

Office of Institutional Advancement

November 17, 2022



Greater Happens Here
Department of
Institutional Advancement

Tonya S. Hall
Vice President for External
Relations

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**



THE VALUE OF STORIES IN ADVANCING VSU

BOARD MEMBER
AND
ALUMNI STORIES

UNIVERSITY
STORIES

DONOR
STORIES



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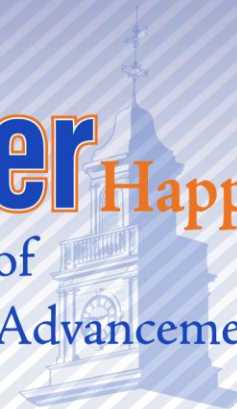
**“All advancement professionals
and volunteers need to
start thinking of themselves as
storytellers first...”**

Tweet

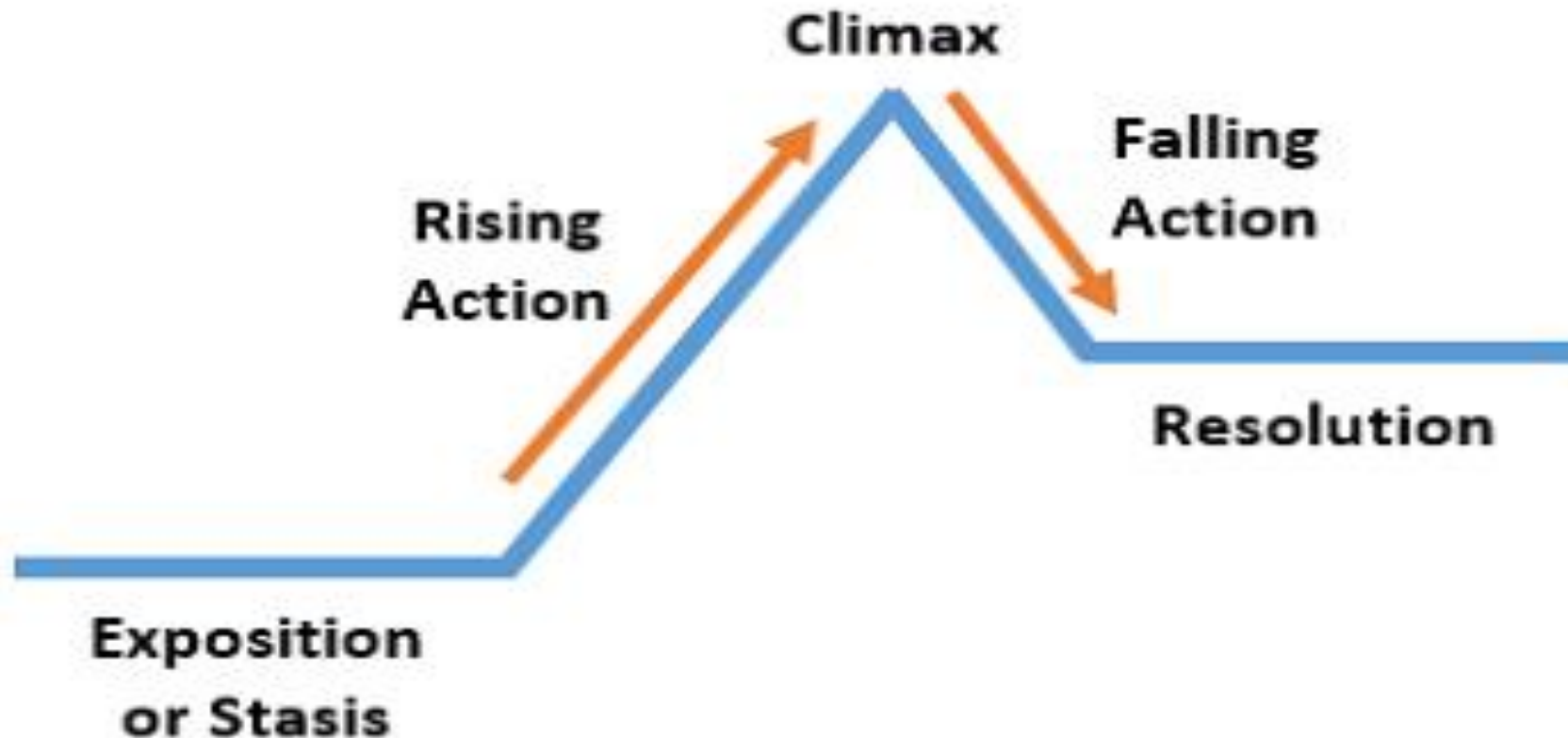


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THE STORY ARC





Storytelling Tools

2022 VSU POINTS OF PRIDE

VSU

- 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 the quality of life in our state, nation and world
- 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

Virginia State University (VSU) is one of Virginia's two land-grant institutions and is fully accredited by the Southern Association of Colleges and Schools Commission on Colleges. VSU develops student leaders who are more engaged with their learning and are equipped with the knowledge, skills, and disposition to be globally competitive while remaining civically engaged. Here are a select few of our VSU Points of Pride for 2022.

Invest in Virginia's Access and Opportunity University and in the future of our VSU Trojans. Visit giving@vsu.edu

Six fully online Degree & Certification Programs
 Education, M.Ed. • Hospitality Management, B.S.
 Social Work, M.S.W. • Educational Administration & Supervision, Ed.
 Homefront Readjustment for the Armed Forces, Undergraduate Certificate
 Nursing, B.S.N

Virginia State University Select Points of Pride

Virginia State University started an innovative program to address the Richmond and Petersburg Teacher Shortage. The VSU program offers free tuition to graduate students who agree to work in the local school systems after obtaining their degree.

Virginia State University received a \$1.45 million grant to assist enrolled student-parents (students who are also parents) with childcare costs. The funds will be used to offer student-parents access to affordable childcare services both on and off campus.

