



VCU Board of Visitors

University Resources Committee Charter

I. PURPOSE

The primary purpose of the University Resources Committee is to monitor and oversee activities related to generating resources and stakeholder support of the university's strategic goals, particularly in the areas of government relations, development and alumni relations, and public relations and marketing communications. The Administration will report, for review, activities in the above areas of endeavor. In addition, the University Resources Committee shall recommend to the Board the naming of any physical facility or part thereof or any programmatic element of the University as outlined in the Board-approved "Policy Guidelines on Recognition of Donors and Friends."

II. COMPOSITION AND INDEPENDENCE

The University Resources Committee will be comprised of three or more Visitors. Each member must be free from any financial, family or other material personal relationship that, in the opinion of the Board or University Resources Committee members, would impair their independence from management and the University.

III. MEETINGS

The University Resources Committee will meet at least four times annually. Additional meetings may occur more frequently as circumstances warrant. The Committee chair should communicate with staff prior to each Committee meeting to finalize the meeting agenda and review the issues to be discussed.

IV. RESPONSIBILITIES

In performing its oversight responsibilities, the University Resources Committee shall:

A. **General:**

1. Adopt a formal written charter that specifies the Committee's scope of responsibility. The charter should be reviewed annually and updated as necessary.
2. Maintain minutes of the open session portion of the meetings.
3. Report Committee actions to the Board of Visitors with such recommendations as the Committee may deem appropriate.

4. Provide quarterly reports to the Board of Visitors on all updates concerning development and alumni relations, university relations, and government relations.
5. Meet in closed session, with or without members of senior management present, to discuss matters that the Committee or any of these groups believe should be discussed privately, as consistent with State law.
6. Become well acquainted with the information and pertinent facts under the purview of the Committee.
7. Implement best practices across the institution for external relations.

B. University Relations:

1. Receive and review reports on university communications related to supporting the university's strategic plan and advancing and protecting the VCU brand through strategic public relations and marketing communications.
2. Review recommendations from Administration related to university communications and marketing and make appropriate recommendations to the Board of Visitors.

C. Government Relations:

1. Receive and review reports on local, state, and federal government relations activities related to supporting the university's strategic plan.
2. Review recommendations from the Administration related to local, state and federal government relations and make appropriate recommendations to the Board of Visitors.

D. Development and Alumni Relations:

1. Review the solicitation of philanthropic gifts that benefit the programs of Virginia Commonwealth University and its units.
2. Review and approve policies governing solicitation and acceptance of gifts, as well as the protection of confidential data, and make appropriate recommendations to the Board of Visitors.
3. Review and approve the naming of facilities, programs, and endowed funds, and make appropriate recommendations to the Board of Visitors for approval.
4. Receive and review reports of major gifts, fundraising metrics, and alumni engagement activities.