

# November 19, 2021 Institutional Advancement Committee: 9 am to 10:30 am

11/19/2021 12:00:00 AM 09:00 AM - 10:30 AM



<b>Agenda Topic</b>	<b>Presenter</b>	<b>Page</b>
Book Contents	Ms. Shavonne Gordon, Chair	1
1. Committee Agenda		2
2. Previous Meeting Minutes		4
3. Executive Summary		9
4. Office of Communications	Dr. Gwen Williams Dandridge	13
5. Government Relations	Mr. Eldon Burton	32
6. Office of Institutional Advancement	Ms. Tonya S. Hall	42

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS**  
**COMMITTEE ON INSTITUTIONAL ADVANCEMENT**  
**9:00 A.M.; FRIDAY, NOVEMBER 19, 2021**  
**Gateway Dining & Event Center**  
**(on the campus of Virginia State University)**  
*(No Public Comment Period Scheduled)*

**DRAFT AGENDA**

*(as of 11.10.21)*

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

ROLL CALL

INVOCATION *(Pastor Jasmyn Graham, Director of Campus Ministries)*

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

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

REPORTS AND RECOMMENDATIONS

- Office of Communications ..... Dr. Gwendolyn Williams-Dandridge  
Asst. Vice President, Communications
  - Recent Newsmakers
  - Third Party Credibility
  - Social Media Initiatives
  - Product Brand Returns
  
- Government Relations Update ..... Mr. Eldon Burton  
Asst. Vice President, Government Relations
  - Virginia Election Updates
  - General Assembly 2022
    - VSU Request(s)
    - State Council of Higher Education for Virginia (SCHEV) Budget Recommendations
    - Council of Presidents Budget Proposal
  - On Campus Visits from Government Officials
  
- Institutional Advancement ..... Ms. Tonya Hall  
Vice President for External Relations
  - Fundraising Dashboard Review
  - FY22 Fundraising Activity
    - 2021 Homecoming Match Challenge Results
    - FY21 Scholarship Disbursement
  - Corporate and Individual Prospect Pipeline

**Committee on Institutional Advancement**  
**Friday, November 19, 2021**  
**Page 2**

REPORTS AND RECOMMENDATIONS

- Institutional Advancement (continued)
  - Alumni Update
  - Mission Moment
  - Upcoming Events

OTHER BUSINESS

ADJOURNMENT

*\*\*All start times for committees are approximate. Meetings may begin either before or after the posted approximate start time as committee members are ready to proceed. Meetings may also end either before or after the posted time. The Board reserves the right to change its schedule as needed.*

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS  
INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE  
DRAFT MEETING MINUTES  
Thursday, September 16, 2021**

**CALL TO ORDER**

Ms. Shavonne Gordon, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 1:00 p.m. in the VSU Welcome Center.

**ROLL CALL**

A quorum was present.

*Committee Members Present:*

Ms. Shavonne Gordon  
Mr. Edward Owens  
Ms. Thursa Crittenden  
Ms. Pamela Currey  
Dr. Christine Darden  
Mr. Glenn Sessoms  
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  
Tonya S. Hall, Vice President, External Relations  
Eldon Burton, Director, Government Relations  
Hubert D. Harris, Chief of Staff  
Dr. Gwendolyn Dandridge, Director, Communications  
Dr. Annie C. Redd, Special Asst. to President/Board Liaison

*Legal Counsel Present:*

Cynthia Norwood, Assistant Attorney General

*Others Present:*

Pastor Jasmyn Graham, Director, Campus Ministries  
Yourdonus James, Director, Conference Center  
Tazjia Harris-Paiva, Institutional Advancement  
Paul Brathwaite, Federal Street Strategies  
Christopher Henry, Technology Services  
Corey King, Technology Services  
Maurion Edwards, Technology Services  
Franklin H. Johnson, Jr., Alumni Relations  
Tiffany Gullins, Alumni Relations  
Chip Sawyer, Institutional Advancement  
Ri'Shawn Bassette, Office of Communications  
Courtney D. Grice, Institutional Advancement (electronic participation)

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE  
MEETING MINUTES  
September 16, 2021  
Page 2**

**INVOCATION**

Ms. Gordon invited Mr. Franklin Johnson 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 April 22, 2021 meeting by voice vote.

**NOMINATIONS FOR COMMITTEE VICE CHAIR**

Ms. Gordon nominated Mr. Edward Owens to serve as Vice Chair. A motion was made to accept the nomination of Mr. Owens as Vice Chair, and the motion passed unanimously by voice vote.

**PRESIDENT'S REMARKS**

President Abdullah acknowledged Ms. Tonya Hall for her work in Institutional Advancement in less than a year and congratulated her on re-building the IA team, whose members will be introduced today.

**REPORTS AND RECOMMENDATIONS**

**Government Relations**

Mr. Eldon Burton presented updates from the Virginia General Assembly. The VA General Assembly convened on Aug. 2nd for Special Session II. The session concluded on Aug. 10th with the state legislature appointing eight new judges to the Virginia Court of Appeals as well as passing a plan to spend \$3.5 billion of the \$4.3 billion from the federal coronavirus relief funds allocated to the state through the American Rescue Plan (ARP) Act. Governor Ralph Northam signed HB 7001, which allocated \$100 million in needs-based financial aid to VA's public institutions and \$11 million to VA's private institutions. No less than 30 days prior to distributing the funds to each institution, State Council for Higher Education of Virginia (SCHEV) will report to the Chairs of the Money Committees, the Sec. of Finance, the Sec. of Education, and the Director of Department of Planning and Budget (DPB) on the allocation methodology that will be used.

Mr. Burton informed the Committee that the \$111 million allocated to VA's Higher Ed Institutions was in part a result of a unified budget proposal introduced by the VA Council of Presidents where President Abdullah serves as the Chair and President Tim Sands from Virginia Tech is the Vice Chair. This group of Presidents (including Presidents of VA Community College System (VCCS) and the Council of VA's Independent Colleges) has worked very closely together with its liaisons and budget directors to advance the initiatives of VA's higher ed institutions. They meet at least once a month to discuss items such as re-opening plans, unified budget proposals, access and equity initiatives, etc. This is a very critical time for President Abdullah to serve as Chair, as all of our institutions are still battling with the COVID pandemic, the Delta variant, and decisions on whether or not to mandate vaccinations.

The 2021 General Assembly provided \$300,000 in general fund for State Council of Higher Education for Virginia (SCHEV) to lead the study of costs and funding needs for Virginia public higher education institutions. The current funding model (base adequacy) was last updated in 2000. Since then, the Commonwealth has experienced two recessions resulting in budget cuts and changes have occurred in student demographics, instructional delivery modes and program offerings. As a result, institutions have raised tuition

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE**  
**MEETING MINUTES**  
**September 16, 2021**  
**Page 3**

and fees to meet these changes. SCHEV is tasked to perform the base adequacy calculation annually. The majority of institutions are at-or-above the required funding need calculated by the base adequacy funding formula. Consequently, the current state funding is primarily driven through individual-institution needs versus a comprehensive statewide strategy.

To address these concerns and at the request of SCHEV, the 2021 General Assembly included a review of higher education costs to assess Virginia public postsecondary funding and spending, make national comparisons and recommend methods to allocate limited public resources that align with state goals of access, affordability and equity. Throughout the cost study process, SCHEV staff will coordinate with a working group made up of Capitol Square and institutional leadership and staff. SCHEV will also organize meetings with advocacy and public interest groups as well as the business community. Stakeholders will have the opportunity to provide input multiple times throughout the process.