Virginia State University was selected as one of six Historically Black Colleges and Universities (HBCUs) across the country to take part in a research and design project focused on building an integrated framework for digital learning at HBCUs. The project is a first-of-its-kind, \$2.5 million Digital Learning Infrastructure (DLI) initiative led by Complete College America (CCA) and supported by the Bill and Melinda Gates Foundation (BMGF).

Virginia State University created the VSU Center for Creative and Entertainment Arts, designed to provide academic offerings, research, workforce development, and entrepreneurship in the arts.

Virginia State University received a portion of a \$1 million Health Innovation and Research Grant. VSU is one of five HBCUs in the country to be awarded \$200K for visionary projects focusing on health-related research. The Propel Center grant supports faculty and students' world-class research and innovation opportunities.

Connect with Virginia State University
 VSU Admissions: 1-800-871-7611
 VSU Graduate Admissions: 1-804-524-5984
 Continuing Education: 1-804-524-3692
 For a campus visit, please contact: admissions@vsu.edu
 For general admissions inquiries: admissions@vsu.edu
 For transfer admissions inquiries: transferadmissions@vsu.edu
 Submit your free online application: www.vsu.edu/apply

Follow us on social media:

Facebook: [Virginia State University](https://www.facebook.com/VirginiaStateUniversity)
 LinkedIn: [Virginia State University](https://www.linkedin.com/company/virginia-state-university)
 Instagram: [@OfficialVSUTrojans](https://www.instagram.com/OfficialVSUTrojans)
 Twitter: [@VSU_1882](https://twitter.com/VSU_1882)

To support the **GREATER** At VSU: giving@vsu.edu

VIRGINIA STATE UNIVERSITY: GREATER HAPPENS HERE

VSU Since 1882

Greater Happens Here
 At Virginia State University, we provide a rich cultural environment where our students enjoy an outstanding support system. We are family-oriented and results-driven. Our students are taught and nurtured by caring faculty who are accomplished in their fields of expertise. Our academic programs deliver distinctive, responsive, and innovative offerings that effectively prepare leaders and scholars to meet the demands of a global society and workforce.

"Your pathway to GREATER Happens Here."

