

**VIRGINIA STATE UNIVERSITY BOARD OF VISITORS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING MINUTES**

1:00 p.m., Thursday, October 31, 2019
Board Room, 310 Virginia Hall

CALL TO ORDER

Ms. Jennifer Hunter, Committee Chair, called the meeting of the Virginia State University (VSU) Board of Visitors Institutional Advancement Committee to order in the Board Room, 310 Virginia Hall, at 1:00 p.m.

ROLL CALL

A quorum was present.

Committee Members Present:

Ms. Jennifer Hunter, Chair
Dr. Valerie Brown (*absent*)
Ms. Thursa D. Crittenden
Ms. Pamela Currey
Dr. Daryl C. Dance
Mr. Michael Flemming
Mr. Paul Koonce (*absent*)
Mr. Xavier Richardson
Mr. Glenn Sessoms (*absent*)
Mr. Huron F. Winstead, Rector (*ex-officio*)
Ms. Beverly Everson-Jones, VSU Foundation Chair (*absent*)

Foundation Board of Trustees:

Dr. Robert Turner, Executive Director
Ms. Brenda Stith-Finch
Dr. Valerie Jones

Administration Present:

Dr. Makola Abdullah, President
Ms. Reshunda Mahone, Vice President for Institutional Advancement
Mr. Kevin Davenport, Vice President for Finance
Dr. Annie C. Redd, Special Assistant to the President/Board Liaison
Ms. Pamela Turner, Director of Communications
Dr. G. Dale Wesson, Vice President for Research and Economic Development
Ms. Sheila Alves, Chief Audit Executive

Legal Counsel Present:

Ramona Taylor, University Legal Counsel

Other Staff Present:

Mr. Travis Edmonds, IT Department
Ms. Monika Blume, Internal Audit

Ms. Mahone led the discussion on what it would take to plan a capital campaign for VSU. Following are the main points from the discussion.

Campaign Planning – Discussion

- Campaign Readiness – includes the following:

- Institutional Advancement Staffing:

- Hire national search firm to assist with the open positions, specifically the three Director of Development (3 positions).
- Previous recommendations for staffing include three new positions.
- Top priority is to fill vacant positions.
- Recommendation to hire consulting firm to complete short-term projects such as frontline fundraising and campaign development.

- Budget Resources:

- Discussion on implementing a gift fee and increasing the endowed fund fee.
- Estimation of need is \$500k - \$600k.

- Feasibility Study:

- Use a consulting firm to conduct feasibility study interviews. The study will focus on funding priorities, potential donors, volunteer leadership for the campaign, etc.
- Target completion is before the April 2020 BOV Meeting.

- Campaign Committee

- Ready to receive nominations for the committee

Funding

- Endowed Fees Recommendation

- Recommendation is to increase the fee by 1% for a total 2% fee assessment.
- Where will the 2% fees be allocated? We must be transparent on how the fee revenue will be implemented.

- Gift Fee Recommendation

- Currently no gift fee is assessed.
- Recommendation is to implement a 2% gift fee, only to non-endowed funds.
- Questions:
 - Consider waiving fees on an individual basis
 - Consider a tiered approach to charge corporations, foundations, and organizations a different fee.
 - How do we record fees with donors?

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Prospect Tracking

- Research demographic information.
- Learn why donors are not giving and then develop the campaign/fund raising efforts (for all groups).
- Appoint ambassadors/volunteers to encourage their class/peers to give.
- Recommendation to start the Golden Class (50th Class Reunion) giving strategies at least five years out.
- Recommendation to send tokens to plant the idea of giving.

Dashboard Report

- Stoplight where we are with the progression of fundraising. Discussion with Finance and IA in regards to the calendar year performance.
- Alumni Giving is down two years in a row.
- Faculty and Staff giving up.

Managing Expectations for November 14, 2019

- Recommendations for the endowed fund fee and gift fee
 - Contact the Association of Governing Board (AGB)
 - Consider a tiered approach for the gift fee
- What are our funding priorities?
- Revise the gift pyramid based on target ask amount and not gift capacity.

Future Topics:

Alumni Giving


- How do we encourage more alumni to give back?
 - Develop promo vids with MMA and student to prompt giving
 - Quarterly "Points of Pride"
 - Promoting the Tuition Assistance Fund
- Research the gaps in decade/class giving. How do we do more with technology and who is our target with each form of communication. (email, LinkedIn, social media)
 - Contact younger alumni (Year 1 Reunion)
- Emphasis on Planned Giving
- Student Phone Solicitations
- Test out or new CashApp
- Career Development

ADJOURNMENT –

There being no further business, the Chair adjourned the meeting at approximately 4:00 p.m.



Jennifer Hunter, Chair



Date