

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS  
MEETING OF THE  
EXTERNAL AFFAIRS COMMITTEE  
MAY 23, 2003**

EXTERNAL AFFAIRS COMMITTEE

Friday, May 23, 2003

10:30 a.m. - 12:00 noon

Mr. Kington's Office, Alexandria

Committee Members:

Thomas A. Saunders, III, Chair

Thomas J. Bliley

Mark J. Kington

Lewis F. Payne

Gordon F. Rainey, Ex Officio

AGENDA

	<u>PAGE</u>
I. Defining the Role of the External Affairs Committee	1
II. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney)	
• Vice President's Remarks	2
1. Philanthropic Cash Flow	3
2. Progress and Trends in Development	4
3. Campaign Planning and Funding	5
4. Volunteer Leadership Enlistments	6
III. Alumni Engagement Strategies	7
A. Alumni Task Force (Mr. Sweeney to introduce Mr. John B. Syer; Mr. Sweeney and Mr. Syer to report)	8
B. Women in Leadership and Philanthropy (Mr. Sweeney to introduce Ms. Jenny Wyss-Jones; Ms. Wyss-Jones to report)	9
C. Reunions Weekend Program (Mr. Sweeney to introduce Mr. John B. Syer; Mr. Syer to report)	10

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: I. Defining the Role of the External  
Affairs Committee

ACTION REQUIRED: None

BACKGROUND: The new format for committee meetings of the Board of Visitors has provided the External Affairs Committee an opportunity to assess the structure and role of the Committee and to create a new template for future meetings.

DISCUSSION: Committee members will discuss the function and parameters of the Committee. Particular attention will be directed toward areas of in-depth inquiry, discussion, and oversight, including communications, fundraising, and community affairs. The Committee will discuss its priorities and goals and address opportunities for substantive work as a committee, on behalf of the Board of Visitors and the University.

BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: II. Vice President's Remarks

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on items of interest to the Committee.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: II.1. Philanthropic Cash Flow FY-03

ACTION REQUIRED: None

BACKGROUND: The report will focus on cash gift receipts to date for Fiscal Year 2003. Emphasis will be placed on measuring performance against receipts for the same year-to-date period during the three previous fiscal years.

DISCUSSION: The University continues to experience strong cash flow receipts for Fiscal Year 2003 through the third quarter. The Senior Vice President will present the most recent audited figures available and compare progress against the cash flow goal for FY-03 of \$229 million.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING:            May 23, 2003

COMMITTEE:                External Affairs

AGENDA ITEM:            II.2. Progress and Trends in Development

ACTION REQUIRED:        None

BACKGROUND:    Despite economic uncertainties, the University has experienced areas of particularly strong growth during FY-03. Lead gifts and targeted campaigns have driven much of the philanthropic success experienced through the third quarter of the Fiscal Year.

DISCUSSION:    The Senior Vice President will assess trends in philanthropy in general and as experienced at the University. He will report on individual gifts received and areas experiencing major growth, with particular emphasis on campaigns in progress, such as those for the Arena/Special Events Center, the South Lawn, and the Performing Arts Center.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: II.3. Campaign Planning and Funding

ACTION REQUIRED: None

BACKGROUND: While several program-based campaigns, targeted at specific goals, are in progress the University will begin the silent phase of a comprehensive University campaign in January 2004. Key elements in the success of this campaign will be strategic planning and properly funding the development operations.

DISCUSSION: Discussion will focus on the issue of financing the development operation in preparation for a next campaign. Methods of securing that funding and the necessity of investing in development as a means of investing in the future of the University will be addressed. In addition, the committee will examine strategies and plans being instituted in support of the next campaign.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: II.4. Volunteer Leadership Enlistments

ACTION REQUIRED: None

BACKGROUND: As in the last campaign, lead volunteers will play a crucial role in the success of the next campaign for the University. The committee will focus on the University's efforts to recruit volunteers who will represent and support the University through the next campaign.

DISCUSSION: With the President taking the lead, the University has begun to identify and engage potential volunteer leaders for the campaign beginning January 2004. The Senior Vice President will report to the committee on the status of volunteer recruitment, including a discussion of the selection criteria and efforts to recruit volunteers who represent the diversity of the University experience.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: III. Alumni Engagement Strategies

ACTION REQUIRED: None

BACKGROUND: The University continues a number of initiatives designed to engage and involve alumni, as well as parents and friends, in the life of the University. Such programs strengthen the University's outreach support of important constituents.

DISCUSSION: Reports will focus on programs addressing alumni programs and activities and promoting women in leadership and philanthropy.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: III.A. Alumni Task Force

ACTION REQUIRED: None

BACKGROUND: An Alumni Task Force has been proposed to study current University relations efforts and recommend specific approaches to enhance the University's ability to consistently engage a broad and diverse body of alumni in meaningful ways.

DISCUSSION: Mr. Sweeney and Mr. Syer will report on plans for the Task Force. Some specific objectives of the Task Force will be to reach consensus on the elements that constitute "alumni relations;" to catalog current programs and activities which could be harnessed as resources to expand the University's initiatives; to study alumni relations programs at the finest public and private institutions; to examine opportunities for broadening alumni engagement; and to recommend ways to organize, staff, and fund this new model of alumni engagement.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 23, 2003

COMMITTEE: External Affairs

AGENDA ITEM: III.B. Women in Leadership and Philanthropy

ACTION REQUIRED: None

BACKGROUND: The project on Women in Leadership and Philanthropy is designed to identify and cultivate alumnae and women friends as University supporters and volunteer leaders. Through a variety of approaches, the project will increase the number of women serving on volunteer boards, raise the percentage and number of alumnae and women friends making gifts to the University, and strengthen the University's ties with this important constituency.

DISCUSSION: Ms. Jenny Wyss-Jones, who leads the project on behalf of the University, will report on goals, activities, and progress of the Women in Leadership and Philanthropy Project.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING:            May 23, 2003

COMMITTEE:                External Affairs

AGENDA ITEM:            III.C. Reunions Weekend Program

ACTION REQUIRED:        None

BACKGROUND: Reunions Weekend, June 6-8, 2003, features a host of activities designed for alumni and families, including seminars, tours, receptions, and enrichment experiences for a variety of age and interest groups. In addition, as part of the Reunions effort, alumni are encouraged to make gifts, both individually and as a class, to the University during their Reunion years.

DISCUSSION: Mr. Sweeney will introduce Mr. John B. Syer, Executive Director of the Alumni Association, who will report on plans for Reunions Weekend 2003 and discuss the overall goals and objectives of the Reunions program. In June 2003, the classes to be recognized are 1958, 1963, 1968, 1973, 1978, 1983, 1988, 1993, and 1998.