



**BOARD OF VISITORS  
UNIVERSITY RESOURCES COMMITTEE**

**11:00 A.M.**

**MARCH 22, 2017**

**JAMES CABELL LIBRARY**

**901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Mr. G. Richard Wagoner Jr, Chair  
Mr. H. Benson Dendy III  
Dr. Robert D. Holsworth  
Ms. Collette W. McEachin  
Dr. Carol S. Shapiro

**COMMITTEE MEMBERS ABSENT**

Rev. Tyrone E. Nelson, Vice Chair  
Mr. Ron McFarlane

**OTHERS PRESENT**

Ms. Michele N. Schumacher, J.D., Board Liaison and Assistant to the President  
Ms. Madelyn Wessel, University Counsel  
VCU Staff

**CALL TO ORDER**

Mr. G. Richard Wagoner Jr, Chair, called the meeting to order at 11:07 a.m.

**APPROVAL OF MINUTES**

Mr. Wagoner asked for a motion to approve the minutes of the December 8, 2016 University Resources Committee, as published. Ms. Marti Heil, Vice President for Development and Alumni Relations, noted that the minutes listed Ms. Collette W. McEachin as being present when in fact, she was absent from the meeting. After motion duly made and seconded the minutes of the December 8, 2016 University Resources Committee were unanimously adopted, as amended. 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 on the 2017 Session of the General Assembly, including both legislative and budget items as follows:

- VCU ended the session in a stronger budget position than it began, but still took a differentiated general fund reduction.
- Six year plan goals were advanced with respect to faculty merit increases and increased funding for student financial aid.
- The discussion around certificate of public need reform ended, as in the prior session, without significant change and will certainly continue into 2018.
- The General Assembly returns on April 5th to consider the Governor's legislative and budget actions in a one-day reconvened session.

### **University Relations**

Ms. Pamela D. Lepley, Vice President for University Relations, provided the following summary of communications highlights since the December 2016 meeting:

- Earned, owned and social media metrics are on track. Media coverage was at 60 percent of goal near the end of February, with 28.6 billion impressions.
- Delivery of paid media also is on pace to deliver the full 106.7 million impressions for the FY 17 Make it Real and Comprehensive Campaigns.
- Some top news stories in the reporting period included VCU's release of the economic and cultural impact study, with 30 media hits and 14 million impressions. President Rao's state of the university address in late January was broadcast on Facebook live for the first time, reaching nearly 62,000 people, with 5,560 video views and more than 1,000 engagements.
- Extensive work is underway by the division to support major initiatives with comprehensive communications campaigns – primarily to reach internal audiences. These include the Human Resources Redesign, the new Budget Model, new strategic plan development, university master site plan and the health system's Vision by Design (strategic master facilities plan).

### **Development and Alumni Relations**

Ms. Marti K.S. Heil, Vice President for Development and Alumni Relations, provided a summary of fundraising highlights, noting:

- The campaign stands today at \$481.9M of the \$750M goal. YTD is \$54.9M new gifts and pledges.
- Nearly 22,000 donors have given to the campaign this year.
- Alumni membership is at 10,198 – on track to meet goal of 13,054 during the activities of Alumni Month in April.
- Alumni Reunion is coming up April 7-9 and will feature events at the Omni, Jefferson Hotel, and across campus and private homes. Some highlights include the dentistry golf

tournament, the RPI Naming Ceremony, the 50th Class Celebration (with a special MCVF honoring of Bertha Rolfe's 70th reunion), and the very popular Block Party.

- In connection with Annual Giving, Alumni participation stands at 4.9%, with 4 months yet to go in spring appeals, toward a stretch goal of 7%.
- The Faculty Staff Retiree campaign will launch its second year in April 2017. Last year employees of VCU and VCU Health System gave more than \$3.7M, and this year a single \$1M current gift from a retired faculty member has already been recorded. The campaign is chaired by VCU's Chief of Police, John Venuti.
- Once again, the Development and Alumni Relations (DAR) staff were recognized at the Council for Advancement and Support of Education (CASE) District 3 conference, winning eight awards for creativity and writing in Development and Alumni Communications, including one national platinum prize for VCU's Black and Gold Loyalty Society. The recognition does not include any materials for the Make It Real Campaign as that material will be submitted next year to CASE.
- Development and Alumni Relations is developing useful and accurate pipeline reports in RADAR that will allow a more accurate predictability in cash and pledge expectancies.

Ms. Heil then introduced Chris Ritrievi, Senior Associate Vice President for Campaign Leadership and Constituent Relations who provided an update on the Make It Real (MIR) Campaign. Mr. Ritrievi reminded the board of the outcome of the three previous VCU campaigns and indicated that the monthly trend line for MIR goal of \$750M is above the actual average of gifts and pledges per month. A total of \$481.9M has been raised to date, representing 64% of the \$750M goal. There have been 88 six- and seven-figure solicitations. Twelve gifts of \$1M or more have been acquired this fiscal year and there has been a 16.9% increase in gifts from alumni. There are 283 new endowed scholarships and 45 new endowed professorships or chairs. Mr. Ritrievi stated that DAR continues to make good progress toward the goal and must keep working to capacity. Annual Giving programs continue to broaden the base of Alumni donors.

### **CLOSED SESSION**

Mr. Wagoner asked for a motion to convene a closed session pursuant to Sections 2.2-3711 (A) (8) of the Virginia Freedom of Information Act for the discussion of gifts, bequests, and fund-raising 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. Mr. Wagoner 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.

<b><u>Vote</u></b>	<b><u>Ayes</u></b>	<b><u>Nays</u></b>
Mr. H. Benson Dendy III	X	
Mr. Robert D. Holsworth	X	
Ms. Collette W. McEachin	X	
Dr. Carol S. Shapiro	X	
Mr. G. Richard Wagoner Jr.	X	

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

Mr. Wagoner 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.

On behalf of the Board of Visitors, Mr. Wagoner thanked Ms. Heil for her service to VCU and congratulated her on her upcoming retirement.

### **ADJOURNMENT**

There being no further business, Mr. Wagoner adjourned the meeting at 12:13 p.m.