Mr. Burton gave an overview of the budget development and budget deliberation processes. VSU has submitted a total capital request of \$210,288,767 to the General Assembly for 2022-2024 to include the following:

- \$35,412,881 REQUEST Construction BOLT Center for Leadership, Social Equity and Engagement
- \$56,620,116 REQUEST Renovate and Construct Addition to Johnston Memorial Library for Technology One Stop and vacation Trinkle Hall
- \$13,583,769 REQUEST Construct Physical Plant Annex
- \$35,258,337 REQUEST Renovate Virginia Hall
- \$12,695,743 REQUEST Erosion Control and Storm Water Management Improvements
- \$14,159,081 REQUEST Accessibility Upgrades and Replacements
- \$15,015,744 REQUEST Reroof Academic and Administrative Buildings Campus wide
- \$24,542,126 REQUEST Renovate Davis Hall

VSU funding request for new strategic initiatives totaling \$3,001,786 for 2022-23 and \$3,730,500 for 2023-2024 include the following:

- Financial Aid Support for Low-Income Students:
  - Funding Request: **2022-23** \$4,750,000; **2023-24** \$4,750,00
- Degree Completion and Career Enhancement Initiative
  - Funding Request: **2022-23** \$950,000; **2023-24** \$950,000
- VSU Public Health Institute:
  - Funding Request: **2022-23** \$983,500; **2023-24** \$983,500
- VSU Pipeline with Purpose
  - Funding Request: **2022-23** \$260,000; **2023-24** \$260,000
- VSU Advanced Manufacturing Logistics Institute
  - Funding Request: **2022-23** \$715,000; **2023-24** \$715,000
- New Degree and Online Programs
  - Funding Request: **2022-23** \$3,001,786; **2023-24** \$3,730,500

A Visitor offered a note of commendation to the VSU team about the good reports he has received about VSU from state legislators. The team has been striking the right balance in presenting the University's requests.

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE  
MEETING MINUTES  
September 16, 2021  
Page 4**

Mr. Burton introduced Mr. Paul Brathwaite who works closely with President Abdullah as a federal strategist for the Council of 1890s Universities Foundation to secure resources. Mr. Brathwaite indicated that the priority focus is on agricultural programs at these universities resulting in annual increases with additional funding in those areas as well as for research and extension projects. Most recently, the team has been working to promote the passage of the HBCU IGNITE Bill which would provide significant new resources for all HBCUs--The Institutional Grants for New Infrastructure, Technology, and Education (IGNITE) for HBCU Excellence Act.

Mr. Brathwaite shared that Congresswoman Alma Adams is the champion of the bill and President Abdullah and other HBCU leaders gather to sign 1890 letters demonstrating support from HBCUs across the country. The letter resulted in national press coverage such as a Washington Post story regarding HBCU advocates not being pleased with proposal. President Biden had requested \$55B for new investment, but the bill only contains a proposal for \$2B for all Minority Serving Institutions (MSIs); and the challenge is that HBCUs are being lumped in with the MSIs. The concern is that if the number of eligible schools is increased for the same amount of dollars, the impact for HBCU's will be diminished to make investments to move them forward in research, etc. in the 21<sup>st</sup> century.

Mr. Brathwaite stated that some of the work crosses over into the private industries to leverage partnerships with Fortune 500 companies who participate in HBCU partnerships to stimulate minority employment. President Abdullah commended Mr. Burton and Mr. Brathwaite for the great work that has jumpstarted government relations at VSU. As a result of their efforts, we are now reviewing how we connect our institutional advancement activities; government relations to highlight fundraising and fundraising to highlight government relations.

**Institutional Advancement**

Ms. Tonya Hall introduced new team members: Chip Sawyer, Major Gift Officer; Courtney D. Grice, Advancement Specialist; Franklin H. Johnson, Jr., Director of Alumni Relations; Tiffany Gullins, Alumni and Donor Relations Specialist; Ri'Shawn Bassette, Media & PR Specialist. In addition, Tazjia Harris-Paiva will now focus on Annual Giving.

Mr. Johnson and Ms. Gullins gave an update on the Alumni Relations Oral History Project with the expected outcomes to document the oral history of all of our alumni, turning non-donor alumni into donors, and the alumni project will be transcribed into a book.

Ms. Tonya Hall shared some of the strategies now in place to reach the goal of \$6-\$7M range in 2025. Ms. Hall stated that she believes in an integrated approach to fundraising; therefore, every member of the Institutional Advancement team will be trained to fundraise. Every major donor will have a relationship team, and annual giving will focus on recurring gifts collaborating with major gift officers to transition from annual giving. In addition, there will be a focus on increasing grant proposals/grant writing.

Ms. Hall presented the Fundraising Dashboard Report as of 9.10.21 -

- FY22 YTD \$485,422.08 - 379 Donors
- FY22 YTD Alumni Giving \$140,242.72 - 224 Donors
- FY22 YTD Corp/Fund/Org \$285,615.28 - 27 Donors

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE  
MEETING MINUTES  
September 16, 2021  
Page 5**

Corporations and Individual Prospect Pipeline include the following -

- September 2021 -
  - HBCU Lower carbon Capital Fund Allocation from Chris and Crystal Sacca-\$100,000
- December 2021
  - Altria- 1.5 Million (500K/3 years)
  - Mary Macon Trenholme Endowed Fund-\$250,000
  - Golden Nugget-\$200,000
  - Dr. Gladys West Constellation Trimble 4 Year Scholarship Fund-\$60,000
- TBD
  - Capital One-\$50,000
  - Deloitte-TBD

Ms. Hall shared information about the Match Challenge and the IA Stewardship Plan. The Match It Challenge begins September 17 and ends October 28 with three match gift options: 1) All alumni gifts will be matched; 2) First time alumni gifts will be matched twice; and 3) The Decade Challenge will be matched—this challenge will end October 21 because it will be announced at Homecoming. The IA Stewardship Plan has 4 key areas of focus: acknowledgement, recognition, reporting, and online engagement which includes planned giving.

Ms. Hall thanked the Board for approving the naming of a room for Dr. Jona McKee in the Jesse Boiling Building. Dr. McKee was very appreciative and visibly moved by this honor.

The Rector encouraged Board members to give to VSU regardless of the amount. She indicated that it would be a tremendous show of support for the University to report that there was 100% participation in giving from its governing body.

**ADJOURNMENT**

There being no further business, the Chair adjourned the meeting at approximately 11:15 a.m.

Approved:

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Chair

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Date



**Institutional Advancement Committee  
Executive Summary  
November 19, 2021**

***Topic: Quarter 2 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 Office of Institutional Advancement provided an overview as we are closing out 2021.

**Government Relations Executive Summary**

Glenn Youngkin (R) defeated Terry McAuliffe (D) in the general election for Governor of Virginia on November 2, 2021, becoming the first Republican to win a statewide election in the state since 2009. Windsome Sears was also elected as the first black woman for Lieutenant Governor, and Jason Miyares, the first Cuban-American member of the VA House of Delegates, became the state's attorney general-elect. Republicans in the VA House of Delegates also flipped 7 seats, gaining control of the Chamber. Mike Cherry, a member of the City Council in Colonial Heights and director of a Christian school, will now represent the 66th district where Virginia State University is located. This seat was previously held by Kirk Cox.

