

February 25, 2000

MEMORANDUM

TO: The External Affairs Committee:

Timothy B. Robertson, Chair  
Charles M. Caravati, Jr., M.D.  
Elsie Goodwyn Holland  
Terence P. Ross  
Albert H. Small  
Henry L. Valentine, II  
John P. Ackerly, III, Ex Officio

and

The Remaining Members of the Board:

Champ Clark	Elizabeth A. Twohy
William G. Crutchfield, Jr.	Walter F. Walker
William H. Goodwin, Jr.	Benjamin P.A. Warthen
T. Keister Greer	James C. Wheat, III
Robert G. Schoenvogel	Joseph E. Wolfe

FROM: Alexander G. Gilliam, Jr.

SUBJECT: Minutes of the Meeting of the External Affairs Committee  
on February 25, 2000

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:45 a.m., Friday, February 25, 2000, in the East Oval Room of the Rotunda; Timothy B. Robertson, Chair, presided. Charles M. Caravati, Jr., M.D., Mrs. Elsie Goodwyn Holland, Terence P. Ross, Albert H. Small, Henry L. Valentine, II, and John P. Ackerly, III, Rector, were present.

Other Members of the Board of Visitors present were Champ Clark, William G. Crutchfield, Jr., William H. Goodwin, Jr., T. Keister Greer, Ms. Elizabeth A. Twohy, Walter F. Walker, Benjamin P.A. Warthen, James C. Wheat, III, James E. Wolfe, and Robert G. Schoenvogel.

Also present were John T. Casteen, III, Leonard W. Sandridge, Jr., Alexander G. Gilliam, Jr., Robert D. Sweeney, Ernest H. Ern, Robert W. Cantrell, M.D., Peter W. Low, Ms. Colette Sheehy, William W. Harmon, Robert E. Reynolds, M.D., Gene D. Block, Terry Holland, and L. Jay Lemons, and Ms. Jeanne Flippo Bailes.

The Chair asked Mr. Sweeney, Vice President for Development, to present the Agenda.

Mr. Sweeney said that his report would not focus on Campaign "numbers," but rather on a discussion on formulating a new, post-Campaign, development strategy.

In 1982, Mr. Sweeney recalled, there was a discussion at a Board of Visitors meeting about the forthcoming Capital Campaign, which at that point had not yet been launched. Mr. Lee Brown, a Member of the Board at that time, asked why it was taking so long to get the Campaign started. Mr. Sweeney remembered explaining that the University was not yet ready but also saying that "we were not simply building a campaign, we were building a fundamentally sound program of philanthropy that, if done right, would serve the University in perpetuity and that the campaign was only one component of that program."

In analyzing the progress of the Campaign to date, Mr. Sweeney used as a point of reference the recent gift made by Mr. Frank Batten and his family to the Darden School. The Batten gift is the largest ever made in Virginia and one of the nine largest philanthropic gifts made in this country during 1999. Only 60 gifts exceeding \$50m have ever been made to higher education. Of these only eleven, including Mr. Batten's, have been made to public universities. Over the past three years, the University has received seven other gifts of \$10m or more. All of the donors have had a long association with the University as volunteers and benefactors.

As of January 31<sup>st</sup>, \$1b94m had been raised by the Campaign; \$970m was in gifts and pledges and \$125m in future support.

Most of the schools of the University are on target or have already surpassed their Campaign goals; a few units, however, lag: Architecture, the University Library, Education, Historic Preservation and the McIntire School. Mr. Sweeney said he has every expectation that all will meet their goals.

After outlining several public relations sorts of strategies such as "recognition events," mailings, videos and the like, Mr. Sweeney talked about what he called "Millenium Gifts." These include at least half a dozen solicitations in progress for gifts at or in excess of \$10m each. The prospective donors generally are younger, wealthier and less involved with the University than major donors solicited to this point. These prospects, however, are "the wave of the future for the University."

Mr. Sweeney then discussed a number of efforts planned by the Development Office under the heading of "Campaign Transition Strategy." Finally, as a reflection of his new responsibilities for public affairs at the University, Mr. Sweeney talked about new initiatives in communications.

- - - - -

On motion, the meeting was adjourned at 11:30 a.m.

AGG:lah

- Copies to: Mr. John T. Casteen, III  
Mr. Gene D. Block  
Dr. Robert W. Cantrell  
Ms. Louise Dudley  
Mr. Ernest H. Ern  
Mr. Paul J. Forch  
Mr. William W. Harmon  
Mr. Terry Holland  
Mr. L. Jay Lemons  
Mr. Peter W. Low  
Dr. Robert E. Reynolds  
Mr. Leonard W. Sandridge  
Ms. Colette Sheehy  
Mr. Robert D. Sweeney