VIRGINIA COMMONWEALTH BOARD OF VISITORS
STRATEGIC TASK FORCE
1:00 P.M.
May 4, 2021
SCOTT HOUSE
909 W. FRANKLIN ST.
RICHMOND, VIRGINIA
& VIRTUAL

MINUTES

STRATEGIC TASK FORCE MEMBERS PRESENT
Mr. H. Benson Dendy III, Chair
Mr. Edward L. McCoy
Mr. Matthew Conrad, Executive Director of Government Affairs
Ms. Karol Kain Gray, Senior Vice President and Chief Financial Officer
Grant Heston, Vice President for University Relations
Dr. Tomikia LeGrande, Vice President for Strategy, Enrollment Management and Student Success
Ms. Pamela Lepley, Senior Advisor to the President
Dr. Meredith Weiss, Vice President for Administration

STRATEGIC TASK FORCE MEMBERS PRESENT ELECTRONICALLY
Dr. Gopinath R. Jadhav, Vice Chair
Ms. Carolina Espinal
Mr. Todd P. Haymore
Mr. Keith T. Parker, Rector
Mr. G. Richard Wagoner, Jr.
Dr. Gail Hackett, Provost and Senior Vice President for Academic Affairs

STRATEGIC TASK FORCE MEMBERS NOT PRESENT
Ms. Pamela K. El

OTHERS PRESENT
Ms. Chelsea Gray, Assistant Secretary & Board Liaison to the VCU Board of Visitors & Executive Assistant to the President
VCU students, faculty and staff and members of the public via livestream

CALL TO ORDER AND INTRODUCTIONS
Mr. H. Benson Dendy III, Vice Rector, called the meeting to order at 1:05 p.m. The meeting was held in accordance with Section 2.2-3708.2 (D) of the Freedom of Information Act.
Ms. Chelsea Gray, Assistant Secretary and Board Liaison & Executive Assistant to the President, reminded everyone in attendance of logistics for the meeting. She then conducted a roll call to see who was present virtually and in-person. The public was able to view the open session of the meeting via livestream at https://mssvideo.vcu.edu/BOV.

PUBLIC COMMENT PERIOD
Ms. Chelsea Gray, Assistant Secretary and Board Liaison, reminded the Task Force that written comments were to be received prior to the meeting via an online portal and that no responses were received. She then reminded the Board that there would be a public comment session at this meeting and that in accordance with the published procedures for public comment, no one pre-registered to speak.

SHARING THE VCU STORY: AUDIENCE, CHANNELS AND GOALS
Mr. Grant Heston, Vice President for University Relations, provided an overview of current marketing strategies. He described PESO: paid content, earned content, shared content, and owned content and provided supporting data. He focused on the strategy of telling impactful, meaningful stories and doing it in a way that meets the audiences where they are. The board emphasized the importance of strengthening the VCU brand and sharing more VCU stories through all content revenues. The board continued to stress the importance of highlighting our research, engineering, and other schools that continue to grow and provide students more opportunities.

A copy of Mr. Heston’s presentation is attached hereto as Attachment A and is made a part hereof.

Mr. Dendy thanked Mr. Heston.

VCU FUNDRAISING SUCCESS AND OPPORTUNITIES: FOUNDATION AND CORPORATE SUPPORT
Mr. Jay Davenport, Vice President for Development and Alumni Relations, discussed the current trends in corporate and foundation giving and the noticeable changes in giving sources that have occurred since 2018. VCU has maximized foundation giving and it will continue to do so. He briefed the task force on the challenges and opportunities VCU Development

Mr. Dendy then moved that the Board of Visitors Strategic Task Force of Virginia Commonwealth University convene a closed session under Section 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. The motion was seconded and was approved by a roll call vote:

<table>
<thead>
<tr>
<th>Vote</th>
<th>Ayes</th>
<th>Nays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr. H. Benson Dendy III, Chair</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dr. Gopinath R. Jadhav, Vice Chair</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Ms. Carolina Espinal</td>
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</table>
Following the closed session, the public was invited to return to the meeting. Mr. Dendy called the meeting to order. On a 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 Board of Visitors Strategic Task Force 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.

