

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
April 15, 2004**

EXTERNAL AFFAIRS COMMITTEE

Thursday, April 15, 2004
3:15 - 4:15 p.m.
Board Room, The Rotunda

Committee Members:

W. Heywood Fralin, Chair

G. Slaughter Fitz-Hugh, Jr.

Glynn D. Key

Lewis F. Payne

Gordon F. Rainey, Jr., Ex Officio

AGENDA

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: April 15, 2004

COMMITTEE: External Affairs

AGENDA ITEM: I. Vice President's Remarks

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

ACTION REQUIRED: None

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BOARD MEETING: April 15, 2004

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AGENDA ITEM: I.A.1. Philanthropic Cash Flow

ACTION REQUIRED: None

BACKGROUND: Cash gifts to date for Fiscal Year 2004 will be discussed. Emphasis will be placed on measuring performance against receipts for the same year-to-date period during the previous three fiscal years.

DISCUSSION: Mr. Sweeney will present the most recent audited figures available and compare the progress over the last three years. Cash flow through February 2004 is \$113 million. Discussion will focus on cash flow projections and philanthropic trends for the remainder of the fiscal year.

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BOARD MEETING: April 15, 2004

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AGENDA ITEM: I.A.2. Reunions Weekend Program

ACTION REQUIRED: None

BACKGROUND: Reunions Weekend is held the first full weekend in June each year. The Alumni Association acts as host and coordinates the reunion activities during the three-day festivities. Reunions are celebrated in five year increments; in 2004, alumni who graduated in years ending in four or nine are celebrating their reunions.

DISCUSSION: Mr. Sweeney will report on the plans for the 2004 Reunions Weekend. The Alumni Association and the University have been working over the years to increase attendance at Reunions. While this continues to be a major goal, the next step is to adjust Reunions toward a model (used at Princeton and other Ivy League schools) focusing on events and activities specifically geared toward individual classes. Currently, because of organizational and budget constraints, Reunions employ more general events appealing to all class years. New efforts will be made, however, to customize the Reunion experience for individual classes.

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AGENDA ITEM: I.A.3. South Lawn Project

ACTION REQUIRED: None

BACKGROUND: The College of Arts & Sciences' "South Lawn" project is a major fundraising and construction initiative first begun in 2001. An ensemble of new buildings will be constructed on the south end of the Lawn, adjacent to the historic structures designed by Thomas Jefferson and Stanford White. Encompassing nearly 300,000 square feet of new and renovated space, the \$160 million South Lawn Project will provide new facilities for 11 of the 26 departments in the University's College of Arts & Sciences. It will accommodate 12,000 student visits per day.

DISCUSSION: Mr. Sweeney will report on reaching the first major fundraising milestone for the project. The Board required the College of Arts & Sciences to raise \$25 million in commitments by April 1, 2004.

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AGENDA ITEM: I.B. ACCESS UVA

ACTION REQUIRED: None

BACKGROUND: "ACCESS UVA" was publicly announced during the February 2004 Board of Visitors meeting. The program is an ambitious and unprecedented financial aid program designed to keep undergraduate education affordable for all students who qualify for admission, regardless of economic circumstance. The Board of Visitors has committed \$16 million annually to the program, making the University a national leader in providing financial aid and greatly expanding the University's capacity to attract the finest students to Charlottesville.

Complementing an earlier commitment to meet 100 percent of demonstrated need for all qualified undergraduates, ACCESS UVA will significantly ease the debt burden on students. In addition to making loan-free financial assistance available to the lowest-income students, the program will provide more grant money to middle-income undergraduates, ensuring that they leave the University with only a moderate amount of debt. Almost as important, the University will launch a comprehensive financial education initiative for all current and prospective students and their families.

DISCUSSION: Ms. Carol Wood, Interim Assistant Vice President for University Relations, will report on the early plans for marketing and public relations of the ACCESS UVA initiative.

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AGENDA ITEM: I.C. Alumni Relations Task Force

ACTION REQUIRED: None

BACKGROUND: The President appointed an Alumni Relations Task Force in the fall of 2003 to study current University alumni relations efforts and to recommend specific approaches to enhance the University's ability to consistently engage a broad and diverse body of alumni in meaningful ways. The Task Force's report is due in June 2004.

DISCUSSION: Mr. Sweeney and Mr. Eugene Lockhart, the volunteer chairman of the Alumni Relations Task Force, will update the Board on the progress and prospective recommendations of the Task Force.

