



Welcome to

**VIRGINIA STATE
UNIVERSITY**

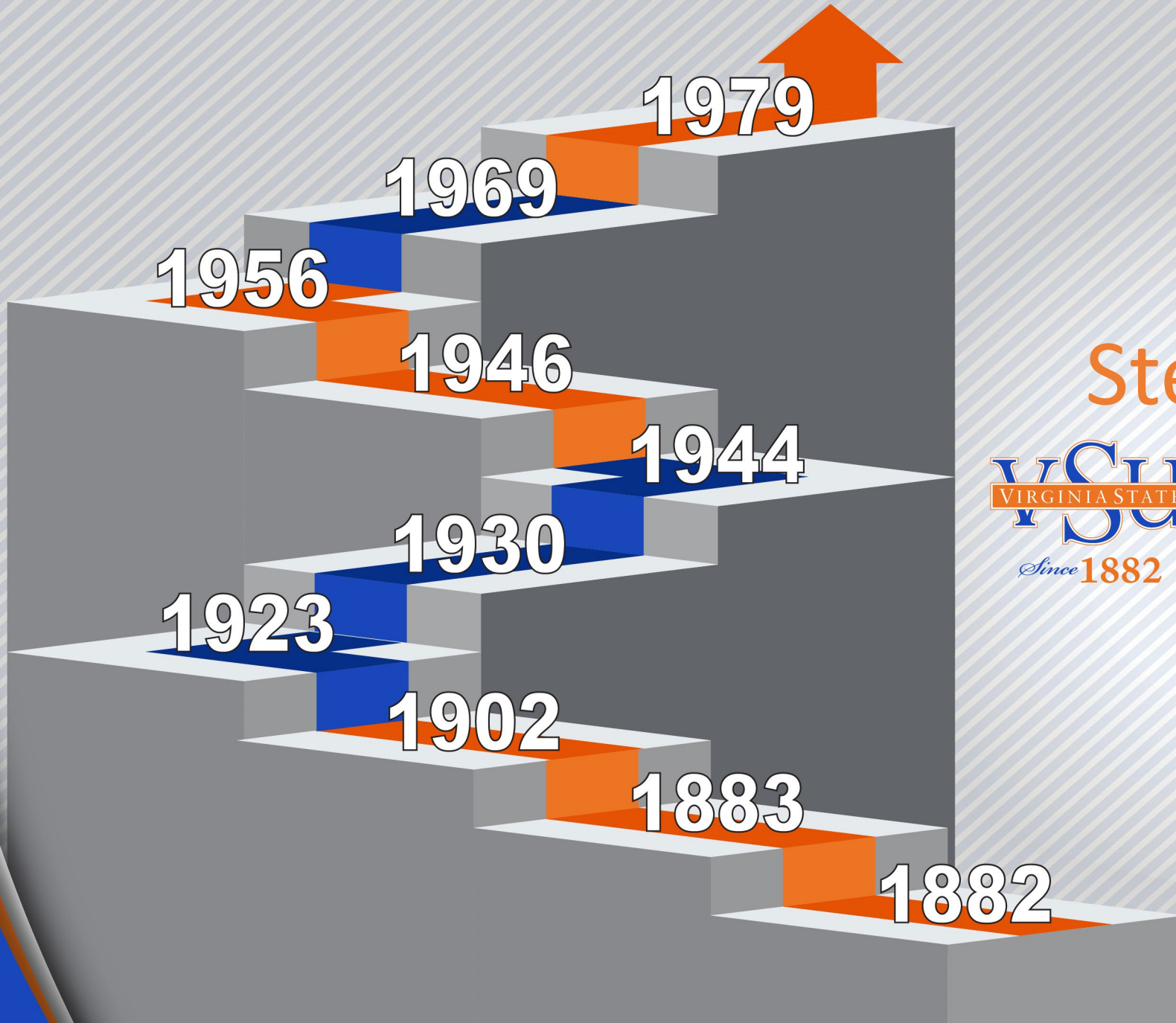
G R E A T E R H A P P E N S H E R E

Board of Visitors Orientation

Gwen Williams Dandridge
Assistant Vice President for Communications

Board of Visitors Orientation

- I. Virginia State University History
- II. Evolution of *Greater Happens Here*
- III. Evidence of The Greater VSU
- IV. 2020-2025 Strategic Plan: Preeminence with Purpose: Priority 4
- V. Q & A