<table>
<thead>
<tr>
<th>Vote</th>
<th>Ayes</th>
<th>Nays</th>
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<tbody>
<tr>
<td>Mr. H. Benson Dendy III, Chair</td>
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<td>Ms. Karol Kain Gray</td>
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<td>Provost Hackett</td>
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<tr>
<td>Grant Heston</td>
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<td>Dr. Tomikia LeGrande</td>
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<td>Ms. Pamela Lepley</td>
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<tr>
<td>Dr. Meredith Weiss</td>
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<tr>
<td>Dr. Gail Hackett</td>
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</tbody>
</table>
After returning to open session Mr. Davenport discussed the strong focus on scholarship development with a $50 million goal with 129 new funds created, $29.7 million raised in the last year. Scholarship initiatives have a process and it is important to begin this work now. The Board emphasized the importance of sharing VCU’s story to assist with fundraising. A copy of the presentation is attached hereto as Attachment B and is made a part hereof.

Mr. Dendy thanked Mr. Davenport.

**ADJOURNMENT**
There being no further business, Mr. Dendy, adjourned the meeting at 3:01 p.m.
Agenda

• Seismic shift in stories
• Our plan
• Four goals
We like our story best when we tell it ourselves.
P: Paid content
E: Earned content
S: Shared content
O: Owned content
Paid content

- Ads (print and digital)
- Search engine optimization
- Advertorials
- Paid social media boosts
- Direct mail
Melding art with medical safety

When supplies for the COVID-19 pandemic were low, it was artist and Virginia Commonwealth University alumnus Keith M. Ramsey who came to the rescue. In a project led by VCU Ventures, which supports faculty and staff startups, Ramsey used his welding expertise to build metal frames that would help decontaminate N95 protective masks. The innovative process can purify 12,000 masks per day. “That almost brought me to tears,” said Ramsey, witnessing the powerful results of combining arts and sciences at VCU.
A cityscape of experiences

VCU Make it real.

Success. No delays.
Social ads

No matter where you come from, or what you come across. You’ll be ready to take the lead.

Our urban campus is a proving ground for your talents and a playground for new ideas.

Opportunities within reach.

From your background to the forefront

20+ nationally ranked programs

Banner ads

VCU
Make it real.

GAIN EXPERIENCE FROM DAY ONE.

APPLY NOW

SUCCEED AT CITY SPEED.

IT'S NOT TOO LATE TO APPLY.

APPLY NOW

VCU
Make it real.
- Traditional media outlets
- Bloggers/writers
- Social media influencers
- Third-party endorsements
"Although total US death counts are remarkably consistent from year to year, US deaths increased by 20% during March-July 2020," according to the research, authored by Dr. Steven Woolf and colleagues at the Virginia Commonwealth University School of Medicine and the Yale School of Public Health.
A diverse board leads to smarter decisions

When Michael Rao became president of Virginia Commonwealth University, in 2009, he could clearly see the increasing racial diversity among the students. But the university’s Board of Visitors didn’t reflect that shift.

"The board that hired me — really kind, great people... was not diverse," Rao says.

A lot of things are within a college president’s power. Changing who’s on the board at public institutions is not one of them. In Virginia the governor appoints all of VCU’s board members. Public-college boards are inherently political, and often are stacked with allies of the governor or the lawmakers who control the appointments.

So early on, Rao hired Matthew A. Conrad as executive director of government and board relations. Conrad had worked in the governor’s office and knew how to navigate the murky world of board appointments.

Conrad says the key is finding commonality, and making clear that board appointments can fulfill goals for the governor's administration as well as the university.

VCU policy limits members to two four-year terms, which makes it easier to bring in new voices. Conrad also recommends that colleges explore the resources put out by the Association of Governing Boards of Universities and Colleges, which help institutions outline the competencies of current board members and identify gaps in demographics, experiences, and professions.

