MEMORANDUM

TO: The Advancement Committee:

John A. Griffin, Chair
Jeffrey C. Walker, Vice Chair
Frank B. Atkinson
Bobbie G. Kilberg
Tammy S. Murphy
James V. Reyes
William H. Goodwin Jr., Ex Officio
Joe Garofalo, Faculty Member
William B. Fryer, Consulting Member

and

The Remaining Members of the Board:

Mark T. Bowles
L. D. Britt, M.D.
Whittington W. Clement
Frank M. Conner III
Helen E. Dragas
Kevin J. Fay

Barbara J. Fried
Frank E. Genovese
Victoria D. Harker
John G. Macfarlane III
Phoebe A. Willis

FROM: Susan G. Harris

SUBJECT: Minutes of the Advancement Committee Meeting on June 10, 2016

The Advancement Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:25 a.m., on Friday, June 10, 2016, in the Auditorium of the Albert and Shirley Small Special Collections Library of the Harrison Institute. John A. Griffin, Chair, and Jeffrey C. Walker, Vice Chair, presided.


Absent: Frank B. Atkinson and Bobbie G. Kilberg.
Mark T. Bowles, L.D. Britt, Frank M. Conner III, Helen E. Dragas, Kevin J. Fay, Barbara J. Fried, Frank E. Genovese, John G. Macfarlane III, and Phoebe A. Willis were also present.

Present as well were Teresa A. Sullivan, Patrick D. Hogan, Thomas C. Katsouleas, Richard P. Shannon, M.D., Melody S. Bianchetto, Susan G. Harris, Donna P. Henry, Ronald R. Hutchins, Patricia M. Lampkin, Alison P. Landry, W. Thomas Leback, David W. Martel, Marcus L. Martin, M.D., Debra D. Rinker, Nancy A. Rivers, Roscoe C. Roberts, Colette Sheehy, and Robert D. Sweeney.

Presenters were Dorothy K. Fontaine, Cynthia S. Fredrick, Jeffrey W. Legro, Jason E. Life, and Mark M. Luellen.

Remarks by the Committee Chair

Mr. Griffin opened the meeting and introduced the consent agenda item. After its approval, he reviewed the remaining meeting agenda. He explained that this was Mr. Robert D. Sweeney's last meeting as the Senior Vice President for Advancement and introduced Mr. Mark M. Luellen as the new Vice President for Advancement. He thanked Mr. Sweeney for his 25 years of service and his accomplishments. The committee gave Mr. Sweeney a standing ovation.

Consent Agenda: Non-Discrimination Language Amendment to the Policy on University-Related Foundations

On motion, the committee voted on and approved the following resolution and recommended it for full Board approval:

NON-DISCRIMINATION LANGUAGE AMENDMENT TO THE POLICY ON UNIVERSITY-RELATED FOUNDATIONS

WHEREAS, the University adopted the Policy on University-Related Foundations (the "Policy") in October 1992; and

WHEREAS, the Policy requires foundations to adopt non-discrimination guidelines that govern the appointment, compensation, and retention of foundation personnel; and,

WHEREAS, non-discrimination guidelines have changed over time and the University desires to amend the Policy to remain current with non-discrimination guidelines now and in the future;

RESOLVED, the Board of Visitors amends the Policy on University-Related Foundations to remove the listing of protected classes and to replace the language with the following statement: "The Foundation shall comply with any applicable federal and state non-discrimination laws."
Mr. Sweeney reported on philanthropic cash flow and new commitments. Cash flow through the third quarter of FY 2016 was $184 million, up 3% ($5.4 Million) from the same period of the prior fiscal year. The University had a strong third quarter performance that offset the first quarter performance, which was down 26%, and the performance at the end of the second quarter, which was down 12%. The third quarter turnaround reflects a record number of personal visits by Mr. Luellen and his team. If the University has an average fourth quarter performance, this will be its best year since FY 2009.

Mr. Sweeney explained that new commitments (cash gifts, pledges, and bequest expectancies) are a more accurate measure of philanthropic activity. As of the third quarter, these totaled $174.5 million, up 8% or $12.9 million from the same period for the prior year. Combined with new future support, total new commitments were $201.6 million, an 8% ($15.3 million) increase over the previous year.

