

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS  
MEETING OF THE  
EXTERNAL AFFAIRS COMMITTEE  
OCTOBER 1, 2004**

EXTERNAL AFFAIRS COMMITTEE

Friday, October 1, 2004  
9:45 - 11:00 a.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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II. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney)	
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(Mr. Sweeney to introduce Mr. Michael Morsberger; Mr. Morsberger to report)	
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BOARD OF VISITORS CONSENT AGENDA

UNIVERSITY-RELATED FOUNDATION REPRESENTATIVES: Approves the Board of Visitors representatives to the University-Related Foundations

Each University-Related Foundation Board will include one member who serves as a Representative of the Board of Visitors as required by the Board's Policy on University-Related Foundations. The Board of Visitors will ratify new appointments of Representatives and confirm the list of exiting Representatives on an annual basis.

ACTION REQUIRED: Approval by the External Affairs Committee and by the Board of Visitors.

APPROVAL OF THE BOARD OF VISITORS REPRESENTATIVES TO THE GOVERNING BOARDS OF UNIVERSITY-RELATED FOUNDATIONS

RESOLVED that the following persons are ratified or confirmed as representatives of the Board of Visitors to the governing boards of the following University-Related Foundations:

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
Alumni Association of the University of Virginia	Glynn D. Key	05/30/08*
Alumni Board of Trustees of the University of Virginia Endowment Fund	Robert V. Hatcher, Jr.	12/31/04
The College Foundation of the University of Virginia	Timothy B. Robertson	12/31/04
The University of Virginia's College at Wise Alumni Association and Wise Foundation	Don R. Pippin	06/30/07
Curry School of Education	Thomas A. Saunders, III	06/30/06
Darden School Foundation	Lemuel E. Lewis	12/31/04
Foundation of the State Arboretum at Blandy Experimental Farm	Rebecca D. Kneedler	12/31/04
Healthcare Partners, Inc.	E. Darracott Vaughan, Jr., M.D.	06/30/06
University of Virginia Health Services Foundation	Vacant	Vacant

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
Law School Alumni Association and Law School Foundation, University of Virginia	Gordon F. Rainey, Jr.	12/31/04
McIntire School of Commerce Foundation	Georgia M. Willis	06/30/07
Medical School Alumni Association and Medical School Foundation, University of Virginia	Charles M. Caravati, Jr., M.D	12/31/04
Miller Center Foundation	Gordon F. Rainey, Jr.	06/30/07
Patent Foundation, University of Virginia	Terence P. Ross	06/30/07
School of Architecture Foundation	Susan Y. Dorsey	06/30/07*
University of Virginia Foundation and Subsidiaries	W. Heywood Fralin	06/30/08*
University of Virginia Health Foundation	E. Darracott Vaughan, Jr., M.D.	06/30/07
University of Virginia Investment Management Corporation	John O. Wynne	06/30/08*
Virginia Engineering Foundation	James E. Ryan, Jr.	12/31/04
Virginia Urologic Foundation	William D. Steers, M.D.	12/31/04
Virginia Athletic Foundation	Craig K. Littlepage	12/31/05
Virginia Tax Foundation, Inc.	Joseph E. Gibson	12/31/04
* Denotes ratification required by the Board of Visitors		

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 1, 2004

COMMITTEE: External Affairs

AGENDA ITEM: II. Vice President's Report

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on 1) philanthropic cash flow for Fiscal Year 2004 as well as progress and trends for Fiscal Year 2005, and 2) the Campaign.

ACTION REQUIRED: None

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING:           October 1, 2004

COMMITTEE:             External Affairs

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

ACTION REQUIRED:       None

BACKGROUND:   Gifts received for Fiscal Year 2004, as well as those booked to date for Fiscal Year 2005, will be reviewed. Emphasis will be placed on measuring performance against receipts for the previous three and five fiscal years.