VSU Brochure

2022 Points of Pride

EXAMPLES OF VSU STORIES THAT IMPACT VSU ADVANCEMENT



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Office of Institutional Advancement Dashboard

As of November 5, 2022

Since 1882

	FY 2023		FY 2022	
	Dollars	Donors	Dollars	Donors
CHARITABLE	\$1,663,826.33	898	\$1,478,053.61	930
ALUMNI	468,738.59	659	\$668,944.37	628
ALUMNI ASSOC	\$8,350.00	8	\$ 28,300.00	7
FACULTY/STAFF	\$28,359.81	49	\$72,493.59	62
CORP/FND/ORG	\$1,102,162.23	60	\$604,616.41	60
FRIENDS- Individuals	\$51,540.70	116	\$97,754.24	165
PARENTS	\$4,675.00	6	\$595.00	5
STUDENTS	\$ 0.00	0	\$ 5,350.00	3

Tuition Assistance Fund

FY_2023	FY_2022	FY_2021	FY_2020
\$308,912.86	\$557,549.16	\$477,530.10	\$389,922.36



Since 1882

First Campaign of FY23

TROJANTIC

MATCH CHALLENGE

THIS OPPORTUNITY IS
TOO BIG
TO MISS...



Since 1882

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WELCOME TO TROJAN

TROJANTIC MATCH CHALLENGE



Our Results

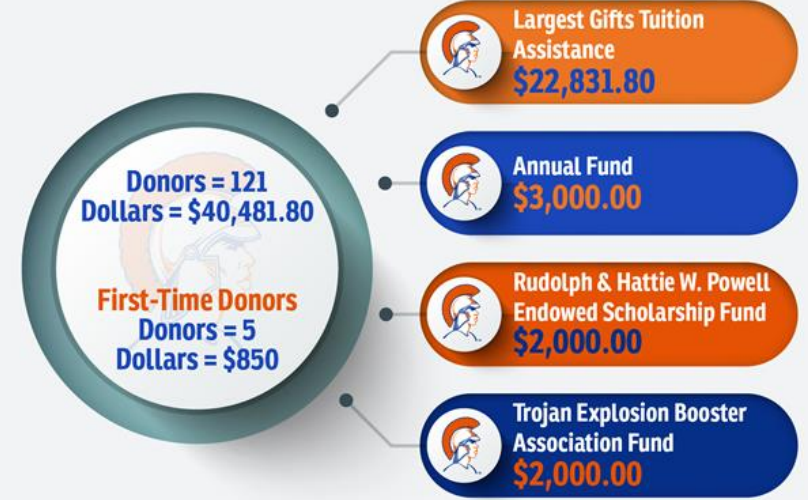
Total # of Donors	Total Dollars
455	\$297,452.46

