

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
2:30 P.M.; THURSDAY, NOVEMBER 14, 2024
100 E. Main Street; Norfolk, VA 23510
(No Public Comment Period Scheduled)**

AGENDA

CALL TO ORDER.....Mr. Edward Owens, Chair

ROLL CALL

INVOCATION

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- September 12, 2024 Committee Meeting

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

CLOSED SESSION (if any)

REPORTS AND RECOMMENDATIONS

- Philanthropy Update..... Ms. Tonya S. Hall
Vice President for Advancement and External Engagement

OTHER BUSINESS

ADJOURNMENT

11.1.24

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING MINUTES
THURSDAY, NOVEMBER 14, 2024**

CALL TO ORDER

Mr. Victor Branch, Vice Chair, called the meeting of the Institutional Advancement Committee to order at approximately 2:56 p.m. at Hilton Norfolk Main Hotel, Norfolk, VA.

ROLL CALL

A quorum was present.

COMMITTEE MEMBERS:

Mr. Edward Owens, Chair (*Absent*)
Mr. Victor Branch, Vice Chair
Dr. Robert Denton, Jr. (Virtual)
Ms. Verndell Robinson
Mr. Robert Thompson
Mr. Kishore S. Thota
Dr. Valerie K. Brown (*Ex-officio*)
Ms. Brenda Stith-Finch (*Absent*)

Dr. Denton indicated that he participated online from Blacksburg, VA due to medical reasons.

OTHER BOARD MEMBERS PRESENT:

Mr. Joseph A.F. Chase, Jr.
Mr. Thomas Cosgrove
Mr. Peter McPherson
Ms. Daphne Meeks
General (Ret.) Dennis Via

BOARD APPOINTEES:

Dr. Tracy Jackson, Faculty Representative

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

INVOCATION:

Dr. Joseph A. F. Chase, Jr.

APPROVAL OF AGENDA:

The Committee approved the agenda by voice vote.

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APPROVAL OF PREVIOUS MEETING MINUTES:

The Committee approved minutes from the September 12, 2024 meeting by voice vote.

PRESIDENTS REMARKS:

The board members and administrators were welcomed by President Abdullah, who also commended them for their attendance and diligence.

REPORTS AND RECOMMENDATIONS:

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 a Purpose Strategic Plan.

Strategic Plan Alignment:

Priority 4: Define the VSU Brand and Tell Our Story

Priority 5: Financial Resources and Enhance Operational Effectiveness

Philanthropy Update

Thanks to the steadfast support of our stakeholders, the Office of Institutional Advancement was able to meet its \$5 million fundraising target for the current fiscal year, as this summary demonstrates. They are happy to announce that, although fundraising efforts are lagging somewhat behind last year's contributions at this time, they are still on schedule, which is evidence of our contributors' unwavering generosity and dedication to helping Virginia State University Make Greater Happen at Virginia State University.

Key Achievements:

- **Significant Progress:** As of November 14, 2024, \$56.4 million of the \$100 million target had been raised through fundraising.
- **Donor Engagement:** The success of our outreach efforts is demonstrated by the outstanding replies we continue to receive from our donor network. Increased involvement in foundations and corporations is one aspect of this engagement. Steege Thomson's case study, which was assembled from multiple interviews, was showcased.
- The most important is how the money will affect our strategic initiatives, which include expanding academic programs, improving campus resources and infrastructure, and increasing student enrollment through more scholarships.
- **Alumni Updates:** Provided a visual recap of VSU Homecoming 2024.

Looking Forward:

While we celebrate this progress, the OIA remains dedicated to exceeding expectations. We will continue to:

- **Philanthropy update:** Foster deeper connections with existing donors and cultivate new relationships. Continue to promote several new giving platforms such as

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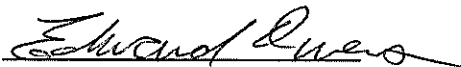
- FreeWill and Givzey. Introducing new team members (philanthropy officers to the Institutional Advancement team).
- Refine Fundraising Strategies: Analyze current efforts and identify opportunities for further optimization. Tiered approach to naming opportunities, and updates to the proposed naming policy.
- Communicate Impact: Showcase the positive outcomes made possible through donor generosity by creating and sharing donor impact reports. The Office of Institutional Advancement uses artificial intelligence (AI) to promote the brand better and tell our story.


VP Hall presented a resolution to revise the Naming Policy of Campus Buildings to the committee. The purpose of the naming policy is to outline the guidelines for named giving opportunities at Virginia State University. Named giving provides donors with the opportunity to leave a lasting legacy by naming a scholarship, program, facility, or academic position in recognition of their support. This policy ensures consistency, transparency, and fairness in the naming process while aligning with the mission and goals of the university. After discussion, the Committee agreed by consensus to recommend approval of the resolution, which gives authority to the President to implement the tiered structure of the future naming policy with the expectation that the University will present the fully updated policy to the Board in Spring 2025.

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 Vice Chair adjourned the meeting at approximately 3:27 p.m.

APPROVED:


Chair


Date