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          Barbara J. Fried
L. D. Britt, M.D.       Frank E. Genovese
Whittington W. Clement  Victoria D. Harker
Frank M. Conner III     John G. Macfarlane III
Helen E. Dragas         Daniel T. Judge
Kevin J. Fay

FROM:      Susan G. Harris

SUBJECT:  Minutes of the Advancement Committee Meeting on February 18, 2016

The Advancement Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 3:20 p.m., on Thursday, February 18, 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.

Present were William H. Goodwin Jr., Frank B. Atkinson, Tammy S. Murphy, James V. Reyes, and Joe Garofalo. William B. Fryer participated by telephone.

L.D. Britt, M.D., Mark T. Bowles, Whittington W. Clement, Frank M. Conner III, Kevin J. Fay, Barbara J. Fried, Frank E. Genovese,
Victoria D. Harker, John G. Macfarlane III, and Daniel T. Judge were also present.

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

Presenters were Ian B. Baucom, Benton H. Calhoun, Mark M. Luellen, Larry J. Sabato, Kathleen R. Shevlin, and Gerard White.

Remarks by the Committee Chair

Mr. Walker opened the meeting for Mr. Griffin whose arrival had been delayed. After welcoming the presenters, he turned the floor over to Ms. Sullivan.

Bicentennial Celebration Planning

Ms. Sullivan outlined the events planned for the bicentennial celebration. It will open with a public event on the Lawn on Friday, October 6, 2017 to commemorate the 200th anniversary of the laying of the Pavilion VII cornerstone. Other events include a celebration of the bicentennial of the University’s charter on January 25, 2019 and the May 2019 graduation of the University’s first third-century class. The bicentennial celebration will include an academic component. She said the bicentennial will position the University for its third century as a leader in higher education. There will be a Bicentennial Commission comprised of Visitors, faculty, parents, staff, students, and alumni.

Ms. Sullivan reviewed the timeline for the Campaign for the Third Century, which will be coordinated with the bicentennial celebration. The silent phase is to begin in July 2017. The public phase is to begin January 2019 in conjunction with the bicentennial of University’s charter.

The Rector observed that in addition to the bicentennial commission there will undoubtedly be other opportunities for Board participation and asked that members contact him if they want to be involved.

Transformative Gift Ideas for the Campaign

These two presentations were a continuation of the series of faculty projects and initiatives that have the potential to attract transformative gifts and distinguish the University.

Mr. Walker introduced Mr. Benton H. Calhoun, Professor of Electrical and Computer Engineering in the School of Engineering and Applied Science. Mr. Calhoun is the University’s campus director for
the Center for Advanced Self-Powered Systems of Integrated Sensors and Technologies (ASSIST). His work focuses on wireless biometric sensors that use body heat as a power source. He explained that the use of wireless devices is limited by their power needs and that using batteries is not practical. Technology developed at the University reduces power consumption of wireless communication devices by a factor of 100 to 1000. Power requirements are so low that devices can harvest sufficient power from their environment: light, motion, and temperature. As demonstrated by Mr. Calhoun’s team, which fabricated a wearable electrocardiogram sensor powered only by body heat, this has the potential to greatly expand the use of wireless devices.

During the committee discussion, the Vice Chair asked what the University could do to support research. Mr. Calhoun replied that providing administrative support for rising researchers would be helpful because the administrative work associated with research is time consuming. As an example, he referenced the grant proposal for the ASSIST center. It was written with North Carolina State University (NCSU) as the lead university because NCSU could devote a full-time administrator to the grant for a year. At the time, Mr. Calhoun did not have this capability; funding for an administrator was available only when the grant was received.

Mr. Griffin introduced Mr. Gerard White, Professor of Practice in the College of Arts & Sciences. Mr. White’s work uses language patterns to predict the onset of violence and predictive analytic techniques to offer data-driven solutions for global challenges. His approach has been successful with his firm’s predictions for 250 conflicts besting those of 16 intelligence agencies over a three year period. Mr. White stressed the importance of a pan-university initiative to try to prevent religious violence, the fastest growing form of violence in the world. He is working with colleagues from religious studies, political science, the Batten School, and the Data Science Institute, on this issue.

