

# April 22, 2022 Institutional Advancement Committee: 9 am to 10:15 am

4/22/2022 12:00:00 AM 09:00 AM



<b>Agenda Topic</b>	<b>Presenter</b>	<b>Page</b>
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**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
COMMITTEE ON INSTITUTIONAL ADVANCEMENT  
9:00 A.M.; FRIDAY, APRIL 22, 2022  
Gateway Dining & Event Center  
(on the campus of Virginia State University)  
(No Public Comment Period Scheduled)**

**DRAFT AGENDA  
(as of 4.7.22)**

CALL TO ORDER ..... Ms. Shavonne Gordon, Chair

ROLL CALL

INVOCATION (*Pastor Graham*)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- Minutes from the February 4, 2022 meeting

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

REPORTS AND RECOMMENDATIONS

- Government Relations Update ..... Mr. Eldon Burton  
Asst. Vice President, Government Relations
- **General Assembly Updates**
  - Budget Update
  - VSU Day @ the General Assembly
  - Massey Cancer Basketball Game
- **Campus Visits**
  - Attorney General Miyares (Executive Speakers Series)
  - Tom Barkin (Richmond Federal Reserve)
  - Petersburg City School Board Meeting
  - Northern Virginia Regional Commission
- **Presidential Board of Advisors**
- Office of Communications ..... Dr. Gwendolyn Williams-Dandridge  
Asst. Vice President, Communications
- **VSU in the News**
  - Dr. Ceslav Ciobanu on the Ukraine Conflict
  - Media Contact List
  - VSU Online Degrees
  - Hiring of the first Director of Diversity, Inclusion and Belonging – Dr. A.C. Fowlkes
  - COACH Donation
  - Mental Health Walk

4.11.22

**Committee on Institutional Advancement**  
**Friday, April 22, 2022**  
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- **VSU in the News** *(continued)*
  - President Abdullah Appointed to the U.S. President’s Board of Advisors on HBCUs
  - VSU Race Car at the Richmond VA Raceway
  
- **Marketing Initiatives**
  - Contract with Media Firm
  - Centralized Location for Marketing
  - Billboards, Ads, Social Media
  - Promo Video for VSU & Spanish Version
  
- Institutional Advancement ..... Ms. Tonya S. Hall  
Vice President for External Relations
  
- **Approval Item**
  - Resolution to Name the Academic Commons Building
  - Acknowledgement of the Alumna of the Year
  
- **Information Items:**
  - **Fundraising Dashboard Review**
  - **FY22 Fundraising Activity Update**
    - Measuring Success
    - Setting Individual and Team Metrics
  - **Corporate and Individual Engagement Strategy**
  - **Alumni Update**
    - CIAA Basketball Tournament Recap
    - Founder’s Day Celebration Recap
    - Virtual Book Club
    - Oral History Project
    - Upcoming events
    - Update from the National Alumni Association ..... Dr. Michael Rainey  
President
  - **Mission Moment**
  
- Economic Development Joint Venture .....President Makola Abdullah

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  
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 Communications ..... Dr. 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 Advancement ..... Mr. Franklin Johnson, Director of Alumni Relations  
Mr. William Sawyer, Major Gift Officer

**Committee on Institutional Advancement**  
**Friday, February 4, 2022**  
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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  
DRAFT 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**

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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**

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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**

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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:

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Chair

---

Date



**Greater** Happens Here

# GOVERNMENT RELATIONS UPDATE

Eldon Burton  
Virginia State University  
April 2022



Budget Updates

Council of Presidents

# General Assembly Session 2022



## Budget Development

### Agency Budget Preparation

**August:**  
DPB issues instructions to agencies

**September:**  
Agencies generate & submit requests

### Review & Recommendation

**November:**  
Governor, DPB, Cabinet review

**December:**  
Governor submits document & bill to G.A.

## Budget Deliberation

### Legislative Action

**January:**  
Budget bills referred to money committees

**February:**  
Senate & House produce competing budget proposals

**March:**  
Conference Committee reports budget bills/  
GA approves budget

### Gov's Review

**March:**  
Governor signs/vetoes/vetoes items/or returns to GA with amendments



# VSU General Assembly Budget

- |  |   |
|--|---|
| 1. <i>Expand Virginia College Affordability Network (VCAN)</i> | <i>\$ 2.5M FY23 ; \$2.5M FY24</i>       |
| 2. <i>New Degree and Online Programs</i>                       | <i>\$ 2.5M FY23 ; \$3.7M FY24</i>       |
| 3. <i>VSU Advanced Manufacturing Logistics Institute</i>       | <i>\$ 1.02M FY23 ; \$1.2M FY24</i>      |
| 4. <i>Academic Success Initiatives</i>                         | <i>\$ 1.6M FY23 ; 1.6M FY24</i>         |
| 5. <i>Degree Completion and Career Enhancement Initiative</i>  | <i>\$ 1.2M FY23 ; \$1.4M FY24</i>       |
| 6. <i>VSU Pipeline with Purpose</i>                            | <i>\$ 520,500 FY23 ; \$520,500 FY24</i> |
| 7. <i>Financial Aid Support for Low-income Students</i>        | <i>\$ 630,400 FY23 ; \$4.1M FY24</i>    |



# Capital Projects

Project Title	
Improve Campuswide Drainage	13,899,852
Improve Access and Accessibility	26,436,783
Reroof Academic and Administrative Buildings Campuswide	19,147,000
Construct Water Storage Tank, Campus Wide Distribution Piping, and Campus Sewer Upgrades.	3,400,000
Maintenance Reserve	4,602,229
	67,485,864

In Central Appropriations:

Detail Planning for Capital Projects

Construct BOLT and Renovate Virginia Hall

Maintenance Reserve has an increase of \$791,002



# VSU DAY at the General Assembly



# White House Black History Month Celebration





# Petersburg Public Schools Board Meeting





# 14th Annual Capitol Square Basketball Classic





Virginia State University  
*Congratulates*  
**Judge Ketanji Brown Jackson**  
on her confirmation to the  
United States Supreme Court



Since 1882

A congratulatory graphic for Judge Ketanji Brown Jackson. It features a large portrait of Judge Jackson on the left, wearing a black judicial robe and glasses, with her right hand raised in a gesture. To the right of the portrait, the text reads: "Virginia State University Congratulates Judge Ketanji Brown Jackson on her confirmation to the United States Supreme Court". At the bottom right, there is a smaller version of the Virginia State University logo and the text "Since 1882".

