

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
1:45 P.M.; THURSDAY, SEPTEMBER 12, 2024
Gateway Dining & Events Center
(on the campus of Virginia State University)
(No Public Comment Period Scheduled)**

AGENDA

CALL TO ORDER.....Mr. Victor Branch, Vice Chair

ROLL CALL

INVOCATION (Pastor *Seth Ahmad-McQueen, Director of Campus Ministries*)

APPROVAL OF AGENDA

APPROVAL OF PREVIOUS MEETING MINUTES (if any)

- April 25, 2024 Meeting Minutes

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

CLOSED SESSION (if any)

REPORTS AND RECOMMENDATIONS

- Alumni Engagement Update.....Mr. Franklin Johnson-Norwood Jr.
Executive Director of Alumni Engagement
- Philanthropy Update.....Ms. Tonya S. Hall
Vice President for Advancement and External Engagement

OTHER BUSINESS

ADJOURNMENT

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MINUTES
THURSDAY, SEPTEMBER 12, 2024**

CALL TO ORDER

Mr. Victor Branch, Chair, called the meeting of the Institutional Advancement Committee to order at approximately 2:16 p.m. at the Gateway Dining and Events Center.

ROLL CALL

A quorum was present.

COMMITTEE MEMBERS PRESENT:

Mr. Edward Owens, Chair (*electronic participation*)
Mr. Victor Branch, Vice Chair
Dr. Joseph Chase, Jr.
Dr. Robert Denton, Jr.
Ms. Verndell Robinson
Mr. Robert Thompson
Mr. Kishore Thota (absent)
Dr. Valerie K. Brown, Rector (ex-officio)
Ms. Brenda Stith-Finch, (Chair, VSU Foundation)*

Mr. Owens stated that he is attending by electronic means from South Boston, Virginia due to medical reasons.

BOARD APPOINTEES:

Tracy L. Jackson, Faculty Representative
Mr. Yousif Omer, Student Representative (absent)

LEGAL COUNSEL

Nathan Moberly, Office of Attorney General

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 Redd, Chief of Staff/Director, Board of Operations & Relations

INVOCATION

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

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 April 25, 2024 meeting by voice vote.

PRESIDENT'S REMARKS

President Abdullah greeted and thanked the board members for returning to the VSU campus.

REPORTS AND RECOMMENDATIONS

Vice President Tonya L. Hall shared updates from the Office of Institutional Advancement (OIA) on fundraising, the \$100M campaign, and naming building policy. The Office raised over \$5.2 million in FY24, with an increase in donations compared to previous years. The campaign goal is set at \$100 million, with \$55.3 million already raised. The campaign is titled "Building Our Greater Legacy" and has a logo featuring the university building and a goal of \$100 million.

VP Hall shared information on the VSU policy on naming buildings. Naming a building requires achieving 75-80% of funding before affixing a donor's name. The approval process includes Memorandum of Understanding (MOU), naming committee, council review, and final board approval. Naming policy for buildings at VSU includes keeping the name for the life of the building. There is a clause specifying that the name remains as long as the purpose of the building stays the same. The campaign goal is \$100 million, with flexibility in naming opportunities and a focus on comprehensive giving.

Mr. Franklin Johnson-Norwood gave updates on Advancement Services and Alumni Affairs. Advancement services is working to streamline processes and improve donor experience for a comprehensive campaign. Alumni engagement is organizing homecoming activities and promoting community support for Virginia State University. He also reminded everyone of the 2024 VSU Homecoming Week, October 6-October 12th.

VP Hall indicated that OIA remains committed to fostering strong relationships with donors, cultivating new opportunities for giving, and ensuring that philanthropic support aligns with the institution's strategic goals. By leveraging data-driven insights and maintaining a donor-centric approach, the OIA is well-positioned to continue its trajectory of success and secure the remaining funds needed to achieve our Building a Greater Legacy campaign goals.

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 Chair adjourned the meeting at approximately 3:23 p.m.

APPROVED:


Chair


Date