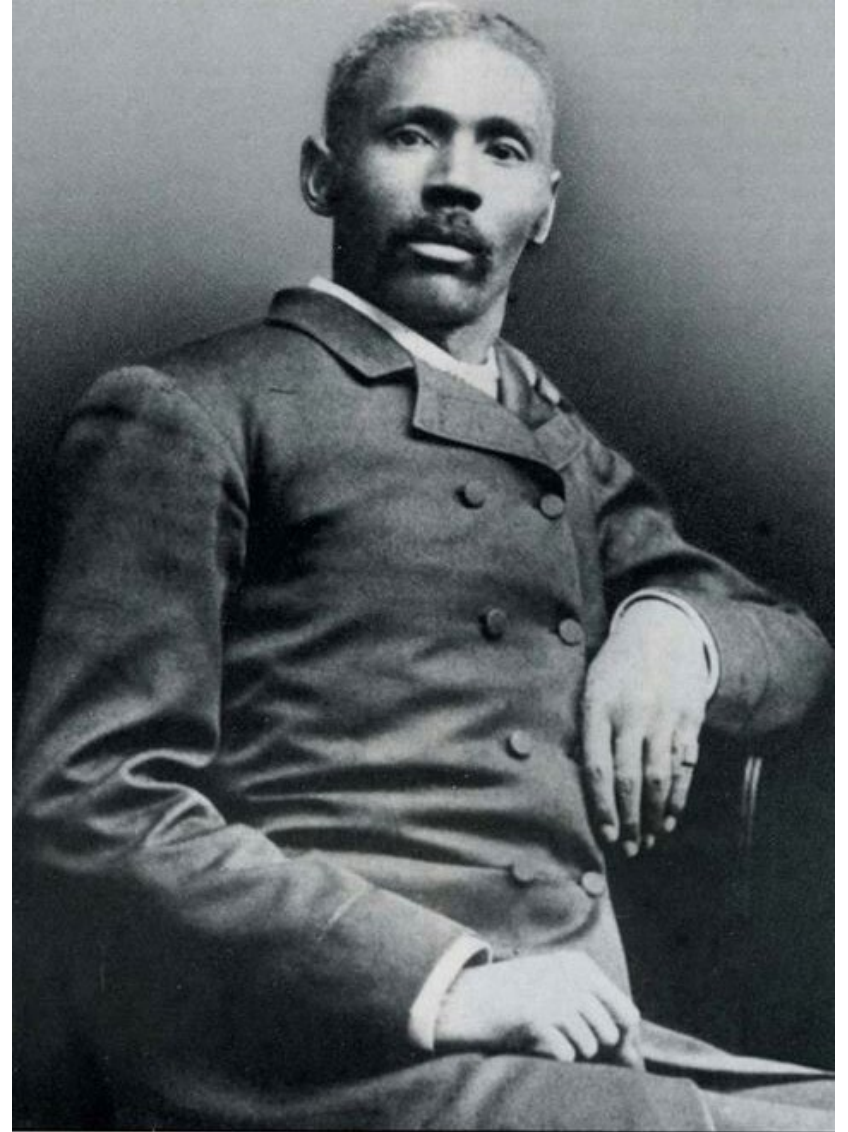


Steps to



Virginia State University History

- 1882:
Bill passed to Charter Virginia Normal and Collegiate Institute
- 1883:
Virginia Normal and Collegiate Institute Opened