Conrad and his staff proposed names for consideration, identifying potential candidates among alumni, university supporters, and people who were already serving on other boards or commissions. Though there was no guarantee that Virginia’s secretary of the commonwealth would accept those recommendations, VCU’s leadership had built a solid rapport with the secretary, Kelly Thomason Merten.

One of those names was Keith T. Parker, now the board’s rector, the top role. Rao met Parker, a Black VCU alumnus, at a 2015 university event at which he was given an alumni award. The president was so impressed, Rao says, that he immediately wanted Parker, a former head of Marta, Atlanta’s transportation agency, on VCU’s board. The governor’s office appointed him a year later.

More than half of the university’s board members are now people of color.

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It’s not unusual for patients like him to develop food aversions related to their distorted perceptions, said Dr. Evan R. Reiter, medical director of the smell and taste center at Virginia Commonwealth University, who has been tracking the recovery of some 2,000 Covid-19 patients who lost their sense of smell.
• Social media posts
• Video sharing (YouTube, Vimeo, etc.)
• Customer reviews (RateMyProfessor.com, Niche.com, etc.)
INSIDE VCU:

Sharing the Love

With Valentine's Day on the horizon and the pandemic holding strong, it's more important now than ever to share the love with others in safe-but-meaningful ways. This year the VCU community is doing just that, using expertise and innovation to create thoughtful moments.

Swipe up to view the full story on how the VCU family has been sharing the love.

The Pappas continue to bring the fun

Dr. John Pappas, director of the VCU Department of Emergency Medicine, is no stranger to the intensity and challenges associated with keeping emergency departments running. But that didn’t stop him from bringing a little fun to the job. In addition to his daily duties, he also spends time recording and posting short videos on TikTok to entertain and engage his colleagues and patients. His videos have received a lot of attention, with several reaching the top of the trending list.

This Week at VCU

COVID-19 Vaccine Update for VCU Students, Faculty and Staff

Virginia is currently distributing vaccines for those in phases 1a and prioritized 1b categories.

VCU students, unless otherwise eligible as part of phases 1a through 1c, will be eligible when the vaccine becomes widely available for the general population.

Faculty and staff who are not eligible as part of phase 1a or 1b will be eligible as part of phase 1c.

Swipe for more details regarding vaccines for each category.

Virginia Commonwealth University

132,356 followers

This afternoon, the First Lady of the United States, Jill Biden, Ed.D., will visit VCU Massey Cancer Center and meet with researchers and community partners.

Watch Live: First Lady Jill Biden to visit VCU Massey Cancer Center

news.vcu.edu • 1 min read

Reactions

[Profile pictures]
Social media audiences

- Facebook
- Twitter
- Instagram/YouTube
- LinkedIn
- Total

VCU

Richmond Times-Dispatch

(VCU, VCU Health and VCU Athletics)
● VCU websites
● Internal communications
● Podcasts/videos
● On-campus branding
You've been exposed to someone with COVID-19: What should you do?

Should you be tested? What kind of test? What are the odds that you got it, too?

What should you do if you have been exposed to someone who tested positive for COVID-19? (Daily Virginian)

By VCU News staff

Tuesday, Nov. 10, 2020

The phone rings. It’s your friend. She says she tested positive for COVID-19 — and you spent time together just the other day. What should you do?

Michael Williams, M.D., an infectious disease specialist at VCU Health, explains what to do if a friend, family member, or contact tells you that you may be infected.

Do I need to be tested, or can I wait and see if I get symptoms?

If you were within 6 feet of your contact for a total of 15 minutes or more over a 24-hour period, or you had close contact with her within 24 hours — for instance, you were coughed on or sneezed on, you shared drinking glasses or snacks, you kissed, etc. — the Virginia Department of Health recommends that you:

- Get tested for COVID-19.
- Avoid close contact with others.
- Wear a mask when you are around others.
- Wash your hands often.
- Get vaccinated against COVID-19.

