

Office of Institutional Advancement

September 12, 2024



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**





Since 1882

Another Year of
GREATER GIVING
on the Hill

\$5,199,294.59

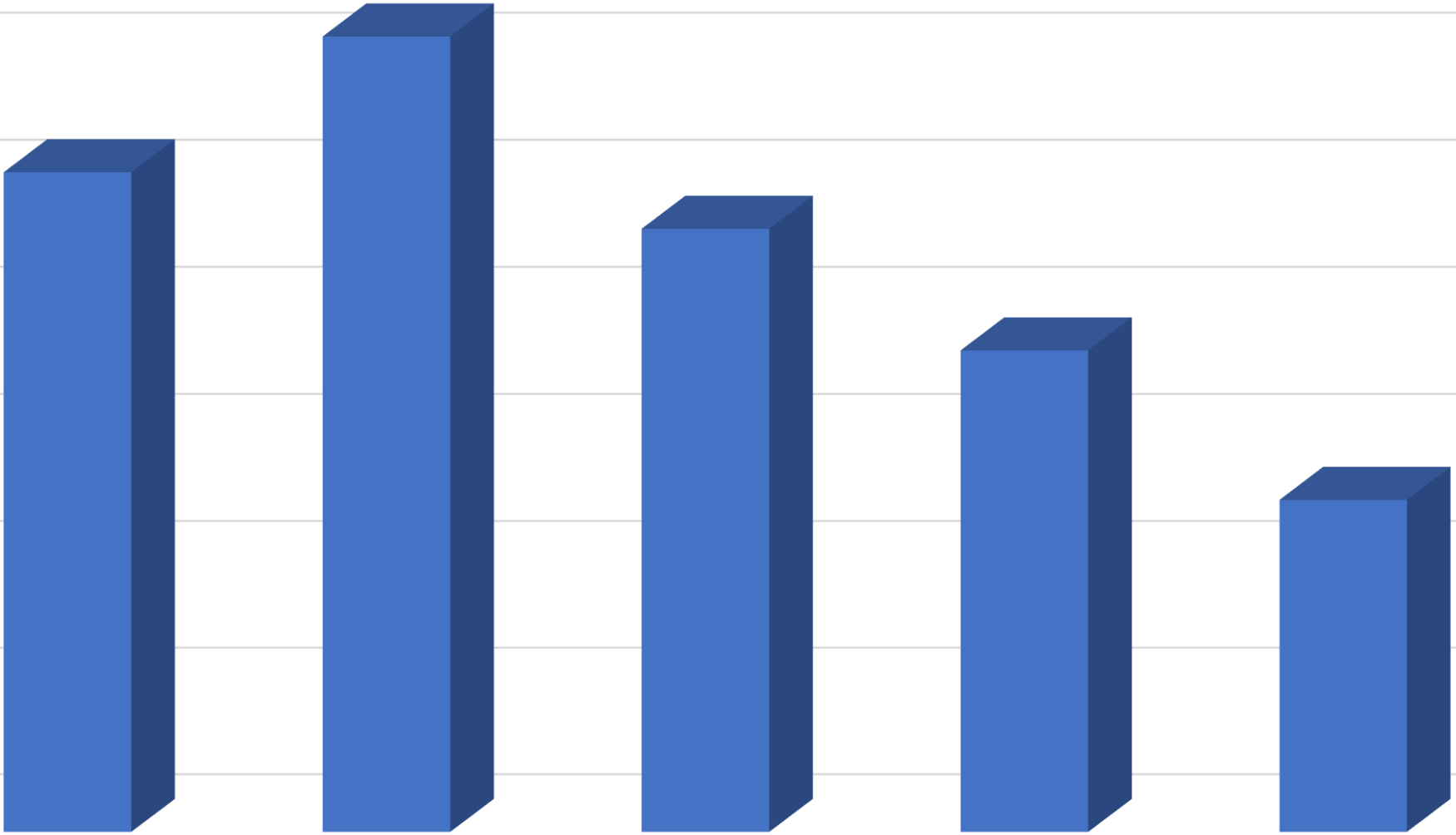
IN TOTAL FUNDRAISING

1,969

TOTAL DONORS

Total Fundraising by Fiscal Year

\$7,000,000.00
\$6,000,000.00
\$5,000,000.00
\$4,000,000.00
\$3,000,000.00
\$2,000,000.00
\$1,000,000.00
\$0.00



■ Total

FY '24
\$5,199,294.59

FY '23
\$6,267,423.20

FY '22
\$4,754,411.28

FY '21
\$3,797,444.94

FY '20
\$2,621,261.73

CAMPAIGN UPDATE



Greater Happens Here

Department of
Institutional Advancement

100M

Raised to Date!!

