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
Christopher P. Holstege, M.D., Faculty Consulting Member

and

The Remaining Members of the Board and Senior Advisor:

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         Margaret N. Gould
Frank E. Genovese

FROM: Susan G. Harris

SUBJECT: Minutes of the Advancement and Communications Committee Meeting on March 24, 2015

The Advancement and Communications Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:30 a.m., on Tuesday, March 24, 2015, in the Auditorium of the Albert and Shirley Small Special Collections Library of the Harrison Institute; John A. Griffin, Co-Chair, presided.

Present were Frank B. Atkinson, Bobbie G. Kilberg, George Keith Martin, William B. Fryer, and Christopher Holstege, M.D.

Other Board members present were Kevin J. Fay, and Stephen P. Long, M.D.
Present as well were Susan G. Harris, David W. Martel, Marcus M. Martin, M.D., and Robert D. Sweeney.

Presenters were Cynthia S. Fredrick, William B. Fryer, Blake D. Griggs, Helen Kang, William W. Laverack, Mark M. Luellen, Mary Elizabeth Luzar, and Rafat Khan.

Mr. Griffin began the meeting by introducing the various guest speakers.

Report on the Council of Foundations

Mr. Fryer, Chair of the Council of Foundations, reported on progress made relative to collaborative initiatives among the school- and unit-based foundations and University Advancement. Mr. Fryer noted that a task force comprised of senior development professionals from across Grounds is working to identify ways to enhance the structure of the University's collective advancement operations and better coordinate how the various areas work together. He added that this group has already made good progress.

Report by the Senior Vice President for University Advancement

Senior Vice President for University Advancement Bob Sweeney shared some very positive news related to fundraising progress. Through the end of February, the University's total philanthropic cash flow was $161 million for the fiscal year, up 29% over the same period last year. New commitments (which exclude pledge payments but include new gifts and new pledges received this fiscal year) stand at $142 million, up 10% over the same period last year. Mr. Sweeney also highlighted specific fundraising successes, including a significant number of $1M+ gifts this year, underscoring that these gifts, and the other increases he reported, are well-distributed across the schools and units.

Associate Vice President for Development Mark Luellen reported on the work in the University Development Office to reorganize and rebuild in preparation for the bicentennial campaign. Mr. Luellen said the implementation of new performance metrics has had a positive impact on results. He further emphasized the success of various collaborative advancement initiatives across Grounds relating to fundraising, leadership, professional development, and policy review/clarification.

Report on Alumni and Parent Engagement

Mary Elizabeth Luzar, Director of Student and Young Alumni Programs at the Alumni Association, provided a brief introduction to a presentation on Class Councils and Trustees by Will Laverack, President of the Fourth Year Trustees, and Blake Griggs, Vice President of the Fourth Year Trustees. Messrs. Laverack and Griggs described the goals and activities of the Councils and Trustees, which
are sponsored by the Alumni Association and work to build class community, foster a lifelong connection to the University, and develop student and alumni leaders. These groups organize several important events on Grounds throughout the academic year, including charity benefits, career workshops, and Lighting of the Lawn.

Fourth Year Trustees choose the Valedictory speaker each year and raise funds through the class giving program. They serve as Trustees for five years following graduation, to encourage their fellow classmates to remain connected and to follow up on the giving pledges made in their last year, bridging the gap leading up to their first official reunion five years after graduation. Messrs. Laverack and Griggs noted that the giving participation rate among fourth-years had increased to 81% last year, and they underscored the impact the Trustees have on cultivating alumni who desire to give back.

Cindy Fredrick, Associate Vice President for Engagement and Annual Giving in University Advancement, introduced fourth-year students Helen Kang and Rafat Khan, who shared their experiences as leaders within the UVaClubs Student Ambassadors program. The Student Ambassadors program is sponsored by University Advancement’s Office of Engagement, and works to strengthen the connections among alumni, parents, and current students.

Ms. Kang and Mr. Khan emphasized how much they enjoy their roles as Student Ambassadors, and described several initiatives, including professional training for current students by alumni, and a collaboration with the Alumni Association to make congratulatory calls to admitted students. Student Ambassadors also share their experiences as current students at summer student send-offs. Ms. Kang and Mr. Khan – who hail from China and Bangladesh, respectively – highlighted the joy they feel when relating their personal experiences as international students and how sharing their stories seems to diminish some of the particular anxieties that prospective international students and their families face.

Report by the Chief Communications Officer

Chief Communications Officer Dave Martel closed the meeting with a video documenting several current students’ experiences with the Alternative Spring Break program. Mr. Martel shared the video as an example of University Communications’ efforts to organize around telling students’ stories, giving prospective students a clearer picture about life as members of the University community.

On motion, the meeting was adjourned at 11:40 a.m.

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