As it relates to the upcoming General Assembly (GA) session, the Governor's Administration and the Department of Planning and Budget are currently reviewing agency requests for the outgoing Governor's budget that he will in turn submit to the GA for the upcoming session. The State Council for Higher Education for Virginia (SCHEV) approved a \$700 million budget recommendation for the Governor to consider adding to his proposal. This includes \$208 million in financial aid programs to improve student success and funding for low- and middle-income students. While this funding benefits all institutions, the primary increase is at six institutions with the highest percentages of low-income students and student financial needs. This includes VSU. Average awards at these institutions would increase by as much as \$1,500 to nearly \$2,000 and potentially lower debt. The budget recommendations also includes \$60 million to address equity and fairness in funding among institutions.



Also, at SCHEV's meeting, the board approved and wrote letters to both the Governor and the General Assembly acknowledging their recommendation that VSU be taken off probation. The letter states, "for 2021-2022 that VSU has satisfactorily met the performance standards of the VA Higher Education Opportunity Act and Appropriation Act.

VSU continues to engage its local, state, and federal leaders. Recently, both the former Governor and the Governor-Elect visited campus and met with our students. We have also had visits by US Senator Tim Kaine to our Minority Entrepreneurship Business Launch Center, the County Manager of Henrico Jon Vitolkas spoke to our business students, and over 10 government officials joined us for our homecoming festivities.

### **Communications**

VSU positive media and community interactions continue. VSU remains consistent with telling our story through local, regional and national news headlines. We have seen tremendous success with local and national news and social media headline topics to include: Virginia State University's mental health day, as well as homecoming and athletic COVID protocols and enrollment increase.

In addition, we continue to be sought out as a source for non-VSU related news including the death of Gen. Colin Powell, the Dominion/SCC agreement, and the recent social media outage.

In addition, we have begun a number of additional social media initiatives to assist with telling our story. Those include Hootsuite, LinkTree, and the VSU website.

Our products continue to sell well in local retailers. In the past year, VSU reported more than 40 thousand dollars in product royalties. This is our highest income to date.

Data compiled by the Office of Communications using Meltwater Media Monitoring Company as a resource show that VSU was mentioned more than 1000 times on broadcast stations over the past year.

The Office of Communications continues to pursue ways to promote our new brand slogan through presentations to faculty, staff, and student representatives who are heartily embracing it.



### **Institutional Advancement**

As evidenced by the FY22 dashboard report, philanthropic support to VSU totals \$1,424,791.03 from 919 donors as of November 6, 2021. Compared to the fiscal year 2021 year to date of \$1,026,938.68 from 1,245 donors. Total dollars currently we are 387,852.35 dollars over total raised this same time last year or 137%. Total donors, currently we are 326 donors under the total this same time the previous year or 74%. The fall appeal was delayed in September and is scheduled to go out in December for our end-of-the-year appeal.

The Homecoming Match It Challenge was a great success, and as of October 30, 2021, we have raised \$714,540.90 from 545 donors. The Annual Global Day of Giving is November 30, 2021; Institutional Advancement expects alumni donor count to increase. Tuition assistance we are at 62% and \$181,355.92 dollars under last year's final total dollar raised the previous year this time.

Our Scholarship Distribution for FY 21 was 562 university, provost, and presidential scholars were funded for a total of \$1,232,994. These totals are only for University, Provost, and Presidential scholarships. These numbers do not include tuition assistance, unfunded, auxiliary, or other types of scholarships awarded by the Financial Aid office. Out of the \$1,232,994 awarded for this process, a total of \$136,135 worth of VSU and VSUF current use gifts and funds was applied. The remaining \$1,096,659 was funded by endowed gifts.

The Institutional Advancement team has developed a robust pipeline of potential corporations and individuals such as; Mary Macon Trenholme Endowed Fund, Deloitte, JP Morgan Chase Northrop Grumman, M&T Bank, The Fulton Forward Foundation, and Horizon Blue Cross Blue Shield. There have been two proposals that are pending which are Altria- 1.5 Million (500K/3 years) and Capital One-\$40,000 (STEM), which we hope to be awarded in December 2021.

### **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. The Institutional Advancement Office will execute the presented initiatives and strategies to seek and secure philanthropic support from all constituents. Full reports can be found in Diligent for your convenience.

## 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*

## Today's Report

- Recent Newsmakers
- Earned Media/Third Party Credibility
- Social Media Initiatives
- Product Brand Returns
- Q and A



# News Makers

## VSU Mental Wellness Day



### **VSU CANCELS CLASSES FOR A DAY TO ADDRESS COVID-19 MENTAL HEALTH AND FATIGUE.**

*University officials encourage students to use Tuesday, September 28th to participate in planned health and wellness activities.*

VIRGINIA STATE UNIVERSITY, VA—September 27, 2021—Virginia State University is designating Tuesday, September 28, 2021, a Trojan Wellness Day. The goal is to mitigate the increased loneliness, stress, anxiety, and depression, caused in part by the COVID-19 pandemic. According to the CDC, “The COVID-19 pandemic has had a major effect on our lives and present challenges that can be stressful, overwhelming, and cause strong emotions in adults and children.” To foster physical and emotional well-being, the VSU Health & Wellness Center, Student Government Association, Faculty and Staff Senate, and the Administration are committing the day to mental health and wellness.

“Achieving a university-wide COVID-19 positivity rate of less than one percent is no small feat. It requires a great deal of work by our faculty, students, staff, and administration,” said VSU President, Dr. Makola M. Abdullah. “Not only is everyone under a significant amount of pressure, dealing with the typical stress of higher education, but now everyone is doing so with the added demands and exertions of a global pandemic. This makes intentional intervention to address physical and emotional wellness—all the more necessary—which is exactly what this Trojan Wellness Day is all about.”

There will be no classes at Virginia State University on Trojan Wellness Day. VSU Employees may also choose to use a leave day or a relaxed workday. For this day, faculty and staff may feel free to dress down, attend on-campus mental health activities, and spend additional time checking on co-workers. Virginia State University is encouraging everyone to prioritize self-care on this day.

“We all need to think about prioritizing our health on this day, in order to continue to ensure that greater happens here,” said Dr. Donald E. Palm, Provost and Senior Vice President for Academic and Student Affairs. “And the message to our Trojan Community is simple—Virginia State University cares. We care about you and your mental health; and we recognize your hard work and commitment.”

VSU students are invited to contact the University Counseling Center to schedule an appointment to further enhance their coping skills. The VSU Health & Wellness Center is coordinating a schedule of Wellness Day events and planned activities for students and employees.

###



# VSU Mental Wellness Day





## 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





COVID Protocols for Athletics



COVID Protocols for HC

# Newsmakers

WHSV

## VSU reports largest enrollment increase in 10 years

ETTRICK, Va. (WWBT) - Virginia State University is reporting the largest enrollment increase in retention and enrollment in more than a...

2 days ago



NBC12

## Virginia State University Students, Home Depot create new

...

ETTRICK, Va. (WWBT) - The Home Depot and students and faculty of Virginia State University have partnered up to create a new outdoor fitness...

4 weeks ago



13News Now

## VSU becomes first in-state college to offer certification program on military culture

Virginia State University said it's the first and only university in the state to establish a military cultural competency training...