Mr. Sweeney reported that the April 12th #GivingToHoosDay event, which was the first Grounds-wide online funding effort, had extraordinary results. He also stated that giving during the first weekend of the 2016 Reunions Program totaled $47.6 million and exceeded the class’s goal of $38 million.

Report on the Council of Foundations

Mr. Fryer reported that the Council of Foundations recognized Mr. Sweeney at its March 31, 2016 meeting and that subsequently and unbeknownst to Mr. Sweeney unanimously adopted the following resolution:

WHEREAS, midnight on June 30, 2016 will mark the end of Robert D. Sweeney’s distinguished tenure as Senior Vice President for University Advancement at the University of Virginia, a role in which Mr. Sweeney has served for over 24 years;

WHEREAS, the positive impact of Mr. Sweeney’s many exemplary contributions to the University are manifest, notably including the considerable elevation of the professionalism of the University’s development community across Grounds;

WHEREAS, Mr. Sweeney’s legacy of service will endure as a sound foundation for future development success long after Mr. Sweeney ceases to serve in his current leadership role at the University; and

WHEREAS, Mr. Sweeney is recognized as possessing many virtues which were on display during his career at the University, chief among which is his deep emotional affection for, and devotion to, the University;

NOW THEREFORE, RESOLVED, the Council of Foundations of the University of Virginia expresses its deep gratitude to Mr. Sweeney for
Mr. Fryer presented Mr. Sweeney with a framed University of Virginia Men’s Basketball Jersey that had his name above the number 1.

Transformative Gift Ideas for the Campaign

Mr. Griffin explained that this was a continuation of the presentations of initiatives that are potential candidates for major gift funding and that have the potential of raising the University’s profile. He reported that Mr. Jerry White’s project using data analysis to predict and combat global religious violence was gaining traction since its presentation at the February Board meeting. Mr. White has spoken with a foundation and has met with donors. He has had a strategic planning session with University Advancement, a meeting with Dean Baucom from the College of Arts & Sciences, and a session with staff from the University’s Data Sciences Institute.

Mr. Griffin introduced Ms. Dorrie K. Fontaine, Dean of the School of Nursing. Ms. Fontaine founded the Compassionate Care Initiative and is proposing the creation of a Compassionate Care Institute. She explained that while much attention is focused on the suffering of patients and their families, little attention is given to the wellbeing of nurses and physicians. Many lives are lost each year due to medical errors and mistakes made by distracted health care workforce. To provide high quality, safe care, there needs to be a focus on creating supportive environments and resilient practitioners.

The Compassionate Care Initiative has worked to provide self-care and stress relief strategies for students, nurses, and physicians. The initiative is a national model. While some medical schools focus on this area, no other nursing school offers a similar program. A Compassionate Care Institute would build on the successes of the initiative. A $50 million gift for an endowment would take the initiative to the next level with the goal of creating resilient practitioners who are fully present and can fully pay attention to patients, families, and colleagues.

Committee feedback suggested that the proposal should refer to precedents of similar initiatives in other fields; address cost savings; broaden its scope to include all caregivers; provide scientific basis for stress reduction practices; and stress the impact on patient safety.

Mr. Griffin introduced Mr. Jeffrey Legro, Vice Provost for Global Affairs. Mr. Legro explained that the proposal for a Virginia Global Guarantee would provide access to global education abroad to all
students regardless of financial need. It would provide up to $5,000 above any financial need for students studying abroad for a semester. Mr. Legro explained that a study found that students who studied abroad had significantly higher results in complex and creative thinking than students who had not studied abroad. Ninety percent of University students who studied abroad indicated that they learned things that they could not have learned on Grounds. Education abroad has a significant impact on careers. Fifty-five percent of employers look for students with education abroad experience. Starting salaries for students who have studied abroad are 25% higher than the salaries of students who have not studied abroad.

In terms of the number of students studying abroad, the University is in the top 25 in the country. Many of these students, however, are only doing short term programs, such as the January term. These short term exposures are not long enough to achieve benefits of studying abroad. There are a number of reasons why students do not study abroad for longer periods. Cost is the single largest reason. Coordination of study abroad programs with majors is another. Students are also reluctant to leave Grounds for a semester for fear they will diminish their University experience.

