

April 5, 2002

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:

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|-----------------------------|-----------------------|
| 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.

SUBJECT: Minutes of the Meeting of the External Affairs
Committee on April 5, 2002

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 3:00 p.m., Friday, April 5, 2002, in the East Oval Room of the Rotunda; Timothy B. Robertson, Chair, presided. Thomas J. Bliley, Jr., Charles M. Caravati, Jr., M.D., Mrs. Elsie Goodwyn Holland, Gordon F. Rainey, Jr., Terence P. Ross, Thomas A. Saunders, III, and John P. Ackerly, III, Rector, were present.

Also present were William G. Crutchfield, Jr., Thomas F. Farrell, II, Charles L. Glazer, William H. Goodwin, Jr., Ms. Elizabeth A. Twohy, Benjamin P.A. Warthen, Joseph E. Wolfe, and Ms. Sasha L. Wilson.

Herbert Timothy Lovelace, Jr., the Student Member-elect, was present too.

Present as well were John T. Casteen, III, Leonard W. Sandridge, Alexander G. Gilliam, Jr., Paul J. Forch, Robert D. Sweeney, Ms. Colette Sheehy, Robert E. Reynolds, M.D., Ms. Patricia M. Lampkin, and R. Edward Howell.

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

The first item on the Agenda was an action item, and Mr. Sweeney asked Ms. Reynolds, Vice President for Finance, to present it.

Ms. Reynolds explained that the University Radiology Development Corporation (URADCO) is a for-profit corporation owned by the University of Virginia Health Services Foundation. URADCO wishes to engage in a new business venture with Insight Imaging, LLC, that would open computed tomography screening centers in Virginia, Maryland and the District of Columbia. According to the University of Virginia Policy on Related Foundations, the Health Services Foundation must have the approval of the Board of Visitors to engage in new business ventures.

The necessary resolution was approved by the Committee and recommended to the full Board for approval (see Minutes of the meeting of the Board of Visitors, April 6, 2002).

Mr. Sweeney then gave his customary report on fundraising.

Annual Giving, as he had reported at the January meeting of the Board, was down markedly in December from December a year ago, but it began to show a good recovery in January; by the end of January, it was down only 7% from last year. What is called the "contact rate" in phonathons - which is to say, persons actually answering the telephone

and talking to solicitors - has increased since the Development Office has been able to have the phone banks identified as "UVa" rather than "Unavailable" on Caller ID. Solicitation for "minor" sports is increasingly successful: a case in point is the campaign to raise money for the renovations of the baseball field. The goal for the baseball campaign is \$5million, of which \$3.8million has been raised. Mr. Sweeney said the credit for this success is due to Mr. Barry Parkhill.

Citing figures, Mr. Sweeney said that at the moment, large gifts have been unusually significant to the success of the University's fund raising efforts. Identification of potential prospects at these levels thus has become extremely important.

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On motion, the meeting was adjourned at 3:30 p.m.

AGG:lah

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

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