

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
2:00 P.M.; THURSDAY, FEBRUARY 9, 2023
Gateway Dining & Events Center
(on the campus of Virginia State University)**

(No Public Comment Period Scheduled)

AGENDA

CALL TO ORDERMs. Shavonne Gordon, Chair

ROLL CALL

INVOCATION (*Pastor Jasmyn Graham, Director of Campus Ministries*)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- November 17, 2022 Committee Meeting

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

REPORTS AND RECOMMENDATIONS

- Communications.....Dr. Gwendolyn Williams-Dandridge
Asst. Vice President, Communications
- Government Relations.....Mr. Eldon Burton
Director, Government Relations
- Institutional Advancement.....Ms. Tonya S. Hall
Vice President, External Affairs

OTHER BUSINESS

ADJOURNMENT

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
THURSDAY, FEBRUARY 9, 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
Dr. Christine Darden (*absent*)
Mr. Glenn Sessoms
Ms. Brenda Stith-Finch, (Chair, VSU Foundation) (*absent*)
Dr. Valerie K. Brown, Rector (*ex-officio*)

Mr. Edward Owens participated in the committee meeting virtually from South Boston, Virginia. Mr. Owens was unable to physically attend the meeting due to medical reasons.

Administration Present:

Dr. Makola M. Abdullah, President
Dr. Donald Palm, Provost/Executive Vice President for Academic and Student Affairs
Kevin Davenport, Senior Vice President for Finance & Administration/Chief Financial Officer
Shawri King-Casey, Vice President for Integrity & Compliance
Tonya Hall, Vice President for External Relations
Dr. Annie Redd, Chief of Staff/Director, Board Operations and Relations
Rodney Hall, Deputy Chief of Staff
Maurion Edwards, Chief Information Officer/Technology Services
Chief David Bragg, Associate Vice President, Chief/VSU Police Department
Dr. Alexis Brooks-Walter, Vice President for Enrollment Management
Regina Barnett-Tyler, Assoc. Vice Provost/Student Success & Engagement
Dr. Gwendolyn Williams Dandridge, Asst. Vice President/Director, Communications
Eldon Burton, Asst. Vice President/Director of Government Relations

Legal Counsel Present:

Cynthia Marquez, Senior Assistant Attorney General

Other Attendees:

Pastor Jasmyn Graham, Campus Ministries
Derrick Jennings, Technology Services
Franklin Antonio, Technology Services
Yourdonus James, Office of Conference Services

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Danette Johnson, President's Office
Debbie Jefferson, President's Office
Marjorie Muse, President's Office
Kendra White, Office of Compliance
Joseph Lyons, Student Success & Engagement
Kendrick Mason, Office of Institutional Advancement
Robert Phillips, Office of Procurement
Franklin Johnson-Norwood, Office of Institutional Advancement

INVOCATION

Chair Shavonne Gordon invited Pastor Graham 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

The Chair asked for a motion to approve the previous meeting minutes. The motion was made and properly seconded; the Committee passed the motion by voice vote.

PRESIDENT'S REMARKS

President Abdullah thanked the Chair and Committees for their incredible work. Proud and honored that they represent Virginia State University.

REPORTS AND RECOMMENDATIONS

Communication

Dr. Gwendolyn Dandridge shared information on VSU rankings in social media. According to Rival IQ, VSU is ranked number one on Twitter and number 2 on Facebook of all D2 Universities. VSU further ranks number one on Instagram in our reel reach rate of all HBCUs. VSU has also extended our customer service reach internally to include offering a standardized voicemail greeting and are exploring a project to provide a QR code for directional signage on campus. The Communications Office continues to have a major impact on the campus community with current and proposed branding projects throughout campus. VSU has again exceeded last year's numbers for the highest quarter of royalties from VSU gear in University history.

Mr. Eldon Burton reported that the Office of Government Relations convened the Petersburg, Chesterfield, and Colonial Heights Chambers for a pre-legislative reception held in the Gateway Dining & Events Center in November 2022. The event was well attended with local, state, and federal representatives from all over the gateway region. VSU plans to host the event annually leading up to the General Assembly Session. The 2023 regular legislative session convened Wednesday, January 11, 2023.

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Mr. Burton informed the Board that the Governor’s budget included 8 million dollars for VSU’s maintenance reserves as well as funding for detailed planning to renovate Virginia Hall. Budget amendments were later introduced by legislators to add detailed planning for the BOLT Building as well as legislation that would allow for VSU and NSU to charge reduced rates of tuition for Non-Virginian students who are enrolled in a program that leads to employment in a high-demand field. “Crossover” and “Budget Sunday” are soon approaching and will allow us to see what is included in the House and Senate’s introduced priorities.

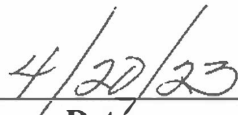
On the federal level, VSU received information before the Winter holiday break that we would receive \$2.2 million in federal funding to expand broadband access across campus. This project will not only ensure equitable and quality internet access for student success, but it will also allow us to improve the University’s wired intranet and inter-building network connections, improve campus Quality of Service, boost the University’s Wi-Fi capabilities, and enable access to existing 5G technologies on campus and in the surrounding communities. We are grateful to our federal representatives, including the late Congressman Donald McEachin, Senator Warner and Senator Kaine for their efforts in securing the funding for this project.

Ms. Tonya Hall presented updates regarding funding initiatives and successes to date. As evidenced by the FYTD dashboard, philanthropic support to VSU totals \$3,443,525.45. This data represents a \$184,458.24 or 6% increase over the previous year. The increase can be attributed to philanthropic support from corporate, foundations, and organizations. To date, support from this area totals \$2,353,738.47, an 18% increase over the previous year. Philanthropic support for Tuition Assistance remains strong. As the current FYTD dashboard reflects, \$408,347.00 is 73% of the last year’s total.

Ms. Hall also announced two remaining match challenges (Founder’s Day 1882 Match Challenge March 22nd to March 23rd and All in for State May 11th to May 14th) for the fiscal year. She stated that she is confident that this, along with other Alumni engagement initiatives, will continue to grow VSU’s base of philanthropic support.

Approved:


Chair


Date