First-Time Donors Participation

Donors	Dollars
48	\$5,493.10

FY23 Fall Solicitation

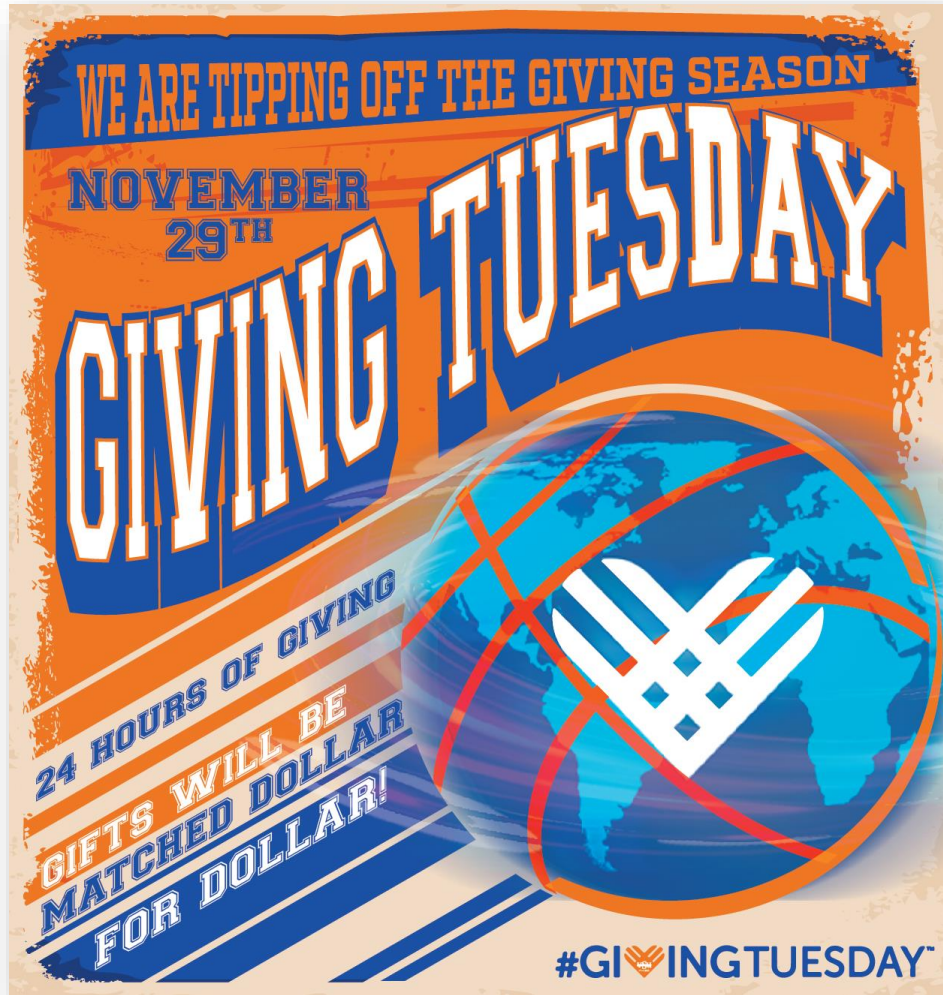
(Direct Mail Appeal) The return rate of 1.2% Approx. 10,000 pieces mailed



Our Results

FY22	FY23
\$12,935	\$40,426.80

Upcoming Events 2023



#GIVINGTUESDAY

Previous National Day of Giving

December 3, 2021	December 1, 2020	November 16, 2021
\$34,519	\$58,824	\$81,789.71

Our Goal for FY23

\$100,000

Scholarship Soiree



Student Scholars You May Meet



DONOR STORIES: LEAVING A LEGACY:

In 2022 Virginia State University has had \$4,000,000 pledged to various colleges and programs a through 3 estate bequests.



Dr. Aubrey Penn - \$500,000

Sylvia G. Wiggins - \$500,000

Florence Wilson - \$3,000,000

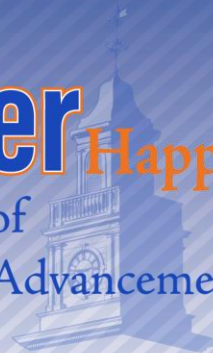


Office of Alumni Relations

UPDATE



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Something Greater On The Hill

Homecoming 2022





Homecoming was awesome!! Kudos to all who were involved in planning each event! I thoroughly enjoyed everything I attended!! I am really impressed how VSU uses the spaces around on campus as they turn them into spectacular venues---from front campus to the top of the football stadium.



- Sharon E. Crenshaw, Class of 1979



Good evening, Franklin- before I forget, Alfred Harris Granddaughter wanted me to let you know that she so appreciated how you took care of her, her daughter and her granddaughter- Phenomenal Job!



It was an honor and my pleasure to serve for an institution that I love so much! The VIP treatment was amazing and my friends and family were impressed!