55.3M



Since 1882

Greater Happens Here



Case for Support Update

Many Voices = One Case for Support

5 Pillars Building a Greater Legacy



**Greater
Access
for All**



**Greater
Transformative
Spaces**



**Greater
Reimagining**



**Greater
Leading
the Way**



**Greater
Legacy
Building**



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Pillar 1

GREATER ACCESS FOR ALL



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Pillar 2
***GREATER TRANSFORMATIVE
SPACES***





Pillar 3
GREATER REIMAGINING





Pillar 4
GREATER LEADING THE WAY





Pillar 5
GREATER LEGACY BUILDING



PROPOSED NAMING POLICY



Determining the precise value per square foot for a university building, especially one under 25 years old, is highly dependent on several factors.

These include:

Location: Buildings in urban areas, near major transportation hubs, or in desirable neighborhoods typically command higher values.

Condition: The overall state of the building, including maintenance, renovations, and energy efficiency, significantly impacts its value.

Amenities: Features like modern technology, accessibility, and unique architectural elements can increase value.

Market Demand: Local real estate trends, particularly for university-related properties, influence pricing.

A Tiered Approach

Tier 1 Includes Building that are 25 years and younger

High-end: \$300-\$500 per square foot

Mid-range: \$200-\$300 per square foot

Budget: \$150-\$200 per square foot

Tier 1 Includes Spaces & Places that are 25 years and younger

High-end: \$XXX-\$XXX per square foot

Mid-range: \$XXX-\$XXX per square foot

Budget: \$XXX-\$XXX per square foot

A Tiered Approach

Tier 2 Includes Buildings that are between 26 years and 50 years

High-end: \$250-\$400 per square foot

Mid-range: \$175-\$250 per square foot

Budget: \$125-\$175 per square foot

Tier 2 Includes Spaces & Places that are 26 years and 50 years

High-end: \$XXX-\$XXX per square foot

Mid-range: \$XXX-\$XXX per square foot

Budget: \$XXX-\$XXX per square foot

A Tiered Approach

Tier 3 Includes Buildings that are between XXX and XXX

High-end: \$200-\$300 per square foot

Mid-range: \$150-\$200 per square foot

Budget: \$100-\$150 per square foot

Tier 3 Includes Spaces & Places that are 50 years and older

High-end: \$XXX-\$XXX per square foot

Mid-range: \$XXX-\$XXX per square foot

Budget: \$XXX-\$XXX per square foot

Virginia State University, its Board of Visitors, and legal counsel may consider the following out-clauses which could allow for the termination or modification of naming agreements:

