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**Office of Institutional Advancement
Tonya S. Hall, VP for Advancement & External
Engagement**

VIRGINIA STATE UNIVERSITY

“Preeminence with Purpose”

Institutional Advancement Priorities

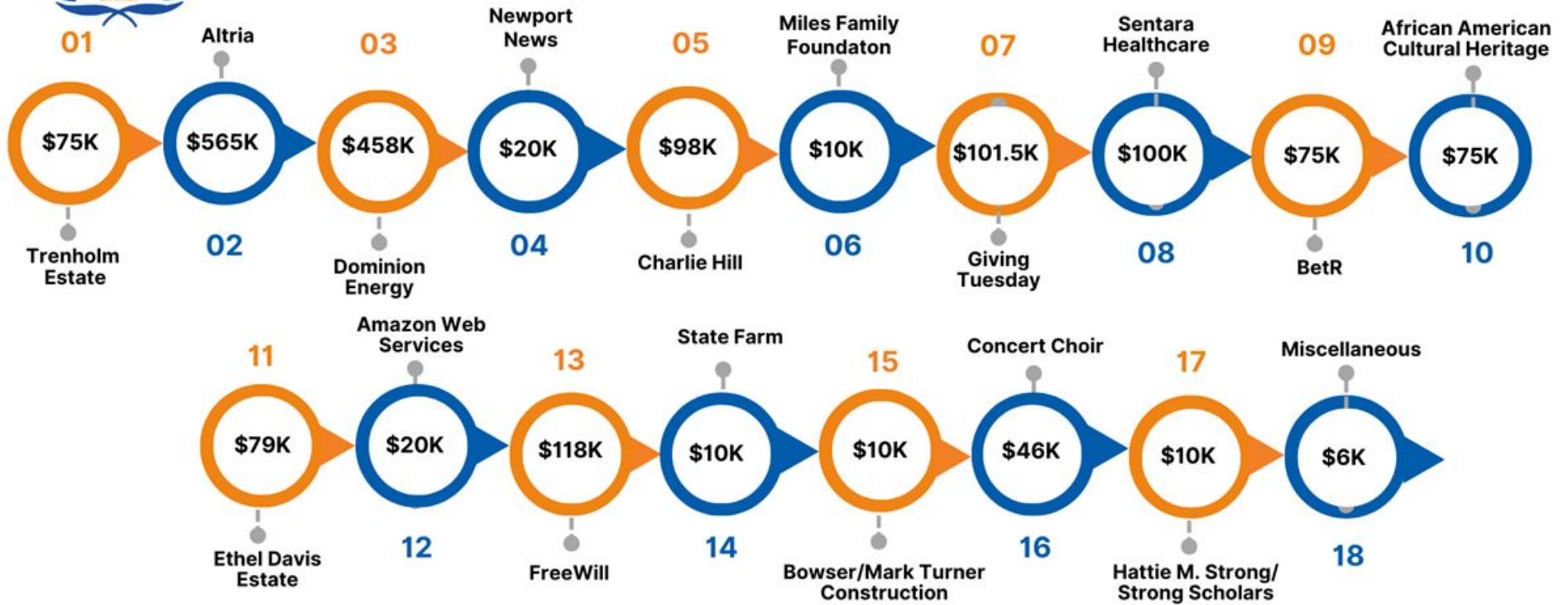
**PRIORITY 4: DEFINE THE VSU BRAND AND TO
TELL OUR STORY**

**PRIORITY 5: DIVERSIFY FINANCIAL RESOURCES
AND ENHANCE OPERATIONAL EFFECTIVENESS**





Year-End 2024 and January 2025



Projected \$1.53M

Actual \$1.876M



CAMPAIGN UPDATE

100M



5 Pillars Building a Greater Legacy



**Greater
Access**



**Greater
Spaces**



**Greater
Reimagining**



**Greater
Leadership**

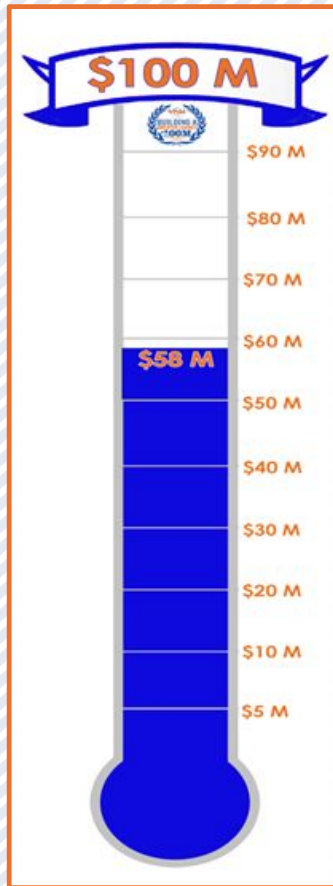


**Greater
Legacy**



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Department of
Institutional Advancement





\$58M