22 hours ago



More than 1000 broadcast mentions in 2021

## Today's Report

- Recent Newsmakers
- **Earned Media/Third Party Credibility**
- Social Media Initiatives
- Product Brand Returns
- Q and A





# Earned Media/ Third Party Credibility

*publicity gained through promotional efforts*



Death of General Colin Powell



Dominion Settlement with SCC

"Virginia State University halted classes and other academic activities on Sept. 28 for a wellness day that included massages and yoga sessions. The public university in Petersburg, with about 4,300 students this fall, encouraged everyone on campus to focus on their physical and emotional well-being amid the stress of the pandemic. University Provost Donald Palm said the school wanted to send a message: "Let's take a timeout and reset. It's an opportunity for self-reflection, checking on a neighbor, checking on a peer."

Dr. Donald Palm  
Washington Post

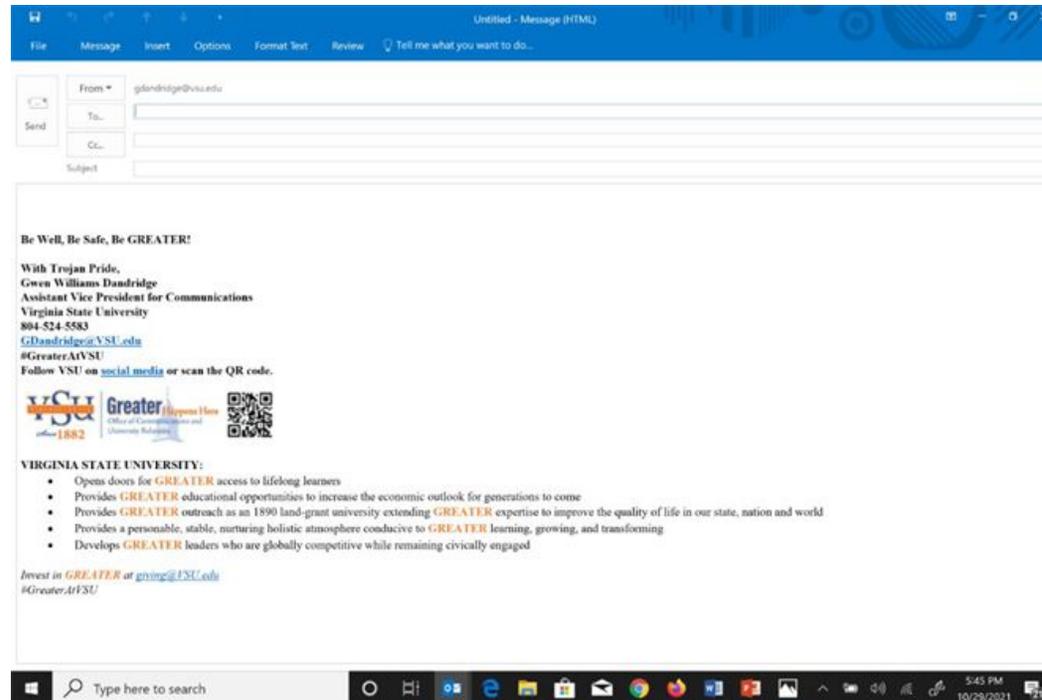
## Today's Report

- Recent Newsmakers
- Earned Media/Third Party Credibility
- **Social Media Initiatives**
- Product Brand Returns
- Q and A



# Social Media Initiatives

Hootsuite  
Linktree  
[VSU website](#)



### **VSU AND THE HOME DEPOT PARTNER TOGETHER TO SUPPORT HEALTH AND FITNESS**

*Ground work began today on \$30 thousand VSU Outdoor Fitness Park*

**VIRGINIA STATE UNIVERSITY, VA**—October 14, 2021—Virginia State University has partnered with The Home Depot to create a new outdoor fitness park on the VSU campus. Earlier this year, Virginia State University was selected as one of 30 Historically Black Colleges and Universities (HBCU) nationwide to win the Home Depot Retool Your School contest after receiving a high number of votes from students, alumni, and advocates.

As a winner of the contest, Virginia State University received a \$30,000 grant to make outdoor upgrades or improvements to campus. Students voted to create the outdoor fitness park space to provide a new area on campus to stay active in a fun and engaging way. The fitness park is located near the main entrance of campus. The Home Depot associate volunteer force will work alongside Virginia State University students and staff to complete the campus beautification project.

“Student health and wellness is always one of our top priorities here at Virginia State University and when talking about health, we know preventative care is important,” said Dr. Donald E. Palm, Provost and Senior Vice President for Academic and Student Affairs. “The building of this fitness park shows that we want students to also prioritize physical health in addition to their mental health.”

The Home Depot Retool Your School program has provided more than 140 sustainable campus improvement grants since the program was established in 2009 to contribute to campus improvement projects to preserve the beauty and longevity of historic institutions like Virginia State University. The project is expected to be complete by mid-December.

[Click HERE](#) for photos of The Home Depot associate volunteer force working alongside Virginia State University students and staff to begin the campus beautification project. Feel free to use these photos to share our story.

Share now

facebook

Facebook navigation bar with search, home, notifications (9+), messages (5), and profile (Gwen) buttons.

**Gwen Williams Dandridge** profile header with "Add to Story" and "Edit Profile" buttons.

**Album: bassette**

- Alfred Davis
- Trina Lee
- Shirley Williams
- Butch Tiller
- Eric D. Jackson Sr.
- Joette Scott

**Life Events** | See All

- Left Job at WRIC-TV 2009

**Post:** Like, Comment, Share

View previous comments

- Stanley Russe Jordan: Couldn't it happen to a better person **congratulations** my friend. Love · Reply · 13m

Write a comment...

**Gwen Williams Dandridge** October 26 at 5:01 PM



VSU.EDU  
**VSU and the Home Depot Partner together to Support Health and Fitness**

Windows taskbar at the bottom shows search, task view, and various application icons. System tray shows 6:04 PM on 10/29/2021 with 19 notifications.