Del. Alfred W. Harris, Founder

Virginia State University History

1920:

Land Grant program for blacks

Hampton Institute (since 1872)



Virginia Normal and Industrial Institute



Virginia State University History

1944: 2-year branch in Norfolk

1956: 4-year branch in Norfolk

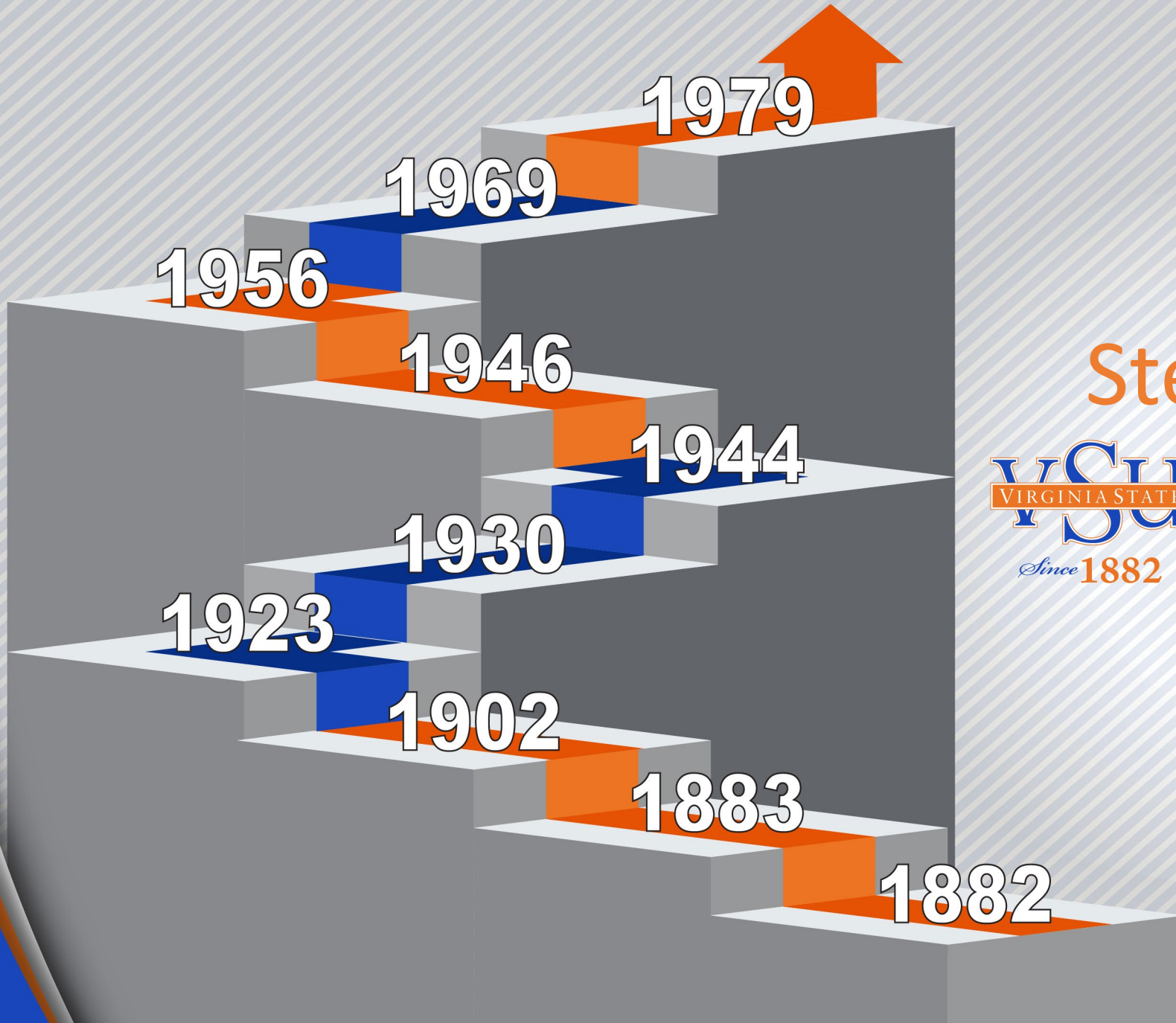
1969: Norfolk State College



Virginia State University History

- 1883- Virginia Normal & Collegiate Institute
- 1902- Virginia Normal & Industrial Institute
- 1930- Virginia State College for Negroes
- 1946- Virginia State College
- 1979- Virginia State University





