



**BOARD OF VISITORS  
UNIVERSITY RESOURCES COMMITTEE  
11:00 A.M.  
DECEMBER 7, 2018  
JAMES CABELL LIBRARY  
901 PARK AVENUE, ROOM 311, RICHMOND, VIRGINIA**

**MINUTES**

**COMMITTEE MEMBERS PRESENT**

Mr. G. Richard Wagoner Jr., Chair  
Reverend Tyrone Nelson, Vice Chair  
Mr. Todd Haymore  
Dr. Robert Holsworth  
Mr. Edward McCoy  
Mr. Ron McFarlane  
Dr. Carol Shapiro

**COMMITTEE MEMBERS ABSENT**

Ms. Colette McEachin

**OTHERS PRESENT**

Mr. Eldon Burton  
Mr. Matthew Conrad  
Mr. Jay Davenport  
Ms. Karah Gunther  
Mr. Josh Hiscock  
Ms. Ashley Hood  
Mr. Magnus Johnsson  
Ms. Pamela Lepley  
Ms. Samantha Marrs  
Staff from VCU

**CALL TO ORDER**

Mr. G. Richard Wagoner Jr. called the meeting to order at 11:00 a.m.

**APPROVAL OF MINUTES**

Mr. G. Richard Wagoner Jr. asked for a motion to approve the minutes of the May 11, 2018 University Resources Committee, as published. After motion duly made and seconded the minutes of the May 11, 2018 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 on:

- Personnel matters within Government Relations and introduced two new staff members
  - Eldon Burton, Director of Government and Community Relations
  - Ashley Hood, Sr. Director of State Government Relations
- Federal Update
  - Midterm Election Recap
  - 2019 GA Session Update

### **University Relations**

Ms. Pamela Lepley, Vice President for University Relations provided the following updates:

#### **Dashboard Highlights**

Public relations and marketing communications goals for Fiscal 2019 are focused on raising institutional brand awareness and reputation among national and regional audiences. The Make it Real Paid campaign also supports undergraduate in-state and out-of-state student recruitment.

New earned media goals focus on the quality of national media coverage:

- “Top tier” national media hits
- Baseline of media hits that “tell our story,” versus a quote or mention
- Baseline of coverage in markets where we target undergraduate recruitment

Owned media goals focus on strengthening our creative storytelling while developing a larger readership through improved distribution channels, particularly the VCU News email newsletter and the VCU News site.

Shared media goals:

- Navigate changes in social media platforms that reduce reach of institutional posts
- Supplement organic social media strategy with a paid strategy to extend reach
- Focus on our governance role by helping VCU units prepare for exterior threats, including bots

#### **Public Affairs and Marketing Highlights**

The FY19 Make it Real paid media campaign kicked off in September with primarily print media. In October, Youtube, Google and social boosting began running as well. Our early

December report will provide enough campaign data to measure CTRs (click-thru-rates) and conversion rates.

The 2018-2019 Make it Real campaign creative assets and public relations highlights update will be presented at the December University Resources Committee.

### **Development and Alumni Relations**

Mr. Jay Davenport, Vice President for Development and Alumni Relations provided a review of the fundraising metrics and updates including:

- Introduction of Michael Morelius, Senior Associate Vice President of Development for Monroe Park Campus, noting that the search is in final stages for the Senior Associate Vice President of Development for the Health Systems.
- Overview of the Make It Real Campaign, stating that it was on target to be the best year in the capital campaign with an increase of \$672,284 this month. He then reviewed areas of success and areas that needed improvement. The campaign is at \$651.6M toward the \$750M goal.
- Overview of the alumni strategic plan ELEVATE and the exciting new programs for Alumni.

Mr. Magnus Johnsson spoke of the presidential salon dinners for FY19 and thanked the McFarlane's for their wonderful event hosted in October.

### **CLOSED SESSION**

Mr. Davenport 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 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. McFarlane 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.

<u>Vote</u>	<u>Ayes</u>	<u>Nays</u>
Mr. G. Richard Wagoner Jr., Chair	X	
Mr. Todd Haymore	X	
Dr. Robert Holsworth	X	
Mr. Edward McCoy	X	
Mr. Ron McFarlane	X	
Rev. Tyrone Nelson	X	
Dr. Carol Shapiro	X	

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

Mr. G. Richard Wagoner Jr. 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, Mr. G. Richard Wagoner Jr. adjourned the meeting at 12:29 p.m.