## Today's Report

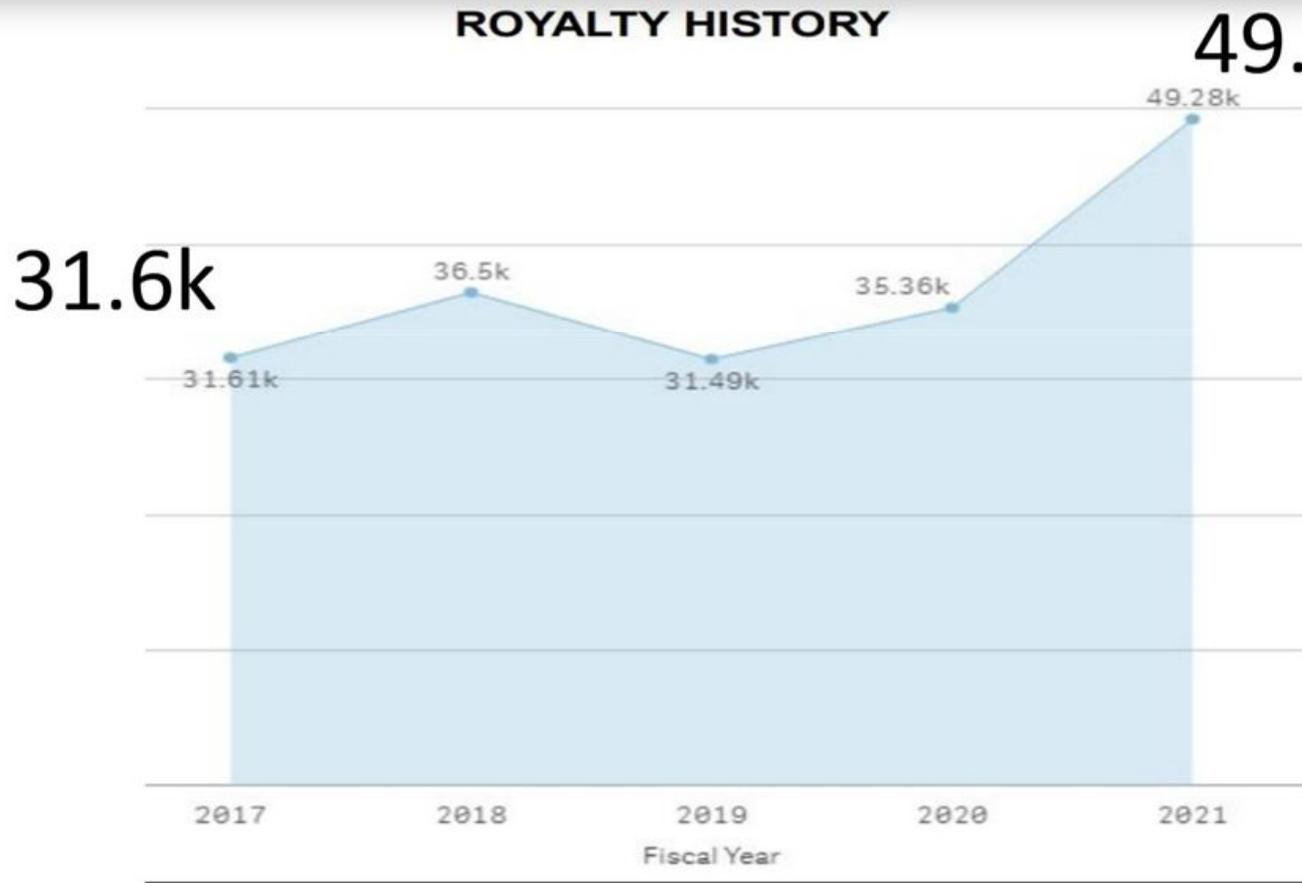
- Recent Newsmakers
- Earned Media/Third Party Credibility
- Social Media Initiatives
- **Product Brand Returns**
- Q and A



## VSU PRODUCTS AS BRAND MESSAGING



### ROYALTY HISTORY



**49.28k**

(July 2020 - Jun 2021)



**39.4%**

Highest Royalty  
Year on Record  
for VSU

## FY22 First Quarter: July-September

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



130%

## 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*

## 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*



Since 1882

## Government Relations Updates

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VSU continues to engage its local, state and federal leaders. Recently, both the former Governor and the Governor-Elect visited campus and met with our students. We have also had visits by US Senator Tim Kaine to our Minority Entrepreneurship Business Launch Center, the County Manager of Henrico Jon Vitolkas spoke to our business students, and over 10 government officials joined us for our homecoming festivities.



# GOVERNMENT RELATIONS UPDATE

Eldon Burton  
Virginia State University  
November 2021



Glenn Youngkin



Windsome Sears



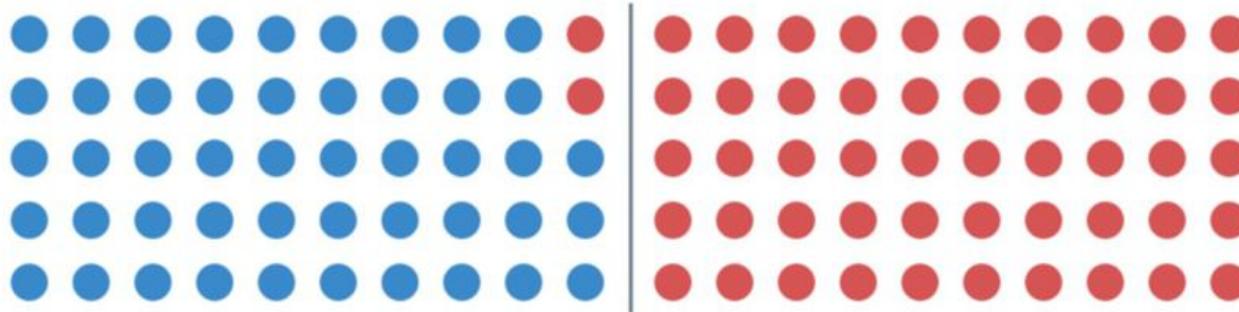
Jason Miyares



# VA House of Delegates

2021 General Election

Change  
**-7**



48 Democrats

0 Undecided

52 Republicans

Change  
**+7**



Mike Cherry



Kim Taylor



Otto Wachsmann



Carrie Coyner

## 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



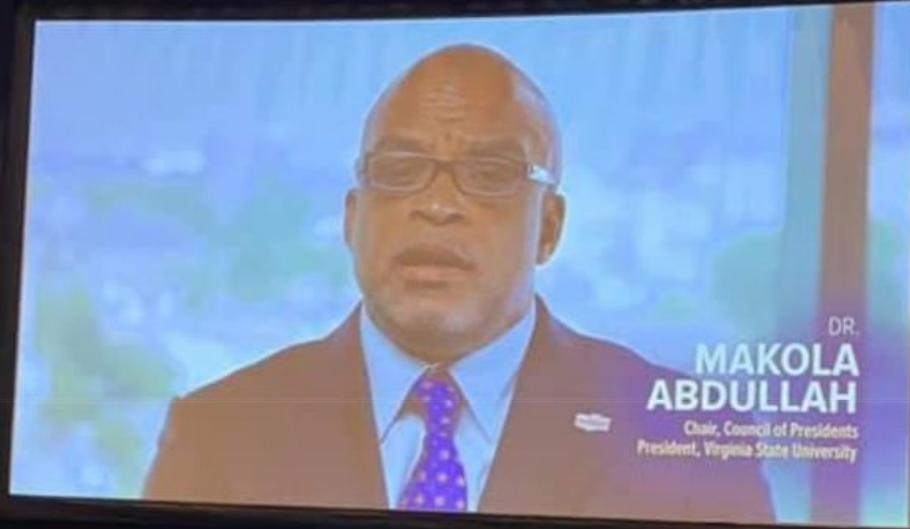
**\$208 million** in financial aid programs to improve student success and funding for low- and middle-income students.

**\$224 million** for recruitment and retention of talent.

**\$60 million** to address equity and fairness in funding among institutions.

**\$20 million** to bring work-based learning and paid internships to scale.

**\$85 million** for institution-specific initiatives that support student success, talent pathways and inclusive excellence.



