

**COMMISSION ON UNIVERSITY SUPPORT
MEETING MINUTES
February 16, 2017
130 Burruss Hall**

MEMBERS

Members Present: Richard Ashley (Chair), Mary Christian, William Dougherty (for Scott Midkiff), Robin Jones, Bradley Klein, Edward Lener, Charles Phlegar, Anna Pope (for Hunter Bowers), Savita Sharma (for Dwight Shelton), Ryan Speer

Members Absent: Kathy Hosig, Chris Kiwus (with notice), Christina Lapel, Heather Parrish (with notice), Daniel Newcomb, Ken Smith (with notice), Don Taylor, Sherwood Wilson (with notice)

Guests: Matt Chan, Denny Cochrane, Steve Mouras, Hannah Whiteman

Recorder: Vickie Chiocca

1. Approval of Agenda

The Chair, Richard Ashley, called the meeting to order at 2:01 p.m. The agenda was approved.

2. Approval of January 19, 2017 Minutes

The minutes from the January 19, 2017 Commission meeting were approved.

3. New Business

Charles Phlegar, Vice President for Advancement, presented a "University Advancement Update" (Attachment A). Main topics included:

- New Advancement Division structure and leadership integrated 3 areas: Alumni Relations, University Relations, and University Development;
- New programs, mission, and values focus;
- Last year was best ever, exceeded \$100M mark in both private gift income and in new gifts and commitments;
- Key Advancement priorities and short-term goals; and
- Campaign timeline.

4. Old Business

Resolution CUS 2016-17A
Resolution to amend Policy on Smoking No. 1010

The Chair, Richard Ashley, presented the resolution for second reading. The Chair introduced Matt Chan, Anna Pope, and Hannah Whiteman [representatives from the Commission on Student Affairs (CSA), the Student Government Association (SGA) and the Residence Hall federation, respectively] to provide

input. While student groups are generally supportive of the proposed change, the main concerns noted were:

- how proposed changes would be communicated, implemented, and enforced,
- residents would no longer have choice to use tobacco and non-tobacco vaping products,
- impact on residential policies and housing contracts, and
- on-going student efforts (petitions, etc.) to encourage smoke-free or tobacco-free campus.

Following discussion, William Dougherty made a motion to approve the resolution that was seconded by Ryan Speer. A vote was taken and the motion passed (8 in favor; 1 abstention).

New Business

Resolution CUS 2016-17B

Resolution to Update the Charter for the Energy and Sustainability Committee

Richard Ashley presented the resolution for first reading. The Chair introduced Steve Mouras to answer any questions, but none were raised. Therefore, the resolution will be presented for second reading and further discussion at the March Commission meeting.

Due to lack of time, the two remaining agenda items (reports and minutes from the committees) were tabled to the next Commission meeting.

5. Next Meeting Date

The next meeting date is scheduled March 16, 2017 at 2:00 p.m. in 130 Burruss Hall.

Adjourned 2:58 p.m.

Respectfully submitted,

Vickie Chiocca



A Time of Change

- New Division
- New Leadership
- New Programs
- New Mission and Values
- New Moves
- New Goals

New Division and Leadership

- **Integration**
 - Alumni Relations
 - University Relations
 - University Development
- **Leadership Changes**
 - Tracy Vosburgh, Senior Assoc. VP for University Relations
 - Matt Winston, Senior Assoc. VP for Alumni Relations
 - Monecia Taylor, Associate VP for Principal Gifts
 - Mike Moyer, Associate VP for Colleges
 - John Torget, Assistant VP for Leadership Gifts & Annual Giving

New Programs

- **Principal Gifts**
 - Portfolio consists of significant percentage of Top 300 prospects
 - Focus on 7-figure prospects (generally \$5M+)
 - 35% - 50% of annual gift income and campaign revenue from this group
- **Leadership Gifts**
 - Highlight ANNUAL participation
 - Emphasis on Current-Use Gifts
 - 1872 Society
- **Research**
 - GG+A Review
 - Evertrue
 - Address Marketing

New Mission

The Division of University Advancement is committed to **informing, engaging, partnering** with, and securing **financial support** from a diverse spectrum of audiences through **integrated, strategically aligned communications, engagement programs, and philanthropic opportunities.**

We build lifelong relationships that engage the time, loyalty, and intellectual and financial resources of individuals in support of Virginia Tech's aspirations, goals, and broader land-grant mission to serve society.



