

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
1:30 p.m.; THURSDAY, SEPTEMBER 14, 2023
Gateway Dining & Events Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

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

ROLL CALL

INVOCATION

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- April 20, 2023, Committee Meeting

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

CLOSED SESSION (if any)

REPORTS AND RECOMMENDATIONS

- Government Relations..... Mr. Eldon Burton
Director, Government Relations
- Alumni Engagement..... Mr. Franklin Johnson-Norwood
Director, Alumni Engagement
- Institutional Advancement..... Ms. Tonya S. Hall
Vice President, Advancement & External Engagement

Other Business

Adjournment

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING MINUTES
THURSDAY, SEPTEMBER 14, 2023**

CALL TO ORDER

Mr. Victor Branch, Vice Chair, called the meeting of the Institutional Advancement Committee to order at approximately 1:30 p.m. at the Gateway Dining and Events Center.

ROLL CALL

A quorum was present.

Committee Members Present:

Mr. Edward Owens, Chair (*participation by electronic communication*)

Mr. Victor Branch (*Vice Chair*)

Ms. Pamela Currey

Dr. Joseph Chase

Dr. Christen Darden (*absent*)

Mr. Kishore Thota

Dr. Valerie K. Brown, Rector (*absent*)

Ms. Brenda Stith-Finch, Chair, VSU Foundation – (*absent*)

Dr. Leonard Githinji, Faculty Representative (*absent*)

Ms. Kailyn Haye, Student Representative (*absent*)

Due to medical reasons, Mr. Edward Owens participated in the meeting via electronic communications via Cisco WebEx from South Boston, VA 24592.

Other Members Present:

Mr. Thomas Cosgrove

Ms. Pamela Currey

Dr. Robert Denton, Jr.

Ms. Shavonne Gordon

Ms. Daphne Meeks

Mr. William Murray

Mr. Kishore S. Thota (*arrived @ 1:48 p.m.*)

Administration Present:

Dr. Makola M. Abdullah, President

Dr. Tia Minnis, Interim Provost/Vice President for Academic and Student Affairs

Ms. Tonya S. Hall, Vice President for Advancement and External Engagement

Mr. Kevin Davenport, Senior Vice President for Finance & Administration/CFO

Ms. Shawri King-Casey, Vice President for Institutional Integrity & Compliance

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

Dr. Alexis Brooks-Walter, Vice President for Enrollment Management

Legal Counsel:

Cynthia Marquez, Senior Assistant State Attorney General

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Other Attendees:

Dr. Robert Corley, Vice Provost for Academic and Student Affairs
Ms. Gwendolyn Dandridge, Asst. Vice President/Director of Communications
Mr. Maurion Edwards, CIO/Technology Services
Ms. Regina Barnett-Tyler, Associate Vice President/Student Engagement
Dr. Michelle Corley, Special Assistant to the Interim Provost
Yourdonus James, Office of Conference Services
Rodney Hall, President's Office
Danette Johnson, President's Office
Debbie Jefferson, President's Office
Tina Cabrera, President's Office
Kendra White, Office of Compliance/Policy Analyst
Eldon Burton, IA
Franklin Antonio, Technology Services
Derrick Jennings, IT
Tiffany Gullins, IA
Kendrick Mason, IA
Dr. Taneisha Brown
Adrian Petway, Finance
Joyce Henderson, VSURET

INVOCATION

Vice Chair Victor Branch invited Pastor Seth Ahmad-McQueen to offer the invocation.

APPROVAL OF AGENDA

The Vice Chair called for the approval of the agenda. The Committee approved the agenda by voice vote.

APPROVAL OF PREVIOUS MEETING MINUTES

The Vice Chair asked for a motion to approve previous meeting minutes from April 20, 2023. The Committee approved the previous meeting minutes by voice vote.

PRESIDENT'S REMARKS

President Abdullah thanked the Committee for their outstanding efforts and success in fundraising. The President is proud and honored that they represent Virginia State University.

REPORTS AND RECOMMENDATIONS

During the Institutional Advancement (IA) Committee Meeting, VP Tonya Hall and members of the IA team presented an overview of the Office of Institutional Advancement along with the roles, responsibilities, and alignment with the University's current Preeminence for a Purpose Strategic Plan. The Board also received presentations from Government Relations and Alumni Engagement offices.

Government Relations

Eldon Burton updated the Board on relations with our local, state, and federal governments. Mr. Burton provided updates on the VSU Town & Gowns meetings with Petersburg and Chesterfield County. The purpose of the meetings is to maximize resources, attract and retain talent in the area, drive economic development, and elevate the level of both learning and life. VSU looks forward to hosting a similar meeting with Colonial Heights. Mr. Burton shared information on VSU alums running for election to local and federal offices in November 2023.

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In his summary of the State budget process, Mr. Burton noted that the Commonwealth is a significant source of support for VSU. According to Mr. Burton, the Virginia General Assembly reconvened on September 6, 2023, to adopt House Incentive Bill 6001, which includes \$4,046,000 to sustain affordable access for VSU. In addition, in honor of National Black Business Month, Congresswoman Jennifer McClellan stopped by the VSU Center for Entrepreneurship in August.

Alumni Engagement

Mr. Johnson-Norwood presented a review of the Oral History Project. He thanked Tiffany Gullins, a colleague in Institutional Development, for starting the initiative. Approximately 28,274 alumni were contacted for the project, and 3,999 alumni participated in the publication process. PCI, the vendor selected for the project, collected 2,734 stories of which 778 were published in a book. The remaining stories were published digitally.

Mr. Johnson-Norwood outlined the comprehensive Campaign, the Battle of the States 2023, the anatomy of an alumni gift, and the plan to include the alumni community. As a result, the comprehensive Campaign will strengthen contact with alumni, promote peer-to-peer involvement, and provide alumni recognition opportunities. The goal is to ensure that the alumni comprehend, accept, and see themselves in the case for support. Mr. Johnson-Norwood announced the official alumni homecoming events planned for October 12-14, 2023.

Institutional Advancement

Ms. Tonya S. Hall began her presentation by giving a reminder of the Strategic Plan Priorities. The Office of Institutional Advancement had a record fiscal year on the hill, realizing \$6,261,327.58 in fundraising with 2,102 total donors. Most of VSU's support came from corporations. Ms. Hall gave an overview of the Campaign update, explaining that a "Comprehensive campaign is a combination of vision, capacity, and donor potential in a carefully planned case for support that appeals to the hearts and minds of donors."

Ms. Hall thanked the Board for starting the James (Jay) Stegmaier Scholarship Fund in honor of Jay Stegmaier, a former County Administrator in Chesterfield County and VSU BOV member until his passing. Since its inception, the Stegmaier Scholarship Fund has raised \$20,250.00 to support students who have demonstrated excellence in academics, leadership, and uphold the VSU mission.

ADJOURNMENT

There being no further business, Vice Chair Branch called for a motion to adjourn the meeting. The motion was received, properly seconded, and the Committee voted by voice vote. The Chair adjourned the meeting at approximately 2:23 p.m.

Approved:


Chair


Date