DR.  
**MAKOLA  
ABDULLAH**  
Chair, Council of Presidents  
President, Virginia State University

VA CHAMBER  
FOUNDATION



**DEVELOPING AFFORDABLE PATHWAYS FOR VIRGINIA'S TALENT:  
A PARTNERSHIP BETWEEN BUSINESS AND EDUCATION**

**2021 VIRGINIA EDUCATION AND  
WORKFORCE CONFERENCE**

OCTOBER 20, 2021 | [WWW.VACHAMBER.COM](http://WWW.VACHAMBER.COM)

**BLUEPRINT  
VIRGINIA 2030**

VA CHAMBER  
FOUNDATION

GROWTH 4 VA  
Virginia Business High Education Center

WORLD-CLASS  
LEARNING  
OPPORTUNITY  
PARTNERSHIP  
CREATING PATHWAYS TO PROSPERITY



# CAMPUS VISITS



**QUESTIONS?**

# Office of Institutional Advancement Update

*November 19, 2021*





# Strategic Plan Alignment

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

**GOAL 5:** Strengthen philanthropic support and ensure university resources and operations support long-term growth, sustainability and excellence



# Office of Institutional Advancement Dashboard

*As of November 6, 2021*

	FY 2022 - YTD		FY 2021 - YTD	
	DOLLARS	DONORS	DOLLARS	DONORS
CHARITABLE	\$1,424,791.03	919	\$1,036,938.68	1,245
ALUMNI	\$660,109.68	623	\$458,592.54	972
ALUMNI ASSOC	\$28,300.00	7	\$26,845.00	13
FACULTY/STAFF	\$72,604.78	64	\$61,134.94	63
CORP/FND/ORG	\$564,906.93	56	\$426,065.09	44
FRIENDS	\$71,040.84	163	\$32,211.11	93
PARENTS	\$21,828.80	6	\$30,785.00	14
STUDENTS	\$6,000	2	\$1,305	46

## Tuition Assistance Fund

FY22	FY21 – FINAL	FY20 - FINAL	FY19 - FINAL
\$291,904.08	\$473,260.00	\$389,645.40	\$349,131.03



Since 1882

## Key Take Aways

Trojans Love a Challenge!  
Trojans are Passionate VSU!  
Trojans are Donor Savvy!

### ALUMNI

TOTAL #: 1<sup>ST</sup> TIME DONORS: 60

TOTAL #: EXISTING DONORS: 378

TOTAL #: 1<sup>ST</sup> TIME RECURRING DONORS:  
37

### FACULTY

TOTAL #: 1<sup>ST</sup> TIME DONORS: 3

TOTAL #: EXISTING DONORS: 43

## HOMECOMING MATCH IT CHALLENGE



Thank You to all of our alumni who participated  
in the Homecoming Match It Challenge!

As of October 30, 2021 we have raised  
**\$714,540.90** from **545** donors.



**THANK YOU TROJAN FAMILY FOR  
SUPPORTING OUR STUDENTS!**



## Next Match Challenge!

*Save the Date*

**TR**  **JANS**  
**GIVING TOGETHER**

**GIVING TUESDAY**  
**NOVEMBER 30, 2021**

**SPREAD THE WORD TO THE TROJAN COMMUNITY**  
**BY USING THE #VSUGIVES HASHTAG.**





# Corporate & Individual Prospect Pipeline

*Mary Macon Trenholme Endowed Fund*

*Deloitte*

*JP Morgan Chase*

*Northrop Grumman*

*M&T Bank*

*The Fulton Forward Foundation*

*Horizon Blue Cross Blue Shield*

*Submitted & Pending*

*Altria- 1.5 Million (500K/3 years)*

*(December 2021)*

*Capital One-\$40,000 (STEM)*



# FY21 Scholarship Distribution

**562 university, provost and presidential scholars were funded for a total of \$1,232,994.**

***Breakdown by Type***

	<u># of Awards</u>	<u>Amount Paid</u>
Presidential	162	\$ 796,174.00
Provost	202	\$ 301,500.00
University	198	\$ 135,320.00
Total	562	\$ 1,232,994.00

***Breakdown by Class***

	<u># of Awards</u>	<u>Amount Paid</u>
Freshman	182	\$ 534,250.00
Junior	137	\$ 249,602.00
Sophomore	137	\$ 240,510.00
Senior	106	\$ 208,632.00
Total	562	\$ 1,232,994.00

\* Note: These totals are only for University, Provost, and Presidential scholarships. Does not include tuition assistance, unfunded, auxiliary, or other types of scholarships awarded by the Financial Aid office. Out of the \$1,232,994 awarded for this process, a total of \$136,135 worth of VSU and VSUF current use gifts and funds was applied. The remaining \$1,096,659 was funded by endowed gifts.



# FY21 Scholarship Breakdown by Entity

*288 funds across VSU and VSU Foundation distributed to support the process of supporting university, provost and presidential scholars.*

## *Breakdown by Entity*

	<u># of Gifts</u>	<u>Amount Paid</u>
VSU Foundation	197	\$ 611,593.38
VSU	91	\$ 621,400.62
Total	288	\$ 1,232,994.00