Steps to



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Evolution of *Greater Happens Here*

Virginia State University Mission Statement

“Virginia State University, a public, comprehensive 1890 Land Grant institution and historically black college/university, is committed to the preparation of a diverse population of men and women through the advancement of academic programs and services that integrate instruction, research, extension, and outreach. The University endeavors to meet the educational needs of students, graduating lifelong learners who are well equipped to serve their communities as informed citizens, globally competitive leaders, and highly effective, ethical professionals.”

Evolution of *Greater Happens Here*

Virginia State University

Vision Statement

Virginia State University will foster sustained excellence as a Preeminent Public Land-Grant university providing access to higher education and a holistic transformative learning experience to produce world-class leaders and scholars for a diverse state, national and the global workforce.

Evolution of *Greater Happens Here*

Think Tank





Evolution of *Greater Happens Here*

Opens doors for GREATER access to lifelong learners

Evolution of *Greater Happens Here*

Provides GREATER educational opportunities to increase the economic outlook for generations to come



Evolution of *Greater Happens Here*

Provides GREATER outreach as an 1890 land-grant university
extending GREATER expertise to improve quality of life

Evolution of *Greater Happens Here*

Provides a personable, stable, nurturing holistic atmosphere conducive to **GREATER** learning, growing, and transforming

Evolution of *Greater Happens Here*

Develops **GREATER** leaders who are globally competitive while remaining civically engaged

Evolution of *Greater Happens Here*

Five tenets of Virginia State University

- Opens doors for **GREATER** access to lifelong learners
- Provides **GREATER** educational opportunities to increase the economic outlook for generations to come
- Provides **GREATER** outreach as an 1890 land-grant university extending **GREATER** expertise to improve quality of life
- Provides a personable, stable, nurturing holistic atmosphere conducive to **GREATER** learning, growing, and transforming
- Develops **GREATER** leaders who are globally competitive while remaining civically engaged



Evolution of *Greater Happens Here*

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Evidence of The Greater VSU

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- V. Q & A

2020-2025 Strategic Plan: Preeminence with Purpose

- Priority 1: Opportunity and Access
- Priority 2: Academic Excellence
- Priority 3: Student Experience
- Priority 4: Define our Brand
 - We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University
- Priority 5: Financial Resources
- Priority 6: Land Grant Mission

2020-2025 Strategic Plan: Preeminence with Purpose

- Priority 1: Opportunity and Access
- Priority 2: Academic Excellence
- Priority 3: Student Experience
- Priority 4: Define our Brand
 - **We will define the VSU Brand and tell our Story: effectively demonstrating and communicating the value of Virginia State University**
- Priority 5: Financial Resources
- Priority 6: Land Grant Mission

Strategic Plan Priority 4

Increase in positive media interactions:



Five Democrats Seeking Nomination for Governor Debate at VSU

By MICHAEL POPE • APR 7, 2021

[Share](#) [Tweet](#) [Email](#)



Democratic candidates for governor of Virginia, Del. Lee Carter, left, former Gov. Terry McAuliffe, second from left, state Sen. Jennifer McClellan, center, Del. Jennifer Carroll Foy, second from right, and Virginia Lt. Gov. Justin Fairfax, right, participate in a debate at

Strategic Plan Priority 4

Increase in positive media interactions:



VSU Mental Wellness Day



Strategic Plan Priority 4

Increase in positive media interactions:

VSU Mental Wellness Day

- 109 Mention blogs/tweets
- 24 broadcasts mentions



'It's a great idea': VSU cancels classes for students to prioritize ...

