

May 23, 2003

MEMORANDUM

TO: The External Affairs Committee:

Thomas A. Saunders, III, Chair
Thomas J. Bliley, Jr.
Mark J. Kington
Lewis F. Payne
Gordon F. Rainey, Jr., Ex Officio

and

The Remaining Members of the Board:

William G. Crutchfield, Jr.	Terence P. Ross
Susan Y. Dorsey	Warren M. Thompson
Thomas F. Farrell, II	E. Darracott Vaughan, Jr., M.D.
Charles L. Glazer	Georgia M. Willis
William H. Goodwin, Jr.	John O. Wynne
Don R. Pippin	John R.M. Rodney

FROM: Alexander G. Gilliam, Jr.

RE: Minutes of the External Affairs Committee Meeting on
May 23, 2003

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:40 a.m., Friday, May 23, 2003, in the offices of Columbia Capital, LLC, at 201 North Union Street, Suite 300, in Alexandria; Thomas A. Saunders, III, Chair, presided.

Mark J. Kington, Lewis F. Payne, and Gordon F. Rainey, Jr., Rector, were present. Thomas J. Bliley, Jr. participated by telephone.

Ms. Susan Y. Dorsey was present as well.

Also present were Leonard W. Sandridge, Alexander G. Gilliam, Jr., Robert D. Sweeney, John B. Syer and Ms. Jenny Wyss-Jones.

The Chair opened the meeting with a discussion of the role of the Committee, pointing out that as far as he knew, this was the first time the Committee had met outside the context of a regular Board of Visitors meeting. One duty of the Committee in fundraising, he said, is to encourage cooperation among the fundraising groups at the University. Perhaps the Committee should have outside Members, as in the UVIMCO Board and the Medical Center Operating Board. He spoke of the possibility of holding joint meetings with the Campaign Executive Committee and posed questions about how often the External Affairs Committee should meet and where.

The Rector stressed the importance of the Committee in planning the next Campaign. After posing the question "what is the role of the Board of Visitors in a campaign?" the Chair partly answered it by saying that its outlook can be political, as opposed to the continuity of purpose and method of campaign volunteers and Development staff. Fundraising is now a constant and in that sense the Board would have a continuing role.

In response to a question, Mr. Sweeney, the Vice President for Development, said there are now 27 foundations at the University, of which 20 raise money. He then discussed the efforts of the Central Development Office in encouraging and maintaining cooperation among the foundations.

In reply to a question from the Rector about an example of a peer institution that is consistently successful at organizing its fundraising efforts, Mr. Sweeney said Stanford University "gets it right" more often than most.

Mr. Kington asked if there are "virtual" development offices in each school of the University. Mr. Sweeney replied that such a situation is the Development Office's ideal. He then discussed the politics of foundations and cooperation in fundraising.

The Chair cited the success of the Darden Foundation with Mr. Frank Batten - the Darden School got him engaged and he became a major donor. He also gave the example of how the Curry School Foundation has evolved and developed over the years.

The Chair then asked rhetorically, "how do we communicate? Should the message about our needs be from the University as a whole?" He suggested that at some point, the Committee will want to enlist the help of outsiders to focus on these questions.

The Chair directed the discussion to general questions of community relations. Mr. Kington said the Committee should discuss efforts at the University to counteract negative perceptions - racial questions for example, and such things as "West Virginia jokes" at football games.

Ms. Dorsey wondered how "alumni engagement" should be defined. By the end of the forthcoming Campaign, the character of alumni will have changed, in that there will be more women and more minorities. She pointed out that the University will have to understand how to engage them.

Mr. Payne observed that the work of the Diversity Committee can be helpful in answering some of these questions, and the Chair suggested the possibility of a joint meeting of the two Committees.

The Chair then asked Mr. Sweeney to continue the Agenda with his report.

Mr. Sweeney discussed the concept of what the University is doing. A principal development aim is to create the first school in the country with a public mandate, yet privately funded. He noted that the University will rank between 10th and 14th in the country in annual giving this year, and that our efforts are attracting national attention among development officers. The University, he said, is "holding its own" in a time of lessened philanthropy because of several big gifts, and in fact we are doing better than anyone in big gifts.

Mr. Kington raised questions of gift accounting and expressed concern that reporting in this regard could be misleading. Mr. Sweeney replied that Duke University had attracted notoriety in its report of grants received, and that his office - in the interest of clarity - will change the way it reports gifts at Board of Visitors meetings.

Ms. Jenny Wyss-Jones of the Development Office and Ms. Dorsey will talk at a future meeting of the Committee on the question of "Women and Leadership."

The Chair asked Mr. Syer, Executive Director of the Alumni Association, to report on the forthcoming Reunions Weekend (June 6-8). Mr. Syer described briefly both the modern history of Reunions and the plans for this year - about 3500 people, including spouses and guests, are expected. In response to questions, he noted that Law, Medicine and Darden have their reunions at other times, and that perhaps a central Reunions planning group, including all schools, would insure greater efficiencies for everyone.

The Chair suggested a future meeting to concentrate on the work of the Alumni Association.

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On motion, the meeting was adjourned at 12 noon.

AGG:lah

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

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