New Values

The Division of University Advancement endorses and is **guided by the Principles of Community.**

- We are committed to **transparency, collaboration, and consistency** in operations between the central offices and those in the colleges and units
- We are firmly committed to an **audience-centered approach** in our communications, engagement, and philanthropic activities
- We are committed to a **performance-based culture** of excellence and accountability as a means of reaching our organizational goals and the personal and professional development goals of our staff
- We will strive for **continuous program innovation** that will support the university's goals and leadership position in higher education



Five Advancement Questions

1. How does this project/process align with the mission and values of the Advancement Division?
2. Which key Advancement audiences will this project/process reach?
3. Which strategic Advancement goals does this help achieve?
4. Does the return on investment (including budget dollars and employee time) justify the allocation of Advancement resources on this effort?
5. Who in the Advancement division should be lead on this and who else should be involved based on the strategic goals this is helping accomplish?

ADVANCEMENT DIVISION PROGRESS YEAR ONE (July 2015-June 2016)

- **Exceeded the \$100M mark** in both Private Gift Income (Cash) and in New Gifts and Commitments
- \$101.5M in Cash
- \$100.4M in New Gifts and Commitments

Fiscal Year 2017 Fundraising Progress (to date)

- For the period July 2016 through January 2017:
 - \$67.9M in Cash
 - 14.8% increase over this same period last year
 - \$75.33M in New Gifts and Commitments
 - 34% increase over this same period last year

RETURN ON INVESTMENT TOTAL PRIVATE SUPPORT (CASH, FY13-FY15 AVERAGE)

	Total Private Support (Cash)	Total Advancement Expenditures	Total Advancement FTE	Total Advancement Cost per Dollar Raised	Return on Investment	Net Yield
Florida	\$213.89M	\$35.29M	287.8	\$0.16	\$6.06	\$178.60M
North Carolina	\$292.09M	\$40.82M	300.0	\$0.14	\$7.16	\$251.27M
Ohio State	\$329.80M	\$58.23M	419.8	\$0.18	\$5.66	\$271.57M
Penn State	\$209.20M	\$53.99M	386.9	\$0.26	\$3.87	\$155.21M
Toronto	\$170.23M	\$44.24M	302.4	\$0.26	\$3.85	\$126.00M
UCLA	\$441.04M	\$82.02M	584.1	\$0.19	\$5.38	\$359.02M
Virginia	\$230.13M	\$57.26M	403.5	\$0.25	\$4.02	\$172.87M
Washington	\$423.27M	\$57.78M	504.7	\$0.14	\$7.33	\$365.50M
Mean	\$288.22M	\$55.54M	398.6	\$0.20	\$5.17	\$232.68M
Virginia Tech	\$83.83M	\$24.31M	198.67	\$0.29	\$3.45	\$59.52M

Source: Self reported

Notes: North Carolina did not report Alumni Association dollars or FTE, resulting in lower expenditures and FTE. They have been removed from the means on this chart.

Key Advancement Priorities

CURRENT PRIORITIES

Health Sciences & Technology Corridor (\$100M)

Intelligent Infrastructure (\$25M)

Global Business Analytics Complex (\$75M)

Honors College (\$100M)

Inclusion & Diversity Scholarships (130 @ \$6,000 | \$5,000 | \$3,000 annually)

High Achiever Scholarships (200 @ \$13,000 | \$7,000 | \$4,000 annually)

Short-Term Goals

- Raise \$100M in cash and \$115M in NG&C
- Open Advancement Office in Northern Virginia/DC Area
- Complete Office Moves (Univ. Relations to UGC; Special Events to Alumni Center)
- Develop College/Unit Goals and Priorities and write case for support
- Advancement Advisory Boards (12-24 members; 100% participation)
- Crowdfunding Program
- Tiered Chapters Program
- Launch Blackbaud CRM Database

Short-Term Goals, continued

- Brand Refresh
- Expand Culture of Philanthropy
- Grow Young Alumni Engagement
- Portfolio Review and Market Segmentation Strategies
- 22% Participation by 2022: Annual fund asks, athletic support, senior gift, young alumni, RSOs
- Finalize Campaign Plan



Questions??