Virginia State University  
*Congratulates*  
**Dr. DIETRA TRENT**  
on her appointment as the new  
Executive Director for the White House Initiative on  
Advancing Educational Equity, Excellence,  
and Economic Opportunity through Historically Black  
Colleges and Universities (WHI-HBCUs).



Since 1882

A congratulatory graphic for Dr. Dietra Trent. It features a portrait of Dr. Trent on the right, smiling and wearing a blue blazer and a patterned scarf. To the left of the portrait, the text reads: "Virginia State University Congratulates Dr. DIETRA TRENT on her appointment as the new Executive Director for the White House Initiative on Advancing Educational Equity, Excellence, and Economic Opportunity through Historically Black Colleges and Universities (WHI-HBCUs)". At the top left, there is a version of the Virginia State University logo and the text "Since 1882".





# Northern Virginia Regional Commission





# Northern Virginia Regional Commission





**Mark Warner**  @MarkWarner · Mar 25

Just met with some folks with the VA Biotech Research Partnership Authority — I'm inspired by the work they're doing to keep drug costs low, create good local jobs, and make lifesaving drugs right here in VA. I'm pushing for more grants and laws that would support their work.



9 10 83

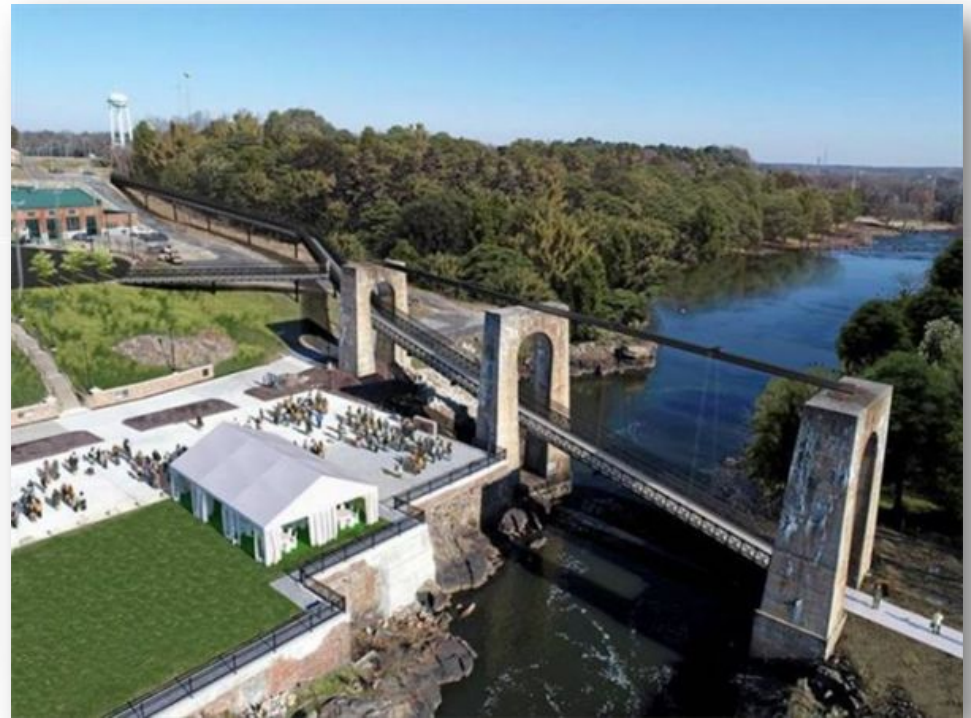


**Eldon B.** @EIPolitiks · Feb 9

Great meeting with President @makolaabdullah and Tom Barkin, President and CEO of the Richmond Federal Reserve, to discuss ways we partner with the local business community to create opportunities for our students.



1 13 31







**QUESTIONS?**



**Greater** Happens Here

## University Relations and Communications

Gwen Williams Dandridge  
Assistant Vice President for Communications



Strategic Plan Priority 4  
**The VSU Brand**

*We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University*



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# UPDATES

- VSU In the News
- Marketing Initiatives
  - General Marketing Updates
  - Future Branding Initiatives
- Meet the Team
- Q and A



# VSU in the News





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## VSU in the News





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## VSU in the News





# VSU in the News





# VSU in the News

 **Virginia State University** ✓  
Aug 31, 2020 · 🌐


VSU Sociology Professor Dr. Zoe Spencer sheds light on recent Emmy award for "Say Her Name" video and the inspiration behind the passionate spoken-word piece. #HailState 🍷💙

<https://www.wtvr.com/news/local-news/vsu-professor-wins-emmy-for-say-her-name-video>




wtvr.com  
**VSU professor wins Emmy for 'Say Her Name' video**

👍 Like    💬 Comment    ➦ Share

 **NBC12** ✓  
6d · 🌐

VSU says Dr. A.C. Fowlkes will work to promote positive relationships with historically marginalized groups [Virginia State University](#)



nbc12.com  
**VSU hires first Director for the Office of Diversity, Inclusion & Belonging**


👍 Like    💬 Comment    ➦ Share






# Greater Happens Here

## VSU in the News

 **ABC 8News - WRIC** ✓  
Mar 24 · 🌐

Virginia State University has received nearly 2,000 units of business professional attire as a donation from the global fashion company, COACH.



wric.com  
**Virginia State University receives massive clothing donation from global fashion designer**

👍 Like    💬 Comment    ➦ Share


 **WTVR CBS 6 News** ✓  
14h · 🌐

"I'm very proud of what Virginia State University is doing on campus, this really opens the door to talk more about mental health."

