

September 16, 2021 Institutional Advancement Committee

9/16/2021 12:00:00 AM 12:30 PM



| Agenda Topic | Page |
|--|------|
| Book Contents | 1 |
| 1. Committee Agenda | 2 |
| 1.1 Executive Summary | 4 |
| 2. Previous Meeting Minutes | 9 |
| 3. Government Relations | 15 |
| 4. Office of Institutional Advancement | 25 |

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
THURSDAY, SEPTEMBER 16, 2021
12:30 P.M.**

The Welcome Center @ VSU Multipurpose Center
(No Public Comment Period Scheduled)

DRAFT AGENDA

(as of 9.13.21)

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)

NOMINATIONS FOR COMMITTEE VICE CHAIR

PRESIDENT'S REMARKS Dr. Makola M. Abdullah

REPORTS AND RECOMMENDATIONS

- Government Relations Mr. Eldon Burton, Director
 - Special Session II Updates
 - Federal ARP Funding
 - Name Image Likeness
 - VA Council of Presidents (COP)
 - Unified Budget Proposal
 - Collaboration with VA Higher Ed led by President Abdullah
 - VSU Host Joint SCHEV and COP Meeting
 - Op Six Plans and State Budget Review Process
 - Budget Development and Deliberation Chart
 - Op Six Meeting and Budget Request for the next biennium
 - General Assembly Session 2022
 - VSU
 - COP
 - HBCU
 - SCHEV Cost Study

Committee on Institutional Advancement
Thursday, September 16, 2021
Page 2

- Institutional Advancement Ms. Tonya S. Hall
Vice President for External Affairs
 - Introduction of New Hires
 - Franklin H. Johnson, Jr., *Director of Alumni Relations*
 - Tiffany Gullins, *Alumni and Donor Relations Specialist*
 - Chip Sawyer, *Major Gift Officer*
 - Courtney D. Grice, *Advancement Specialist*
 - Ri' Shawn Bassette, *Media & PR Specialist*
 - Fundraising Dashboard Review
 - FY22 Fundraising Activity
 - Corporate and Individual Prospect Pipeline
 - Homecoming Match Challenge
 - Stewardship Strategy Plan
 - Mission Moment
 - Upcoming Events-Homecoming Overview

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.*



Institutional Advancement Committee Executive Summary September 16, 021

Topic: Quarter 1 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 kick-off to the fundraising season.

Government Relations Executive Summary

1. Special Session II Updates

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. GOV 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.

- Needs-based financial aid (Public Institutions); **\$100M**
- Needs-based financial aid (Private Institutions); **\$11M**
- Northern Virginia Community College capital projects - Nursing expansion \$25 million; Trades Programs \$15 million; **\$40M**
- Online Virginia Network Authority - online degree and credential programs; **\$10M**

2. VA Council of Presidents (COP)

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 Sands from VT 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.

3. SCHEV Cost Study

The 2021 General Assembly provided \$300,000 in general fund for 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 and fees to meet these changes. SCHEV is tasked to do 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.

Key Dates:

- Work plan to Joint Subcommittee on the Future Competitiveness of Higher Education in Virginia due August 15, 2021
- Preliminary report due December 1, 2021
- Final Report due July 1, 2022

4. Op Six and Budget Review Process



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

5. General Assembly Session 2022 Request

| 2022-2024 Biennium Capital Requests | | | |
|--|----------------------|----------|--|
| Project Title | Request | Priority | Addresses |
| Construct BOLT Center for Leadership, Social Equity and Engagement | \$35,412,881 | 1 | Flexibility of Instructional Space/Space Quality |
| Renovate and Construct Addition to Johnston Memorial Library for Technology One Stop and vacate Trinkle Hall | \$59,620,116 | 2 | Residential capacity |
| Construct Physical Plant Annex | \$13,584,769 | 3 | Environmental Compliance |
| Renovate Virginia Hall | \$35,258,337 | 4 | Space Quality |
| Erosion Control and Storm Water Management Improvements | \$12,695,743 | 5 | Space Quality |
| Accessibility Upgrades and Replacements | \$14,159,081 | 6 | Space Quality |
| Reroof Academic and Administrative Buildings Campuswide | \$15,015,744 | 7 | Space Quality |
| Renovate Davis Hall | \$24,542,126 | 8 | Flexibility of Instructional Space/Space Quality |
| Total | \$210,288,797 | | |



