

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
1:30 P.M. THURSDAY, FEBRUARY 6, 2025
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 Gooden, Director of Campus Ministries*)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

 O November 14, 2024 Committee Meeting

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

CLOSED SESSION (if any)

REPORTS AND RECOMMENDATIONS

- Approval Items: (if any)
- Information Items:
 - Government Relations.....Mr. Eldon Burton
Asst. VP/Director, Communications
 - Philanthropy.....Ms. Tonya Hall
Vice President, External Affairs
 - Campaign Update/.....Ms. Tonya Hall
Anatomy of a Gift Vice President, External
Affairs
 - VSU Alumni UpdateMr. Franklin Johnson-Norwood
Director, Alumni Engagement
 - Mission Moment

OTHER BUSINESS

ADJOURNMENT

1.28.25

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
DRAFT MEETING MINUTES
THURSDAY, FEBRUARY 6, 2025**

CALL TO ORDER

Mr. Edward Owens, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 1:32 p.m. at Gateway Dining & Events Center.

ROLL CALL

A quorum was present.

COMMITTEE MEMBERS PRESENT:

Mr. Edward Owens (Chair)
Dr. Valerie K. Brown, Rector
Mr. Victor Branch
Dr. Robert Denton, Jr.
Ms. Verndell Robertson
Mr. Robert Thompson
Mr. Kishore S. Thota
Mr. Dennis Via
Ms. Irene Logan (*Chair, VSU Foundation, Representative*)

BOARD APPOINTEES:

Dr. Tracy Jackson, Faculty Representative
Mr. Yousif Omer, Student Representative

Legal Counsel:

Nathan Moberly

OTHER MEMBERS PRESENT:

Dr. Joseph Chase, Jr.
Dr. Harold Green, Jr.
Mr. M. Peter McPherson
Ms. Daphne Meeks

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

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INVOCATION:

The Chair called Pastor Seth Ahmad-McQueen, to deliver the invocation.

APPROVAL OF AGENDA:

The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES:

The Committee approved minutes from the November 15, 2024 meeting by voice vote.

PRESIDENTS REMARKS:

President Abdullah had no comments.

REPORTS AND RECOMMENDATIONS:

Government Relations

Assistant VP/Director of Communications Eldon Burton summarized the Governor's study, legislative action, budget debate, and budget development review and recommendation. Among the improvements he highlighted were: Enhance campus-wide life safety systems., Construction of an advanced life sciences training center, college partnership laboratory schools, and the replacement Johnston Memorial Library.

Mr. Burton who works closely with the General Assembly Office has invested 14 JMLI interns in the General Assembly. Mr. Burton also mentioned VSU lobby day, which is February 12th where the Resolutions honoring Ms. Peggy Davis and Mr. Lucious Edwards are to be awarded.

Philanthropy Update

Ms. Tonya Hall, Vice President for Advancement and External Engagement, presented an overview of the Office of Institutional Advancement, including its roles, responsibilities, and alignment with the university's current Preeminence for the Purpose Strategic Plan.

The Institutional Advancement Committee meeting buzzed with energy as the Vice President for Advancement and External Engagement unveiled the Office of Institutional Advancements strategic roadmap. The presentation underscored the office's pivotal role in fueling the University's ambitious Preeminence for a Purpose Strategic Plan. From cultivating philanthropic partnerships and nurturing donor relationships to igniting alumni engagement and amplifying the University's message through dynamic marketing and communications, the office is a driving force. Excitement mounted as the committee delved into the promising progress of the quiet phase of the transformative Building a Greater Legacy comprehensive campaign, a campaign poised to shape the very future of the University and hinting at the profound impact to come.

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and tell our story

Priority 5: Diversify financial resources and enhance operational effectiveness

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VSU Alumni Engagement:

Mr. Franklin Johnson-Norwood gave an overview of the VSU Alumni update. Dr. Wilkes presented and explained the Estate gift received by Ethel Davis.

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 2:19 p.m.

APPROVED:

Chair

Date