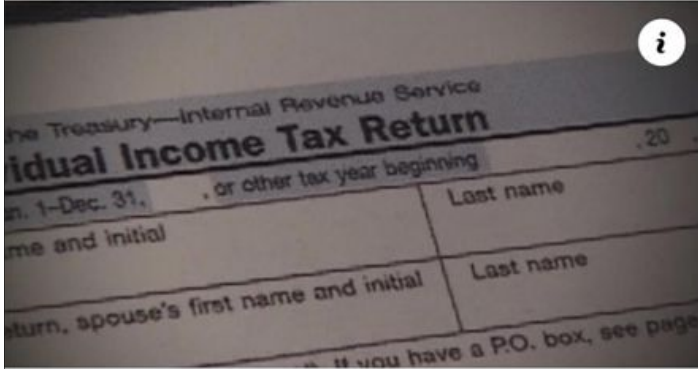


wtvr.com  
**Virginia State students rally to help classmates and teachers struggling with mental health**

👍 Like    💬 Comment    ➦ Share

 **NBC12** ✓  
Feb 13 · 🌐

The service is FREE for Tri-Cities residents!



nbc12.com  
**VSU accounting students give community free tax assistance**

👍 Like    💬 Comment    ➦ Share



# General Marketing Initiatives

- Contract with media firm
- Billboards, Ads, Social media

A billboard advertisement for Virginia State University. The billboard is split into two main sections. The left section has an orange background with the VSU logo and the text 'www.vsu.edu/apply'. The right section has a blue background with a photograph of a young woman sitting on a bench in front of a building. The text on the billboard reads: 'Virginia's MOST AFFORDABLE 4 year University', 'VIRGINIA STATE UNIVERSITY', 'GREATER HAPPENS HERE', and 'Now offering 5 FULLY ONLINE degrees'.

**VSU**  
VIRGINIA STATE  
Since 1882  
[www.vsu.edu/apply](http://www.vsu.edu/apply)

Virginia's **MOST AFFORDABLE** 4 year University

**VIRGINIA STATE UNIVERSITY**  
**GREATER HAPPENS HERE**  
Now offering **5 FULLY ONLINE** degrees



# General Marketing Initiatives





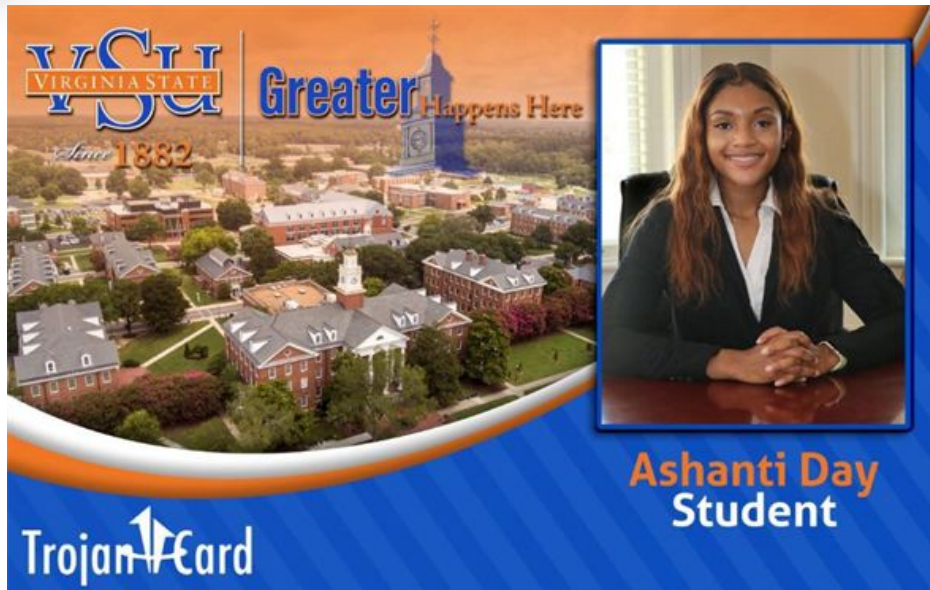
Greater Happens Here

# General Marketing Initiatives





# General Marketing Updates



A promotional graphic for a Trojan Card. On the left is an aerial view of the VSU campus with the text 'VSU VIRGINIA STATE Greater Happens Here Since 1882'. On the right is a portrait of Ashanti Day, a young woman with long dark hair, wearing a dark blazer over a white collared shirt, sitting at a desk with her hands clasped. Below the portrait is the text 'Ashanti Day Student'. At the bottom left is the 'Trojan Card' logo, which includes a stylized Trojan helmet icon.



A promotional graphic for a Trojan Card. On the left is an aerial view of the VSU campus with the text 'VSU VIRGINIA STATE Greater Happens Here Since 1882'. On the right is a portrait of Gwen Williams Dandridge, a woman with short dark hair, wearing a dark blazer and a pearl necklace, standing in front of a flag. Below the portrait is the text 'Gwen Williams Dandridge Staff'. At the bottom left is the 'Trojan Card' logo, which includes a stylized Trojan helmet icon.



