

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS  
MEETING OF THE  
EXTERNAL AFFAIRS COMMITTEE  
OCTOBER 18, 2001**

EXTERNAL AFFAIRS COMMITTEE

Thursday, October 18, 2001

2:30 - 3:15 p.m.

Board Room, The Rotunda

Committee Members:

Thomas A. Saunders, III, Acting Chair

Timothy B. Robertson, Chair

Thomas J. Bliley, Jr.

Gordon F. Rainey, Jr.

Charles M. Caravati, Jr., M.D.

Terence P. Ross

Elsie Goodwyn Holland

John P. Ackerly, III, Ex Officio

AGENDA

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I. CONSENT AGENDA

- University-Related Foundation Representatives 1  
(Mr. Sweeney to introduce Ms. Yoke San Reynolds;  
Ms. Reynolds to report)

II. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT  
AND PUBLIC AFFAIRS (Mr. Sweeney)

- A. Vice President's Remarks
  - Philanthropic Cash Flow FY-01 3
  - Benchmarking Performance 4
- B. Campaign for the Arts (Mr. Sweeney to introduce  
Mr. Charles Fitzgerald; Mr. Fitzgerald to report) 5
- C. Assessment, Objectives, Key Issues
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UNIVERSITY OF VIRGINIA  
CONSENT AGENDA

**UNIVERSITY-RELATED FOUNDATION REPRESENTATIVES:** Approves the Board of Visitors representatives to the University-related Foundations.

**ACTION REQUIRED:** Approval by the External Affairs Committee and the Board of Visitors

**APPROVAL OF THE BOARD OF VISITORS REPRESENTATIVES TO THE GOVERNING BOARDS OF UNIVERSITY-RELATED FOUNDATIONS**

RESOLVED that the following persons be approved as representatives of the Board of Visitors to the governing boards of the following University-related foundations:

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
Alumni Association of the University of Virginia	Gordon F. Rainey, Jr.	12/31/04
Alumni Board of Trustees of the University of Virginia Endowment Fund	Robert V. Hatcher, Jr.	12/31/04
The College Foundation of the University of Virginia	Timothy B. Robertson	12/31/04
University of Virginia's College at Wise Foundation	Joseph E. Wolfe	12/31/04
Curry School of Education Foundation	Hovey S. Dabney	12/31/04
Darden School Foundation	Lemuel E. Lewis	12/31/04
Friends of the University of Virginia's Blandy Experimental Farm	Rebecca D. Kneedler	12/31/04
Healthcare Partners, Inc.	Charles M. Caravati, Jr., M.D.	12/31/04
University of Virginia Health Services Foundation	Harry J. G. van Beek	12/31/04
Historic Renovation Corporation	David W. Carr	12/31/04

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
Law School Alumni Association and Foundation, University of Virginia	Mortimer M. Caplin	12/31/04
McIntire School of Commerce Foundation	Elizabeth A. Twohy	12/31/04
Medical School Alumni Association and Foundation, University of Virginia	Charles M. Caravati, Jr., M.D.	12/31/04
Miller Center Foundation	John P. Ackerly III	12/31/04
Patent Foundation, University of Virginia	Timothy B. Robertson	12/31/04
University of Virginia Foundation and University Real Estate Foundation	John P. Ackerly III	12/31/04
University of Virginia Host Properties, Inc. <i>(subsidiary of the UVa Foundation)</i>	Robert G. Butcher, Jr.	12/31/04
Virginia Ambulatory Surgery, Inc.	R. Scott Jones	12/31/04
Virginia Engineering Foundation	James E. Ryan, Jr.	12/31/04
Virginia Urologic Foundation	William D. Steers, M.D.	12/31/04
Virginia Student Aid Foundation	Craig K. Littlepage	12/31/05
Virginia Tax Foundation, Inc.	Joseph E. Gibson	12/31/04

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 18, 2001

COMMITTEE: External Affairs

AGENDA ITEM: II.A. Philanthropic Cash Flow

BACKGROUND: The Senior Vice President will review cash flow for the period July 1, 2000, through June 30, 2001, with a specific emphasis on measuring performance compared to the three previous fiscal years.

DISCUSSION: In the six months following the conclusion of the Campaign, University fundraising continued aggressively. On June 30, 2001, despite the end of the Campaign and a weakening economy, Fiscal Year 2001 closed with a gift total of \$189.9 million, more than \$40 million ahead of stated goals for the year. The Senior Vice President will analyze cash flow totals and examine projections for Fiscal Year 2002.