Charting Our Course: Navigating the Campaign Landscape

*Progress, Challenges, and New
Strategies*

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PILOTING THE NEW
NAMING
POLICY





Building Momentum: Igniting Excitement and Engagement

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Beyond the Traditional: Four Ways We Will Measure the Sustainability of the Campaign

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- Long-Term Financial Impact
 - Enhanced Program Impact
- Strengthened Organizational Capacity
 - Community Impact



Final Thoughts

ASK

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“Anatomy of a Gift”

Case Study: Estate of Ethel Davis



ALUMNI UPDATES & UPCOMING EVENTS



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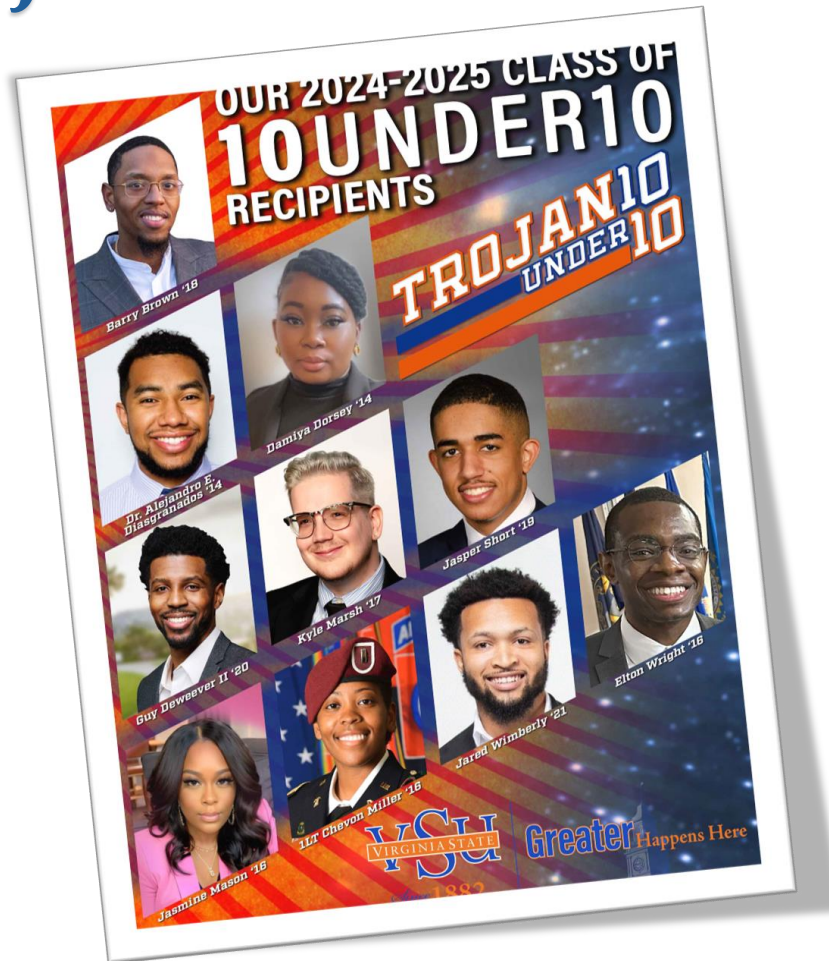
Office of Alumni Engagement Update

