

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
1:30 P.M.; THURSDAY, APRIL 25, 2024
Gateway Dining & Events Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

DRAFT AGENDA

CALL TO ORDER.....Mr. Edward Owens, Chair

ROLL CALL

INVOCATION..... *(Pastor Seth Ahmad-McQueen, Director of Campus Ministries)*

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- November 16, 2023 Committee Meeting

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

CLOSED SESSION (if any)

REPORTS AND RECOMMENDATIONS

- Philanthropy Update..... Ms. Tonya S. Hall
Vice President for Advancement and External Engagement
- Government Relations Update..... Mr. Eldon Burton
Director, Government Relations
- Alumni Engagement Franklin Johnson-Norwood Jr.
Director of Alumni Engagement
- Alumni Engagement Update..... Dr. Michael Rainey
President, VSU, Alumni Association

Other Business

Adjournment

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DRAFT MINUTES
THURSDAY, APRIL 25, 2024**

CALL TO ORDER

Mr. Victor Branch, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 1:30 p.m. at the Gateway Dining and Events Center.

ROLL CALL

A quorum was present.

LEGAL COUNSEL

Mike Melis, Office of Attorney General

COMMITTEE MEMBERS PRESENT:

Mr. Victor Branch (Vice Chair)

Dr. Joseph Chase, Jr.

Ms. Pamela Currey

Dr. Valerie Brown, Rector (ex-official)

BOARD APPOINTTEES:

Dr. Leonard Githinji, Faculty Representative

Ms. Kailyn Haye, SGA

ADMINISTRATION PRESENT:

Dr. Makola M. Abdullah, President

Dr. Tia Minnis, Provost & Vice President for Academic Affairs

Mr. Kevin Davenport, Senior Vice President for Finance & Administration/CFO

Ms. Tonya S. Hall, Vice President for Advancement and External Engagement

Ms. Shawri King-Casey, Vice President for Institutional Integrity & Compliance

Dr. Alexis Brooks-Walter, Vice President for Student Affairs & Enrollment Management

Dr. Annie Redd, Chief of Staff/Director, Board of Operations & Relations

INVOCATION

Chair Branch invited Pastor Seth Ahmad-McQueen to offer the invocation.

APPROVAL OF AGENDA

The committee approved the agenda by voice vote.

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING MINUTES
THURSDAY, APRIL 25, 2024
PAGE 2**

APPROVAL OF PREVIOUS MEETING MINUTES

The committee approved the minutes from the November 16, 2023, meeting by voice vote.

PRESIDENT'S REMARKS

President Abdullah greeted and thanked the board members for returning to the VSU campus. The President thanked the Committee of Institutional Advancement for their contributions to the Debate and for their dedication.

REPORTS AND RECOMMENDATIONS

Ms. Tonya S. Hall thanked her team for being supportive. During the Institutional Advancement (IA) Committee Meeting, the Vice President for Advancement and External Engagement presented an overview of the Office of Institutional Advancement along with the roles, responsibilities, and alignment with the University's current Preeminence for a Purpose Strategic Plan.

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and Tell Our Story

Priority 5: Financial Resources and Enhance Operational Effectiveness

Philanthropy Update

This summary showcases the Office of Institutional Advancement & #39; s (OIA) success in achieving its \$5 million fundraising goal for the current fiscal year, a feat made possible by the unwavering support of our stakeholders. We are delighted to report that fundraising efforts are on track, a testament to our donors' continued generosity and commitment to making Greater Happen at Virginia State University.

Key Achievements: Substantial Progress: As of April 15, 2024, fundraising has secured \$4,525,761.04 toward the \$5 million goal. This signifies significant progress and positions us well to achieve the target by fiscal year-end.

Donor Engagement: We continue to receive remarkable responses from our donor base, reflecting the effectiveness of our outreach strategies. This engagement includes increased participation in corporations and foundations. Most significant is the impact the secured funds will have on our strategic priorities, leading to increased student enrollment through more scholarships, the expansion of academic programs, and the enhancement of campus facilities and resources.

Looking Forward:

While we celebrate this progress, the OIA remains dedicated to exceeding expectations. We will continue to: **Strengthen Donor Relationships:** Foster deeper connections with existing donors and cultivate new relationships. **Refine Fundraising Strategies:** Analyze current efforts and identify opportunities for further optimization.

**COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING MINUTES
THURSDAY, APRIL 25, 2024
PAGE 3**

Communicate Impact:

Showcase the positive outcomes made possible through donor generosity.

The OIA's success this fiscal year is a testament to the unwavering support of our donors. Reaching the \$5 million goal will significantly contribute to achieving the institution's goals and propel us forward in fulfilling our mission. Institutional Advancement remains committed to maximizing every contribution's impact and fostering a philanthropy culture that benefits the entire institution.

Government Relations

The Virginia General Assembly reconvened on Wednesday, April 17, 2024, to address the Governor's recommendations to the Conference Report. Governor Youngkin and lawmakers met in the morning and agreed to work together on the biennium budget and to return for a special session on May 13, 2024, to prevent a shutdown before the current budget expires on July 1, 2024.

The House of Delegates, taking a proactive stance, voted to reject all 233 of the Governor's amendments to the budget. They also agreed to seek a new budget to present to the legislature on May 13, with voting on it expected on May 15. In addition, they took up the Governor's other bill amendments and 153 vetoes, showing their commitment to thorough review and decision-making.

Federal Updates Virginia State University was pleased to host Congresswoman Jennifer McClellan on Monday, February 26, 2024, outside of Langston Hall as she proposed a bill to rename the Petersburg post office located at 29 Franklin Street after the University's first president, John Mercer Langston. Dr. Tia Minnis, Petersburg Mayor Sam Parham, and Congresswoman McClellan delivered remarks. McClellan stated that she aimed to honor Langston's significant contributions to education and civil rights. Langston was not only a prominent figure in VSU's history but also a trailblazer in Virginia's history, serving as the state's first African American member of Congress.

ADJOURNMENT

There being no further business, Vice Chair, Branch called for a motion to adjourn the meeting. The motion was received, and properly seconded, and the Committee voted by voice vote. The Chair adjourned the meeting at approximately 3:06 p.m.

APPROVED:

Chair

Date