

October 18, 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 October 18, 2001

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, from 3:10 p.m., to 3:25 p.m., and from 3:45 p.m., to 4:00 p.m., on Thursday, October 18, 2001, and again from 8:40 a.m., to 9:00 a.m., on Friday, October 19, 2001; Timothy B. Robertson, Chair, presided over all of the sessions. Thomas J. Bliley, Jr., Charles M. Caravati, Jr., M.D., Mrs. Elsie Goodwyn Holland, Gordon F. Rainey, Jr., 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, and Ms. Sasha L. Wilson.

Present as well were John T. Casteen, III, Leonard W. Sandridge, Alexander G. Gilliam, Jr., Paul J. Forch, Robert D. Sweeney, Gene D. Block, Ms. Colette Sheehy, Ms. Patricia M. Lampkin, Ms. Yoke San L. Reynolds, R. Ariel Gomez, M.D., Steven H. Kaplan, Charles Fitzgerald, and Ms. Jeanne Flipppo Bailes.

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

Mr. Sweeney introduced Mr. Charles Fitzgerald, Associate Vice President and Director of Development, who gave a report on the Campaign for the Arts. He reviewed the development efforts over the years on behalf of the arts at the University, mentioned the principal fundraisers outside the University as well as in the various development offices, and introduced the principal staff people involved in the arts campaign. The overall goal for the arts, he said, is \$200million.

The Committee recessed at 3:25 p.m., and resumed, again in Open Session, at 3:45 p.m.

Mr. Sweeney gave a general discourse on development at the University. The principal focus at this point is on large gifts, but the Development Office is working closely with the Young Alumni Council to develop an annual giving program for recent graduates which will start with very small but regular donations. He then gave some statistics: Total giving to the University in the Fiscal Year just concluded came to \$195.3million; of this, \$99million was given by alumni, \$4.6million by parents of students, \$24.7million by friends of the University; \$19.4million was classified as corporate giving, and \$37.3million came from foundations. The University thus ranked tenth among 55 public research universities in the amount raised last year, second in alumni giving in the same grouping, first in the amount given by parents, thirteenth in the amount given by friends, 28<sup>th</sup> in corporate giving and thirteenth in the amount given by foundations.

The Committee recessed at 4:00 p.m., and resumed, in Open Session, at 8:40 a.m., the next day, Friday, October 19<sup>th</sup>.

Mr. Sweeney introduced Ms. Yoke San Reynolds, Vice President for Finance; Ms. Reynolds explained that at its fall meeting, the Board customarily approves the list of its representatives to the governing boards of University-related foundations. Most of the persons she proposed have terms ending on December 31, 2004.

The Committee adopted the necessary resolution and recommended it to the full Board for approval at its meeting on October 19<sup>th</sup> (see Minutes of the meeting of the Board of Visitors of that date).

Mr. Sweeney then continued the development review he had begun the day before. Adjusting the giving statistics he had mentioned previously to a per alumnus calculation and a per student calculation, the University ranked first among the 55 universities group in both categories in alumni giving and in parent giving. And the rankings were nearly as high in everything except corporate giving.

Using another ranking, 13 universities ranked by *U.S. News & World Report* as being the best in the country, the University ranked fifth in the total of all giving, second in alumni giving, third in parent giving, fifth in giving by friends, sixth in corporate giving, and eighth in foundation giving. Among this group, Mr. Sweeney said, Cornell University is the institution against whom the University should compare its performance.

Next, Mr. Sweeney told the Committee of efforts to adopt a University-wide logo, and he showed examples of how the new logo is being used.

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On motion, the meeting was adjourned at 9:00 a.m.

AGG:jb

These minutes have been posted to the University of Virginia Board of Visitors website.

<http://www.virginia.edu/bov/externalminutes.html>