

## COMMISSION ON OUTREACH AND INTERNATIONAL AFFAIRS

### Minutes

December 12, 2019; 3:30-4:30 p.m.

Gateway Center; 902 Prices Fork Road; Suite 120

**Attendance:** Michael Borowski, Andrea Brunais (guest), Urs Buehlmann, Nick Copeland, Svetlana Filiatreau, Guru Ghosh, Ben Grove (for Ed Jones), Ralph Hall, Don Hempson, Ashley Johnson, Michael Moyer (guest), Cassidy Rist, LaWanda Wright (via phone)

**Absent:** Katrina Colucci-Chang, Wayne Crotto, Lee Learman, Hayden Marrs, Juan Luis Nicolau, Morgan Paulette, Susan Short, Robert Weiss, Xiaowei Wu, Kang Xia

- 1. Welcome and Introductions:** Urs Buehlmann welcomed the group. Self-introductions were made.
- 2. Agenda Approval:** Urs made the call for motion to approve the agenda; motion was made; was seconded; all were in favor, there was no opposition and the agenda was approved with the amendment.
- 3. Call for Announcements:** The call for announcements was made. Nick Copeland talked about the climate strike in Blacksburg and the committee that was organized. He also discussed the desire of the group to connect with existing climate activities of Virginia Cooperative Extension. Ben Grove offered his contact information for Nick to connect.
- 4. Announcement of Approval of Minutes, November 21, 2019:** Urs announced that the November 21, 2019 minutes were approved electronically and forwarded to University Council for approval and posting. Approved minutes can be found: <http://www.governance.vt.edu/>.
- 5. Chairman's Report:** The University Council summary from the December 2, 2019 University Council included the second reading and vote of the Commission on Undergraduate Studies and Policies' Resolution to Approve New Major, Studio Art, in Bachelor of Fine Arts; Resolution to Approve New Major, Creative Technologies, in Bachelor of Fine Arts; and Resolution to Approve New Major, Graphic Design, in Bachelor of Fine Arts. The new business included the Commission on Faculty Affairs' resolution on Accommodating Religious Observances and the Commission on Undergraduate Studies and Policies' Resolution for the Establishment of the School of Communication and Digital Media. A presentation by Reese Ramos, Director of the university ombuds office about the function of his office.
- 6. Reports:**  
**Virginia Cooperative Extension:** Ben discussed that they are working on the strategic planning process in the alignment with the College of Agriculture and Life Sciences and university planning process.

**Engagement Leadership Council:** The call for nominations for the Alumni Awards for Outreach Excellence were announced at the December 2, 2019 Engagement Leadership Council. Discussion included the Engagement Scholarship Consortium; the Engagement Academy for University Leaders; the 2020 Annual Conference; Incentive funding for bringing in new business to The Inn; group discussion and program updates. Previous meeting highlights can be found (<https://www.outreach.vt.edu/about/commissions-committees/elc/elcminutes.html>).

**University Committee on International Affairs (UCIA):** No meetings have been held since the last COIA meeting. The minutes for all UCIA meetings that have been approved thus far are available at the following link on-line: <https://www.outreach.vt.edu/VP/CommissionsAndCommittees/ucia/uciaminutes.html>.

7. **Fundraising and Reimagining Education:** Michael Moyer, associate vice president of development for colleges, was a guest speaker and talked about fundraising and Study Abroad. He indicated that it would be a hard task and a lot of work to accomplish funding for Study Abroad. Michael and Guru had met previously, and there were some suggested tasks that the commission and other faculty could accomplish in order to start the process. Michael suggested getting data of those folks who are in Study Abroad for next fiscal year. He indicated that he would take that data and overlay it with the current data he has. He suggested that a list of potential prospects for donations to include those alumni who have participated in Study Abroad. Michael also indicated that Guru Ghosh will need to form an advisory council in order to secure money access, advice and support. Michael suggested that the council be structured that members must contribute an amount to be a member, such as \$5,000. This would be a way to raise useable funds while working on a longer-term strategy to raise create an endowment. For example, an \$8 million endowment would be needed to have \$400,000 to award annually for scholarships. The approach to fundraising should include students with life experiences that were impacted by Study Abroad and their transformational experiences. Data should be derived from faculty and students in order to formulate story-telling to influence giving. Michael talked about making Study Abroad a giving segment on the contribution/pledge forms. The role that the commission faculty members should play would include going to Deans of colleges and Assistant Deans for Advancement to have their buy in that Study Abroad programs are a priority. Since Reimagining Education is a campaign fundraising priority, perhaps Study Abroad could align within giving. Once the Deans tell Michael what their priorities are for their colleges, he can get Deans to talk to former students to secure donors. Guru will secure data from GEO and get it to Michael; and will work on securing an advisor council. Story telling about Study Abroad is going to be most impactful in order to get buy in from the colleges. Key points to include in story telling are: 1) Study Abroad matters; 2) Study Abroad impacts; 3) Study Abroad needs support. The commission will need to further determine who will approach the Deans/Associate Deans (we don't want multiple people making the same ask); and the content of the discussion for consistency and to ensure all major points are communicated. The February COIA Agenda will include a follow-up on fundraising. Data from both Theresa Johansson and David Club regarding students/Study Abroad/International to get to Michael Moyer; advisory council set-up with a \$5,000 per person price tag; possible co-funding of an Advancement position. Ben indicated the most effective fundraising is face-to face and the need to get good stories of impact to college fundraisers to help them convey the opportunity to potential donors.
8. **Global Alumni Engagement Sub-Committee Update:** No updates at this time
9. **Commission Board Member Comments:** No comments at this time.

A motion to adjourn was made, seconded; all were in favor. The meeting adjourned at 4:37 p.m.

Respectfully submitted,

Kimberly Rhodes, Recording Secretary

**TENTATIVE MEETING DATES FOR 2019-2020-***(All meetings will be from **3:30-4:30 p.m.** and will take place at the Gateway Center-902 Prices Fork)*

- **JANUARY-NO MEETING**
- February 20, 2020
- March 19, 2020
- April 16, 2020
- May 7, 2020