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BOARD MEETING: April 15, 2004

COMMITTEE: External Affairs

AGENDA ITEM: I.D.1. Campaign Priorities/Issues

ACTION REQUIRED: None

BACKGROUND: The University launched the quiet phase of the new campaign on January 1, 2004. The goal for the campaign, provisionally entitled "New Century," is envisioned at \$3 billion.

DISCUSSION: Mr. Sweeney will review the continuing Campaign planning efforts and provide an update on the special projects included in the Campaign.

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BOARD MEETING: April 15, 2004

COMMITTEE: External Affairs

AGENDA ITEM: I.D.1.a. Campaign Executive Committee
Enlistments

ACTION REQUIRED: None

BACKGROUND: The first step toward launching the quiet phase of the new Campaign was the enlistment of a core group of volunteer leaders to help shape campaign policies and strategies.

DISCUSSION: To date, twelve members of the new Campaign Executive Committee have been recruited. Initial enlistments will be completed by June 2004. As a group of Campaign leaders, the Committee is intended to be representative of the broad University community, including women and minorities, as well as those who have the capacity to be major benefactors in the new Campaign.

As of March 16, the Campaign Executive Committee members are A. Macdonald (Mac) Caputo, Charles R. (Chuck) Cory, Everette L. Doffermyre, Jr., Christopher B. Galvin, Christine S. (Chris) Gustafson, Paul T. Jones, Reginald W. (Reggie) Lathan, John L. Nau, III, Gregory H. (Greg) Olsen, Thomas A. (Tom) Saunders, III, Jeffrey C. (Jeff) Walker, and Marjorie H. Webb.

The first meeting of the Campaign Executive Committee will be held June 1-2, in New York City at a venue yet to be determined.

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AGENDA ITEM: I.D.1.b. Featured Priorities and Objectives
of the Campaign

ACTION REQUIRED: None

BACKGROUND: Several key priorities have been identified to be featured in the campaign. The additional focus on specific initiatives will help to build momentum for the entire campaign. Several of the initiatives were launched over the last few years and will have a significant impact on the overall campaign.

DISCUSSION: Mr. Sweeney will provide a report on the key objectives of the Campaign, and on the status of several priorities underway across the Grounds, including the John Paul Jones Arena, the McIntire "Back to the Lawn" project, The South Lawn initiative, and the Performing Arts Center.

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AGENDA ITEM: I.D.1.c. Campaign Carry Forward

ACTION REQUIRED: None

BACKGROUND: The University Development Office has assessed ongoing priorities and initiatives in light of the new campaign. The campaign "Carry Forward" includes gifts made toward major institutional programs that were launched after the last campaign concluded, and prior to the start of the new campaign.

DISCUSSION: Mr. Sweeney will report on the campaign Carry Forward process and results. A careful analysis of the priorities indicates that to date, approximately \$400 million has been counted toward the new campaign. Data that may alter the final figure are still being received from the schools and units.

The giving priorities that are part of the campaign "Carry Forward" include initiatives focused on the four major 2020 priorities (Fine and Performing Arts, Science and Technology, Public Service and Outreach, and International Activities) as well as the Student Experience and Athletics programs. Gifts to bridge campaigns, employed to "bridge" the time between the two major campaigns and maintain momentum, will merge into the new campaign because of their size and importance to the University: e.g., the South Lawn project, the McIntire "Back to the Lawn" initiative, the Darden 50th Anniversary campaign, and the John Paul Jones Arena. Additionally, gifts to pan-University and unit-based strategic priorities, such as the new Curry School building, the Cancer Center, the Children's Medical Center and the Groundswalk project, are included in the "Carry Forward."

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AGENDA ITEM: I.D.2. Principal Gifts Structure
and Strategy

ACTION REQUIRED: None

BACKGROUND: To better position the University Development Office for the new campaign, components of the office were reorganized to take full advantage of its years of expertise, and to address new areas of focus. The goal is to present a more cohesive organization to all donors and prospective donors.

One change in particular provides a greater focus on Principal Relationships and Gifts. The Principal Relationships Office is staffed by Charles Fitzgerald as Senior Associate Vice President for Principal Relationship Development and Michael Clarke, Principal Gifts Officer. The team will focus on effectively working with donors and prospective donors at the \$1 million and greater level, especially those able to contribute more than \$5 million.

DISCUSSION: Mr. Sweeney will report on the strategy for the Principal Relationships Office and its importance in relation to the campaign.