

June 15, 2001

MEMORANDUM

TO: The External Affairs Committee:

Timothy B. Robertson, Chair  
Thomas J. Bliley, Jr.  
Charles M. Caravati, Jr., M.D.  
Elsie Goodwyn Holland  
Gordon F. Rainey, Jr.  
Terence P. Ross  
Thomas A. Saunders, III  
John P. Ackerly, III, Ex Officio

and

The Remaining Members of the Board:

William G. Crutchfield, Jr.	T. Keister Greer
Thomas F. Farrell, II	Elizabeth A. Twohy
Charles L. Glazer	Benjamin P.A. Warthen
William H. Goodwin, Jr.	Sasha L. Wilson
Joseph E. Wolfe	

FROM: Alexander G. Gilliam, Jr.

RE: Minutes of the Meeting of the External Affairs  
Committee on June 15, 2001

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:50 am, Friday, June 15, 2001, in the East Oval Room of the Rotunda; Timothy B. Robertson, Chair, presided. Thomas J. Bliley, Jr., Charles M. Caravati, Jr., M.D., Terence P. Ross, Thomas A. Saunders, III, and John P. Ackerly, III, Rector, were present.

Also present were William G. Crutchfield, Jr., Charles L. Glazer, William H. Goodwin, Jr., T. Keister Greer, Ms.

Elizabeth A. Twohy, Benjamin P.A. Warthen, and Joseph E. Wolfe.

Present as well were John T. Casteen, III, Leonard W. Sandridge, Jr., Alexander G. Gilliam, Jr., Paul J. Forch, Robert D. Sweeney, Peter W. Low, Ms. Colette Sheehy, Robert E. Reynolds, M.D., Gene D. Block, George E. Culbertson, Steven H. Kaplan, and Ms. Jeanne Flippo Bailes.

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

Mr. Sweeney gave a general review of the fiscal year to date, calling it the second best year in the University's history - compared to the previous year which was the best ever - in a "punishing year" in the stock market. He spoke at some length of the importance of annual giving and the University's new emphasis on it. The goal of the Development Office is to make the participation rate of University alumni in annual giving the best of all public institutions in the country; to reach this would require a participation rate of 30%.

Mr. Ross noted that 5% of the *U.S. News & World Report* annual rankings of schools is based on the participation rate of that school's alumni in annual giving.

Mr. Sweeney continued with a description of various strategies being used to increase annual giving - phonathons, special target groups, reunions, etc.

He concluded the first part of his report with a reference to a study, "Exploring Economic Indicators and Philanthropic Trends," which was distributed to the Committee.

The final portion of the meeting was given over to the viewing of a video of part of an episode of "The Today Show," broadcast recently by NBC Television, in which Ms. Katie Couric returned to the University for a nostalgic look at some of the places and institutions that were important to her as a student. Mr. Sweeney commented that national exposure of this sort is priceless.

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

AGG:jb

Copies to: Mr. John T. Casteen, III  
Mr. Gene D. Block  
Dr. Robert W. Cantrell  
Mr. George E. Culbertson  
Mr. Paul J. Forch  
Mr. William W. Harmon  
Mr. Craig Littlepage  
Mr. Peter W. Low  
Dr. Robert E. Reynolds  
Ms. Yoke San L. Reynolds  
Mr. Leonard W. Sandridge  
Ms. Colette Sheehy  
Mr. Robert D. Sweeney  
Ms. Louise Dudley