Classes were canceled on Sept. 28 as the day was designated as 'Trojan Wellness Day,' so everyone could commit to mental health. Students were...

1 month ago



College students struggle with mental health as pandemic ...

Virginia State University halted classes and other academic activities on Sept. 28 for a wellness day that included massages and yoga sessions.

2 weeks ago



VSU cancels classes to give students a day to prioritize self-care

ETTRICK, Va. (WRIC) – Virginia State University canceled classes for the day on Sept. 28, to address COVID-19 mental health and fatigue.

1 month ago



VSU cancels classes on Sept. 28 to address mental health fatigue

RICHMOND, Va. – Virginia State University announced that classes would be canceled on Tuesday, September 28 to address COVID-19 mental...

1 month ago



Strategic Plan Priority 4

Increase in positive media interactions:

The Progress Index

With a potential 6K shots per day, Virginia's largest mass-vaccination clinic...



1 month ago

Chesterfield Observer

State ramps up vaccinations in Chesterfield, opens mass clinic at VSU



3 weeks ago

GOVERNMENT TECHNOLOGY

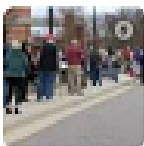
Virginia's Mass-Vaccination Clinic has Potential for 6K Shots a Day



1 month ago

NBC12

'It's a relief': Thousands line up for COVID-19 vaccine at VSU clinic



1 month ago



NBC12

It's a relief: Thousands line up for COVID-19...



1 month ago

NBC12

New mass vaccination center to open at Virgini...



1 month ago

NBC12

Virginia State University rolls out two mobile...



6 days ago

YouTube - WTVR CBS 6

Hundreds vaccinated on first day of VSU mass...



1 month ago

NBC12

News to Know for March 17: New mass vaccine...



1 month ago

Yahoo Movies UK

Hundreds vaccinated on first day of VSU mass...



1 month ago

Strategic Plan Priority 4

Increase in positive media interactions:

VSU NEWS MENTIONS

584

Top Sources



Source: Meltwater

Strategic Plan Priority 4

Increase in positive media interactions:



Das EFX on campus



Strategic Plan Priority 4

Increase in positive media interactions:

Strategic Plan Priority 4

Increase in positive media interactions:

TheGrio · US Mar 22

HBCU president shows up grad student's basketball skills in viral video

smile. Thank you for that." Virginia State University, an HBCU founded in 1882, is located in Petersburg, ...



Reach 2M | Duplicates (1)

