

Masthead Logo

Virginia Commonwealth University
VCU Scholars Compass

The Grace E. Harris Leadership Institute
Publications

L. Douglas Wilder School of Government and
Public Affairs

2008

The 1% Campaign

The Grace E. Harris Leadership Institute at Virginia Commonwealth University
Virginia Commonwealth University, gehli@vcu.edu

Jihad Aziz

Blair Brown

See next page for additional authors

Follow this and additional works at: https://scholarscompass.vcu.edu/gehli_pubs

Part of the [Education Commons](#), and the [Public Affairs, Public Policy and Public Administration Commons](#)

Downloaded from

https://scholarscompass.vcu.edu/gehli_pubs/22

This Research Report is brought to you for free and open access by the L. Douglas Wilder School of Government and Public Affairs at VCU Scholars Compass. It has been accepted for inclusion in The Grace E. Harris Leadership Institute Publications by an authorized administrator of VCU Scholars Compass. For more information, please contact libcompass@vcu.edu.

Authors

The Grace E. Harris Leadership Institute at Virginia Commonwealth University, Jihad Aziz, Blair Brown, Kimberly Jacobs, Debra Lyon, Carolyn Norman, Mark Schaefermeyer, and Sandra Wilberger

Executive Summary – Team University

The 1% Campaign

Team Sponsor: Dr. Stephen D. Gottfredson, Provost and Vice President for Academic Affairs

Team Members

Jihad N. Aziz, Director, University Counseling Services, VCU
Blair W. Brown, Director International Admissions, International Support Svcs., VCU
Kimberly M. Jacobs, Finance Director, Perioperative Surgical Services, VCUHS
Debra E. Lyon, Associate Professor, Family & Community Health Nursing, VCU
Carolyn S. Norman, Associate Professor, Accounting, VCU
Mark J. Schaefermeyer, Assistant Dean, Graduate School, VCU
Sandra L. Wilberger, Co-Director Training & Technical Assistance Center, Special Education, VCU

The purpose of *The 1% Campaign* is to raise scholarship funds for first year VCU students who are dependents of VCU/VCUHS employees. Honoring Dr. Grace E. Harris, this fund will eventually provide tuition and fees for new students for need-based and/or merit-based scholarships. The ultimate goal of *The 1% Campaign* is to entirely fund one percent of the entering first year class which is approximately thirty to thirty-five students. The recipients will be named *Grace E. Harris Scholars*.

Goals:

- (1) To develop a scholarship to increase enrollment of VCU/VCUHS employees' dependents.
- (2) To create opportunities for an educational experience for qualified students.
- (3) To help VCU/VCUHS employees send their children to college.
- (4) To enhance loyalty and commitment among VCU/VCUHS faculty and staff.
- (5) To honor Dr. Grace E. Harris' service and commitment to VCU/VCUHS.

With the support of our team sponsor, the project team worked throughout the spring and summer to determine the appropriate steps to set up the scholarship/foundation account, to set appropriate and realistic fundraising goals, and to decide the best way to create a marketing campaign.

The project team has determined the following steps need to be taken:

- (1) Establish a foundation account to which the funds raised will be deposited.
- (2) Enlist the support of the VCU BrandCenter for the campaign to be used as a semester long student project.
- (3) Determine the process for establishing this project as a recognized entity for VCU/VCUHS employee payroll deduction.

(4) Connect *The 1% Campaign* to the upcoming Virginia Commonwealth University Capital Campaign.

In order for all of this to move forward, the project will need to formalize a university sponsor for the appropriate fund accounting and administration of the scholarship.

In hindsight, the team made some observations which might have improved the productivity and outcome of the project. First, the team should have used e-mail and/or conference calls more effectively in an effort to decrease the need for face-to-face meetings with team members. Secondly, the team needed to be more realistic and flexible about team expectations given other work responsibilities. Also, getting started was difficult. Perhaps a GEHLI staff member or graduate could be enlisted to facilitate the first several meetings of the project teams in order to help set some group norms and expectations. And finally, the diversity in interaction styles and work methods was both a strength and a weakness for project success.

Our hope is for this project to receive the necessary support in the coming months. Our team is committed to being the first to enroll in payroll deduction for giving to this scholarship fund.