Negative Publicity or Damage to Reputation

Breach of Contract

Change in Ownership or Control

Financial Difficulties

Substantial Changes to the University

Material Adverse Change

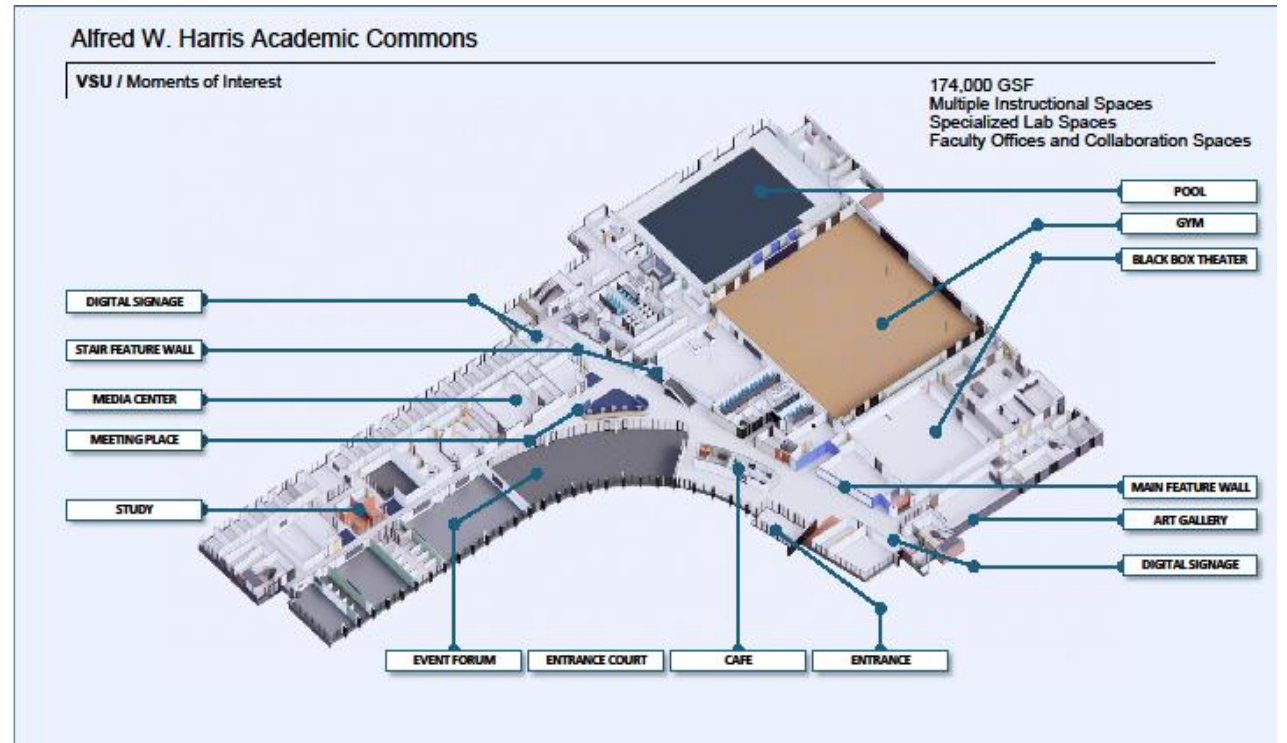
Benefits of a Tiered Approach to Naming Opportunities

- 1. Flexibility and Accessibility**
- 2. Strategic Resource Allocation**
- 3. Enhanced Donor Recognition**
- 4. Sustainable Revenue Stream**
- 5. Improved Institutional Branding**

Current Naming Opportunities



WHAT WOULD THIS LOOK LIKE...



Final Thoughts





Building Stronger Relationships:
Enhancing Advancement Services for
the Greater Legacy Campaign



Institutional Advancement Process Reimagine & Redesign Update

“Reimagining Advancement to Support Building a Greater Legacy...”

September 12, 2024

Why Reimagine & Redesign Processes?

- Improve donor experience
- Change management & training
- Understand current processes
- Validate that processes work
- Give staff more ROI on their time
- Better leverage tools & technology
- Address changes in policy, strategy, and cultural design





Define Desired Donor Experience

Workshops
Informed by Donors and Employees



Discover Current State

Interviews/Focus Groups
Identify Strengths Pain Points



Create Ideal Future State

Cross-Functional Collaboration
Process Maps



Present Findings

First Look Presentation
Final Report and Presentation



Advancement Services Processes & Systems

*Donor Information Management,
Records Management, Gift
Management, Prospect
Management & Research, Donor
Services, Corporate & Foundation
Relations*



Alumni Processes & Systems

*Alumni Information
Management, Coordination with
Advancement, Role in
Fundraising, Publications, Events,
Networking, Outreach*



Student Systems & Financial Aid

Scholarships Awarding



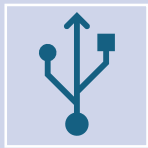
Internal & External Communications

*Communication Templates,
Communication Tools, Text
Messaging, Email, Phone, etc...*

Reimagining Advancement



Enhancing Operational Efficiency: Streamline administrative processes to reduce costs and reallocate resources to campaign priorities, improving overall effectiveness and impact.



Leveraging Technology for Better Engagement: Utilize advanced CRM systems and data analytics to personalize donor outreach, enhance virtual engagement, and support data-driven fundraising strategies.



Building a Culture of Collaboration and Inclusivity: Foster a University environment of collaboration and inclusivity, engaging stakeholders across the university community to strengthen campaign support and outcomes.

MISSION MOMENTS



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Alumni Updates & Upcoming Events



Meet the 2024 Jay Stegmaier Scholars





*Philanthropy Officer,
Virginia State University, Office of Institutional Advancement*

Dr. Marques J. Wilkes, PhD.

Welcome to The Hill

VSU
VIRGINIA STATE
Since 1882

Greater Happens Here
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Final Thoughts