Neutral ○

5.5M views

1:02 PM · 16 Mar 21 ·
Twitter for iPhone

71.8K Retweets

9,493 Quote Tweets

410K Likes

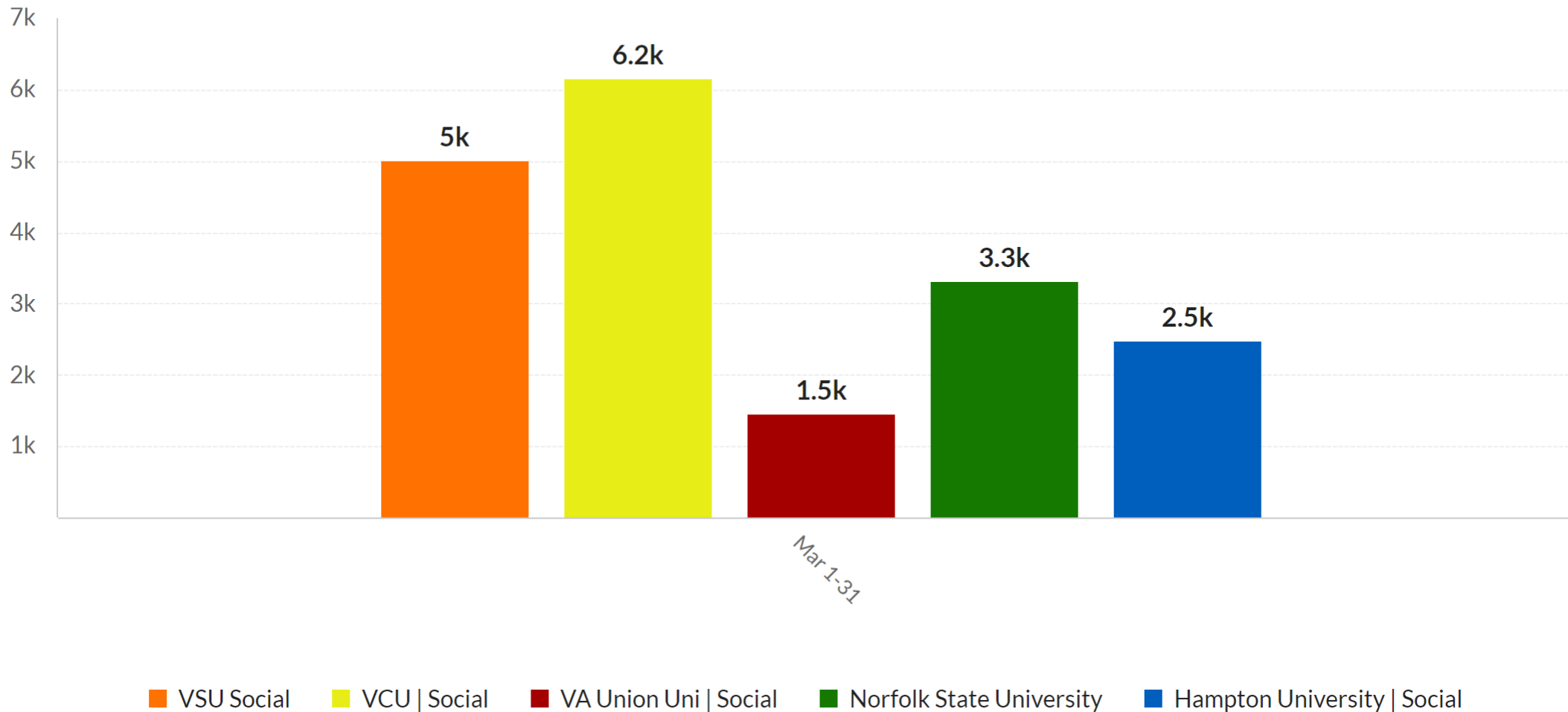
More than 5 MILLION views

- MSN,
- Huffington Post
- TMZ
- ESPN Sports Center
- The GRIO
- Yahoo
- Etc.