- Paulette Johnson Grand Marshall 2022

As of October 26, 2022
 Respondents: 3,984
 Recommendations: 98.6%
 Total Stories: 2,705

	New	Verified
Emails	1,298	2,183
Home Addresses	597	3,301
Home Phone Numbers	2,760	1,191
Cell Phone Numbers	2,347	N/A



ALUMNI SPOTLIGHT: TYREEK FORD



- ◆ Tyreek Ford
- ◆ Class of 2017
- ◆ Psychology Major
- ◆ Currently works as an Intensive In Home Counselor for Kids (QMHP-C)
- ◆ Photography
- ◆ DSP at Group Homes



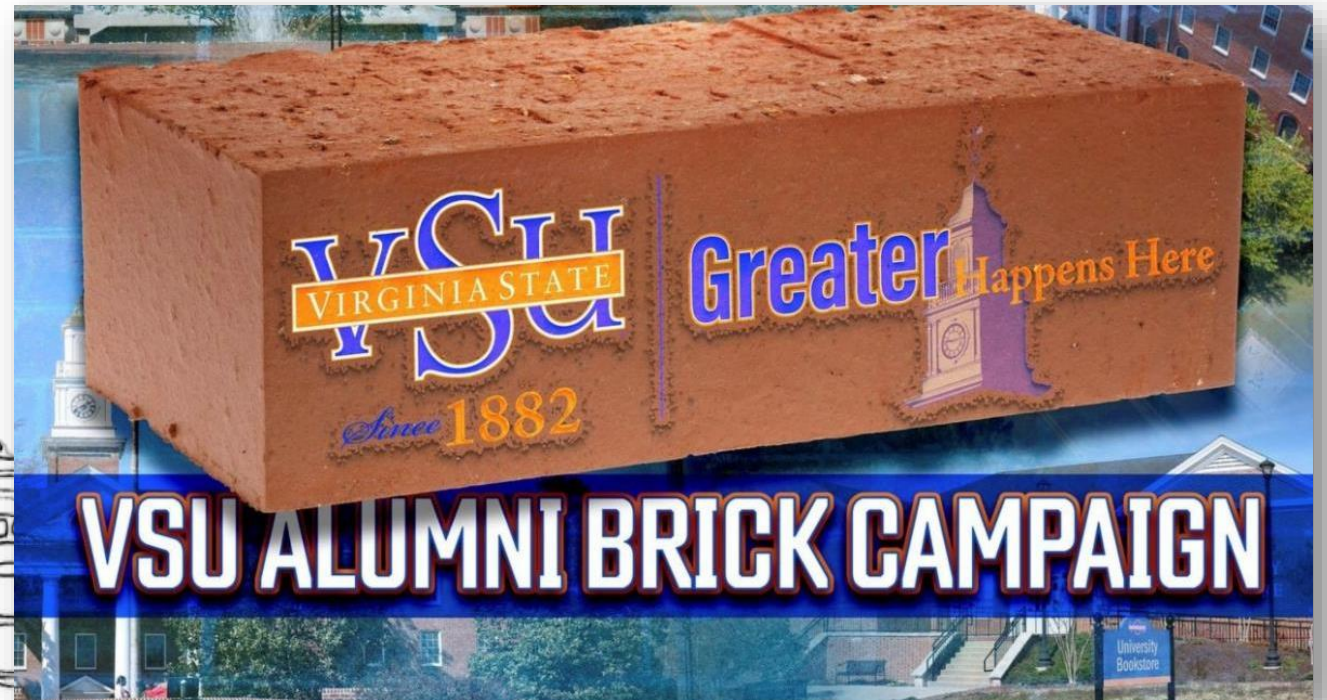
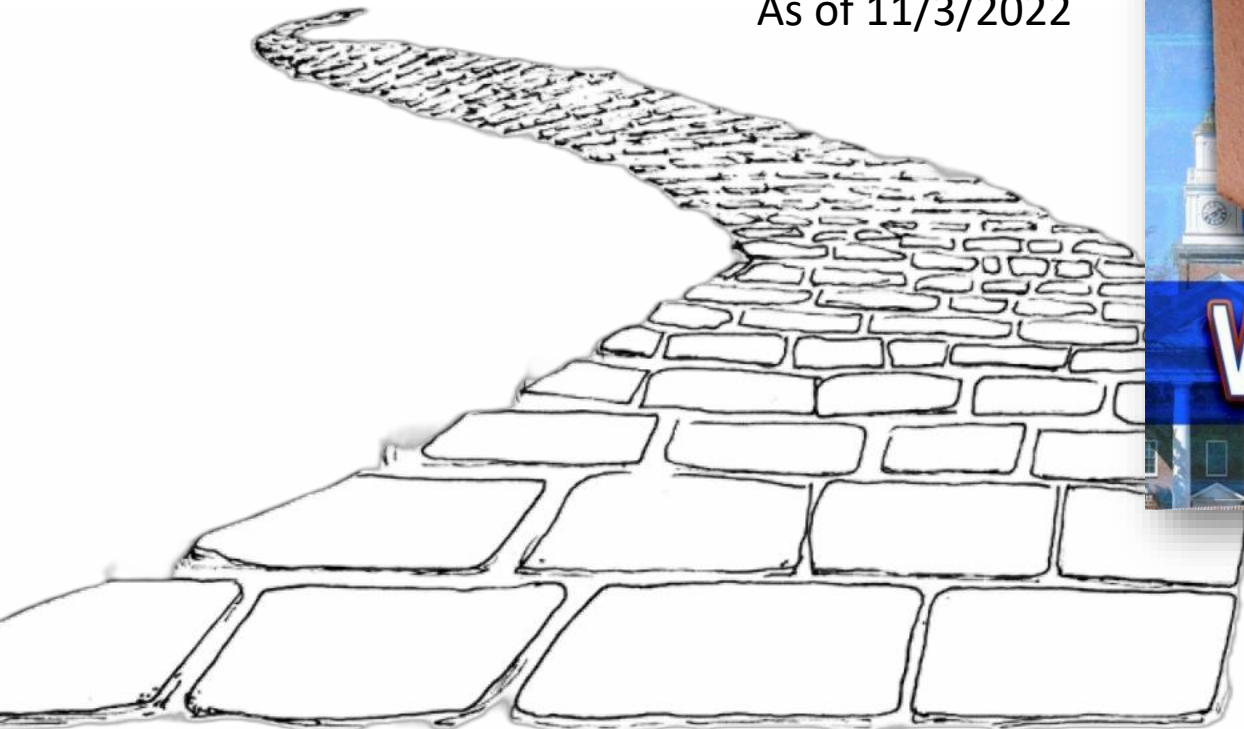
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The Greater Pathway Brick Campaign