Franklin Johnson-Norwood
Executive Director of Alumni Engagement and
Advancement Services





Trojan 10 Under 10



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Since 1882

Alumni Winter Fest

WOMEN'S BASKETBALL


COME JOIN US TO CELEBRATE
50TH YEAR OF WOMEN'S BASKETBALL

50TH CIAA WOMEN'S BASKETBALL ANNIVERSARY

2025 WINTER FEST

VIRGINIA STATE VS LINCOLN (PA)

FEBRUARY 08, 2025
VSU MULTIPURPOSE CENTER
2:00 PM



WINTERFEST

ALUMNI

VSU TROJANS vs LU LIONS
WOMEN'S GAME AT 2PM
MEN'S GAME AT 4 PM

SAVE THE DATE
FEB. 8
2025





CIAA 2025 Basketball Tournament



I LOVE MY BLUE

WE ARE ONE

CIAA 2025

FRIDAY FEBRUARY 28, 2025
10:00PM-2PM

PRICE: \$25 GENERAL ADMISSION
\$40 VIP

LC Livingstone College
FSU Fayetteville State University
VSU Virginia State University

LOCATION: SHERATON INNER HARBOR, 300 S CHARLES ST, BALTIMORE, MD 21201

Virginia State University
Event Schedule CIAA 2025

February 24 – March 1, 2025
All Men's and Women's Basketball games will be held at the CFG Bank Arena.
201 W Baltimore Street, Baltimore, MD 21201

Feb/28 Friday **We Are One Joint Alumni Party**
Hosted by Virginia State University, Fayetteville State University, and Livingstone College
10:00 pm - 2:00 am
Sheraton Inner Harbor
3rd Floor Lobby
300 South Charles Street, Baltimore, MD 21201

Mar/1 Saturday **Official VSU CIAA Alumni Meet & Greet**
11:00 am - 2:30 pm
Reginald F. Lewis Museum of Maryland African American History & Culture
830 E. Pratt Street, Baltimore, MD 21202

VIRGINIA STATE Greater Happens Here
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Alumni Weekend 2025

VSU
VIRGINIA STATE
Since 1882

Save The Date

Alumni Weekend 2025
May 15 - 17, 2025

Celebrating Classes Ending in '5 & '0
Golden Trojans "Class 1975"
Celebrating their 50th Reunion!
More Information To Come!

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The graphic features a collage of images: a group of people in blue and white attire, a large crowd of people, and two men in suits holding a large ceremonial check. The check is from 'Greater' to 'VIRGINIA STATE UNIVERSITY' for '\$2 MILLION'. The background is a mix of blue and orange diagonal stripes.



LTC Rosette A. Clarke-Morton

- ROTC program as a 2nd Lieutenant with a Bachelor's Degree in Criminal Justice in May of 2007
- Senior Intelligence Officer
- Alpha Kappa Alpha Sorority Incorporated.



Ali D. Morton

- Bachelor's Degree in Public Administration in 2007
- Human Resources Specialist for the Pembrokeshire County Council in Wales, United Kingdom
- Alpha Phi Alpha Fraternity Incorporated.



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MISSION MOMENTS



 THE MILES FAMILY FOUNDATION
SOWING LIVES LIKE OUR MOTHER SOWED INTO US

Date 01/18/2025

Pay to the Order of Virginia State University \$ 10,000.00

Ten Thousand Dollars and 00/100 Dollars

For Scholarships *The Miles Family Foundation*



Thank You!



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Founder's Day Convocation

*Virginia State University
Founder's Day Observance*

~Thursday, March 20, 2025~

*Founder's Day
Convocation*

10:00am
VSU Multipurpose Center

For questions, contact **Franklin Johnson-Norwood**,
Executive Director of Alumni Engagement
and Advancement Services at fhjohnson@vsu.edu.