# Future Branding Initiatives



Honors College Branding



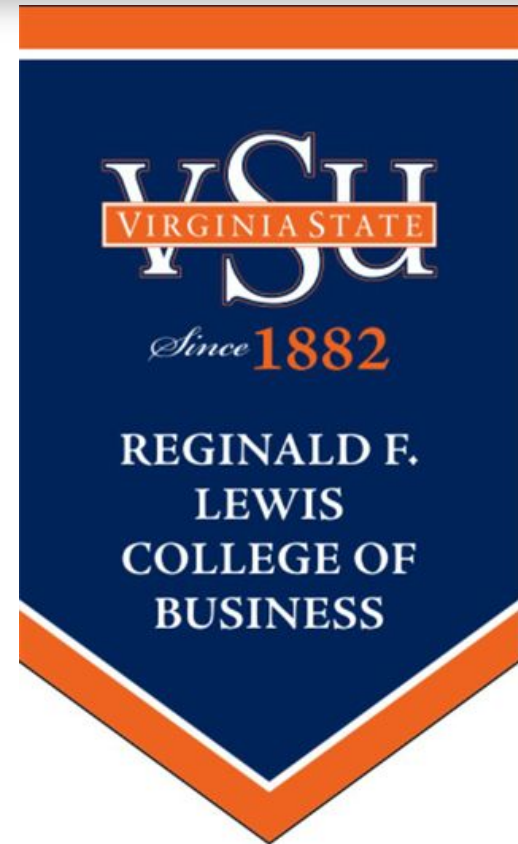
Athletics Bus Branding



# Future Branding Initiatives



Greater Happens Here on University Ave





# General Marketing Updates

EXIT 54



Virginia  
State  
University







# Meet the Team



Karmen Piland



Ri'Shawn Bassette



**Greater** Happens Here

## University Relations and Communications

Gwen Williams Dandridge  
Assistant Vice President for Communications



Strategic Plan Priority 4  
**The VSU Brand**

*We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University*



**Greater** Happens Here

# Office of Institutional Advancement Update

*April 22, 2022*





**Never respect men  
merely for their  
riches, but rather for  
their philanthropy;  
we do not value the  
sun for its height,  
but for its use.**

**- Gamaliel Bailey**

# Thank You



**Alfred Street Baptist Church  
for our largest Faith Donor  
contribution to  
Virginia State University  
of \$250,000.**



**Greater Happens Here**  
Department of  
Institutional Advancement



# Office of Institutional Advancement Dashboard

*As of April 11, 2022*

	FY 2022 - YTD		FY 2021 - YTD	
	DOLLARS	DONORS	DOLLARS	DONORS
<b>CHARITABLE</b>	\$3,943,628.18	1,611	\$3,145,204.52	2,436
<b>ALUMNI</b>	\$1,086,437.32	1,111	\$1,029,883.51	1,908
<b>ALUMNI ASSOC</b>	\$43,070.20	12	\$34,217.66	15
<b>FACULTY/STAFF</b>	\$113,412.73	81	\$122,513.92	77
<b>CORP/FND/ORG</b>	\$2,463,463.02	112	\$1,428,764.66	103
<b>FRIENDS</b>	\$205,955.11	271	\$494,029.78	247
<b>PARENTS</b>	\$23,833.80	15	\$33,635.00	31
<b>STUDENTS</b>	\$7,456	9	\$2,160.00	56

## Tuition Assistance Fund

FY22	FY21 - FINAL	FY20 - FINAL	FY19 - FINAL
\$462,830.13	\$477,530.10	\$389,922.36	\$349,289.36

# MEET OUR ADVANCEMENT SERVICES TEAM



**Susan S. Moening**  
Data and Donor Specialist



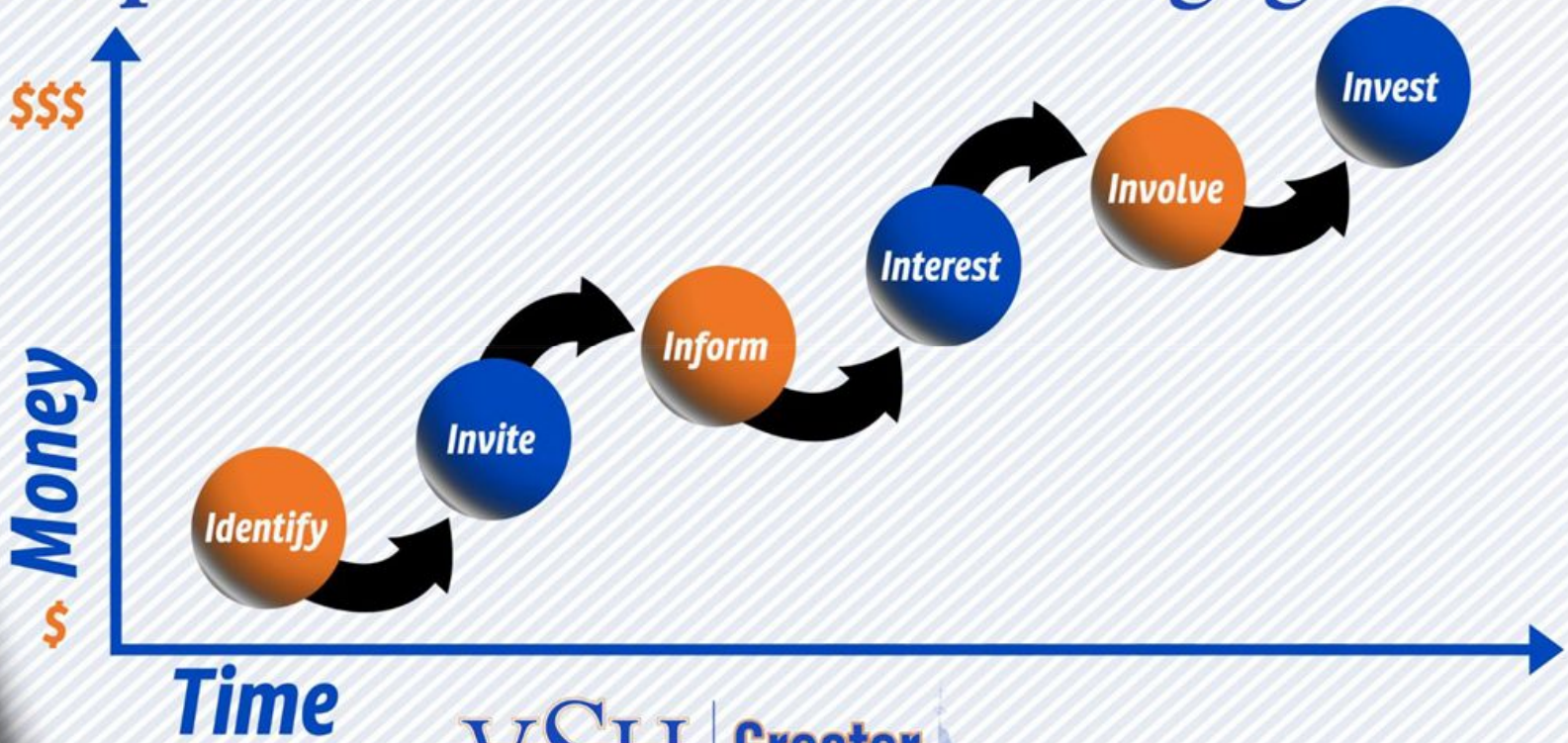
**Jacqueline M. Smith**  
Prospect Researcher



