TO: The Advancement and Communications Committee:

John A. Griffin, Co-Chair
John L. Nau III, Co-Chair
Frank B. Atkinson
Helen E. Dragas
Bobbie G. Kilberg
Edward D. Miller, M.D.
George Keith Martin, Ex Officio
William B. Fryer, Consulting Member
Joe Garofalo, Faculty Consulting Member

and

The Remaining Members of the Board:

L. D. Britt, M.D. William H. Goodwin Jr.
Frank M. Conner III Victoria D. Harker
Allison Cryor DiNardo Stephen P. Long, M.D.
Kevin J. Fay John G. Macfarlane III
Barbara J. Fried Daniel T. Judge
Frank E. Genovese

FROM: Susan G. Harris

SUBJECT: Minutes of the Advancement and Communications Committee Meeting on June 11, 2015

The Advancement and Communications Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 3:50 p.m., on Thursday, June 1, 2015, in the Byrd Room of the Harrison Institute. John A. Griffin and John L. Nau III, Co-Chairs, presided.

Present were Frank B. Atkinson and William B. Fryer. Helen E. Dragas participated by telephone. Daniel T. Judge also attended.

Present as well were Susan Carkeek, Patrick D. Hogan, David W. Martel, Roscoe C. Roberts, Colette Sheehy, Robert D. Sweeney, and W. Thomas Leback.
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Presenters were Allan C. Stam, Abraham Axler, Kendall King-Sellars, and Caitlin Levine.

Mr. Griffin reviewed the agenda and introduced the presenters.

Student Dialogue with the Board of Visitors

Student leaders have been working with the administration and the Board of Visitors on initiatives intended to increase engagement and enhance communication on issues of importance to students. Mr. Judge explained that a pilot effort was conducted this spring which gave students the opportunity to submit videos to Student Council on issues they would like to present to the Board. Student Council President Mr. Axler explained that the video submissions were viewed as an opportunity for students who do not have formal leadership roles to raise issues of concern. Two students, Ms. King-Sellars and Ms. Levine, were selected to make presentations.

Ms. King-Sellars, a rising second-year student active with the Climate Action Society and Divest UVA, presented a case for the divestment by the University of its holdings in fossil fuel stocks, bonds, and investment funds. She noted that the University had previously participated in the South Africa and Sudan divestment movements. She acknowledged that divestment is complicated and explained that Divest UVA proposed a well-thought-out approach that includes the divestment from direct holdings in fossil fuel companies in the short term and the development of a longer-term strategy for indirect investments.

Ms. Levine, who graduated from the University in May and had been involved with the CIO Workers and Students United for a Living Wage, urged Board adoption of a policy that would ensure University employees and sub-contracted employees receive a living wage. The current living wage for a family of four with both parents working in the Charlottesville area is $13.71 plus benefits. As of February, the University’s base pay is $11.76 per hour plus benefits. Given that data on employee salaries at companies with contracts at the University is not available, it is not possible to determine their base pay.

The Committee expressed appreciation for the presentations and engaged in a dialogue with both presenters. Mr. Judge will follow up on these issues and on the dialogue initiative.

Action Item: Establishment of a University Related Foundation for the Frank Batten School of Leadership and Public Policy

Mr. Allan C. Stam, Dean of the Frank Batten School of Leadership & Public Policy, said the foundation is needed to strengthen the School’s fundraising efforts.
On motion, the Committee approved the following resolution and recommended it for full Board approval:

**ESTABLISHMENT OF THE FRANK BATTEN SCHOOL OF LEADERSHIP AND PUBLIC POLICY FOUNDATION**

WHEREAS, the Policy on University-Related Foundations requires that all new University-Related Foundations receive approval of the Board of Visitors; and

WHEREAS, the Frank Batten School of Leadership and Public Policy seeks to raise at least $120 million during the University’s next Capital Campaign; and

WHEREAS, the Senior Vice President for Advancement recommends that the Board of Visitors approve the establishment of a University-Related Foundation to engage in fundraising for the Frank Batten School of Leadership and Public Policy; and

WHEREAS, this new foundation will adhere to the Policy on University-Related Foundations;

RESOLVED, the Board of Visitors approves the establishment of a University-Related Foundation for the Frank Batten School of Leadership and Public Policy.

**Report on the Council of Foundations**

Mr. William Fryer, Chair of the Council of Foundations, reported on the May 28 Council meeting. Meeting topics included resourcing the University, the Cornerstone Plan, the Affordable Excellence plan, gift accounting, and the bicentennial celebration and campaign.

**Report by the Chief Communications Officer**

Mr. Martel reported on efforts to enhance communications for students who have been offered admission. To encourage enrollment, a number of print and video pieces, websites, and social media projects were developed for the students and their parents. Mr. Martel presented data showing the impact of these efforts; his presentation highlighted the importance of need-based aid as well as the impact of special designations, such as the Blue Ridge Scholars program. He said the readership of UVA Today is increasing and social media efforts are performing at a high level. He gave a preview of the new faculty video series. Mr. Nau thanked Mr. Martel and his team for their work over the past year.
Report by the Senior Vice President for University Advancement

Mr. Sweeney reported on the work of the Office of Engagement and on philanthropic cash flow. He directed the committee’s attention to a 10-year report on the Office of Engagement in the committee materials, and noted that the work done by the office with alumni, parents, and friends will be critical to the success of the Bicentennial campaign.

Mr. Sweeney said giving at this year’s Reunion was successful with all classes meeting their giving and participation goals. A total of $27.4 million was raised. This is a 39% increase over the amount given by the same cohort at their 2010 reunion.

As of April, philanthropic cash flow stood at $195.3 million, an increase of 17.6% over the same period last year. If recent trends continue, the cash flow at fiscal year-end will be nearly $250 million; this would make it the best fundraising year since 2008. Gift planning efforts have been strengthened. Bequests to date total $57.4 million, which is nearly triple that of last year.

Mr. Sweeney mentioned the recent deans’ retreat to prepare for the next capital campaign. In response to committee questions, Mr. Luellen, Associate Vice President for Development, spoke about the status and efforts of the planned giving team. The committee chairs thanked Mr. Sweeney for the work of the University Advancement team.

Mr. Nau closed the meeting by noting that this was his last meeting; he expressed his gratitude to the committee and to the staff for their work. Mr. Griffin thanked Mr. Nau and noted that the committee looked forward to working with him in the future.

On motion, the meeting was adjourned at 5:20 p.m.

SGH:wtl
These minutes have been posted to the University of Virginia’s Board of Visitors website:
http://www.virginia.edu/bov/advancementandcommunicationsminutes.html