Funding Request for New Strategic Initiatives

Financial Aid Support for Low-Income Students

| Funding Request | |
|-----------------|-------------|
| 2022-23 | 2023-24 |
| \$4,750,000 | \$4,750,000 |

Degree Completion and Career Enhancement Initiative

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$950,000 | \$950,000 |

VSU Public Health Institute

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$983,500 | \$983,500 |

VSU Pipeline with Purpose

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$360,000 | \$360,000 |

VSU Advanced Manufacturing Logistics Institute

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$715,000 | \$715,000 |

New Degree and Online Programs



| Funding Request | |
|-----------------|-------------|
| 2022-23 | 2023-24 |
| \$3,001,786 | \$3,730,500 |

Strategic Plan Alignment:

Priority 1: Increase Student Opportunity and Access to Higher Education

Priority 2: Sustain Academic Excellence

Priority 3: Provide a Transformative VSU Experience that Supports the Holistic Development of Students

Priority 5: Financial Resources and Enhance Operational Effectiveness

Institutional Advancement

As evidenced by the FY22 dashboard report, philanthropic support to VSU totals \$484,367.10 from 371 donors as of September 4, 2021. Compared to the fiscal year 2021 year to date of \$661, 802. 87 from 543 donors. While this decline is something to track, it does come as a result of a few one-time grants we were able to secure in 2021 due to COVID-19. One, in particular, was a one-time grant from Bank of America for \$150,000 to bridge the digital divide as many of our students faced remote learned with access to a computer.

As we move to implement the Homecoming Decade Giving Challenge, the Office of Institutional Advancement actively seek to bridge the fundraising deficit reflected on the dashboard while increasing the number of 1st-time alumni.

The pandemic and its disproportionate impact on minority groups coincided with a significant resurgence of civil rights and racial justice discourse. Thus the Institutional Advancement team is developing a robust pipeline of potential education grant makers like Altria, Capital One, and JP Morgan. They have made racial justice top funding leading priority.

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.

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
ELECTRONIC INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
DRAFT MEETING MINUTES
Friday, April 23, 2021**

CALL TO ORDER

Mr. Xavier Richardson, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 9:00 a.m. The meeting was conducted by Cisco WebEx.

ROLL CALL

A quorum was present.

Committee Members Present:

Mr. Xavier Richardson, Chair
Dr. Valerie Brown
Ms. Thursa Crittenden
Ms. Pamela Currey
Dr. Christine Darden (*absent*)
Ms. Shavonne Gordon Mr.
Mr. Glenn Sessoms
Mr. Huron Winstead, 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 Hall, Vice President, External Relations
Dr. Omar Faison, Associate Vice President, Research & Economic Dev/Dean, Graduate Studies
Eldon Burton, Director, Government Relations
Dr. Gwendolyn Dandridge, Interim Director, Communications Dr.
Annie C. Redd, Special Asst. to President/Board Liaison

Legal Counsel Present:

Deborah Love, Senior Assistant Attorney General, Chief, Education Section

Others Present:

Pastor Jasmyn Graham, Director, Campus Ministries
Yourdonus James, Director, Conference Center Travis
Edmonds, Technology Services
Tazjia Harris-Paiva, Institutional Advancement

INVOCATION

Mr. Richardson invited Pastor Jasmyn Graham, Director of Campus Ministries, to offer the invocation.

APPROVAL OF AGENDA

The agenda was approved by roll call vote.

INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE MEETING MINUTES

Friday, April 23, 2021

Page 2

APPROVAL OF PREVIOUS MEETING MINUTES

The Committee approved the agenda from the February 4th meeting by roll call vote.

PRESIDENT'S REMARKS

President Abdullah thanked the Board for coming and for the work they do. He expressed excitement about the work that Ms. Tonya Hall, new VP for External Relations is doing and the way that she's really got a team to work together to advance the mission of the institution.

REPORTS AND RECOMMENDATIONS

Sponsored Programs

Dr. Omar Faison, Associate Vice President for Research, Economic Development, presented research updates from the Office of Sponsored Research. He shared that proposal submissions in the 3rd quarter (through the end of March) of FY 2021 continue to outpace prior years, with 84 proposals submitted worth \$44.37 million. Consistent with our increased level of proposal activity, the number of grants in the portfolio has grown to 93. Grants-related expenditures (\$17.39 million) continue to trail the prior two years. However, indirect costs--funds reallocated back to the University--recovered have reached a new peak at \$641,000.