Charlie Phlegar
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**Commission on University Support
Resolution 2016-2017A
Resolution to Amend Policy on Smoking No. 1010**

First Reading by Commission on University Support	January 19, 2017
Approved by the Commission on University of Support:	February 16, 2017
First reading by University Council:	(Date)
Approved by University Council:	(Date)
Approved by the President:	(Date)
Approved by the Board of Visitors:	(Date)
Effective Date:	(Date)

WHEREAS, the state of Virginia prohibits the sale, distribution, and use of electronic cigarettes, vapor products and other alternative nicotine products to persons under the age of 18, mirroring their regulation of tobacco products like cigars and cigarettes, and

WHEREAS, there is currently no FDA regulation of what can be included in electronic cigarettes, and

WHEREAS, initial lab tests conducted in 2009 found detectable levels of toxic cancer causing chemicals in two leading brands of electronic cigarettes, and

WHEREAS, the American College Health Association recommends that colleges and universities “Develop a strongly worded tobacco policy... including, but not limited to, cigarettes, electronic cigarettes, cigars, and cigarillos,” and

WHEREAS, universities including University of Florida and Vanderbilt University have adopted similar policies, and surveys conducted by the Commission on University Support (CUS) show majority support for treating electronic cigarettes in the same manner as other tobacco products, and

WHEREAS, Policy 1010, Section 4, currently reads:

“SMOKING is the lighting or burning of any pipe, cigar, or cigarette or other tobacco product.”

THEREFORE, BE IT RESOLVED, that Policy 1010, Section 4, be amended to read:

“SMOKING is the lighting or burning of any pipe, cigar, or cigarette, or other tobacco product; or the use of any electronic cigarette, or vaping device.”

Subject: Policy on Smoking

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1. Purpose

Virginia Polytechnic Institute and State University is committed to providing a safe, healthy, and pleasant learning and working environment for its students and employees. Medical research has shown that smoking poses hazards to one's health. Furthermore, research suggests that passive smoke may be hazardous to non-smokers. This policy is an effort to protect students and employees from the potential health hazards and discomfort of exposure to smoke, while also recognizing and respecting the rights of those who choose to smoke.

2. Policy

Within facilities owned or leased by the university and in university-owned vehicles, smoking is not permitted. This also includes parking garages, covered walkways, temporary enclosed structures, trailers, and tents as well as structures placed on university-owned property by contractors or vendors. Smoking is permitted outdoors on university grounds, plazas, sidewalks, malls, and other similar open pedestrian-ways, provided smokers are at least 25 feet from an air intake, entrance or exit of any facility, including parking garages.

3. Procedures

3.1 Employee Work Breaks

In accordance with University Policy 4300, Hours of Work (<http://www.policies.vt.edu/4300>), supervisors may grant staff and wage employees working an 8-hour shift one morning break and one afternoon break which shall not exceed fifteen minutes each. These work breaks may be used to smoke outside buildings, as provided in Section 2 above. No additional smoking breaks are allowed.

3.2 Disposal of Smoking Materials

Where ash urns are furnished, they shall be placed at outside locations (25 feet or more from entry/exit ways) to aid smokers in disposing of smoking materials.

3.3 Responsibility

It is the responsibility of all students, faculty, and staff to observe the smoking policy. It is the responsibility of each supervisor, manager, department head, director, dean, and vice president to enforce the provisions of this policy in their area of accountability.

Those who smoke outside of buildings are expected to be considerate and courteous of other individuals in the university community. Smoking locations should not impede traffic flow in or out of buildings and should be in a location where smoke cannot drift into office, class or living space. Additionally, smokers should leave the smoking locations free of cigarette butts and other trash materials. All faculty, staff, students and visitors share the responsibility of keeping the campus clean, attractive, and litter-free.

