Ms. Everett called the meeting to order at 11:00 a.m. and on motion made and seconded, the University Resources Committee approved the Minutes of the Meeting held December 12, 2014.

The following items were presented for information and after general discussion follow-up requests were made:

- **Dashboard Review** was presented by Ms. Everett.

- **Government Relations Report** was presented by Mr. Conrad and Ms. Gunther. They provided a brief update in the following areas:
  - Federal Affairs
  - State Budget Update
  - 2015 GA Session Update
  - Key Visits with Legislators/Events
• **Public Relations and Marketing Communications Report** was presented by Ms. Lepley with Mr. Klug and Ms. Buckley as additional presenters. The two presentations focused on the State of the University and a discussion on paid media services.

• **Vice President’s Report** was presented by Ms. Heil. Ms. Heil reported the following:
  
  - As of January 25, total new gifts and pledges in $30.8M toward the annual goal of $74M.
  - Donor retention rate reached 52%, surpassing the goal of 40%.
  - Percent of alumni giving stands at 3.78%, toward an annual goal of 7%.
  - VCU Alumni members reached 9,326 toward a FY15 goal of 12,514.

• **VCU Alumni Update** was presented by Mr. McDougall

• **DAR Strategic Goals FY15** were reviewed by Ms. Heil

• **Campaign Benchmarks** were presented by Mr. Ritrievi

• **Talent Management** was presented by Ms. Marrs

On motion made and seconded, the University Resources Committee convened into closed session to discuss matters relating to gifts, bequests, and fund-raising activities, including the Report of the Vice President, the Development Report, and the consideration of the Named Funds Report Recommendations, as authorized by Section 2.2-3711 A(8) of the Virginia Freedom of Information Act.

Following closed session, on motion made and seconded, the following Resolution was approved by roll call vote:

The University Resources Committee of the Board of Visitors of Virginia Commonwealth University hereby certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed session meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the
closed session meeting were heard, discussed, or considered by the University Resources Committee of the Board of Visitors of Virginia Commonwealth University.

### Roll Call Vote

<table>
<thead>
<tr>
<th></th>
<th>Ayes</th>
<th>Nays</th>
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<tbody>
<tr>
<td>Ms. Teresa H. Carlson, Chair</td>
<td>absent</td>
<td></td>
</tr>
<tr>
<td>Dr. Nancy C. Everett, Vice Chair</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Mr. William Royall, Vice Rector</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Mr. John A. Luke, Jr.</td>
<td>absent</td>
<td></td>
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<tr>
<td>Mr. G. Richard Wagoner, Jr.</td>
<td>absent</td>
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<tr>
<td>Dr. Sudhakar Shenoy</td>
<td>absent</td>
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<tr>
<td>Dr. Robert Holsworth</td>
<td>x</td>
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<tr>
<td>Mr. William Ginther, Rector</td>
<td>absent</td>
<td></td>
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</tbody>
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**Vote:**
- Ayes: 3
- Nays: 0

**ABSENT DURING MEETING:** 4
**ABSENT DURING VOTING:** 5

On motion made and seconded, the University Resources Committee recommended to the full Board the approval of the Named Funds Report.

The meeting was adjourned at 12:10 p.m.