Government Relations Update

Mr. Eldon Burton, Director of Government Relations presented updates on the University's activities at the state and federal levels. The Virginia General Assembly wrapped up its legislative session on March 1, with budget amendments allocating more money to public higher education institutions. All of the unallotted funding for Agency 212 and 234 were restored with an additional \$34 million for HVAC upgrades campus-wide. The Higher Education Unified Budget Amendment allocated \$60 million for fiscal year (FY) 2021 and \$73.5 million for FY 2022 to Virginia's public universities for operational support to enhance financial aid or address the impacts of the COVID-19 pandemic. Under this amendment, Virginia State University will be allocated \$1.7 million to maintain affordable access in FY 2021 and FY 2022, \$6.1 million for undergraduate financial aid, and \$2.2 million to help with unavoidable cost increases and required spending (one-time funds).

The General Assembly also passed a budget that would allow up to a 5% salary increase on June 10, 2021, for state employees and adjunct faculty and budget language allowing VSU to have access to the US Department of Education's HBCU Capital Financing program. The VA General Assembly approved legislative bills that will impact higher education as well. One bill, sponsored by Delegate Aird, prohibits colleges from asking applicants on an application if he or she has a criminal history, an effort known as "banning the box." According to Sec. Bradford's testimony before the Senate, there are 70 million people in the country with a criminal history, and two-thirds of them will not complete an application if there is a question regarding criminal history.

HB 2120, sponsored by Delegate Keam, requires universities to publish the names of their board members, the dates of upcoming meetings, instructions for accessing those meetings, and an archive of the agendas. It also requires board members to post a single email address or an email address for each member in

INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE MEETING MINUTES

Friday, April 23, 2021

Page 3

which the public can submit comments. Other approved bills include allowing undocumented immigrants to receive financial aid at Virginia colleges and tuition-free community colleges for low, middle-income students.

On the federal level, VSU is closely monitoring the status of the American Rescue Plan Act of 2021 which provides additional relief to address the continued impact of COVID-19 (i.e., coronavirus disease 2019) on the economy, public health, state and local governments, individuals, and businesses. The VSU Community Project Funding VSU Public Health Institute (VSU PHI) has enabled VSU to be a frontrunner in establishing programs that the federal government suggested to states and communities. The VSU PHI and the vaccination clinic at the VSU Multipurpose Center collaborated to deliver vaccinations to surrounding communities and the elderly population. President Abdullah continues to meet with legislators to galvanize community relations and additional resources.

Not long following the Governor's veto session, candidates running for Governor had to start campaigning for the primary elections. VSU was selected as a site for Virginia's first gubernatorial debate of the year. Five candidates met on stage in Anderson Auditorium with CBS 6's Bill Fitzgerald as the moderator. The winners of the debate were our students who could engage and speak with candidates following the debate. Mass Communication students also captured behind the scene interviews with Dr. Wes Bellamy and each candidate.

Communications Update

Dr. Gwendolyn Dandridge presented updates on the VSU positive media and community interactions. 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 include: Virginia State University being used as a Community Vaccination Clinic, the Democratic Gubernatorial Debate to be held on the campus of VSU, VSU to remove names from four buildings, VSU announces Public Health Institute through an initiative to provide mobile health units for community distribution of the COVID vaccine. Dr. Dandridge noted that 77,000 people have been vaccinated at the clinic as of April 23, 2021. In addition, VP Tonya Hall was featured on local news channels to speak on the re-naming of four campus buildings. VSU had visual representation during the nationally televised gubernatorial debate as well as during local and state coverage.

VSU's social media presence skyrocketed with a viral video that garnered more than five million views and international attention featuring Dr. Abdullah being challenged to a basketball duel with a graduate student. Data compiled by the Office of Communications using Meltwater Media Monitoring Company as a resource show that VSU was mentioned more than 580 times in traditional media during the month of March. VSU's social media mentions exceeded five thousand positioning us well above all other HBCUs in the Commonwealth of Virginia.