Most Popular

4% of participants report feeling depressed after losing sense of smell or taste related to COVID-19

April 20, 2020

Class of 2021: Diving into college becomes a reality for Ashley Lawrence

April 20, 2020

Romantic relationships

LATEST HEADLINES

At annual PRASIE awards, recognize effective ideas for those who are willing to go deep

April 20, 2020

VCU announces the promotion of Matthew A. Connel and Keith L. Quirk

April 20, 2020

VCU, Penn State researchers shed light on racial, economic, academic segregation in Virginia schools

April 20, 2020

Best research: Future Human Rights research aims to unlock potential to better understand others

April 20, 2020

search archives
News Center

Johnson & Johnson vaccine: How is it different?

The Johnson & Johnson vaccine, just approved, could mark a turning point in the pandemic.
April 13, 2021

Related Articles

Johnson & Johnson vaccine pause lifted. Our expert answers your questions
April 26, 2021

What does loss of smell mean during COVID-19?
April 14, 2020

As the novel coronavirus COVID-19 continues to spread, many patients are reporting a loss of sense of smell and sometimes taste. As many as 85% to 88% of patients have reported smell and taste dysfunction in mild- to-moderate cases of COVID-19. 

VCU Health experts in anosmia, or loss of sense of smell, say that while the condition can be annoying and disruptive, it’s rarely a sign of severe COVID-19 and usually resolves on its own.

Related Articles

Johnson & Johnson vaccine pause lifted: Our expert answers your questions
April 26, 2021
our brand

- Earned
- Paid
- Shared
- Owned
- Trust
- Credibility
- Authority
- Thought leadership
Washington pumped $35 billion into emergency grants for college students. Here’s how it’s going.

The proliferation of emergency aid programs is one of the few trends to emerge from the pandemic higher education experts hope will remain.

It had been almost five months since Virginia Commonwealth University sophomore Brittany Ofori lost her part-time job at a substance abuse center when she received an unexpected offer of help.
April 26, 2021

- **Washington Post**: [Washington pumped $35 billion into emergency grants for college students. Here's how it's going.](https://www.washingtonpost.com/)
- **Inside Higher Ed**: [A Debt Long Overdue**](https://www.insidehighered.com/)
- **The Hechinger Report**: [Pell changes could mean more eligible students, more money, more programs](https://hechingerreport.org/)
- **Inside Higher Ed**: [College Database Bill Raises Concerns About Student Privacy**](https://www.insidehighered.com/)
- **Inside Higher Ed**: [Provosts Face the Pandemic](https://www.insidehighered.com/)
- **The Hechinger Report**: [From admissions to teaching to grading, A.I. is infiltrating higher education](https://hechingerreport.org/)
- **Science Magazine**: [Biden fills out science team with NOAA, DOE, and diplomacy picks](https://www.sciencemag.org/)
- **The Virginia Gazette**: [William & Mary renames 3 buildings with connections to Confederacy and racism, will contextualize Founding Fathers references](https://vrgazette.com/)
- **Wisconsin State Journal**: [Op-Ed: Kevin Reilly: UW students delivering shots is practical patriotism](https://www.wisconsinstatejournal.com/)

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*View this email in your browser*
Earlier this week, The Washington Post profiled how Virginia Commonwealth University worked to distribute federal financial assistance to our student population throughout the previous year. I am grateful for so many within our institution who helped to create an efficient system through which those in need were able to receive much-needed help. My sincere thanks to Tomikia LeGrande, Ed. D., VCU’s vice president for strategy, enrollment management and student success, for speaking with The Post and to sophomore Brittany Oford for sharing her story.

https://inkd.in/dije9mD
On the money: Need a financial counselor? If you’re a VCU student, you already have one.

Through VCU’s Student Financial Management Center, every student is now assigned a financial counselor who can help them understand how to pay for college and balance tuition with other expenses in their lives. (Kevin Morley, University Marketing)

By Dina Weinstejn
University Public Affairs
vcunews@vcu.edu

Editor’s note: In addition to providing financial guidance and information to students, VCU’s Student Financial Management Center is at the heart of the university’s efforts to provide students financial assistance related to the COVID-19 pandemic. Those efforts were covered in an April 25, 2021 article in the Washington Post. Most recently, VCU distributed more than $10 million in Higher Education Emergency Relief Fund II funding to approximately 5,500 students. For more information on COVID-19 relief, visit the Student Financial Services website.