A $62 million endowment would generate the annual income needed for approximately 350 scholarships and the supporting infrastructure and study abroad hubs. The University would also become the leading public university providing education abroad opportunities.

During the committee discussion, Mr. Legro explained that the University is moving away from the ‘European Grand Tour’ model. Study abroad programs take place in university settings with University students in classes with foreign students. Students also participate in internships that provide professional experience. An example is the new study abroad program that was launched in Delhi in January.

Report on Alumni and Parent Engagement

Mr. Griffin introduced Ms. Cynthia Frederick, Associate Vice President for Engagement & Annual Giving. Ms. Frederick reported on #GivingToHoosDay, the University’s online day of giving that took place on April 12th. Its theme was ‘Creating the Next New Way.’ Alumni, students, parents, faculty, staff, and friends from around the world participated. Nearly six million social media impressions were made. During this one day, more online gifts were recorded than are typically recorded in a six month period.

Combined with the School of Law’s efforts on April 13 over $2,600,000 was raised from 6,000 gifts. Gifts were received from 28 countries with China and the United Kingdom having the highest number of donors. While gifts were received from 45 states, nearly half of all gifts came from Virginia.

Mr. Griffin introduced Mr. Jason Life, Managing Director of Alumni Engagement at the Alumni Association. Mr. Life described the
new reunions format. Traditionally, the 50th Reunion and Thomas Jefferson Society Reunion were held the week prior to Final Exercises in May while the 5th through 45th class reunions were held on the first full weekend in June. The May reunion was a lower key affair.

While attendance at the June Reunions Weekend has grown 103% since 2005, its growth is expected to slow. At the same time, attendance at the May reunions is expected to grow dramatically over the next 10 years. In addition, the leadership from 1965 and 1966 classes requested that their 50th reunions be folded into June Reunion weekend instead of being held in May so that they would have the same comprehensiveness and vibrancy of the June reunions.

Given that adding another class to the June Reunions Weekend was logistically unsustainable, the Alumni Association implemented a new format beginning with this year’s reunions. Instead of splitting reunions between May and June, reunions would be held on two consecutive weekends in June. The first weekend would be for the 35th through 60th classes and the Thomas Jefferson Society. The second weekend would be for the 5th through 30th classes. This resulted in a comprehensive reunions experience for all classes, was efficient to operate, and provides room to grow. The programming for each weekend was different. For example, the second weekend, which is for the younger classes, included programs for children.

Campaign Planning Discussion

Mr. Luellen reported that since the February meeting there have been small regional campaign planning lunches and dinners that included Board members. These were held in response to the Board’s interest in becoming more engaged, both as a group and individually, with the planning and implementation of the new campaign. Mr. Griffin hosted an event in New York and Mr. Conner hosted one in Washington, D.C. Mr. Walker attended the New York event and Mr. Reyes attended the Washington event. In the coming months, Mr. Luellen will meet with each Board member to discuss campaign plans and process.

During the discussion, Mr. Conner said the Washington, D.C. event was successful. There were engaging discussions and participants felt they were being included. He suggested these events be used to ‘pressure test’ the themes being developed for repositioning the University. He said that giving participants something to react to is better than asking for responses to questions. Mr. Reyes agreed that it was a good event. He suggested that non-alumni be included because they may be attracted by the initiatives the University is proposing. Mr. Luellen reported that a couple invited by Mr. Reyes to the Washington event have followed up and want to discuss ways to give.

The Rector cautioned that these events should be ‘educational’ and not used to solicit gifts. To highlight the effectiveness of educational or informational meetings, Ms. Murphy said she had participated in an event with a number of alumni. While its purpose was to introduce Mr. Ian Baucom, the Dean of the College, it generated
an increased interest in the University. Mr. Luellen said one participant had followed up with his office to discuss giving.

Mr. Griffin emphasized that non-alumni donors will be important to the campaign and to attract their support the University should present proposals that align with their interests.

Mr. Conner emphasized that the bicentennial and the capital campaign must quickly be tied together under a thematic umbrella. This fall, the University will be just one year away from kicking off its bicentennial on October 6, 2017.

On motion, the meeting was adjourned at 1:25 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