

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
JUNE 11, 2004**

EXTERNAL AFFAIRS COMMITTEE

Friday, June 11, 2004
8:30 - 9:30 a.m.
Board Room, The Rotunda

Committee Members:

W. Heywood Fralin, Chair

G. Slaughter Fitz-Hugh, Jr.

Glynn D. Key

Lewis F. Payne

Thomas A. Saunders, III

Gordon F. Rainey, Jr., Ex Officio

AGENDA

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| I. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney) | |
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| 2. Reunions Weekend Program | 3 |
| II. REPORT ON THE ALUMNI RELATIONS TASK FORCE (Mr. Sweeney to introduce Mr. H. Eugene Lockhart, Jr.; Mr. Lockhart to report) | 4 |

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 11, 2004

COMMITTEE: External Affairs

AGENDA ITEM: I. Vice President's Remarks

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on 1) philanthropic cash flow progress and trends in general, and 2) the success of the 2004 Reunions Weekend Program.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 11, 2004

COMMITTEE: External Affairs

AGENDA ITEM: I.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 March 2004 is \$140 million. Discussion will focus on cash flow projections and philanthropic trends for the remainder of the fiscal year.

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AGENDA ITEM: I.2. Reunions Weekend Program

ACTION REQUIRED: None

BACKGROUND: Hosted by the Alumni Association, Reunions Weekend was held June 4-6, and included over 130 events for alumni and their families, such as class dinners, seminars and tours, open houses, fraternity and sorority receptions, class events, undergraduate school lunches, children's events, and a class procession down the Lawn. Alumni who graduated in years ending in four or nine attended this year. 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, additionally this year, the University began moving Reunions toward a model (used at Princeton and other Ivy League schools) focusing on events and activities specifically geared toward individual classes.

DISCUSSION: Mr. Sweeney will report on the 2004 Reunions Weekend and the new efforts made this year to customize the Reunion experience for individual classes.

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AGENDA ITEM: II. 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.

DISCUSSION: Mr. Sweeney and Mr. Eugene Lockhart, the volunteer chairman of the Alumni Relations Task Force, who has reported on the Task Force's work at the previous two meetings of the Committee, will provide the Committee with the final report from the Task Force.