

## 2005 – 2006 Board of Visitors External Affairs Committee Goals

### University Development/Campaign

1. Provide assistance and oversight toward the goal of \$1 billion in campaign gifts by the public kick-off of the campaign (projected completion date – 9/30/06):
  - Hold University gift officers (in Development, Schools, and units) accountable through the standardized use of a performance-based management system that will employ data and reports to create more discipline and structure.
  - Use Board of Visitors' influence to motivate increased integration of University Development's fund-raising efforts with that of the Schools and units.
  - Evaluate and approve plans and strategies related to emerging University fund-raising priorities (i.e, Science and Technology, the Shannon Center, the Institute on Aging).
  - Assist University Development in creating mechanisms for stronger recruitment and retention of development staff internally and across Grounds.
  - Assist in successfully planning an inspirational public campaign kick-off (9/30/06).
  
2. Provide assistance and oversight related to on-going Development issues (projected completion date – presentation at 2006 BOV meetings):
  - Provide counsel to select and implement a sustainable funding mechanism for the centrally-based development operation (October 2005 BOV meeting).
  - Encourage increased giving participation by alumni, parents, and friends through evaluation of the work plan and recommendations of an Annual Giving Advisory Board Task Force, studying best-in-class annual giving practices and programs (June 2006 BOV meeting).

### Constituent Relations

1. Provide assistance and oversight to the new Division of Constituent Relations in its efforts to reach, serve, and engage alumni, parents, and friends in the life of the University, and with each other; in year one of this Division's existence (FY-06), focus on regional engagement, interactive technology, and enhancements to Reunions and the *Alumni News* magazine (projected completion date: on-going)
  - Review and endorse an integrated strategy for lifelong learning and for a communications and marketing plan, as well as an educational campaign for institutional leaders and constituents.
  - Support efforts toward creation of new statistical reports to provide metrics regarding our alumni, their level of involvement in the life of the University, and their capacity and motivation to provide financial support, allowing evaluation of the effectiveness of newly-created engagement efforts.

## University Relations

1. Provide assistance and oversight toward developing an integrated communications plan for the University (projected completion date: varies)
  - Endorse and support the work of the firm (TBD) selected to guide the University's branding initiative (firm selected by 9/01/05; projected completion date: 9/30/06, with some modules completed for inclusion in campaign kick-off materials).
  - Assist and advise toward the creation of a model University Relations organization that is aggressive, creative, results-oriented and strategic in identifying, creating, communicating, and supporting the University's messages and positioning. Support the development of metrics that evaluate the success of these efforts.
  - Use Board of Visitors' influence to encourage the development of long-range communication plans for each of the University's 10 schools, seeking consistency of message while allowing expression of each schools priorities, strengths and uniqueness.
  - Evaluate efforts toward improved and increased communication of key issues and ideas to internal and external audiences through University-generated publications and press releases.
  - Provide leadership toward a more integrated and branded Web presence for 'virginia.edu' by approving the implementation of processes and systems to increase the shared use of technology, content and resources.