



**BOARD OF VISITORS  
UNIVERSITY RESOURCES COMMITTEE  
11:00 A.M.  
SEPTEMBER 14, 2017  
JAMES CABELL LIBRARY  
901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Rev. Tyrone E. Nelson, Vice Chair  
Dr. Robert D. Holsworth  
Mr. Edward McCoy  
Ms. Colette W. McEachin  
Mr. Ron McFarlane  
Dr. Carol S. Shapiro  
Mr. Steve L. Worley

**COMMITTEE MEMBERS ABSENT**

Mr. G. Richard Wagoner Jr, Chair

**OTHERS PRESENT**

VCU Staff  
Jay Davenport  
Myrna Hall, Senior Consultant & Principal at Marts & Lundy

**CALL TO ORDER**

Rev. Tyrone E. Nelson, Vice Chair, called the meeting to order at 11:08 a.m. Rev. Nelson welcomed new committee members, Mr. Edward McCoy and Mr. Steve L. Worley. He then recognized Myrna Hall who is the university's campaign consultant. He also introduced the incoming Vice President of Development and Alumni Relations, Jay Davenport, whose official start date is September 25, 2017. Mr. Steve L. Worley thanked Mr. Ed Grier, Interim Vice President of Development and Alumni Relations, for stepping into that role and successfully navigating Development and Alumni Relations through the transition period.

**APPROVAL OF MINUTES**

Rev. Nelson asked for a motion to approve the minutes of the May 12, 2017 University Resources Committee, as published. After motion duly made and seconded the minutes of the May 12, 2017 University Resources Committee were unanimously adopted. A copy of the

minutes can be found on the VCU website at the following webpage  
<http://www.president.vcu.edu/board/committeeminutes.html>.

## **REPORTS AND RECOMMENDATIONS**

### **Government Relations**

Mr. Matthew Conrad, Executive Director of Government Relations, and Ms. Karah Gunther, Executive Director Government Relations and Health Policy, provided an update:

- The new Government Relations FY18 Plan developed over the summer.
- They also provided an update on state, local, and federal activities.
- Much work has been done in advance of the 2017 general elections at which time Virginia will elect a new governor, lieutenant governor, and attorney general. All 100 house of delegates members are also up for re-election.
- Staff will work closely with the incoming administration and legislative leadership between now and January to ensure VCU's strategic priorities, as found in our 6-year plan, are reflected in the Commonwealth's new biennial budget.

### **University Relations**

Ms. Pamela D. Lepley, Vice President for University Relations, and Tom Klug, Associate Vice President of University Marketing, presented the strategy behind this year's Make it Real marketing campaign along with a preview of the advertising concepts:

- The goals of the campaign are to elevate VCU's brand awareness, encourage interaction with the brand and to start prospective students on their college decision-making journey and move the needle in getting people to take action to apply to VCU.
- Primary audiences are prospective students, age 15-17 and secondary audiences are influencers: alumni, peers, parents and the greater Richmond area
- The media strategy has four components: break through the clutter and engage, embrace attendance trends, leverage social media early and pulse advertising flights (the timing of advertising)
- The campaign is highly metric-driven so the campaign can be adjusted along the way for optimum effectiveness of each of the goals
- The advertising creative continues the "this is my real" theme. It captures how VCU is unlike any other institution; how the VCU community does unbelievable things – our stories may seem larger than life but they are "real" – everyday – to us.
- The advertising pieces are undergoing finishing touches right now. This year's campaign will be featured on the Make it Real web site at the end of the month.

### **Development and Alumni Relations**

Mr. Ed Grier, Interim Vice President for Development and Alumni Relations, and Chris Ritrievi, Senior Associate Vice President for Campaign Leadership and Constituency Relations, provided a summary of fundraising highlights, noting:

- VCU finished the fiscal year at \$505M and as of today, the campaign is at \$536M or 71.5% toward the \$750M goal.
- There are 86,000 donors who have given to the campaign this year.
- We have received 15 gifts of \$1M or more in 2017.
- There is \$38.3M in major gift solicitations outstanding. Mr. Ritrievi reminded the committee that a major gift is \$25K or more.
- The number of alumni making new gifts in FY17 was up 14% over this time last year.
- There is an alumni engagement research project underway with Southeastern Institute of Research to assess alumni engagement and support for VCU.

### **CLOSED SESSION**

Rev. Nelson asked for a motion to convene a closed session pursuant to Sections 2.2-3711 (A) (9) of the Virginia Freedom of Information Act for the discussion of gifts, bequests, and fundraising activities of the University, specifically Named Fund and Spaces Report and the Named Funds Under \$50,000 Report. After motion duly made and seconded the motion was unanimously adopted.

### **RECONVENED SESSION**

Following the closed session, the public was invited to return to the meeting. Rev. Nelson called the meeting to order. On motion duly made and seconded the following resolution of certification was approved by a roll call vote:

#### **Resolution of Certification**

**BE IT RESOLVED**, that the University Resources Committee of Virginia Commonwealth University certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements under this chapter were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion by which the closed session was convened were heard, discussed or considered by the Committee of the Board.

#### **Vote**

#### **Ayes**

#### **Nays**

Dr. Robert D. Holsworth  
Mr. Edward McCoy

X  
X

Ms. Collette W. McEachin	X
Mr. Ron McFarlane	X
Rev. Tyrone E. Nelson	X
Dr. Carol S. Shapiro	X
Mr. Steve L. Worley	X

All members responding affirmatively, the resolution of certification was unanimously adopted.

Rev. Nelson then asked for a motion to recommend to the Board approval of the Named Funds and Spaces Report as presented in closed session. After motion duly made and seconded the Committee approved the motion to recommend to the Board of Visitors approval of the Named Funds and Spaces Report as presented in closed session.

### **ADJOURNMENT**

There being no further business, Rev. Nelson adjourned the meeting at 12:24 p.m.