



**BOARD OF VISITORS
UNIVERSITY RESOURCES COMMITTEE**

11:00 A.M.

MARCH 22, 2019

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
Dr. Carol Shapiro

COMMITTEE MEMBERS ABSENT

Ms. Colette McEachin

OTHERS PRESENT

Mr. Matthew Conrad
Ms. Karah Gunther
Ms. Pamela Lepley
Ms. Samantha Marrs
Staff from VCU

CALL TO ORDER

Mr. G. Richard Wagoner Jr. called the meeting to order at 11:10 a.m.

APPROVAL OF MINUTES

Mr. G. Richard Wagoner Jr. asked for a motion to approve the minutes of the December 7, 2018 University Resources Committee, as published. After motion duly made and seconded the minutes of the December 7, 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:

- 2019 Virginia General Assembly noting:
 - Governor Northam proposed extensive changes to the biennial budget for FY19-20
 - A Reconvened session to be held April 3, 2019.
- Commonwealth of Virginia Budget passed by the General Assembly noting it includes:
 - Construction funding for STEM laboratories
 - VCU's purchase of ABC property for VCU Athletics Village
 - NGF Increase to reflect EGR project increases
 - \$16M for Tech Talent/Amazon Pipeline
- Health System – oversight of DMAS
 - Hampton Roads Research Consortium
 - DSH payment to be modified
 - Inmate Health Care pilot program VCU/UVA
 - Legislation overview of House Bills and State Bills passed and failed

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.

Metric goals are on track to meet or exceed goals halfway through FY 19.

Public Affairs and Marketing Highlights

The “Student Success Awareness” campaign is underway on a dual track of a short-term tactical and longer-term strategic communications plan to tell the story of our nationally significant progress in graduation rates and closing the graduation gap. She indicated that a longer-term strategic plan is in development with the help of the Hodges Partnership strategic communications firm. **The FY19 Make it Real student recruitment campaign** kicked off in September and exceeding goals and is on pace to deliver the full 101MM by the end of the campaign.

Development and Alumni Relations

Mrs. Samantha Marrs, Associate Vice President for Development and Alumni Relations provided a review of the fundraising metrics and updates including:

- 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 \$67.3M in new gifts and pledges as of March 19. The campaign is at \$702.8M toward the \$750M goal as of March 22, 2019, 93.7% to goal.
- Overview of VCU's ELEVATE 23 city alumni tour is underway having already traveled to Richmond, Orlando, Atlanta, San Francisco, Los Angeles, and New York. Future states are Dallas, Baltimore and Nashville.
- VCU's development team won 8 southeastern district CASE awards in February including two national awards for increasing diversity in the profession and for customized receipting.

CLOSED SESSION

Mr. Wagoner asked Dr. Shapiro to make the motion to go into closed session. Dr. Shapiro 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. Wagoner 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	
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 12:15 p.m.