

**Virginia Commonwealth University
University Resources Committee of the Board of Visitors**

Minutes

Date: May 9, 2014
Time: 11:00a.m. – 12:30 p.m.
Location: Student Commons, Richmond Salons III and IV, 907 Floyd Avenue, Richmond, VA

Present: Ms. Jacquelyn E. Stone, Chair
Dr. Kamlesh Dave, Vice Chair
Mrs. Teresa H. Carlson
Mr. John A. Luke, Jr.
Mr. G. Richard Wagoner, Jr.
Mr. Steve Worley
Mr. William Ginther, Rector
Dr. Michael Rao
Staff from VCU and VCUHS
Member of the press

Unavailable: Dr. John Snow

Ms. Jacquelyn E. Stone called the meeting to order at 11:10 a.m. The following items were presented for information:

- Committee Dashboard Review was presented by Ms. Heil.
- Government Relations Report was presented by Mr. Rubin. He provided an update on Governor's budget and the legislative activities of the General Assembly.
- Public Relations and Marketing Communications Report was presented by Ms. Lepley.

Ms. Lepley discussed the more than 200 executive communications that were produced through the third quarter of 2014. She noted that Quest messaging is present in nearly 90 percent of those communications. Also communication channels are being revamped to be more effective. Media coverage metrics are off target from same period last year. Ms. Lepley reminded the committee that the Spring Make it Real integrated marketing campaign is underway as well as the VCU awareness and attitudinal reputational study in several different areas.

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- Vice President’s Alumni Relations Report was presented by Ms. Heil. Ms. Heil reported that the University has raised \$41.7M toward the \$65M goal in new gifts and Pledges. Additionally she reported that the Alumni membership stands at 12,373 toward a goal of 12,643 as of April 21, 2014. Also she informed the committee that the VCU Alumni Board of Governors met on January 18, 2014.

On motion made and seconded, the University Resources Committee convened into closed session to discuss matters relating to gifts, bequests, and fund-raising activities, including the Report of the Vice President, the Development Report, and the consideration of the Named Funds Report Recommendations, as authorized by Section 2.2-3711 A(8) of the Virginia Freedom of Information Act.

Following closed session, on motion made and seconded, the following Resolution was approved by roll call vote:

The University Resources Committee of the Board of Visitors of Virginia Commonwealth University hereby certifies that, to the best of each member’s knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed session meeting were heard, discussed, or considered by the University Resources Committee of the Board of Visitors of Virginia Commonwealth University.

<u>Roll Call Vote</u>	<u>Ayes</u>	<u>Nays</u>
Ms. Jacquelyn E. Stone, Chair	x	
Dr. Kamlesh Dave, Vice Chair	x	
Mrs. Teresa H. Carlson	x	
Mr. John A. Luke, Jr.	x	
Mr. G. Richard Wagoner, Jr.	x	
Dr. John Snow	absent	
Mr. Steve Worley	x	

Vote:
Ayes: 6

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Nays: 0

ABSENT DURING MEETING: 1

ABSENT DURING VOTING: 1

On motion made and seconded, the University Resources Committee recommended to the full Board the approval of the Named Funds Report.

The meeting was adjourned at 12:16 p.m.