**Chris Bennardo**  
Database Manager



# Our Six I's for Corporate and Individual Engagement





# Office of Alumni Relations Update





# CIAA 2022 Recap





# CIAA 2022 Recap





# CIAA 2022 Recap





# Founder's Day Giving Challenge

A tilted graphic with a blue and orange background, set against a blurred background of a sunset over water. The text on the graphic reads:

The office of External Relations would like to thank our donors for their support in celebrating Virginia State University's production of 140-year production of excellence!

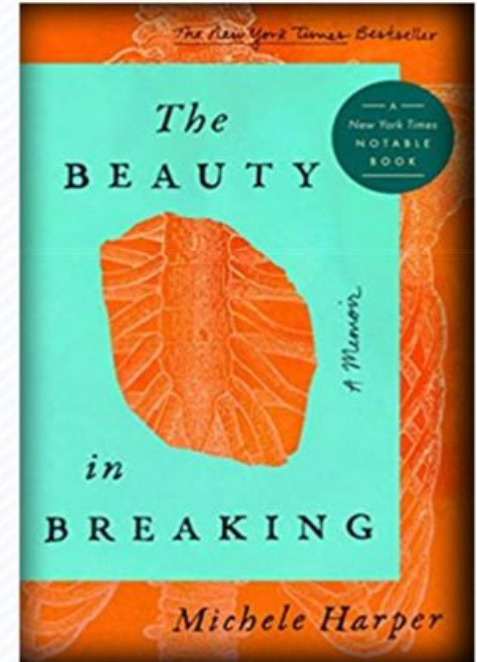
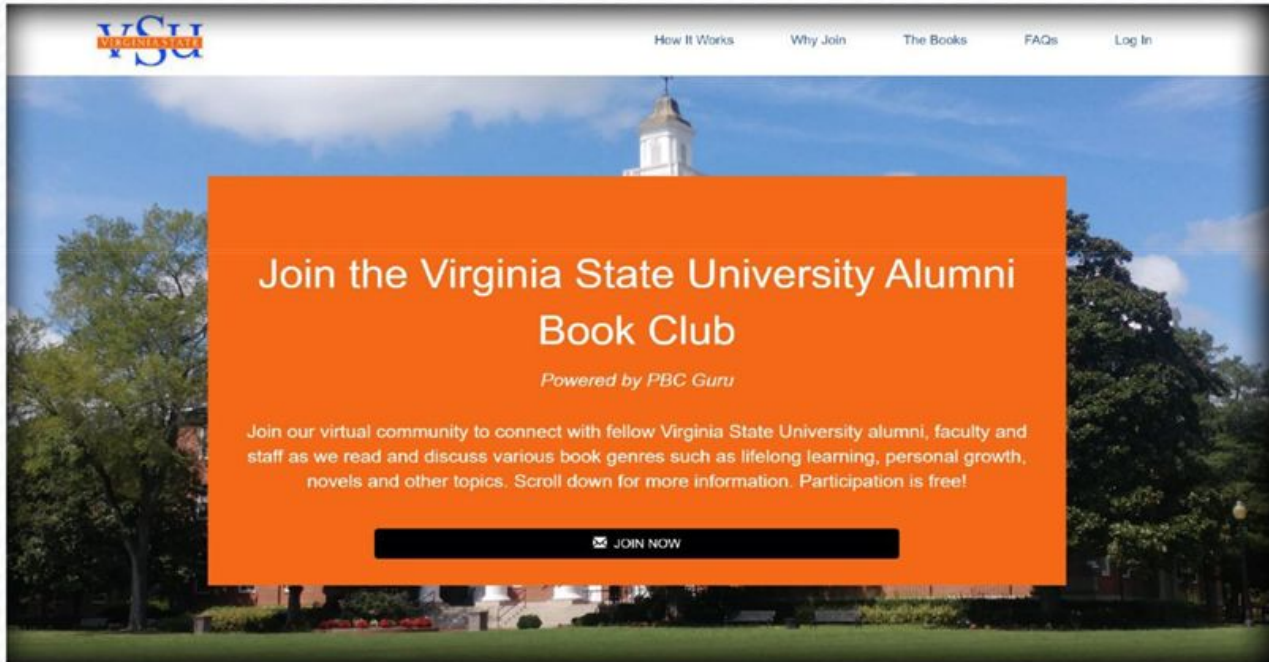
*Your support March 6th of*  
**\$11,207.20**  
*and March 17th of*  
**\$10,570.02**  
*collectively raised*  
**\$21,777.22.**