On April 24, the Centers for Disease Control & Prevention and Food and Drug Administration lifted their recommended pause on the Johnson & Johnson COVID-19 vaccine. Jeffrey Donowitz, M.D., a VCU Health expert in pediatric infectious diseases, discussed the FDA and CDC decision in an interview with VCU Health News.

Read more »

VCU IN THE NEWS

Washington pumped $35 billion into emergency grants for college students. Here’s how it’s going.
The Washington Post (4/25/21)
Discussion
University Relations goals

1. Transform enterprise communications and marketing operations
   Supports presidential priorities 1, 2, 3 and 4

2. Develop and launch unifying, comprehensive brand platform
   Supports presidential priorities 1, 2, 3 and 4

3. Leverage presidential voice, platform to elevate VCU brand
   Supports presidential priorities 1, 2 and 3

4. Create model culture for inclusive excellence, workplace success in University Relations division
   Supports presidential priorities 2 and 4
VCU Fundraising Success and Opportunities: Foundation and Corporate Support

Jay Davenport, Vice President, Development & Alumni Relations
May 4, 2021
Trends in Corporate and Foundation Giving
Philanthropy: Giving USA 2020

$450B in 2019

These notable changes in giving source have occurred since 2018:

- Giving by corporations increased by 13.4%
- Giving by individuals increased by 4.7%
- Foundation giving increased by 2.5%

Between May 25 - October 2020, about one-third of Fortune 1000 companies made a public statement on racial equity. 18% made internal commitments, like diversifying their hiring, and 22% pledged to promote racial equity through donations or other means.

Including pledges of business investments, $66B was committed to such causes.

Nearly 80% of those commitments targeted affordable housing and business development, with 86% of the money coming from the financial services industry.

Why Now?

Millennial and Gen Z consumers increasingly demand value alignment.

For some brands, like Ben & Jerry’s, donations are extensions of long-standing commitments to racial justice. For others, the pandemic and protests have forced corporations to face difficult social issues.

Financial service organizations have realized that minority-owned businesses are a growing segment. They have made the decision to invest in minority-owned businesses, in part, to acquire new clients.

Giving isn’t without risk. Consumers and the public will judge whether a company is contributing to equity causes as an expression of its true values or if it is merely trying to appease customers and employees.

Source: AP News (2021)
Corporate Giving Example: Capital One

Capital One will match, dollar-for-dollar, donations made by associates to the organizations below:

- Campaign Zero
- Equal Justice Initiative
- National Urban League
- Race Forward
- Black Health Alliance – Canada
- Runnymede Trust – UK

Source: Capital One press release (2020)
Corporate Giving Example: Bank of America

Bank of America announced that it is making a $1 billion, four-year commitment of additional support to help local communities address economic and racial inequality accelerated by a global pandemic.

Areas of focus will be:
- Health
- Jobs/Training/Reskilling/Upskilling
- Support to Small Businesses
- Housing

Source: Bank of America press release (2020)
National Foundation Commitments to Racial Equality

Aside from COVID-19 relief, funding for equity (health, racial, social) is the most significant giving trend among the nation’s largest and most influential foundations. Open Society Foundations, Ford Foundation, Mellon Foundation and other national foundations have committed millions to support Black-led organizations, grassroots Black-led organizing, and racial justice and civil rights groups.

The good news for VCU is that we already have a significant institutional commitment to and track record with funding related to (1) student success for underrepresented minorities, community college transfer students, and Pell-eligible students (equity); and (2) community engagement around health equity (VCU Health Hub in the East End, etc.).
Corporate and Foundation Relations at VCU
# FY 2021 Corporate Giving

