Altria and \$40,000 (STEM) from Capital One.

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and Tell Our Story

Priority 5: Financial Resources and Enhance Operational Effectiveness

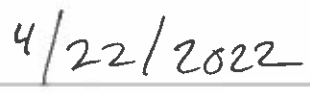
ADJOURNMENT

There being no further business, the Chair adjourned the meeting at approximately 10:28 a.m.

Approved:



Chair



Date