Total: \$10,500

Sold over 70 Bricks

As of 11/3/2022



NASCAR COLLABORATION



VIRGINIA STATE
VIRGINIA STATE
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Alumni Community Engagement

5TH PLACE

OUT OF 35 SCHOOLS, VIRGINIA STATE UNIVERSITY PLACED 5TH IN THE ALUMNI CHARITY CHALLENGE!

TOTAL POUNDS = 10,245.03

THANK YOU TO EVERYONE WHO VOLUNTEERED, MADE MONETARY CONTRIBUTIONS, AND DONATED NONPERISHABLE ITEMS

The GREATEST Toy Drive

*Main Acts:
GTT Commercial Tires, Athletics,
Alumni, YOU!*

Join the Office of Institutional Advancement, GTT Commercial Tires, Athletics, Alumni, and Upper Administration as we bring you the Greatest Toy Drive Ever.

Let's collect Toys together to serve Petersburg and Richmond Families.

We are collecting toys and bikes for K-12.

Drop Off Points—Storum Hall
End of Collection: December 2nd

Upcoming Events 2023

TROJAN 10 UNDER 10
NOMINATIONS OPEN SEPTEMBER 16TH
TO NOV. 16TH, 2022

TROJAN 10 UNDER 10

VSU
VIRGINIA STATE
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<https://forms.gle/WPCp5i5YHFzKuJLr5>

Save The Date

CELEBRATING
3' & 8'