**Top Corporations**

<table>
<thead>
<tr>
<th>Corporation</th>
<th>Total Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>Universal Corporation</td>
<td>$500,000</td>
</tr>
<tr>
<td>Pfizer Inc.</td>
<td>$400,000</td>
</tr>
<tr>
<td>Altria Group Inc.</td>
<td>$115,650</td>
</tr>
<tr>
<td>Bank of America</td>
<td>$115,000</td>
</tr>
<tr>
<td>Dominion Energy</td>
<td>$89,600</td>
</tr>
<tr>
<td>W. V. McClure, Inc.</td>
<td>$88,319</td>
</tr>
<tr>
<td>Owens &amp; Minor, Inc.</td>
<td>$52,500</td>
</tr>
<tr>
<td>Adobe Systems, Inc.; Gold Coast Orthopedic &amp; Spine; Mars Netherlands B.V.; Newport News Shipbuilding; Nextten Stauer; Northeast Construction, Inc.; YAE Wellness, LLC</td>
<td>$50,000 (each)</td>
</tr>
</tbody>
</table>

**$3.1M Raised to date**

Report date: 5/3/2021
# FY 2021 Foundation Giving

## Top Foundations

<table>
<thead>
<tr>
<th>Foundation Name</th>
<th>Total Giving</th>
</tr>
</thead>
<tbody>
<tr>
<td>C. Kenneth &amp; Dianne Wright Foundation</td>
<td>$24,011,677</td>
</tr>
<tr>
<td>Children's Hospital Foundation</td>
<td>$18,713,369</td>
</tr>
<tr>
<td>Massey Foundation</td>
<td>$1,050,000</td>
</tr>
<tr>
<td>John R. Congdon Jr. Family Fund</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>The Michael J. Fox Foundation for Parkinson's Research</td>
<td>$867,929</td>
</tr>
<tr>
<td>Helene Fuld Health Trust</td>
<td>$700,000</td>
</tr>
<tr>
<td>Bill &amp; Melinda Gates Foundation</td>
<td>$695,528</td>
</tr>
<tr>
<td>Lettie Pate Whitehead Foundation, Inc.</td>
<td>$655,000</td>
</tr>
<tr>
<td>Cystic Fibrosis Foundation</td>
<td>$642,647</td>
</tr>
<tr>
<td>Anonymous</td>
<td>$500,000</td>
</tr>
</tbody>
</table>

$53.7M Raised to date

Report date: 5/3/2021

Family foundations are included in FY total
Top Corporate and Foundation Partners

**Corporations**
- Altria Group
- Bank of America
- CoStar
- Dominion Energy
- Hourigan Construction
- Markel
- Owens & Minor
- Virginia Credit Union

**National Foundations**
- AARP Foundation
- Jessie Ball duPont Fund
- ECMC Foundation
- Ford Foundation
- Gates Foundation
- HHMI
- W.M. Keck Foundation
- Kresge Foundation
- Lumina Foundation
- Mellon Foundation
- RWJF

**Richmond Foundations**
- Cabell Foundation
- Community Foundation
- Jenkins Foundation
- Mary Morton Parsons Foundation
- Pauley Family Foundation
- Richmond Memorial Health Foundation
- Robins Foundation
## Corporate Successes

<table>
<thead>
<tr>
<th>Company</th>
<th>Initiative Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altria Scholars</td>
<td>Need-based scholarships for students in STEM and Engineering ($600K)</td>
</tr>
<tr>
<td>Bank of America</td>
<td>STEM outreach and education ($100K)</td>
</tr>
<tr>
<td>Dominion Energy</td>
<td>Considering a request for health disparities patient care outreach</td>
</tr>
<tr>
<td>JPMorgan Chase</td>
<td>Advancing Black Pathways Fellowship (hiring relationship)</td>
</tr>
</tbody>
</table>
# Foundation Successes

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lumina Foundation</td>
<td>To improve equitable outcomes and increase degree attainment for African American males.</td>
</tr>
<tr>
<td>Howard Hughes Medical Institute</td>
<td>Inclusive Excellence Initiative – transfer student success in STEM (2018-23) ($1M)</td>
</tr>
<tr>
<td>Andrew W. Mellon Foundation</td>
<td>In concert with $1.45M grant to Virginia Community College System, to strengthen pathways to success for community college transfer students for arts and humanities (2019-22) ($868,000)</td>
</tr>
<tr>
<td>ECMC Foundation</td>
<td>CTI/School of Education – research to improve 4-yr college completion for underrepresented/1st gen/low SES community college students with mental health challenges (2020-22) ($350,382)</td>
</tr>
<tr>
<td>AARP Foundation</td>
<td>RHWP – to address social determinants of health and improve health outcomes for minority older adults in low-income housing (2020-22) ($518,698)</td>
</tr>
</tbody>
</table>
## Foundation Successes (cont.)