The Office of Communications began the groundwork of creating a brand slogan and elevator pitch for VSU assisted by a Think Tank Committee composed of alumni, faculty, staff, and student representatives to consider what sets VSU apart from the competition. Dr. Dandridge presented the elevator pitch points,

INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE MEETING MINUTES

Friday, April 23, 2021

Page 4

ideas for the brand slogan, and replica of the proposed VSU logo redesign. The next steps include presentations to faculty, staff, student representatives, the administration's approval, and a marketing plan.

Office of Institutional Advancement

Ms. Tonya Hall presented updates from the Office of Institutional Advancement. A recent report from the Lily Family School of Philanthropy suggests a period of “broad philanthropic growth” is on the horizon over the next two years. This growth is nowhere more evident than at Virginia State University, as evidenced by the FY21 dashboard report. Philanthropic support to VSU totals \$3,117,382.77 from 2,424 donors as of April 13, 2021, compared to the fiscal year 2020 year to date of \$2,274,930.50 from 2012 donors. We have seen a 31% increase in giving this year. We welcomed new major gift donors and reflected in the dashboard is a six-figure unsolicited gift we received from a “new friend” of VSU.

Ms. Hall informed the Board that the Office will launch a student giving program with an 1882 challenge to give \$18.82 every year. The goal is to move decimal points each year and after graduation. Relative to the \$30M Mackenzie Scott Fund, the University has identified the focus areas: \$1.5M - Innovation Fund, \$2M – College of Technology & Engineering, \$14M – Investments. \$12.5M is the remaining balance.

Ms. Hall provided a report of the FY21 fundraising activity which established 30 new funds with major gift contributions beginning at \$10K. The Voluntary Support of Education Survey FY 20 shows VSU in top 5 of 40 based on number of donors (10% alumni engagement and giving rate). The pandemic and its disproportionate impact on minority groups coincided with a significant resurgence of civil rights and racial justice discourse. As a result, the Institutional Advancement team is developing a robust pipeline of potential education grant makers such as Bank of America, who have made racial justice a top funding priority.

The Office of Institutional Advancement will implement three fundraising strategies as they approach the end of the 4th quarter: All In for State: Day of Giving Campaign (June 17, 2021), Tuition Assistance Spring Mailing, and a targeted mailing to re-engage those donors who have not made their annual gift this fiscal year.

Report from the VSU Alumni Association (VSUAA)

Mr. Franklin Johnson, President, shared updates from the VSUAA which has welcomed new chapters in Daytona/Jacksonville/Orlando (FL), Delaware, Maryland, New England, and the VSU Alumni Band Chapter. There are 23 in-state chapters, 15 out-of-state chapters, 15 professional chapters for a total of 53. The Alumni Association membership is 1,276 (961 annual members and 297 life member).

Mr. Johnson shared information on the VSUAA assets which include investments, tuition assistance, scholarship funds, and endowments. He also informed the Board about a partnership with Geico where the company will make donations to benefit the VSUAA’s events/scholarships and the VSU Athletics Department. Mr. Johnson announced that the VSUAA Alumnae of the Year is Ms. Linette Crenshaw Camp who is a member of the Chesterfield VA Chapter.

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES**

Friday, April 23, 2021

Page 5

CLOSED SESSION

The Committee convene a closed session at 10:41 a.m. pursuant to Section 2.2-3711(A)(1) and 2.2-3711(A)(11) of the Code of Virginia for discussion or consideration of promotion and tenure, sabbatical leave, of specific university employees, and/or honorary degrees and/or special awards, specifically renaming of four campus buildings. The motion called for the presence of President Makola M. Abdullah; Dr. Donald Palm, Provost/Senior VP; Tonya Hall, VP for External Relations; Kevin Davenport, VP for Finance/Administration & CFO; Dr. Annie C. Redd, Board Liaison; Brenda Stith-Finch, Chair, VSU Foundation; Shawri King-Casey, Senior Advisor to President; and Deb Love, Senior Asst. Attorney General to attend the closed meeting because (1) their presence in the closed meeting is deemed necessary; and/or (2) their presence will aid the Board in its consideration of this matter.

The Board re-convened in open session at 11:00 a.m. with a roll call vote that the Committee discussed or considered only those public business matters lawfully exempted from open meeting requirements under the Virginia Freedom of Information Act and only such public business matters as were identified in the motions by which the closed meeting was convened.

