



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE
11:15 A.M.
DECEMBER 13, 2019
JAMES CABELL LIBRARY
901 PARK AVENUE, ROOM 303, RICHMOND, VIRGINIA**

MINUTES

DRAFT

COMMITTEE MEMBERS PRESENT

G. Richard Wagoner Jr., *chair*
Tyrone E. Nelson, *vice chair*
Carolina Espinal
Peter Farrell
Robert D. Holsworth, Ph.D
Stuart Siegel

OTHERS PRESENT

Matthew A. Conrad
Jay E. Davenport
Miles Gordon
Karah L. Gunther
Ashley M. Hood
Magnus H. Johnsson
Pamela D. Lepley
Samantha W. Marrs
Staff from VCU

CALL TO ORDER

Mr. G. Richard Wagoner Jr. called the meeting to order at 11:22 a.m.

APPROVAL OF MINUTES

Mr. Wagoner asked for a motion to approve the minutes of the September 13, 2019 University Resources Committee, as published. After motion duly made and seconded the minutes of the May 10, 2019 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

Ms. Ashley M. Hood, Senior Director of State Government Relations, Mr. Miles Gordon, Director of Government and Community Relations, Ms. Karah L. Gunther, Executive Director of Government Relations and Health Policy, and Mr. Matthew Conrad, Executive Director of Government Relations, provided the following state, federal and local updates as follows:

- **State**
 - 2019 Election Recap & Implications for VCU/VCUHS
 - FY21-22 Budget Preview
 - 2020 GA Session Preview
- **Federal**
 - CMS Rulemaking Affecting VCUHS
 - Higher Ed Reauthorization
- **City**
 - 5th District Election
 - Taxable Development Partnership

Development and Alumni Relations

- Mr. Jay Davenport, Vice President for Development and Alumni Relations, provided a review of the fundraising metrics and updates including an 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 \$124.87M to date with \$31.5M in new gifts and pledges this year. The campaign has raised \$790.7M surpassing the \$750M goal.

University Relations

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

- **Dashboard Highlights**

Ms. Lepley reviewed the public relations and marketing communications goals noting that these goals 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.

She continued that the new earned media goals focus on the quality of national media coverage including:

- “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

Ms. Lepley continued 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.

She stated that the shared media goals are:

- 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**

Ms. Lepley stated that the metric goals are on track to meet or exceed goals through third quarter of FY 19. Specifically, a focus on national media coverage resulted in more than a 100 top tier national and international media hits during the months of November and December. Earned media impressions through November stand at 14 billion – ahead of this year’s target.

She continued that the national media outreach is part of an overall goal to raise the national profile of the VCU enterprise, especially related to student success and academic reputation. In connection with this goal VCU has begun work with VOXGLOVAL (an international PR firm and an affiliate of FleishmanHillard) to help with student success positioning, messaging and a communications plan. In addition, a reputational campaign specifically directed to peers – university and college presidents, provosts and admission officers – will go into full effect in the spring semester.

Ms. Lepley informed the Committee that The Make it Real in-state and out-of-state student recruitment marketing is on track, noting that the campaign this year focused on actual conversions – ads that lead prospective students to take action in the application process.

She concluded that overall performance has been strong nearing the midpoint of the heaviest advertising period through January, and is timed for when students submit their applications. Results so far include a high volume of activity relating to transfer applications and related search terms.

ADJOURNMENT

There being no further business, Mr. Wagoner adjourned the meeting at 12:22 p.m.