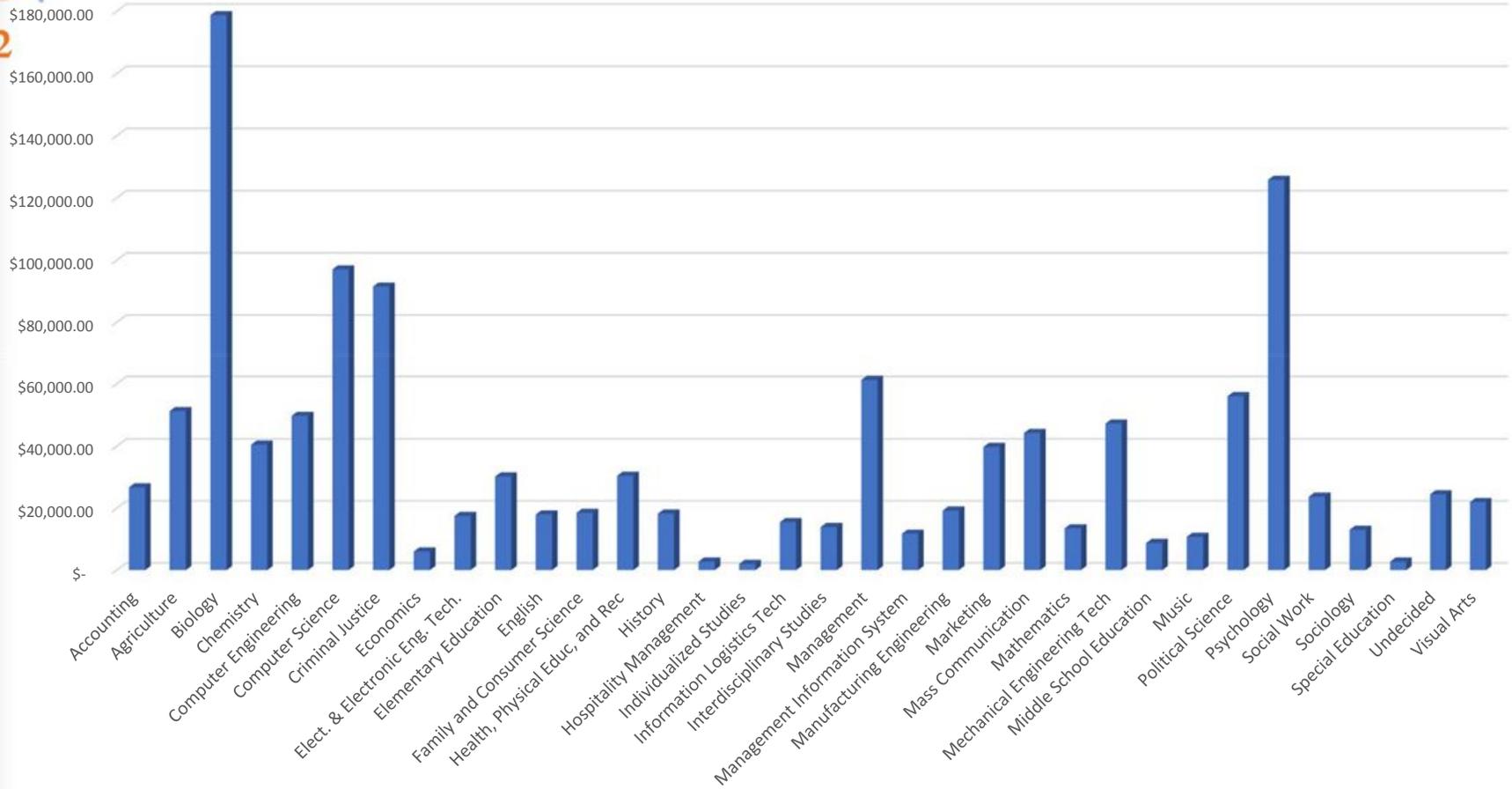
## FY21 Tuition Assistance Disbursement

Award Year	Amount	# of Students
2020-2021	\$299,230	159
2019-2020	\$443,284	226
2018-2019	\$379,727	217
2017-2018	\$217,338	141
2016-2017	\$255,858	175
2015-2016	\$438,101	336
2014-2015	\$389,395	251
2013-2014	\$130,610	148
2012-2013	\$330,295	307

### VSU Tuition Assistance

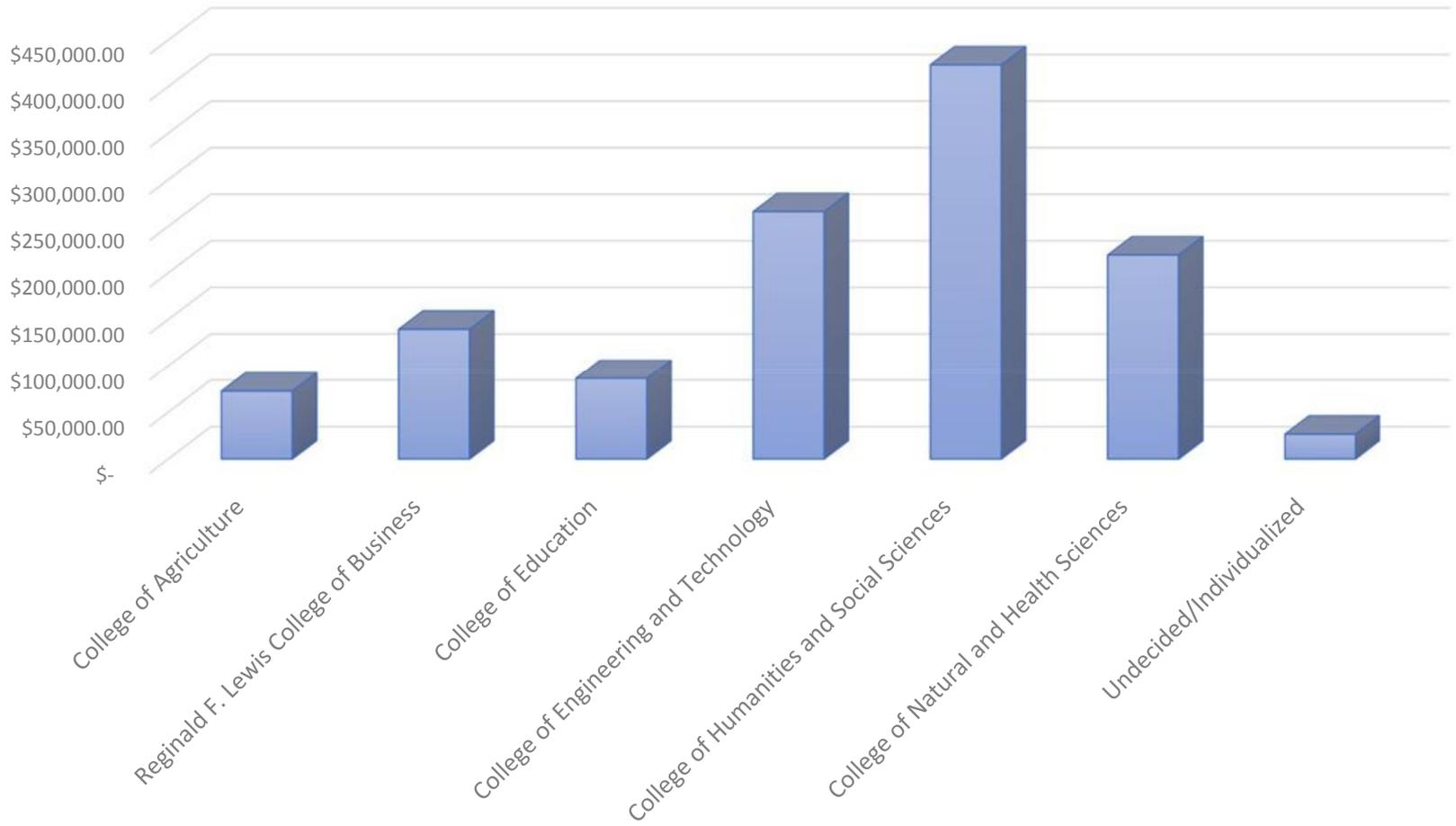
- Average Award- \$2,000
- Highest Award- \$6,000
- Lowest Award- \$250

# Breakdown by Major





# Breakdown by College FY2021-2022





Since 1882



BANK OF AMERICA



Elizabeth Barnette  
Senior Vice President  
Philanthropic Strategist



Each seminar  
will be one hour

**Save the Dates!**  
**January 19, 2022 • 12PM** **April 20, 2022 • 6PM**



BANK OF AMERICA



Lee Parker  
Vice President  
Philanthropic Client Manager

# AN OVERVIEW OF ESTATE PLANNING

- ♦ Why should you have an estate plan?
- ♦ Estate planning documents
- ♦ How to create a plan now (and modify as you go)
- ♦ Charitable giving



# Office of Alumni Relations Update

Franklin H. Johnson Jr.  
Director of Alumni Relations



# Virginia State University Virtual Book Club

- Virginia State University Virtual Book Club will be launching in January 2022
- Books will be curated by our very own Tonya S. Hall, Vice President for External Relations, and Tessa Perry Dean, University Libraries.
- Hosted by Franklin H. Johnson, Jr Director of Alumni Relations and Tiffany M. Gullins, Alumni and Donor Engagement Specialist
- More Information to come



## VIRGINIA STATE UNIVERSITY ORAL HISTORY PROJECT

- **Launching on March 6, 2022 (VSU Founder's Day)**
- **Asking our alumni to share their stories and memories they made on our campus, giving our VSU family an opportunity to reflect and reconnect to our institution.**
- **The Oral History Project allows us to create a unique gift: an oral tapestry that connects Virginia States past and present, weaving together different stories that have impacted the lives of those on the Hill whose time was well spent.**
- **These memories will be shared both digitally and in a keepsake edition that will be hardbound.**