ACTION ITEMS

Ms. Hall presented two resolutions for the Committee to consider recommending for approval to the Full Board: The resolution to Confirm Naming the Dominion Energy Summer Bridge Program and the resolution for Renaming of four Campus Buildings. Ms. Hall also requested the Board to acknowledge the 2020-2021 Alumni of the Year, Ms. Linette Crenshaw Camp. The Committee agreed to the request by roll call vote.

Dominion Energy, Inc. continues to invest in the growth of VSU students through philanthropic investments, internships, and employing VSU graduates. In November 2020, Dominion Energy gifted VSU \$2.7 million over six-years in support of the HBCU Promise program with \$650,000 designated toward the naming and the expansion of the College of Engineering & Technology Summer Bridge Program. The sole purpose of the Summer Bridge Program is to prepare incoming freshmen interested in STEM majors with a goal of improving their academic performances in mathematics and science as well as increasing retention and graduation from the college. The motion to recommend approval to the full Board passed by a roll call vote.

The Committee considered the resolution for Renaming the Buildings formerly known as Byrd Hall, Eggleston Hall, Trinkle Hall, and Vawter Hall. The motion to recommend approval to the full Board passed by a roll call vote.

- The building formerly known as Vawter Hall renamed Lula Johnson Hall. Ms. Johnson was the first Black female VSU graduate,
- The building formerly known as Eggleston Hall renamed Lucretia Campbell Hall. Ms. Campbell was the first Black female VSU faculty member,
- The building formerly known as Trinkle Hall renamed Johnnella Jackson Hall. Ms. Jackson wrote the music for the VSU Alma Mater,
- The building formerly known as Byrd Hall renamed Otelia Howard Hall. Ms. Howard taught English and served as the advisor for the third attempt to have a student newspaper,

**INSTITUTIONAL ADVANCEMENT (IA) COMMITTEE
MEETING MINUTES**

Friday, April 23, 2021

Page 6

The Statesman, in honor of the new name of the school, Virginia State College for Negroes.

Mr. Richardson expressed his thanks to Ms. Hall for her leadership and congratulated the IA team for the magnificent work they have been doing. He congratulated President Abdullah and the faculty and staff for a financially successful year to date. He also reminded Board members to reach out to Ms. Hall if they have contacts or connection with the prospects that are in the works. President Abdullah expressed thanks to Mr. Richardson for his leadership in keeping us on task in moving forward with the renaming of these buildings.

Ms. Brenda Stith-Finch requested to give an update from the VSU Foundation. She shared information about the new talent mix of the Foundation's Board with the aim to bring specific skills to the Board. The VSU Foundation has made financial leaps over the past year by reviewing their investments, collaborating with a new investment advisor, and moving to fund management. The Foundation is very pleased with the outcomes and expects to provide student scholarships and awards over \$500,000 for the 2021-2022 academic year. Mr. Richardson asked Ms. Stith-Finch to convey the BOV's appreciation to the VSU Foundation for its support and the Board looks forward to collaborating with the Foundation for greater returns.

ADJOURNMENT

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

Approved:

Chair

Date



GOVERNMENT RELATIONS UPDATE

Eldon Burton
Virginia State University
September 2021

VSU
VIRGINIA STATE
VSU
Since 1882



Chair



Vice Chair

VA Council of Presidents



Special Session II

Needs-based financial aid (Public Institutions); **\$100M**

Needs-based financial aid (Private Institutions); **\$11M**

Northern Virginia Community College capital projects - Nursing expansion \$25 million; Trades Programs \$15 million; **\$40M**

Online Virginia Network Authority - online degree and credential programs; **\$10M**

Cost Study for Higher Education

The 2021 General Assembly provided \$300,000 in general fund for 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.

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.

