CELEBRATE THE HERITAGE,
SUPPORT THE PRESENT,
INVEST IN THE FUTURE

Virginia Commonwealth University
Alumni Leaders Colloquium
Goals for the Day

- Develop a shared understanding of how existing programs align with our Quest for Distinction priorities and goals.
- Identify existing programs that could be scaled as broader, cross-Alumni Association initiatives.
- Identify (brainstorm) what is missing from current alumni association activities and programs that might further the goals of Quest.
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Schedule for the Day

8:30 – 9:00  Arrival/Check-in: Continental Breakfast Bar - Atrium area

9:00 – 10:00  Welcome & Opening Remarks: (Room B 1115)
   VCUAA & MCVAA Presidents: Mr. Ken Thomas & Dr. Paula B. Saxby
   President Michael Rao

   University Initiatives in Branding and Marketing: Update from Ms. Pamela D. Lepley, Executive Director of University Relations

10:00 – 10:15  Alignment of Alumni Outreach with VCU’s Quest for Distinction:
   Ms. Kelli Parmley, Associate Vice Provost for Planning and Decision Support, and Co-Chair Quest Implementation Steering Committee

10:15 – 10:30  BREAK
Schedule for the Day

10:30 – 11:30  **Small Group Discussion**

11:45 – 12:30  **Small Groups Share Ideas with Larger Group** *(Room B1115)*

12:45 – 1:45  **Lunch Speaker** *(Room 3189, 3rd floor): Dr. David W. Hanson*, Vice President of Administration and Finance; *Alumni Funding*, Mr. Gordon A. McDougall, Associate Vice President, University Alumni Relations

1:45 – 2:00  **Conclusion** *(Room 3189)* – *VCUAA & MCVAA Presidents*, Mr. Ken Thomas and Dr. Paula B. Saxby
Michael Rao, President,
Virginia Commonwealth University

Virginia Commonwealth University’s place as the state’s premier urban, public research university has strengthened under the leadership of Michael Rao, Ph.D., who, in challenging times, is piloting strategic efforts focused on academic quality, student success and research that fosters regional economic development and improves lives.

As president of VCU and the VCU Health System, Rao leads a national research university with a leading academic medical center that, with more than 18,600 employees, is the largest employer in the Richmond area and the sixth largest in Virginia. VCU’s annual economic impact in the state is estimated at $3.6 billion and more than 43,000 jobs.
Pamela DiSalvo Lepley, APR
Executive Director
University Relations

Pamela DiSalvo Lepley was named executive director of Virginia Commonwealth University’s Division of University Relations in July 2010. She leads the division in its mission to support the goals of the university through public relations, marketing, creative services and special programs.
Kelli Parmley

Associate Vice Provost

Planning and Decision Support

The Office of the Associate Vice Provost for Planning and Decision Support is responsible for supporting executive decision-making and university planning by providing the president, provost, senior administrators and deans with timely information and data analysis.
Alumni Leaders Colloquium

Kelli Parmley
May 19, 2012
Associate Vice Provost for Planning and Decision Support
Co-Chair, Quest Implementation Steering Committee
Mission and Vision

Our mission is to advance knowledge and student success.

Our vision is to be a premier urban public research university.
Core Values

- Accountability
- Achievement
- Collaboration
- Freedom
- Innovation
- Service
- Diversity
- Integrity
OUR Quest for Distinction is.....
...not a sprint

...it’s a marathon
OUR Quest for Distinction is....
...Not praise for the soloist
...it’s the Accomplishment of the symphony
Engaging our Alumni with Quest
Theme I: Academic Quality

Recruit and retain a talented and diverse student body e.g. out-of-state events, scholarships

High impact out-of-class experiences – e.g. internships, clinical rotations, community service, student research
Not Growing but, Graduating

Top Jobs of the 21st Century:
100,000 undergraduate over the next 15 years
Theme II: Premier Research

Contribute to the advancement of new knowledge...grow the next generation of researchers...e.g. support for graduate students, faculty research, centers and institutes.
Elevated Status: VCU moves into Top 100 NSF Research Rankings
University Support from Provost and VP for Research

Cross campus collaboration

Faculty Research on both campuses

Sponsored Research – NIH Grant

Undergraduate Research
Theme III: Human Health

Students are prepared for careers in health and STEM-related fields

Health Careers Pipeline
Building on a rich history of research and clinical care

The VCU Center for Clinical and Translational Research was established in 2007 and funded as a CTSA by NIH in 2010
Theme IV: Community Engagement

“Create university-community partnerships…”
- Education
- Health
- Economic Impact
- Sustainability
- Service Learning
Examples: Community Engagement

Bridging Richmond
ASPiRE
Center for Health Disparities
Mary and Francis Youth Center
Building Our Infrastructure and Improving Practice

We must have a sufficient number and quality of faculty and staff.

We must have adequate space and technology.

We must provide access for qualified students who demonstrate the greatest financial need.
How can alumni help and support the University in OUR Quest for Distinction?

Small Group Discussions and Brainstorming
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Alumni Leaders Colloquium
Snead Hall

David W. Hanson
Vice President for Finance and Administration

May 19, 2012
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Gordon A. McDougall, Associate Vice President, University Alumni Relations
Central Alumni Relations FY12 Budget (includes VCUAA & MCVAA)

Salaries & benefits $805,475
Operational budget $1,001,800
Total: $1,807,275

Note:
In FY12 university funding 80% of personnel costs and 13% of operating budget
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Questions?
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Wrap-Up & Closing:

Ken Thomas & Paula Saxby