# OUR 2020-2021 CLASS OF 10 UNDER 10

## TROJAN 10 UNDER 10

Dheevyn Anderson '18

Linsay Burch '18

Ashlyn Mason '11

Marahawn Shelton '16

Marcellette Ellis-Goodwin '12

De'Vaughn Mills '19

Justin J. Washington '14

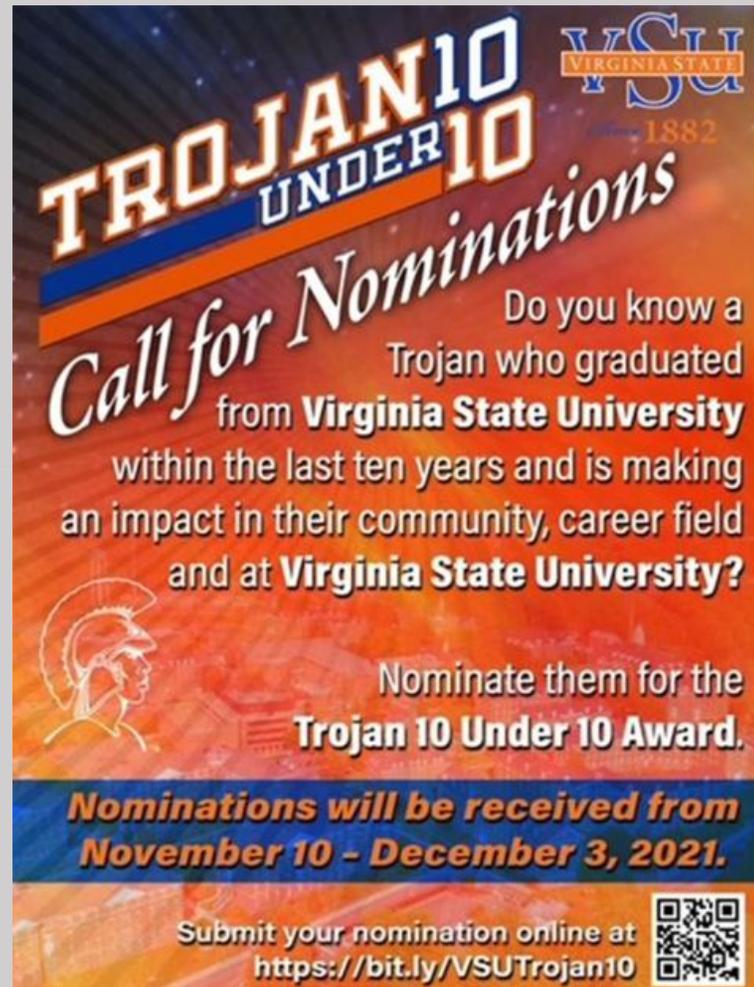
Keyshawn Phelps '19

Victor L. Horton '10

Markus Copeland '11

**VSU**  
VIRGINIA STATE  
Since 1882

**Greater** Happens Here



**TROJAN 10  
UNDER 10**

*Call for Nominations*

Do you know a Trojan who graduated from **Virginia State University** within the last ten years and is making an impact in their community, career field and at **Virginia State University**?

Nominate them for the **Trojan 10 Under 10 Award.**

***Nominations will be received from November 10 - December 3, 2021.***

Submit your nomination online at <https://bit.ly/VSUTrojan10>





# Upcoming Events

**December 9, 2021 - Trojan 10 Under 10**  
recognition ceremony for Class of 2020-2021

**December 18, 2021 Commencement** exercises at 10:00 a.m.  
VSU Multipurpose Center

**January 19, 2022 - Estate Planning** virtual seminar at 12:00 p.m.

**January 29, 2022 - Trojan 10 Under 10** recognition ceremony for 2021-2022 Class

**January 29, 2022 - Alumni Winterfest** at 4:00 p.m. - VSU Multipurpose Center

**February 21 - February 26, 2021 - CIAA Basketball Tournament** - Baltimore, MD

**March 17, 2022 - VSU Founder's Day Observance**

**April 20, 2022 - Estate Planning** virtual seminar at 6:00 p.m.

**May 12 - 14, 2022 Alumni Weekend** Celebrating 2's and 7's

**May 14, 2022 - Commencement** exercises 9:00 A.M. AND 2:00 P.M. - Rogers Stadium



**Institutional Advancement Committee  
Executive Summary  
November 19, 2021**

***Topic: Quarter 2 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 Office of Institutional Advancement provided an overview as we are closing out 2021.

**Government Relations Executive Summary**

Glenn Youngkin (R) defeated Terry McAuliffe (D) in the general election for Governor of Virginia on November 2, 2021, becoming the first Republican to win a statewide election in the state since 2009. Windsome Sears was also elected as the first black woman for Lieutenant Governor, and Jason Miyares, the first Cuban-American member of the VA House of Delegates, became the state's attorney general-elect. Republicans in the VA House of Delegates also flipped 7 seats, gaining control of the Chamber. Mike Cherry, a member of the City Council in Colonial Heights and director of a Christian school, will now represent the 66th district where Virginia State University is located. This seat was previously held by Kirk Cox.

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### **Communications**

VSU positive media and community interactions continue. VSU remains consistent with telling our story through local, regional and national news headlines. We have seen tremendous success with local and national news and social media headline topics to include: Virginia State University's mental health day, as well as homecoming and athletic COVID protocols and enrollment increase.

In addition, we continue to be sought out as a source for non-VSU related news including the death of Gen. Colin Powell, the Dominion/SCC agreement, and the recent social media outage.

In addition, we have begun a number of additional social media initiatives to assist with telling our story. Those include Hootsuite, LinkTree, and the VSU website.

Our products continue to sell well in local retailers. In the past year, VSU reported more than 40 thousand dollars in product royalties. This is our highest income to date.

Data compiled by the Office of Communications using Meltwater Media Monitoring Company as a resource show that VSU was mentioned more than 1000 times on broadcast stations over the past year.

The Office of Communications continues to pursue ways to promote our new brand slogan through presentations to faculty, staff, and student representatives who are heartily embracing it.



### **Institutional Advancement**

As evidenced by the FY22 dashboard report, philanthropic support to VSU totals \$1,424,791.03 from 919 donors as of November 6, 2021. Compared to the fiscal year 2021 year to date of \$1,026,938.68 from 1,245 donors. Total dollars currently we are 387,852.35 dollars over total raised this same time last year or 137%. Total donors, currently we are 326 donors under the total this same time the previous year or 74%. The fall appeal was delayed in September and is scheduled to go out in December for our end-of-the-year appeal.

The Homecoming Match It Challenge was a great success, and as of October 30, 2021, we have raised \$714,540.90 from 545 donors. The Annual Global Day of Giving is November 30, 2021; Institutional Advancement expects alumni donor count to increase. Tuition assistance we are at 62% and \$181,355.92 dollars under last year's final total dollar raised the previous year this time.

Our Scholarship Distribution for FY 21 was 562 university, provost, and presidential scholars were funded for a total of \$1,232,994. These totals are only for University, Provost, and Presidential scholarships. These numbers do not include tuition assistance, unfunded, auxiliary, or other types of scholarships awarded by the Financial Aid office. Out of the \$1,232,994 awarded for this process, a total of \$136,135 worth of VSU and VSUF current use gifts and funds was applied. The remaining \$1,096,659 was funded by endowed gifts.

The Institutional Advancement team has developed a robust pipeline of potential corporations and individuals such as; Mary Macon Trenholme Endowed Fund, Deloitte, JP Morgan Chase Northrop Grumman, M&T Bank, The Fulton Forward Foundation, and Horizon Blue Cross Blue Shield. There have been two proposals that are pending which are Altria- 1.5 Million (500K/3 years) and Capital One-\$40,000 (STEM), which we hope to be awarded in December 2021.

### **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. The Institutional Advancement Office will execute the presented initiatives and strategies to seek and secure philanthropic support from all constituents. Full reports can be found in Diligent for your convenience.