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



2022-2024 Biennium Capital Requests

| Project Title | Request | Priority | Addresses |
|--|----------------------|----------|--|
| Construct BOLT Center for Leadership, Social Equity and Engagement | \$35,412,881 | 1 | Flexibility of Instructional Space/Space Quality |
| Renovate and Construct Addition to Johnston Memorial Library for Technology One Stop and vacate Trinkle Hall | \$59,620,116 | 2 | Residential capacity |
| Construct Physical Plant Annex | \$13,584,769 | 3 | Environmental Compliance |
| Renovate Virginia Hall | \$35,258,337 | 4 | Space Quality |
| Erosion Control and Storm Water Management Improvements | \$12,695,743 | 5 | Space Quality |
| Accessibility Upgrades and Replacements | \$14,159,081 | 6 | Space Quality |
| Reroof Academic and Administrative Buildings Campuswide | \$15,015,744 | 7 | Space Quality |
| Renovate Davis Hall | \$24,542,126 | 8 | Flexibility of Instructional Space/Space Quality |
| Total | \$210,288,797 | | |



New Strategic Initiatives

1. *Financial Aid Support for Low-Income Students;*
2. *Degree Completion and Career Enhancement Initiative*
3. *VSU Public Health Institute*
4. *VSU Pipeline with Purpose*
5. *VSU Advanced Manufacturing Logistics Institute*
6. *New Degree and Online Programs*

| Funding Request | |
|-----------------|-------------|
| 2022-23 | 2023-24 |
| \$4,750,000 | \$4,750,000 |

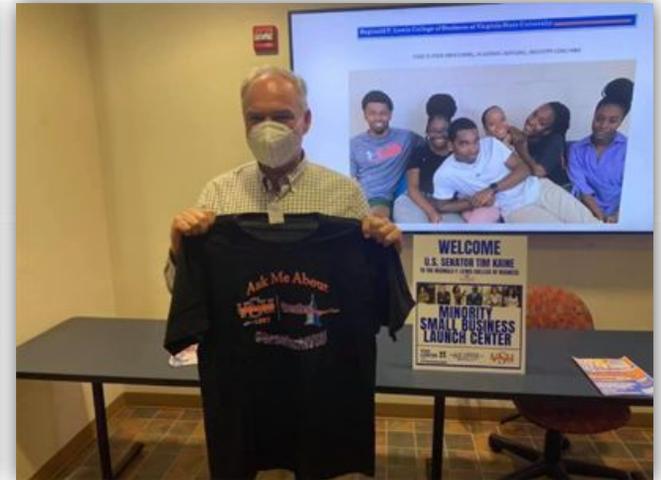
| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$950,000 | \$950,000 |

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$983,500 | \$983,500 |

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$360,000 | \$360,000 |

| Funding Request | |
|-----------------|-----------|
| 2022-23 | 2023-24 |
| \$715,000 | \$715,000 |

| Funding Request | |
|-----------------|-------------|
| 2022-23 | 2023-24 |
| \$3,001,786 | \$3,730,500 |



VSU Center for Entrepreneurship

Spurring Innovation & Economic Opportunity through Education, Collaborative Networks & Impactful Research



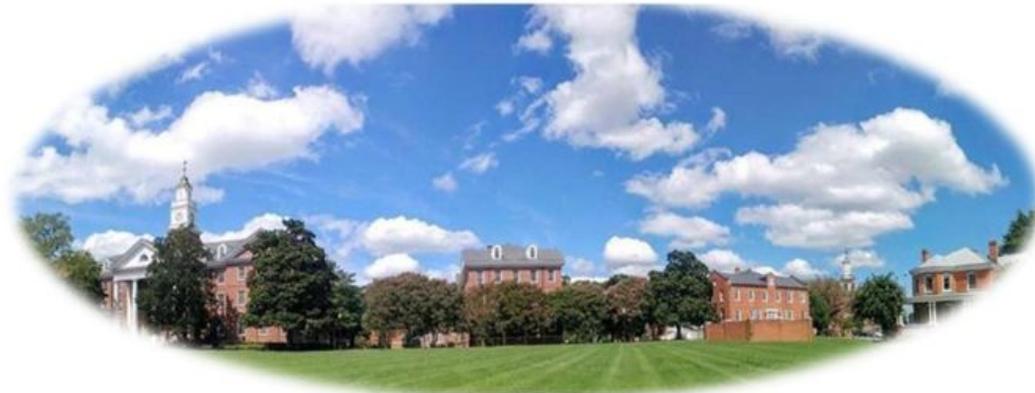
FEDERAL UPDATES



QUESTIONS?