GOLDEN YEAR
1973

ALOHA

Alumni Weekend 2023

May 18th - 20th

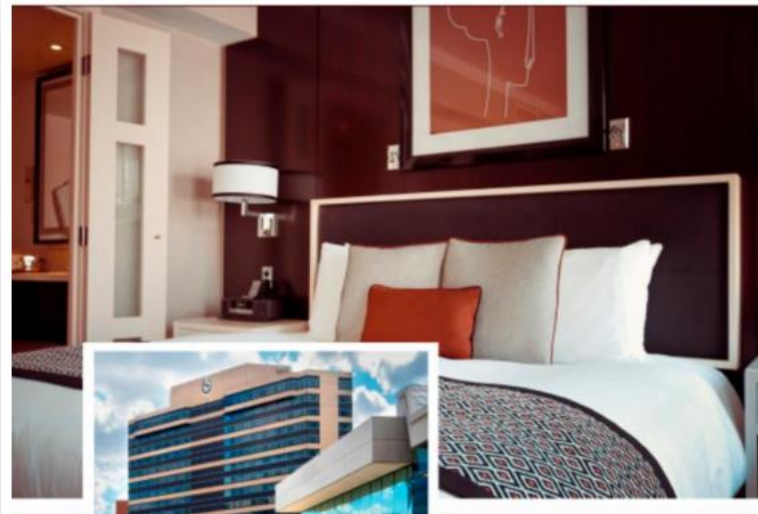
PACK YOUR BAGS, WE ARE BRINGING HAWAII TO THE HILL!

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CIAA®
SAVE THE DATE
2K23
FEB 21ST- 25TH
BALTIMORE, MD

HOST HOTEL:
SHERATON INNER HARBOR

VSU 24
Miss Virginia
1882



BOOK YOUR CIAA HOTEL

VSU CIAA HOST HOTEL

SHERATON INNER HARBOR HOTEL
300 South Charles Street
Baltimore, MD 21201

The Virginia State University Alumni Association has secured Baltimore's Sheraton Inner Harbor Hotel as its host hotel for the 2023 CIAA Basketball Tournament

FEBRUARY 21 - FEBRUARY 25, 2023

KING AND QUEEN ROOMS AVAILABLE
\$185 per night (plus taxes and fees)

Important Information:

- Reservations must be made no later than January 6, 2023.
- Each room must have a unique name so reservations are not marked as duplicate to avoid risk of forfeiture by the hotel.
- Deposit: A deposit equal to one night's room and tax is required to guarantee each reservation. This deposit will be charged by the hotel as early as Tuesday, January 31, 2023. The Hotel requires cancellations be made 3 working days prior to check-in date to avoid forfeiting the deposit of one night's room and tax.
- Cancellation: The CIAA's Housing Bureau, ConferenceDirect, will charge a tiered cancellation fee for each reservation.
 - \$125 from September 1, 2022 through December 31, 2022
 - \$200 from January 1, 2023 through February 28, 2023
 Should you cancel, this charge will appear on your credit card statement as "CONFIRECT" CIAA2023

Ways To Book Your Reservation

1. Call (844) 293 - 6678 *(Ask for VSU Alumni Block)*
2. Book online using the link below
<https://book.passkey.com/go/5e2f4079>
3. Scan the QR code using your phone



See You
In
Baltimore!

KAMBRE J. STEPHENS

Alumni and Donor Engagement Specialist

GOAL I.

**BRIDGE THE GAP BETWEEN
ALUMNI AND CURRENT STUDENTS.**

GOAL II.

**BOOST ALUMNI/ DONOR ENGAGEMENT
THROUGH TIME, TALENT, AND TREASURES.**

GOAL III.

**INTRODUCE INNOVATIVE IDEAS WHILE
HONORING THE TRADITION OF VSU.**



MISSION MOMENTS



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MISSION MOMENT



VIRGINIA CENTER FOR
INCLUSIVE
COMMUNITIES

HUMANITARIAN AWARD

For demonstrated personal commitment
to promote respect and understanding among people
of diverse racial, ethnic, and religious backgrounds

Presented to

**MAKOLA M.
ABDULLAH**

VSU
VIRGINIA STATE
VSU
Since 1882

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What will be your VSU Story?

- **Will your story relate to University Stories?**
 - Faculty connections
 - University initiatives and priorities
- **Will your story relate to Alumni Stories?**
 - Alumni connections
 - Alumni engagement and events
 - Alumni Association involvement
- **Will your story relate to Donor Stories?**
 - Philanthropy in support of Presidential initiatives
 - Corporate philanthropy in support of a university initiative



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