

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
INSTITUTIONAL ADVANCEMENT COMMITTEE  
MEETING MINUTES  
JUNE 6, 2019**

**CALL TO ORDER**

Ms. Jennifer Hunter, Committee Chair, called the meeting of the Virginia State University (VSU) Board of Visitors (Board) Institutional Advancement (IA) Committee to order in the President's Dining Room located in the Gateway Dining and Event Center on the VSU campus at approximately 9:00 am.

**ROLL CALL**

A quorum was present.

*Committee Members:*

Ms. Jennifer Hunter, Chair  
Dr. Valerie Brown  
Ms. Thursa D. Crittenden  
Ms. Pamela Currey (*arrived 9:10 am*)  
Dr. Daryl C. Dance  
Mr. Michael Flemming (*absent*)  
Mr. Paul Koonce (*absent*)  
Mr. Xavier Richardson  
Mr. Glenn Sessoms  
Mr. Huron F. Winstead, Rector (*ex-officio*) (*arrived 9:14 am*)  
Ms. Beverly Everson-Jones, VSU Foundation Chair

*Foundation Board of Trustees:*

Dr. Robert Turner, Executive Director  
Mr. Wilbert Briggs, Sr.  
Ms. Brenda Stith-Finch  
Mr. Franklin Johnson, Jr.  
Dr. Valerie Jones

*Administration Present:*

Dr. Makola Abdullah, President  
Ms. Reshunda Mahone, Vice President for Institutional Advancement  
Mr. Osubi Craig, Special Assistant to the President/ Government Relations  
Mr. Kevin Davenport, Vice President for Finance  
Dr. Annie C. Redd, Special Assistant to the President/Board Liaison  
Ms. Pamela Turner, Director of Communications  
Dr. G. Dale Wesson, Vice President for Research and Economic Development  
Ms. Sheila Alves, Chief Audit Executive

*Legal Counsel Present:*

Ramona Taylor, University Legal Counsel

*Other Staff Present:*

Mr. Travis Edmonds, IT Department  
Ms. Yourdonus James, Director, Conference Services  
Ms. Charmica Epps, Director for Alumni Relations  
Ms. Kiersten Jefferson, Institutional Advancement

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*Other Staff Present:*

Ms. Monika Blume, Internal Audit  
Mr. Kionne S. Johnson, Institutional Advancement  
Ms. Kimberly Brown

**APPROVAL OF AGENDA**

Agenda approved as printed.

**APPROVAL OF THE MINUTES FROM THE PREVIOUS MEETING**

The minutes of the March 18 IA meeting were approved as printed.

**OPENING REMARKS**

Ms. Hunter acknowledged the VSU Foundation Board of Trustees members who were present. She stated that the focus of this meeting would be only Institutional Advancement with the discussion led by Ms. Reshunda L. Mahone, Vice President.

**PRESIDENT'S REMARKS**

President Abdullah thanked Board members for their participation in the Spring 2019 Commencement. He also thanked the VSU Foundation and the National Alumni Association for their support of the University in co-sponsoring the inaugural Alumni & Friends Black Tie Scholarship Gala on May 17.

**REPORTS AND RECOMMENDATIONS**

Ms. Mahone gave an overview of the presentation which included the following:

- Most recent fundraising dashboard report (May 30, 2019) to share how IA has progressed through the year and to share information about what IA will do to close out the 2019 fiscal year (FY);
- A discussion about re-imaging IA as it relates to the 2025 Strategic Plan and the vision for the IA Division;
- A video conference with Mr. Ken Sigmon Jr., Vice Chancellor of University Advancement at North Carolina A&T State University which was identified as one of our ambitious peer institutions;
- The fiscal year 2020 plan regarding the IA goals and expectations for the 2019-2020 fiscal year.

The fundraising dashboard report included a comparison year to date with 2018. The good news is that IA is ahead of last year in charitable, non-charitable, and total dollars raised. As of May 30, 2019, total dollars raised are \$3.18 million versus \$2.92 million raised as of May 30, 2018. There is a gap in total donors which is due to the alumni category; this is the priority for IA as the end of the fiscal year approaches. In comparison with the 2018 full FY dashboard report, IA has already surpassed the total dollars raised as of May 30, 2019. For the full FY 2018, the total dollars raised were \$3.10 million; as of May 30, 2019, the total dollars raised are \$3.18 million.