Office of Institutional Advancement Update

September 16, 2021



WELCOME TO THE VSU FAMILY



Chip Sawyer
Major Gift Officer



Courtney D. Grice
Advancement Specialist



Franklin H. Johnson, Jr.
Director of Alumni Relations



Tiffany Gullins
Alumni and Donor
Engagement Specialist



Ri'Shawn Bassette
Public Relations/Media
Specialist



Greater Happens Here

Department of
Institutional Advancement





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



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

| OBJECTIVES | KEY PERFORMANCE INDICATORS | BASELINE | CURRENT | MEASURES OF SUCCESS | | | | | RESPONSIBLE INDIVIDUAL(S) /DEPARTMENT |
|--|----------------------------|----------|---------|---------------------|-----------|-----------|-----------|-----------|---|
| | | | | BENCHMARKS /TARGETS | | | | | |
| | | | | 2019-2020 | 2020-2021 | 2020-2021 | 2021-2022 | 2022-2023 | |
| 5.2 Increase and diversify funding streams to enhance revenue mix. | Philanthropic Support | \$3.1M | \$3.4M | \$3.2M | \$3.6M | \$4.0M | \$5.0M | \$6M-\$7M | VP for External Relations/ Office of IA |
| | Donor Retention Rate | 40% | 52% | 45% | 55% | 60% | 70% | 75% | VP for External Relations/ Office of IA |
| | Rated Major Gift Prospect | 320 | 351 | 330 | 450 | 500 | 550 | 610 | VP for External Relations/ Office of IA |



Office of Institutional Advancement Dashboard

As of September 4, 2021

| | FY 2022 - YTD | | FY 2021 - YTD | |
|----------------------|---------------|--------|---------------|--------|
| | DOLLARS | DONORS | DOLLARS | DONORS |
| CHARITABLE | \$484,367.10 | 371 | \$661,802.87 | 543 |
| ALUMNI | \$139,282.74 | 216 | 316,194.02 | 427 |
| ALUMNI ASSOC | \$7,300.00 | 2 | \$6,295.00 | 4 |
| FACULTY/STAFF | \$24,490.49 | 52 | \$30,701.90 | 51 |
| CORP/FND/ORG | \$285,615.28 | 27 | \$266,620.84 | 19 |
| FRIENDS | \$26,228.59 | 71 | \$11,651.11 | 38 |
| PARENTS | \$1,450.00 | 3 | \$30,330.00 | 3 |
| STUDENTS | \$0 | 0 | \$10.00 | 1 |

Tuition Assistance Fund

| FY22 | FY21 – FINAL | FY20 - FINAL | FY19 - FINAL |
|-------------|--------------|--------------|--------------|
| \$35,209.93 | \$473,260.00 | \$389,645.40 | \$349,131.03 |



FY22 Largest Contributions

As of September 4, 2021

| DESIGNATION | DONOR | GIFT AMT |
|---|---|-------------|
| Herman and Iris Bulls Scholarship Endowment | Vanguard Charitable (Herman & Iris Bulls Family Trust Fund) | \$100,000 |
| AKA HBCU Endowment | Alpha Kappa Alpha Educational Advancement Foundation, Inc. | \$50,000 |
| Public Health Institute | Dominion Energy | \$23,000 |
| Trojan Spirit Fund | Wells Fargo Foundation | \$20,000 |
| Tuition Assistance Fund | *Minnesota Life Insurance Co | \$17,857.38 |
| TMCF Fleischer HBCU Scholars Program Operating Fund | Thurgood Marshall College Fund | \$15,000 |
| Lula and Walter Urquhart Endowed Scholarship Fund | Lula Urquhart'70 | \$10,000 |
| Dr. Jona Mckee Room Naming Fund | Mr. Eddie Moore & Dr. Makola Abdullah | \$10,000 |

*Bequest



Corporate & Individual Prospect Pipeline

Altria- 1.5 Million (500K/3 years)

(December 2021)

Mary Macon Trenholme Endowed Fund-\$250,000

(December 2021)

Golden Nugget-\$200,000

(September 2021)

HBCU Lowercarbon Capital Fund Allocation from Chris and Crystal Sacca-\$100,000

(October 2021)

Dr. Gladys West Constellation Trimble 4 Year Scholarship Fund-\$60,000

(December 2021)

Capital One-\$50,000

(TBD)

- Alumni Giving for the 1st Time
- Alumni Giving on a Reoccurring Basis
- Alumni



HOMECOMING DECADE GIVING CHALLENGE

SEP. 17-OCT. 21, 2021

Amplify your #IM4VSU Homecoming Decade Gift by participating in the Alumni VSU Match It Giving Campaign. As you reminisce of your time on The Hill, recall the programs, people, and experiences that call you back to campus every year and invest in Virginia State University's future. VSU alumni are encouraged to make a gift on behalf of the class decade you wish to represent by Friday, October 22, 2021.

