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## The 1% Campaign

The Grace E. Harris Leadership Institute at Virginia Commonwealth University  
*Virginia Commonwealth University*, [gehli@vcu.edu](mailto:gehli@vcu.edu)

Jihad Aziz

Blair Brown

*See next page for additional authors*

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**Authors**

The Grace E. Harris Leadership Institute at Virginia Commonwealth University, Jihad Aziz, Blair Brown, Kimberly Jacobs, Debra Lyon, Carolyn Norman, Mark Schaefermeyer, and Sandra Wilberger

## **Executive Summary – Team University**

### ***The 1% Campaign***

**Team Sponsor: Dr. Stephen D. Gottfredson, Provost and Vice President for Academic Affairs**

#### **Team Members**

**Jihad N. Aziz**, Director, University Counseling Services, VCU

**Blair W. Brown**, Director International Admissions, International Support Svcs., VCU

**Kimberly M. Jacobs**, Finance Director, Perioperative Surgical Services, VCUHS

**Debra E. Lyon**, Associate Professor, Family & Community Health Nursing, VCU

**Carolyn S. Norman**, Associate Professor, Accounting, VCU

**Mark J. Schaefermeyer**, Assistant Dean, Graduate School, VCU

**Sandra L. Wilberger**, Co-Director Training & Technical Assistance Center, Special Education, VCU

The purpose of *The 1% Campaign* is to raise scholarship funds for first year VCU students who are dependents of VCU/VCUHS employees. Honoring Dr. Grace E. Harris, this fund will eventually provide tuition and fees for new students for need-based and/or merit-based scholarships. The ultimate goal of *The 1% Campaign* is to entirely fund one percent of the entering first year class which is approximately thirty to thirty-five students. The recipients will be named *Grace E. Harris Scholars*.

#### Goals:

- (1) To develop a scholarship to increase enrollment of VCU/VCUHS employees' dependents.
- (2) To create opportunities for an educational experience for qualified students.
- (3) To help VCU/VCUHS employees send their children to college.
- (4) To enhance loyalty and commitment among VCU/VCUHS faculty and staff.
- (5) To honor Dr. Grace E. Harris' service and commitment to VCU/VCUHS.

With the support of our team sponsor, the project team worked throughout the spring and summer to determine the appropriate steps to set up the scholarship/foundation account, to set appropriate and realistic fundraising goals, and to decide the best way to create a marketing campaign.

The project team has determined the following steps need to be taken:

- (1) Establish a foundation account to which the funds raised will be deposited.
- (2) Enlist the support of the VCU BrandCenter for the campaign to be used as a semester long student project.
- (3) Determine the process for establishing this project as a recognized entity for VCU/VCUHS employee payroll deduction.

(4) Connect *The 1% Campaign* to the upcoming Virginia Commonwealth University Capital Campaign.

In order for all of this to move forward, the project will need to formalize a university sponsor for the appropriate fund accounting and administration of the scholarship.

In hindsight, the team made some observations which might have improved the productivity and outcome of the project. First, the team should have used e-mail and/or conference calls more effectively in an effort to decrease the need for face-to-face meetings with team members. Secondly, the team needed to be more realistic and flexible about team expectations given other work responsibilities. Also, getting started was difficult. Perhaps a GEHLI staff member or graduate could be enlisted to facilitate the first several meetings of the project teams in order to help set some group norms and expectations. And finally, the diversity in interaction styles and work methods was both a strength and a weakness for project success.

Our hope is for this project to receive the necessary support in the coming months. Our team is committed to being the first to enroll in payroll deduction for giving to this scholarship fund.