The Vice Rector asked how the initiative ties to the University’s history. Mr. White responded that religious freedom is one of Thomas Jefferson’s legacies, and observed that violence increases in areas where religious freedom is suppressed.

Report by the Senior Vice President for University Advancement

Mr. Sweeney reviewed the fiscal year performance through December 31, 2015. Cash flow was $118 million, down 12% from the same period for FY 2015 and 16% ahead of the performance for FY 2014. New commitments were $111 million, a decrease of 7% from FY 2015. When combined with new future support, total new commitments reached $127 million, a 6% decrease from FY 2015.

Mr. Sweeney reported that there were positive signals: $61 million was generated in December, an increase over the prior year. Personal visits by University Advancement gift officers increased by 63% over FY 2105; visits by advancement officers from the schools and
units were up 15.4%. Parent giving was up 5%. Through January, life income agreements were up 38% and $5.5 million in bequests were booked. Fifty-eight members were added to the Cornerstone Society, which recognized individuals who have included the University in their wills. The Society has 2,500 individuals. The President funded two development officers for need-based scholarships. Planned gift operations have been strengthened. There are now five front line officers to take advantage of the generational transfer of wealth that will occur over the next 10 to 15 years.

Campaign planning efforts are on time and on track. Progress has been made on the review of strategic priorities with the schools and units. Approximately 1,300 new $1 million gift prospects have been identified. The top 10, 25, and 100 campaign prospects are being evaluated. The president, provost, deans, and center directors are involved in gatherings across the country where institutional priorities are discussed and new leaders are introduced to donors and prospects. A Provost’s Development Forum comprised of deans and center directors has been initiated to provide academic/athletic leadership, support collaboration, and discuss campaign issues.

New Model for University Advancement and School/Unit Collaboration

Mr. Luellen reported that 18 months ago University Advancement decided to focus on three key areas: pan-university initiatives; new approaches to organizational discipline; and improving collaboration across Grounds. Collaborative efforts were focused on creating strategic partnerships with the smaller schools and units. The first partnership was with the Frank Batten School of Leadership and Public Policy. In addition to the Batten School, University Advancement has established partnerships with a number of other entities.

Mr. Larry J. Sabato, Director of the Center for Politics, reported that last summer the Center approached University Advancement about establishing a partnership. They wanted to improve their fundraising results and were concerned that the efforts of their development officer, who was isolated at the Center’s headquarters, were being hampered by the isolation and a lack of resources. The Center’s development officer is now located at University Advancement and is able to utilize its resources.

During the discussion, the Vice Chair asked for future reports on the campaign’s personnel needs, structure, and coordination with University-related foundations.

Giving from Major National and International Foundations

Mr. Luellen introduced Ms. Kathleen R. Shevlin, Director of Foundation Relations. As a part of its restructuring plan, University Advancement decided to focus on major foundations and moved the corporate function of its Corporate and Foundation Relations program to the Office of the Executive Vice President and Chief Operating Officer. As a result of this increased focus on foundations,
solicitations to major foundations are up 270%. In the first half of FY 2016, commitments and grants increased by nearly 100%.

Ms. Shevlin provided an overview of foundation giving. In 2014, foundations accounted for 15% of total contributions nationwide. For the last several years, foundation giving has been the fastest growing donor segment; last year it was up 6%. The role of Foundation Relations is to determine how best to request multi-year support, and she expanded on their efforts. To support its work, the office established a strategic foundation leadership group to focus on future projects and collaboration comprised of deans, center directors, the vice provost for global affairs, and the vice president for research.

Mr. Ian B. Baucom, Dean of the College of Arts & Sciences, discussed the College’s experience with the Foundation Relations office. The office identifies foundations, builds relationships with them, and seeks to understand their priorities. It helps faculty pursue foundation grants, and it helps faculty write grants. During the past year over $11 million was raised. From 2012-2013 to 2015-2016 foundation support for sponsored research has increased five-fold from $1.9 million to $12.1 million.

On motion, the meeting was adjourned at 5:10 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