**MAXIMIZE YOUR IMPACT
DOUBLE OR TRIPLE YOUR CONTRIBUTION
STARTING SEPTEMBER 17 - OCTOBER 28, 2021!**

CHECK YOUR MATCH BOXES:

- FIRST TIME ALUMNI** contributions will be **MATCHED** by an anonymous donor.
- ALL** contributions made by **VSU ALUMNI** will be **MATCHED** by an anonymous donor.
- The **DECADE** who **WINS** the Homecoming Decade Challenge will be **MATCHED** by an anonymous donor.

Monthly recurring gifts are available. Please contact the Office of Institutional Advancement for more information at giving@vsu.edu or by phone at 804-524-5045.

Dedicate your #IM4VSU gift to your decade TODAY!

Make Your Gift Here: <https://bit.ly/VSUHC2021>

VSU alumni are encouraged to make a gift on behalf of the class decade you wish to represent by Friday, October 22, 2021.

4 Key Areas of Focus

Acknowledgement

Recognition

Reporting

Ongoing Engagement

Donor stewardship matrix

| | | | New donors | Loyal donors | Major donors | Planned giving donors |
|--------------------|-------------------------------|-----------------|------------|--------------|--------------|-----------------------|
| | Communication type | Timeline | | | | |
| Acknowledgment | Thank you email or call | Within 24 hours | ✓ | ✓ | ✓ | ✓ |
| | Thank you call from director | Within 48 hours | | | ✓ | |
| | Welcome letter | First week | ✓ | | | |
| Recognition | Annual donor lunch invite | Annually | | ✓ | ✓ | ✓ |
| | Annual report listing | Annually | | | ✓ | ✓ |
| | Legacy society invitation | First month | | | | ✓ |
| | Donor highlight in newsletter | Annually | | | ✓ | |
| Reporting | Video update of impact | Quarterly | ✓ | ✓ | ✓ | ✓ |
| | Impact report | Quarterly | ✓ | ✓ | ✓ | ✓ |
| | Update on gift use | Twice a year | | | ✓ | |
| Ongoing engagement | Volunteer opportunity | Quarterly | ✓ | ✓ | ✓ | ✓ |
| | Donor survey | Quarterly | ✓ | ✓ | ✓ | ✓ |
| | Holiday cards | November | ✓ | ✓ | ✓ | ✓ |
| | Donor summaries for taxes | Annually | ✓ | ✓ | ✓ | ✓ |
| | Gala invitation | Annually | | | ✓ | ✓ |
| | Donor anniversary | Annually | ✓ | ✓ | ✓ | ✓ |
| | Donor stories | Quarterly | ✓ | ✓ | ✓ | ✓ |

VSU Greater Happens Here
1882

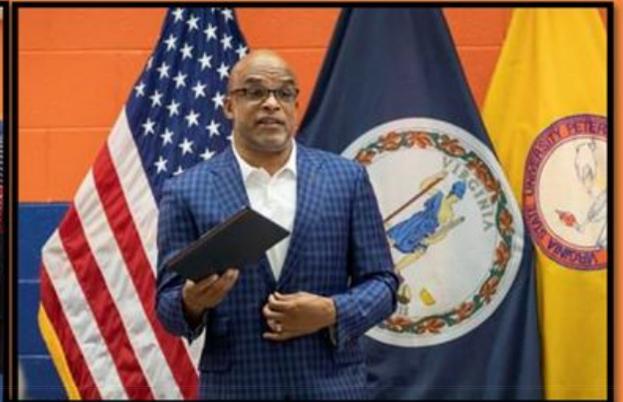
Dr. Jona McKee
Room Dedication

Saturday, September 4, 2021
4:30pm-5:30pm
Jesse Bolling Building



Dr. Jona McKee

Mission Moments



Mission Moments



Homecoming Update

