

MINUTES OF A RETREAT OF THE  
BOARD OF VISITORS OF  
VIRGINIA COMMONWEALTH UNIVERSITY  
November 17, 2001

A Retreat of the Board of Visitors of Virginia Commonwealth University was held on Saturday, November 17, 2001, at 9:30 a.m. at the Virginia Crossings Conference Resort located at 1000 Virginia Center Parkway.

Present were Messrs. Flippen, Axselle, Long, Markel, Plymale, Pyon, Slater and Rigsby; Drs. Perkinson, Smith and Wootton; and Mesdames McMichael, Petera and Riddick. Messrs. Baldacci and Gresham were absent. Also present were Drs. Alvey, Baskind, Kontos, Lane, McDavis, Mick, Torr and Yanchick; Messrs. Ross, Timmreck and Wyeth; and Mesdames Balmer, King, Messmer and Price.

Mr. Flippen called the meeting to order. An Update on the Tier 3 to Tier 2 Initiative was presented. Progress on Tier-2 Objectives are:

- Enhanced national recognition: continued prominence of graduate, professional programs; Dr. Kendler and Dr. Woolf, Institute of Medicine.
- Out-of-state recruitment: 2,340 fall 2001; 9% over last year, 17% over 1996; focusing on key programs.
- Capital enhancements: Broad Street; Life Sciences; MCV Campus; Research Park.
- VCU Health System: Consumer Choice Award 2001; role in VCU Life Sciences.
- Research: \$136 million, exceeding initial \$135-million goal.

The 2001-07 Presidential Priorities for the:

**University:**

- Tier 3-2
- Continued national visibility
- Deferred maintenance
- Accelerated public/private funding
- \$200M in research funding

**Academic Campus**

- 2000 additional out-of-state students; 500 additional international students
- VCU Life Sciences, Engineering, Arts, Business, Social Work, Mass Communications
- Facilities development
- Student quality, retention, diversity

**MCV Campus**

- Indigent care
- VCU Health System development and community relations
- VCU-INOVA
- Massey Cancer Center campaign

**Virginia Biotechnology Research Park**

- Continued development

A Report on the Ranked Graduate Programs and Reasons for National Rankings was presented. VCU programs nationally ranked are Advertising, Sculpture, Rehabilitation Counseling, Health Administration, Nursing Administration, Nurse Anesthesia, Community Health, Social Work, Physical Therapy, Drug and Alcohol Abuse, Occupational Therapy, Pharmacy, Fine Arts, Clinical Psychology, Creative Writing, Public Affairs and Nursing. The reasons for highly ranked programs are a very strong faculty or faculty "stars; productive research and grant programs; national visibility for faculty and program; and strong graduate students who conduct research and become known nationally. Members of the faculty from the Adcenter, Sculpture, Social Work, Health Administration, Occupational Therapy and Pharmacy were present to answer questions.

A report on Communication and Public Relations was presented.

National Visibility and Recognition with VCU's Peers are accomplished through:

- key national meetings – with booths and materials
- participation in national profession organizations
- faculty research/publications and accomplishments
- attractive, informative and interactive Websites
- school, department and program newsletters
- strategically placed paid advertisements
- conference presentations
- national and international competitions
- hosting prominent, nationally known speakers/artists
- exhibitions
- major events
- maximizing electronic communications
- “influencer” publications and communications

**For Prospective Students**

- first-call materials, direct mail
- top-notch Websites
- in-person communication with faculty and deans
- open houses, college fairs and counselor events
- maximizing electronic communications

**For Alumni**

- key audience for regular communications and programmatic updates

**For Media**

- local regional and state-wide media coverage
- national media coverage

Following the presentations, each Board member was asked to comment on the Retreat, VCU and experiences as a Board member.

The meeting was adjourned at 12:30 p.m.



Lindley T. Smith, Secretary



Edward L. Flippen, Rector