

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
APRIL 5, 2001**

EXTERNAL AFFAIRS COMMITTEE

Thursday, April 5, 2001

5:00 - 6:00 p.m.

Board Room, The Rotunda

AGENDA

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- REPORTS BY THE VICE PRESIDENT FOR DEVELOPMENT
(Mr. Sweeney)
 - A. Vice President's Remarks
 - 1. Final Campaign Totals
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UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: April 5, 2001

COMMITTEE: External Affairs

AGENDA ITEM: A.1. Campaign Analysis and Transition

BACKGROUND: The end of the Campaign for the University of Virginia provides an opportunity to review the changes in the University's private philanthropic support since 1993.

DISCUSSION: The Vice President for Development will review a brief history of the Campaign, providing perspective on changes in cash flow, commitments and future support; individual unit goals; major gifts; types of donors and purposes of their gifts; and the accomplishments of the fundraising team during the course of the Campaign

ACTION REQUIRED: None

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AGENDA ITEM: A.2. New Initiatives in University
Relations and Communications

BACKGROUND: The University Relations office has embarked on several new projects in this fiscal year, especially efforts associated with Internet technology.

DISCUSSION: The Vice President's remarks will focus on "Top News Daily", an electronic newsletter based on HeadlineNEWS set to be launched late in the spring. Top News Daily will provide a clearinghouse for all University top news items as well as offer links to school and unit electronic magazines.

ACTION REQUIRED: None

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AGENDA ITEM: A.3. Reunions

BACKGROUND: The Executive Director of the Alumni Association will report on the 2001 Reunions Weekend, which will be held June 1-3. Classes from every fifth year - 1956 to 1966, 9 classes in all - will be meeting. In addition, the Thomas Jefferson Society will welcome the class of 1951 on May 15-16. The Reunion classes have already responded generously to requests for reunion giving.

DISCUSSION: The Virginia 2020 initiatives are the primary theme of this year's reunions. Seminars and focus groups will explore some of the projects and programs addressed by the Planning Commission recommendations. Offerings include "Engineering in the Nanoworld," "Building the Arts Precinct" and "Center for Global Health: Addressing Health and Poverty Issues," among many others. As in previous years, children are welcome at reunions with a full program of activities including the Academical Village Mental Olympics, the Poplar Ridge Ropes Course, and Kids' College. Alumni can register for reunions, as well as pledge toward their reunion gifts, on-line through the Alumni Association's newly-designed website.

As of December 31, reunion classes had raised over \$6 million, with the average participation rate at 14%. Participation varies widely among classes, with the highest participation rate from the class of 1971, with 22%, and lowest from the most recent class, 1996, at 6%. The highest dollar amount raised was from the class of 1966, at \$2.8 million. We expect final participation rates to be close to last year's 26%, although the giving totals to date have already surpasses last year's final totals of \$5.75 million.

ACTION REQUIRED: None

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AGENDA ITEM: A.3. Regional Programs

BACKGROUND: The University Development Office and the Alumni Association have been working recently on plans for further collaboration on regional programming. The two offices hope to increase the variety of alumni programs while cultivating the younger alumni who will form the prospect pool for the next Campaign.

DISCUSSION: The University Development Office, the Alumni Association and the President's Office are planning the e-summit@virginia~atlanta, an abbreviated form of the on-Grounds e-summit event, which will be held in Atlanta on May 7. Depending on the success of this event and the availability of funds, plans are to expand the regional e-summit concept to several other cities. The Atlanta event includes a panel discussion hosted and moderated by alumnus Bert Ellis, followed by a networking reception. The event is expected to attract about 300 Atlanta area alumni, especially younger alumni from the classes of the '80s and '90s.

ACTION REQUIRED: None

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AGENDA ITEM: B. Philanthropic Cash Flow

BACKGROUND: A statistical review of fund-raising cash gifts received for the period July 1, 2000 - December 31, 2000. Emphasis will be placed on measuring performance compared to the previous three fiscal years.

DISCUSSION: The most recent audited cash flow figures available are through December 2000. Cash flow through December stood at \$122 million, a 72% increase over last year's totals at this time.

ACTION REQUIRED: None