DISCUSSION:   Mr. Sweeney will present the most recent audited figures available and compare the progress over the last three and five years. Philanthropic cash flow for Fiscal Year 2004 was \$174.9 million.

Cash flow for Fiscal year 2005 through July 2004 is \$7.5 million (cash flow progress through August 2004 will be reviewed at the meeting). Discussion will focus on comparing progress against cash flow totals for previous fiscal years, measuring the University's annual performance against peers, and analyzing cash flow and philanthropic trends for Fiscal Year 2005.

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COMMITTEE:               External Affairs

AGENDA ITEM:           II.A.2.   Benchmarking with Peer Universities

ACTION REQUIRED:       None

BACKGROUND:   Each year the Office of the Senior Vice President for Development and Public Affairs conducts a benchmarking study to compare the University with its peer universities on key fundraising measures. Besides comparing progress with other public universities, ten outstanding private universities have been selected as aspirational peers. They include the University of Chicago, Columbia University, Cornell University, Duke University, Johns Hopkins University, Northwestern University, University of Notre Dame, University of Pennsylvania, and Stanford University.

DISCUSSION:   Mr. Sweeney will report on the benchmarking comparisons with the University's public and private peer groups. He will show that the University rates in the top of most fundraising measures for public universities. As compared with the leading private universities, the University's results are respectable, generally performing in the middle or bottom third of the peer group. These private peers can offer a useful "roadmap" regarding fundraising performance for the University as it embarks on the new Campaign.

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COMMITTEE:             External Affairs

AGENDA ITEM:           II.B.1. Campaign Plans and Processes

ACTION REQUIRED:       None

BACKGROUND: The latest University Campaign officially began on January 1, 2004. In order to advance the Campaign most strategically, the University Development Office has created a master "checklist" of plans, policies and processes that must be developed to create a successful effort.

DISCUSSION: The Senior Vice President will discuss the logistics of the upcoming campaign: including the creation of a final list of campaign priorities; the drafting of case statements; the development of volunteer leadership; the cultivation and stewardship of our most generous donors; the launching of regional campaign events; the setting of policies on endowment levels, gift agreements, and crediting gifts; and many other important activities that will form the operational framework of the Campaign. Several significant issues are priorities for the next year, among them clarifying and reaffirming the prospect management policies, testing public messages regarding the University and the Campaign, clarifying the role of the annual fund in Campaign efforts, and establishing a strategy for regional events prior to the Campaign Kickoff.



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COMMITTEE:             External Affairs

AGENDA ITEM:           III. Health System Development Update

ACTION REQUIRED:       None

BACKGROUND: In May 2004, Michael J. Morsberger became the Associate Vice President for Health System Development and Executive Director of the UVA Health Foundation. Mr. Morsberger was previously the Director of Development for the Sidney Kimmel Cancer Center at Johns Hopkins University.

DISCUSSION: Mr. Morsberger will provide an introduction to the newly operational UVA Health Foundation and an overview of plans for the Health System's unprecedented \$500M campaign initiative. The School of Medicine, School of Nursing, Medical Center and Claude Moore Health Science Library are just finalizing a comprehensive development audit and campaign readiness study, as well as a complete screening of all alumni, donors and prospects in their database. A potential reorganization of both the Health System's internal development office structure and its external volunteer structure are being examined in preparation for the Campaign.

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AGENDA ITEM: IV. AccessUVA

ACTION REQUIRED: None

BACKGROUND: This spring, the University unveiled "AccessUVA," an ambitious financial-aid program - unprecedented among U.S. public institutions - designed to keep higher education affordable for all students who qualify for admission, regardless of economic circumstance. Ms. Carol Wood, the Assistant Vice President for University Relations, is spearheading the communications effort regarding the new program.

DISCUSSION: A major aspect of the AccessUVA outreach strategy is a promotional campaign that includes television, radio, and print components, targeted toward high school students and their parents. Ms. Wood will introduce and debut the new television spot, featuring UVA. alumnus and film/TV actor (A&S '92) Sean Patrick Thomas.