ACTION REQUIRED: None

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 18, 2001

COMMITTEE: External Affairs

AGENDA ITEM: II.A. Benchmarking Performance

BACKGROUND: The University of Virginia gained national recognition during the Fiscal Year for the effectiveness of its programs and for the success of its Campaign. The Council for Aid to Education gathers fundraising data from all educational institutions in the country, making it possible to compare the University's performance with that of its peers.

DISCUSSION: The Senior Vice President will examine the University's performance as compared to peer institutions, both public and private, in a variety of giving areas. In addition to the *U.S. News and World Report* grouping, the Senior Vice President will measure the University's performance against a group of other selected public schools and against a unique set of peer institutions with similar characteristics in size and programs.

ACTION REQUIRED: None

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 18, 2001

COMMITTEE: External Affairs

AGENDA ITEM: II.B. Campaign for the Arts

BACKGROUND: The Virginia 2020 Arts Commission produced a detailed report clearly envisioning the academic future for the arts at the University. This document, which listed arts facilities as its top priority, is the intellectual foundation for the Arts Grounds Campaign.

DISCUSSION: The Senior Vice President will introduce Mr. Charles Fitzgerald, Associate Vice President for Development, who leads the Arts Grounds Campaign Team. Mr. Fitzgerald will address the objectives and challenges of the Arts Grounds Campaign, including projected timelines and estimated costs for major capital projects.

ACTION REQUIRED: None

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING:           October 18, 2001

COMMITTEE:                External Affairs

AGENDA ITEM:            II.C. Performance Assessment

BACKGROUND: Each summer, at the close of the Fiscal Year, the University Development and University Relations Offices assess progress made during the previous Fiscal Year in each of their operations, as well as in comparison to general goals established for that year. Progress is measured through statistical data, as well as by programs and projects completed.

DISCUSSION: On December 31, 2000, the University successfully concluded its first billion-dollar Campaign with \$1.43 billion in gifts, pledges, and future support. With the close of the Campaign, the University Development Office began a transitional period in fundraising, designed to meet the needs resulting from continued growth in the University's programs. The Senior Vice President will highlight the accomplishments and challenges of Fiscal Year 2001.

ACTION REQUIRED:   None

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 18, 2001

COMMITTEE: External Affairs

AGENDA ITEM: II.C. Annual Objectives

BACKGROUND: At the beginning of the new Fiscal Year, the University Development and University Relations Offices set annual performance goals for the coming year, including specific, measurable objectives and general strategies for each department.

DISCUSSION: The Senior Vice President will highlight objectives, strategies, and tactics for Fiscal Year 2002. The Development Office has established dollar and performance goals, including an ambitious cash flow goal for the year of \$190 million. Other objectives for the upcoming year include establishing a University-wide vision and interim case statement for fundraising priorities, expanding the reach of University communications, and beginning the initial planning for the next pre-campaign phase.

ACTION REQUIRED: None

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 18, 2001

COMMITTEE: External Affairs

AGENDA ITEM: II.C. Key Issues

BACKGROUND: The University continues to be at the top of public institutions in the country and leads most of its public peers in fundraising performance. Private philanthropic support will continue to be a crucial element in creating and maintaining excellence at the University of Virginia.

DISCUSSION: The Senior Vice President will examine the key issues affecting the University's mission to establish itself as an institution of "unique preeminence" among national institutions of higher education. He will also examine the challenges that lie ahead in University fundraising and public relations and will outline a tactical timeline to the next major campaign.

ACTION REQUIRED: None

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BOARD MEETING: October 18, 2001

COMMITTEE: External Affairs

AGENDA ITEM: II.D. University Logo

BACKGROUND: The offices of University Development and University Relations took the lead in developing a new logo designed to give the University a specific "brand" identity which could be adopted independently, or incorporated into the separate logos of the different schools and units, across Grounds. First unveiled at the President's "State of the University" address in April 2001, the logo has been widely embraced; and efforts to secure pan-University implementation continue into Fiscal Year 2002.

DISCUSSION: The Senior Vice President will introduce the new logo and some of its variations and will demonstrate, by example, the different ways in which the logo can be incorporated into the various unit identities to create a unique University image.

ACTION REQUIRED: None