4. Definitions

SMOKING is the lighting or burning of any pipe, cigar, or cigarette, or other tobacco product; or the use of any electronic cigarette or vaping device.

5. References

Virginia Tech, University Policy 4300, Hours of Work
<http://www.policies.vt.edu/4300>

6. Approval and Revisions

Approved by the Virginia Polytechnic Institute and State University Board of Visitors on November 6, 1989.
Effective January 1, 1990.

- Revision 1

Smoking prohibited in all university facilities and university-owned vehicles with the exception of special purpose housing and Hancock Hall Atrium.

Approved April 7, 1997, by the President, Paul E. Torgersen.

- Revision 2

Section 2.3 deleted. Smoking no longer permitted in Hancock Hall Atrium

Approved June 17, 1999, by the President, Paul E. Torgersen.

Annual Review December 2, 2001 by Executive Vice President and Chief Operating Officer, Minnis E. Ridenour.
No revisions.

- Revision 3

Section 2 revised. The only exception to the policy where smoking is allowed is in lodging rooms designated as smoking rooms in the Donaldson Brown Hotel and Conference Center.

Sections 2.1 and 2.2 deleted. Smoking is no longer permitted in Residential and Special Purpose Housing.

Approved by Residence Hall Federation on April 23, 2002.

Approved by the Commission on Student Affairs on October 24, 2002.

Approved by University Council on December 2, 2002.

Approved by the President, Charles W. Steger, on December 2, 2002.

Approved by the Board of Visitors on March 10, 2003.

- Revision 4

Section 2 revised to read “The only exception to the policy where smoking is allowed is in lodging rooms designated as smoking rooms at The Inn at Virginia Tech and Skelton Conference Center, which is not operated by the university.” (Administrative change due to name change from Donaldson Brown Hotel and Conference Center to the Inn at Virginia Tech and Skelton Conference Center.) Revised February 8, 2007.

- Revision 5

To comply with Governor’s Executive Order 41 and guidelines promulgated by the Secretary of Administration for the Commonwealth of Virginia, as amended on July 22, 2008. The policy was revised to add the more stringent regulation that smoking is not permitted within 25 feet of an air intake, entrance, or exit of any facility owned or leased by the university, including parking garages. Smoking is not permitted in structures placed on state-owned property by contractors or vendors.

Approved by the Commission on University Support on November 20, 2008.

Approved by University Council on February 16, 2009.

Approved by President Charles W. Steger on February 16, 2009.

Approved by the Board of Visitors on March 23, 2009.

- Revision 6

Section 2 revised to remove the exemption that previously allowed smoking at The Inn at Virginia Tech and Skelton Conference Center.

Approved January 28, 2011 by President Charles W. Steger.

- Revision 7

Technical updates to references.

Approved January 3, 2017 by President Timothy D. Sands.

- Revision 8

Section 4 revised to add electronic cigarette or vaping device to the definition of Smoking.

**Commission on University Support
Resolution 2016-17B
Resolution to Update the Charter for the Energy and Sustainability Committee**

Approved by Energy and Sustainability Committee:	13 January 2017
First Reading by the Commission on University Support:	16 February 2017
Approved by the Commission on University Support:	
First Reading by the University Council:	
Approved by the University Council:	
Approved by the President:	
Effective Date:	

WHEREAS, the existing charter for the Energy and Sustainability Committee was a carry-over charter from a previous Energy Committee; and

WHEREAS, the existing charter did not encompass the full range of sustainability activities and actions per the approved Virginia Tech definition of sustainability per the Climate Action Commitment; and

WHEREAS, the existing charter unintentionally had the potential to constrain the focus of the Energy & Sustainability Committee (E&SC) since it only identified the “university’s energy supply and use, and resource conservation” as the focus of the committee;

THEREFORE, LET IT BE RESOLVED, that the Energy and Sustainability Committee Charter should be amended as follows;

To review and provide advice to the University Administration on broad policy issues relating the university’s pursuit of environmental quality through action, education, and engagement to address current needs without compromising the capacity and needs of future generations.