*An anonymous donor matched your gift dollar for dollar, making our grand total of*  
**\$43,554.44!**

VSU VIRGINIA STATE Greater Happens Here  
Since 1882



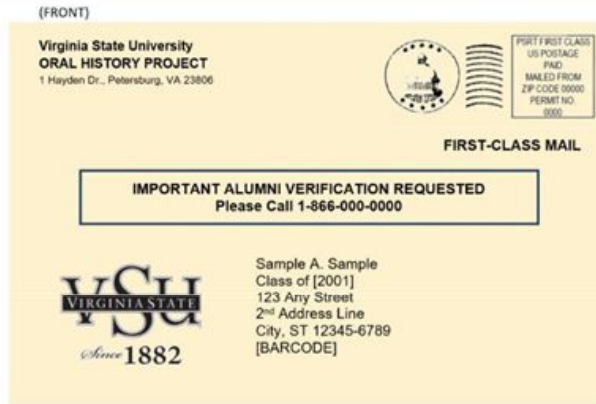
# Virtual Book Club Update





# Oral History Project Update

 	
<b>IMPORTANT: Verification of Virginia State University alumni information is needed.</b> Please Call 1-866-000-0000.	
	Your Invitation ID#: _____ <small>&lt;id number&gt;</small>
FirstName: _____  Virginia State University recently launched a comprehensive alumni verification project.  We've assembled the information currently listed in our alumni files and <b>need your help</b> to confirm the accuracy of your record and fill in any information gaps.  We are also collecting stories from our alumni to memorialize the history of the campus experience through the years.  That's why it's so important to call.	
<b>Please call 1-866-000-0000 (toll-free) to take care of this important matter.</b>  Hours of Operation: Monday - Friday 7AM - 9PM (CT)	
Please call to verify your data and share your story!  You will always be a Trojan!	
Sincerely,  Franklin H. Johnson, Jr. '04 Director of Alumni Relations	
<a href="#">Privacy Policy</a>	<a href="#">Unsubscribe</a>





# Alumni Weekend 2022

**Office of Institutional Advancement  
2022 Alumni Weekend Itinerary  
May 12-14**

**VSU VIRGINIA STATE Since 1882**

**Thursday, May 12**  
11:00 pm - 1:00 pm Class of 1970 & 1971 Reunion Luncheon Celebration  
Gateway Dining & Event Center(2nd Floor)  
5:00 pm - 8:00 pm Trojan Welcome Back Barbecue - President's House

**Friday, May 13**  
9:00 am - 11:00 am VSUAA Annual Meeting  
Gateway Dining & Event Center (1st Floor)  
12:00 pm - 2:00 pm President's Luncheon and 2' & 7's Reunion Celebration  
Gateway Dining & Event Center (2nd Floor)  
7:00 pm - 11:00 pm Trojan Night in White  
Appomattox Overlook

**Saturday, May 14**  
9:00 am Spring 2022 Commencement  
VSU Multi-Purpose Center

**Registration Deadline  
May 9, 2022**



# Update from the National Alumni Association Dr. Michael Rainey President





# MISSION MOMENT

The  
**VIRGINIA STATE UNIVERSITY**  
Office of Institutional Advancement  
invites you to the  
**BRYANT M GREENE  
DONOR PLAQUE UNVEILING**  
in the Reginald F. Lewis College of Business  
**Date: April 14<sup>th</sup> from 4 pm-5 pm**  
Location: Reginald F. Lewis College of Business 1<sup>st</sup> Floor  
Kindly RSVP by April 10<sup>th</sup> by emailing [alumni@vsu.edu](mailto:alumni@vsu.edu)

**VSU** Greater Happens Here  
Department of Institutional Advancement  
Since 1882



*"I have found that among its other benefits, giving liberates the soul of the giver."- Maya Angelou*

# Recommendation to Name the Academic Commons Building

*Ms. Shavonne Gordon, IA Committee Chair*





# Economic Development Joint Venture

*President Makola Abdullah*





**Institutional Advancement Committee  
Executive Summary  
April 22, 2022**

**Topic: Quarter 4 Fiscal year 2022**

**Brief statement of issue(s) covered in the major document**

During the Institutional Advancement (IA) Committee Meeting, Government Relations discussed activity on federal and state levels, while the Communications Office shared recent media coverage of the university, both local and national. Lastly, Institutional Advancement provided an overview of their end of the fiscal year strategies.

**Concise analysis with Strategic Plan Alignment**

**Government Relations**

On February 28th, Virginia College Affordability Network (VCAN) Scholars, leaders from the Student Government Association (SGA), Faculty, and Administrators all met at the Capital to attend VSU's Day at the Virginia General Assembly. After meeting with legislators, VSU was greeted by Del. Mike Cherry and Sen. Joe Morrissey in both chambers. During their remarks, Del. Cherry highlighted notable alumni from the institution (including BOV member Christine Darden), and Sen. Morrissey acknowledged every student and administrator in attendance by name while sharing the importance of expanding our VCAN program.

The General Assembly adjourned on March 12th without reaching an agreement on a biennial budget that will take effect on July 1st. There was a \$3 billion gap between the competing budgets in the House and Senate, primarily surrounding tax cuts. They are currently in recess after reconvening for a Special Session called to reconcile their broadly different spending proposals. They will likely release a finalized budget as we move closer to the "veto session" on April 27th.

On the same day that VSU visited the General Assembly, President Abdullah attended a Black History Month Celebration at the White House with President Biden and Vice President Harris. Shortly following his visit, it was announced that he was appointed to serve alongside his colleagues on the President's Board of Advisors for White House Initiatives on Historically Black Colleges and Universities.