Ms. Mahone also presented a comparison of the fundraising report by fund categories (annual fund, programs, endowed funds, endowed scholarships, deferred giving, restricted scholarships, and tuition assistance). The presentation continued with a snapshot of data which will be reported for the Voluntary Support of Education (VSE) survey in the categories of alumni, corporations, and foundations. Discussion followed regarding corporations, foundations, recent graduates, and alumni. Ms. Mahone shared the FY 2019 alumni and major gifts renewal data (year to date) in comparison with FY 2018.

- Alumni donor renewal rate – 43%; alumni dollar renewal rate – 91%
- Major gifts donor renewal rate – 51%; major gifts dollar renewal rate – 46%

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Increasing these percentages will be the focus of IA to the end of the fiscal year. Ms. Mahone indicated that good target percentages for alumni are 75% and 50% for major gifts.

Ms. Mahone presented information from a reimagining exercise which embraced opportunities for VSU and produced the following vision for the IA Division:

- The ability to meet all student financial need through philanthropy;
- Over 75% of VSU alumni are engaged via time, talent, and treasure;
- Corporations and foundations partnership with VSU includes investment, career development, and academic/research solutions;
- VSU's brand automatically includes academics, athletics, philanthropy and research;
- The Powell Society & 1882 Society are well promoted, stewarded and the membership has more than tripled; and
- Students contribute while attending, establishing the habit before they graduate.

Discussion followed on what it would take for VSU to achieve the vision. Steps included

- Targeting constituent groups (alumni, corporations, foundations, organizations), emerging constituents (parents, faculty/staff, friends), and high net worth donors;
- Launching a comprehensive campaign;
- Engaging current and former members of the VSU Board of Visitors and Foundation Board of Trustees; and
- Aligning the staff to build relationships and deliver results to include adding three new positions— Associate Director for Data Management (corporations/foundations, organizations), Engagement Officer (alumni/emerging constituents), Major Gift Officer (alumni/emerging constituents).

Ms. Mahone introduced Ken Sigmon Jr., Vice Chancellor for University Advancement at the North Carolina A&T State University. Mr. Sigmon shared information (by video conference) on the growth of the University Advancement division and the most recent campaign at North Carolina A&T University as well as responded to questions from the Committee and Foundation Board of Trustees.

Ms. Mahone presented the FY 2020 goals for Institutional Advancement:

- Total dollars raised: \$3.5M
- Key target group goals:
  - Alumni \$1.5M; 2,100 donors
  - Corporations, foundations, organizations: \$1.5M
  - Faculty/staff, parents, friends: \$500K
  - High net worth donors/campaign pyramid: 3-10

Ms. Hunter acknowledged the IA team for the quality of the information presented and the conversation with the committee. She summarized the action items for IA as follows:

- Share the North Carolina A&T University presentation with the committee and foundation trustees
- Submit a proposal for a gift fee for August Board meeting
- Develop a final staffing plan for IA to include a budget and timeline by September Board meeting
- Begin working on a campaign structure including a list of persons to serve on the campaign cabinet (agenda item for each meeting) and a readiness assessment
- Develop a Trojan branded advancement model
- Consider more planned giving research and networking; determine how to educate people about plan giving

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- Project the return on investment and the cost per dollar raised similar to the North Carolina A&T University presentation.
- Invite the University investment management company to the next Board meeting to discuss the endowment (Finance)

**ANNOUNCEMENT**

President Abdullah announced that Mr. Osubi Craig, Special Assistant the President and Director of Government Affairs, had resigned and accepted a job in Florida. The Committee and gallery applauded and expressed their congratulations to Mr. Craig.

**ADJOURNMENT**

There being no further business, Chair Hunter adjourned the meeting at 12:00 noon.

  
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Jennifer Hunter, Committee Chair

10/31/19  
\_\_\_\_\_  
Date