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Cameron Foundation</td>
<td>Expansion of Richmond Teacher Residency into Petersburg Public Schools, increasing the number of qualified teachers in low-income, minority schools ($350,382)</td>
</tr>
<tr>
<td>Community Foundation</td>
<td>Expansion of Richmond Teacher Residency into Petersburg Public Schools, increasing the number of qualified teachers in low-income, minority schools ($175,000)</td>
</tr>
<tr>
<td>Jenkins Foundation</td>
<td>$50,000 to support the VCU Health Hub @25th (2020), which serves Richmond East End low-income, minority community; and $50,000 to support Massey Cancer Center mobile health clinic (2021), which will serve low-income communities</td>
</tr>
<tr>
<td>Richmond Memorial Health Foundation</td>
<td>Multiple grants: RVA Eviction Lab (Wilder School)</td>
</tr>
</tbody>
</table>
Developing Proposals and Conversations

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Proposal/Conversation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jessie Ball duPont Fund</td>
<td>VCU’s First Generation Center – to improve student success for low-income, first generation students</td>
</tr>
<tr>
<td>Ascendium Education</td>
<td>Improving adult and non-traditional student success</td>
</tr>
<tr>
<td>Open Society Foundations</td>
<td>Governor Wilder and Dean Susan Gooden in active conversations with OSF’s US President Tom Perriello re: racial equity in VA.</td>
</tr>
<tr>
<td>Robert Wood Johnson Foundation</td>
<td>Dr. Art Kellermann, a former RWJF Fellow, is developing a VCU-RWJF strategy by engaging VCU’s RWJF-funded faculty and staff.</td>
</tr>
</tbody>
</table>
When applying for racial and social equity grants, we are often required to provide data on % of BIPOC constituents served, staff leadership, and board representation.

Corporations and foundations rarely give to endowments, sometimes creating challenges to sustain funding once a gift term ends.

Corporations and foundations are more concerned with how VCU is serving the surrounding communities and specific zip codes, and they often have the assumption that our students “can afford college” because they’re here already.
# Richmond Area Foundations & Corporations

<table>
<thead>
<tr>
<th>Rules</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Most limit VCU to one application per cycle</td>
<td></td>
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<tr>
<td>Most limit the number of active grants</td>
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<tr>
<td>Rules vary</td>
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<tr>
<td>Must be coordinated through CFR</td>
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<td>Established long-term relationships</td>
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</tbody>
</table>
Scholarships and Student Support at VCU
Over $140M in current unmet financial need

- Pell eligible students' unmet need comprises 63% of the total although they represent about one third of the student population.

- Many students' financial situation has worsened with COVID impacts on their family's income, etc., a factor not represented in the unmet need figure as this data is calculated based upon prior year tax returns.
INVEST IN ME
Nuts and Bolts

- $50M goal
- October 1, 2019 – June 30, 2022
- Three scholarship priority umbrella funds and the Student Life and Learning Fund
- Count all new scholarship donations to new or existing funds
- Can endow a named fund under an umbrella fund
By the Numbers

129
New funds created

$29.7M
Raised

5,098
Donors
Opportunity VCU Fund

- First-generation students
- Nontraditional students
- Bridging the gap/finish strong
- Students with financial need
- Meeting the goals and objectives of the university in recruiting and retaining students
- Geographic location only
Scholarships for students who are academic achievers

GPA requirements

Honors College
Talent VCU Fund

- Scholarships for students who exhibit talent beyond academic merit
- Music, design, performing arts, artistic ability
- Leadership skills
- Entrepreneurial interest
- STEAM-based
- Athletics
- Specific fields of study