Later that evening, he traveled back to Richmond to play in the 14th Annual Capitol Square Basketball Classic. The Governor's team plays against the lobbyist, and the House and Senate compete against each other to raise money for cancer research. Concurrently, VSU hosted

Petersburg Public Schools in Gateway for their School Board Meeting. This was a fantastic opportunity for the students who attended to witness VSU deliver updates and learn more about being engaged in the civic process. VSU plans to host more local School Board and City Council Meetings here on campus and will continue to show that "Greater Community and Educational Partnerships Happen Here" at VSU.

On April 4th, members of the Northern Virginia Regional Commission (NVRC) visited the campus to discuss the potential for a VSU and NSU satellite campus in Northern Virginia. The NVRC is comprised of 13 local elected officials from various municipalities in Northern Virginia, and this was the first time that both administrations met with them in person. VSU alumna and Chair of the NVRC, Cydney Neville, recently published an op-ed highlighting the need for an HBCU presence in Northern Virginia. "It's not even just the institution itself... It's its presence and how that uplifts the community around it, and Northern Virginia will be better off with it." Neville stated.

Three of our federal legislators visited the local area to highlight projects that received federal funding and will impact VSU. Many of our students utilize The Ettrick Train Station, which received \$1 million to revitalize the station and the surrounding vicinity. VSU has already connected with the County to discuss how VSU can market and create more visibility for passengers commuting to and through the station. \$2 million were secured to support the Ashland to Petersburg Fall Line Trail, which connects seven localities in Central Virginia. The trail ends with a project connecting VSU with a pedestrian walkway in the City of Petersburg. The final project announced was upgrades to the Petersburg Pharmaceutical Park. VSU is currently a part of the Advanced Pharmaceutical Cluster Growth Project. This Economic Development Administration grant proposal aims to develop and scale the advanced pharmaceutical industry in the Richmond/Petersburg region.

As VSU continues to enhance its economic development efforts, we will look to establish deeper partnerships with regional developers that will assist us in securing direct federal funding for future projects.

**Strategic Plan Alignment:**

Priority 1: Increase Student Opportunity and Access to Higher Education

Priority 2: Sustain Academic Excellence

Priority 3: Provide a Transformative VSU Experience that Supports the Holistic Development of Students

Priority 5: Financial Resources and Enhance Operational Effectiveness

**Communications**

The VSU Office of Communications continues the work of ensuring that we meet Strategic Plan Priority Four by “defining the VSU Brand and telling our Story by effectively demonstrating and communicating the value of Virginia State University.”

Since your meeting in February, our communications team has worked to keep the VSU name in the media in a positive light. We had the very unfortunate news story of the tragic death

involving one of our students. We worked closely with Chesterfield County and the media to help control the narrative and to limit the shelf life of the story.

We have continued to push our VSU faculty and staff as subject matter experts. That has included: Dr. Ceslav Ciabanu, Dr. Wes Bellamy, and Dr. Zoe Spencer. We have continued to share other important events and get coverage. This included our mental health walk, our students offering tax assistance, and the hiring of Dr. AC Fowlkes. We also received excellent exposure from the story of our sponsorship of Rajah Caruth, a young HBCU student who is a NASCAR driver. We received national coverage also from Dr. Abdullah's appointment to the White HBCU Advisor Board.

The episode of *Unsung* featuring Das EFX aired on Sunday, April 10, 2022. VSU was featured throughout for additional national television exposure. Our new entrance welcome sign/score board has been erected and we have begun work on the mural along University Avenue.

We will also redesigned our new Trojan card as a keepsake for our students/employees.

Looking forward, we will consider hiring a marketing team to handle an advertising blitz to promote VSU in the fall of 2022.

We have a plethora of new branding initiatives on campus and several that are planned for the future to include new lighting, signage, equipment, and branding of structures on campus.

**Strategic Plan Alignment:**

Priority 4: Define the VSU Brand and Tell Our Story

**Institutional Advancement & Alumni Relations**

According to the Voluntary Support of Education survey conducted in 2020-2021, voluntary support of higher education institutions in the United States increased by 6.9%. These findings are modest, given that support to VSU has risen by 25% despite the ongoing pandemic and inflation levels across the US. In addition, unrestricted contributions typically increased by 7.4% at other institutions of higher learning, while VSU can report that unrestricted contributions increased by 28%. Donor-advised funds have emerged as an increasingly significant donor category, one that we will begin to track as a separate category.

As we sprint through the fourth quarter, the Office of Institutional Advancement has already begun implementing a new strategy for Corporate and Foundation that will engage various constituents campus-wide. We also will implement three fundraising strategies; All In for State: Day of Giving, Tuition Assistance Spring Mailing, and a targeted text to give the campaign for students, as well as a Virtual Book Club and Oral History Project that will help us to identify, invite, inform, interest, involve and ultimately leveraging investment from newly identified VSU alums.

**Strategic Plan Alignment:**

Priority 4: Define the VSU Brand and Tell Our Story

Priority 5: Financial Resources and Enhance Operational Effectiveness

**Main Conclusions or Outcomes**

The Government Relations Office will continue to stay abreast of both federal and state-level decisions. Communications will continue positive media and community interactions while exploring a dynamic and innovative brand slogan and elevator pitch that can be used by all VSU alums, faculty, staff and friends. The Institutional Advancement Office will execute the presented strategies to seek and secure philanthropic support from all constituents. Full reports can be found in Diligent for your convenience.



