

**COMMISSION ON UNIVERSITY SUPPORT
MEETING MINUTES
March 17, 2016
325 Burruss Hall**

MEMBERS

Members Present: Richard Ashley, Cynthia Bonner, Mary Christian, William Dougherty (for Scott Midkiff), Felicia Etzkorn, Bradley Klein, Edward Lener, Gary Long (for Lay Nam Chang), Nancy Meacham (for Dwight Shelton), Henry Murray, Charles Phlegar, Kayla Smith (for Sherwood Wilson), Ryan Speer

Members Absent: Robbie Ashton, Kathy Hosig (with notice), Chris Kiwus (with notice), Christina Lapel, Ken Smith (with notice)

Guest: Steve Mouras

Recorder: Vickie Chiocca

1. Approval of agenda

Edward Lener, Chair, called the meeting to order at 2:00 p.m. The agenda was approved.

2. Announcement of approval of January 21, 2016 minutes

These minutes were approved electronically.

3. New Business

Charles Phlegar, Vice President for Advancement, gave an overview of the new advancement model being implemented at Virginia Tech and an update of the past eight months since he began in his new role. The following main points were covered:

- The new advancement model has been in place for approximately eight months and merged three areas: development/fundraising, alumni relations, and university relations.
- Benchmarking and collection/evaluation of Virginia Tech's performance data have been priorities and are critical for setting targets/goals.
- VT has an \$800 million endowment (through the Virginia Tech Foundation), which is significantly less than comparable institutions and limits the university's flexibility in challenging state budget environments.
- Alumni donor participation is 9%, which is low overall compared to peer institutions and has been declining in the past 10 years.
- Advancement has been working closely with the colleges and deans to improve transparency and establish MOU's that define the service model, funding goals, priorities, and needs for each major area.
- Preparations for a new Capital Fundraising Campaign (tentative goal of \$2 billion and public launch in October 2019) are underway to coincide with the sesquicentennial. Major goals will included professorships, graduate student support, undergraduate experiential learning support, and other academic initiatives.
- Other topics covered were:
 - alumni engagement,
 - communications/marketing strategies, including:

- study of the VT Brand,
- implementation of a “digital first” media strategy,
- measuring costs vs. outcomes of print media, and
- targeted social media.
- increased presence and engagement in the National Capital Region (where approximately 60,000 alumni reside).

4. **Old Business:** None.

5. **Reports from Committee Chairs/Representatives**

Mr. Mouras reported on the Campus Development Committee (on behalf of Jason Soileau) and the Energy and Sustainability Committee.

The **Campus Development Committee** toured the Indoor Athletics Training Facility for the January 28 meeting. Mr. Mouras shared the following discussion items from the February 25 committee meeting:

- Update on projects in construction;
- Renovate/Renew Academic Buildings Project is scheduled to get underway this summer, pending resolution of value engineering; and
- Updates on the Campus Master Plan and the Parking and Transportation Master Plan.

Mr. Mouras reported on the November and January **Energy & Sustainability Committee** meetings noting the following discussion items:

- Green RFP program (received a record 35 proposals);
- Update on single stream recycling—revised containers/descriptive labels now in all Education and General (E&G) buildings;
- Report from energy manager—gas line is in partial operation with total coal consumption down 20%.

6. **Acceptance of Committee Minutes**

The following committee minutes were accepted electronically by the Commission in advance of the meeting.

- Campus Development Committee – October 22, 2015, January 28, 2016, and February 25, 2016
- Energy & Sustainability Committee – November 16, 2015 and January 25, 2016

7. **Next meeting date**

Mr. Lener reminded the committee of the next meeting: April 21, 2016, at a special start time of 3:00 p.m. in 325 Burruss Hall with guest, Dr. Thanassis Rikakis, Executive Vice President and Provost. Send any discussion topics for Dr. Rikakis to Mr. Lener at lener@vt.edu. Nomination and election of 2016-17 Commission Chair and Vice-Chair will take place at the April meeting.

Adjourned at 2:50 p.m.

Respectfully submitted,

Vickie Chiocca