Social Media Mentions

Source: Meltwater

Media Exposure



Strategic Plan Priority 4 Increase in Brand Recognition

FY22 First Quarter: July-September

Total Licensees Reporting 59	17,242.20	17,242.20
<hr/>		
Administrative Fee	5,172.66	5,172.66
<hr/>		
Virginia State University Share	12,069.54	12,069.54
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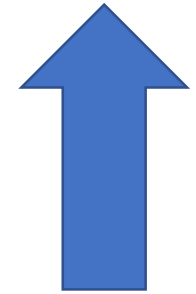
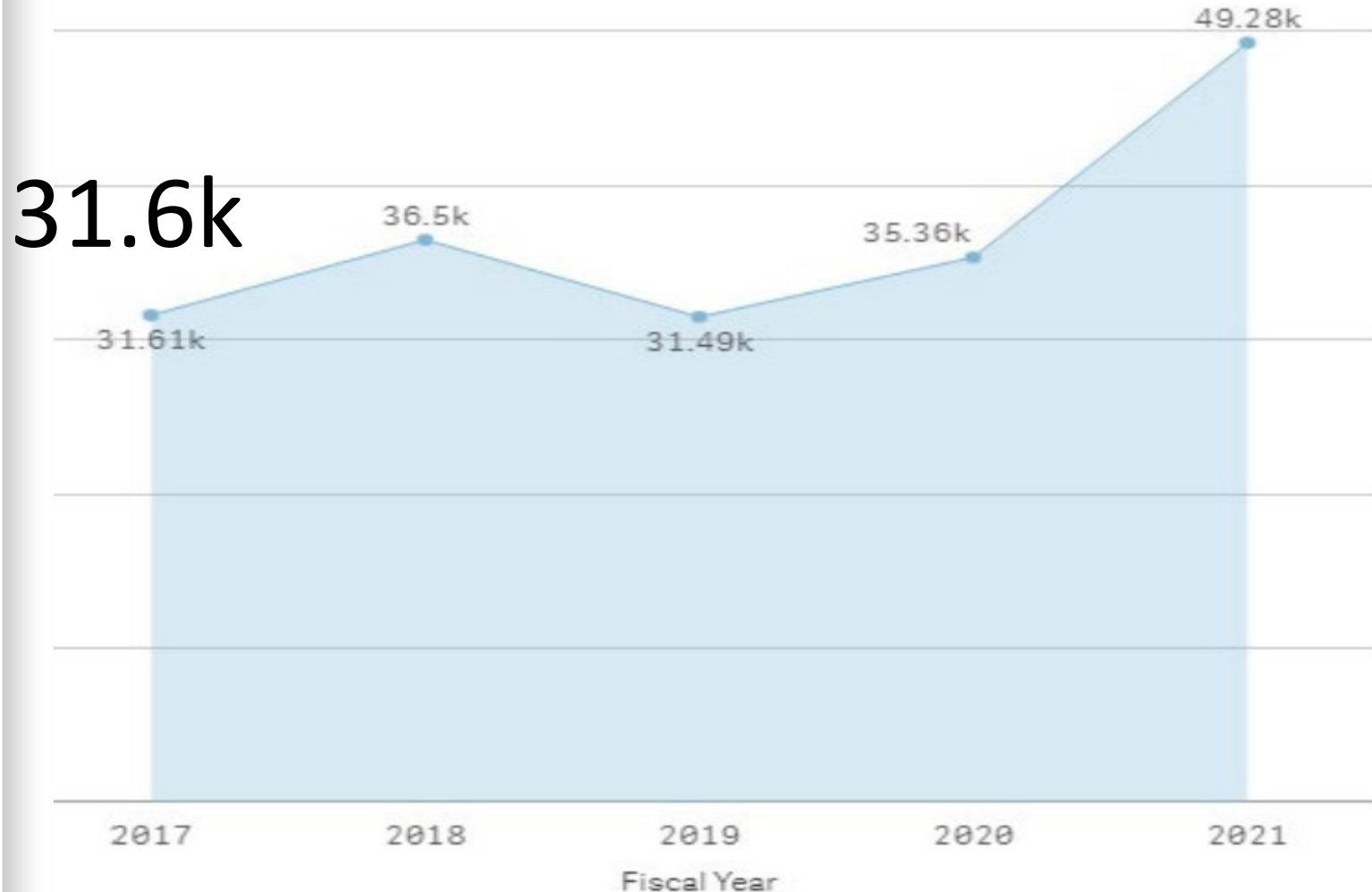


130%

Strategic Plan Priority 4 Increase in Brand Recognition

ROYALTY HISTORY

49.28k



39.4%

Highest Royalty
Year on Record
for VSU

Strategic Plan Priority 4

VSU Campus Branding



Basketball Courts



Track and Turf Field

Strategic Plan Priority 4

VSU Campus Branding



Honors College Branding



Softball Field Scoreboard



Strategic Plan Priority 4

VSU Campus Branding

Greater Happens Here on University Ave

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