*Acknowledgement from the Virginia State University Board of Visitors*

*The 2022 – 2023 VSU Alumni Association Alumna of the Year*

*Ms. Holly Jackson Conrad*

**WHEREAS**, § 23.1-1301 of the *Code of Virginia* provides that the Board of Visitors makes regulations and policies concerning the institution; and

**WHEREAS**, Holly Jackson-Conrad is a 1976 graduate of Virginia State College having earned a bachelor's of science degree in Special Education (Emotional Disturbance) and a 1985 graduate of Virginia State University, having earned a master's of education degree in Special Education (Learning Disabilities); and

**WHEREAS**, Holly Jackson-Conrad was employed by Richmond City Public Schools for 39 years and taught Science to Middle School students. During her tenure, she was actively involved with the National Education Association (NEA) and served on the Boards of the Richmond Education Association (REA) and the Virginia Education Association (VEA). She remains active with the REA-Retired, VEA-Retired and NEA-Retired. She currently, serves on the VEA-R Council as Congressional District 1 Representative. She is also a financial contributor to the VEA Political Action Fund and serves as a commissioner on the VEA Fitz Turner Commission.

**WHEREAS**, she is a current Board member of the National VSUAA Board of Directors and is incredibly involved with the VSUAA Pre Alumni Association. She serves as Recording Secretary of the VSUAA Richmond Metro Chapter and as Chair of the Membership Committee.

**WHEREAS**, she is an active Life Member of the Richmond Alumnae Chapter of Delta Sigma Theta Sorority Incorporated. She is also a Life Member of the NAACP and serves as Secretary of the Hanover Branch Unit 7076B. Holly is credited for recruiting students to join the VSU Collegiate Chapter of the NAACP. She serves on the Hanover County Special Education Advisory Committee (SEAC) & the Hanover County Community Equity Advisory Board (CEAB). She is also a member of the M. Stanley Ryan Unit of the Virginia Association Parliamentarians (VSAP) and the National Association of Parliamentarians (NAP).

**NOW, THEREFORE**, the Board of Visitors of Virginia State University acknowledges Holly Jackson-Conrad as the 2022-2023 VSUAA Alumna of the Year with all the rights and privileges thereto appertaining.

\_\_\_\_\_  
Dr. Valerie K. Brown, Rector

\_\_\_\_\_  
Makola M. Abdullah, Ph.D., President

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

# Virginia State University Board of Visitors Meeting

**Dr. Michael L. Rainey, '02 & '19**  
**National President**  
**Virginia State University Alumni Association**  
**April 22, 2022**

## 2021-2022 VSUAA Executive Board

**Dr. Michael Rainey**  
National President  
*VSU Gospel Chorale / Chesterfield Chapters*

**Julian Jackson**  
National Vice President  
*Middle Peninsula Chapter*

**Kenyanna Yates**  
National Recording Secretary  
*Atlanta Chapter (GA)*

**Tiffany Gullins**  
National Corresponding Secretary  
*Chesterfield Chapter*

**Irene Logan**  
National Treasurer  
*Military Alumni Chapter*

**Shadaé Holmes**  
National Financial Secretary  
*Greater Triangle Area Chapter (NC)*

**Gracie Quarles**  
National Chaplain  
*Louisa County Chapter*

**Crystal Burns**  
National Parliamentarian  
*Charlotte Chapter (NC)*

# ALUMNI CHAPTERS AT-A-GLANCE



**Total Chapters - 55**



## VSUAA 2021-2022 Membership

- ▶ Annual Members: 1,061
- ▶ Life Members: 341
  - 50 new members this year - a record!
- ▶ Total: 1,402



### The R<sup>3</sup> Membership Model

*Recruiting, Retaining, and Reclaiming*

## ALUMNI GIVING



- ▶ Endowments - \$560,109.56
  - VSUAA - \$177,933.20
  - Alfred W. Harris Scholarship - \$13,566.65
  - Helen Gaines - \$173,595.80
  - Alumni Memorial Foundation - \$195,013.91
  
- ▶ FY21 Giving
  - Alfred W. Harris Scholarship Fund - \$3,000.00
    - *Will gift an additional \$7,000.00 by June 30<sup>th</sup>*
  - Tuition Assistance - \$4,914.50
  - Trojan Explosion Marching Band 1,426.00
  - President's Salary Supplement - \$10,000.00
  - Jona McKee Scholarship Fund - \$1,000.00

# RECRUITMENT

- ▶ Our goal is to work with the VSU Office of Admissions in order to recruit top students.
  - Highlighting the academic programs and co-curricular experience.
  - Sharing our own stories with students about VSU.
  - Continuing to share “good news” stories and spread the word that *#GreaterHappensHere*



## COMMUNITY SERVICE

- ▶ Vernon Johns Middle School - \$1,000.00
- ▶ Supported VSU Title IX Children of Domestic Violence Book Drive *(325 new books from various chapter/personal donations)*
- ▶ Supported the Troy Store food pantry.
- ▶ Supported various food drives and distributions.





## 2021-PRESENT VSUAA KEY ACCOMPLISHMENTS

- ▶ Set-up a welcome station to greet new students and parents, distribute snacks, and share information regarding the VSU Alumni and Pre-Alumni Associations.
- ▶ Held the 9<sup>th</sup> Annual VSUAA Pre-Homecoming Tailgate for alumni, students, faculty, and staff during Homecoming 2021.
- ▶ Hosted the 5th Annual VSUAA Meet & Greet at the 2022 CIAA Basketball Tournament in Baltimore, MD, and *secured 3<sup>rd</sup> Annual CIAA Basketball Tournament host hotel.*





## 2021-PRESENT VSUAA KEY ACCOMPLISHMENTS *(continued)*

- ▶ Provided an information table for parents regarding alumni support and how to get involved in local chapters during Open House weekend.
- ▶ Provided tuition assistance and book scholarships for seven students this academic year, totaling \$4,914.50.
- ▶ Provided all 2021 May/December Graduates with VSUAA membership cards granting one-year free membership.
- ▶ Participated in recruitment fairs on behalf of the Office of Admissions.

**2022 VSU  
ALUMNA OF THE YEAR**

Holly  
Jackson-  
Conrad '76 & '85

