

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
April 2, 2005**

EXTERNAL AFFAIRS COMMITTEE

Saturday, April 2, 2005

8:30 - 9:30 a.m.

Board Room, The Rotunda

AGENDA

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I. REUNIONS WEEKEND PROGRAM (Mr. Sweeney to introduce Mr. John B. Syer; Mr. Syer to report)	1
II. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney)	
A. Vice President's Remarks	2
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B. Campaign Planning/Issues	
1. Campaign Progress	4
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III. JEFFERSON SCHOLARS 25 th ANNIVERSARY (Mr. Sweeney to introduce Mr. Richard M. Berkeley and Mr. James Wright; Mr. Berkeley to report)	8

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: April 2, 2005

COMMITTEE: External Affairs

AGENDA ITEM: I. 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 2005, alumni who graduated in years ending in five or zero are celebrating their reunions.

DISCUSSION: Mr. Syer, Executive Director of the Alumni Association, will report on the plans for the 2005 Reunions Weekend. The Alumni Association and the University have been working over the years to increase attendance at Reunions. New efforts are being made to customize the Reunion experience for individual classes.

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AGENDA ITEM: II. Vice President's Report

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on 1) Philanthropic Cash Flow, 2) Campaign Planning/issues, including a Campaign Progress Report, Campaign Kickoff and Regional Campaigns, and 3) Alumni Engagement.

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BOARD MEETING: April 2, 2005

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AGENDA ITEM: II.A. Philanthropic Cash Flow

ACTION REQUIRED: None

BACKGROUND: Cash gifts to date for Fiscal Year 2005 will be discussed. Emphasis will be placed on measuring performance against receipts for the same year-to-date period during the previous fiscal year.

DISCUSSION: Mr. Sweeney will present the most recent audited figures available and compare the progress over the previous year. Cash flow through February 28, 2005 is \$130.2 million, which is 15% ahead of the same period last year (\$113 million).

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AGENDA ITEM: II.B.1. Campaign Progress Report

ACTION REQUIRED: None

BACKGROUND: The University launched the quiet phase of the new Campaign on January 1, 2004. The Campaign is scheduled to run through 2011, with a goal envisioned at \$3 billion.

DISCUSSION: Mr. Sweeney will report on the progress of the Campaign. As of February 28, 2005, the Campaign total was \$604.6 million.

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BOARD MEETING: April 2, 2005

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AGENDA ITEM: II.B.2. Campaign Kickoff

ACTION REQUIRED: None

BACKGROUND: The silent phase of the Campaign started in 2004 and the Campaign is expected to run until 2011. The public launch of the Campaign is tentatively set for the fall of 2006, when it is anticipated that approximately one-third of the goal will have been raised.

DISCUSSION: The National Campaign Kickoff, or public launch of the Campaign, will set the stage for broad alumni and donor involvement in the Campaign. The specific goals and timeline of the Campaign will be announced at that time, and materials made available to inform the University's constituencies about the Campaign. It will be important to create a Kickoff event that will make a significant statement about the University's aspirations and plans.

Mr. Sweeney will report on the preliminary planning for the National Campaign Kickoff.

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AGENDA ITEM: II.B.3. Regional Campaigns

ACTION REQUIRED: None

BACKGROUND: Planned for a "roll-out" following the National Campaign Kickoff, the Regional Campaigns allow the University to build momentum for the Campaign across the nation. The Regional Campaigns offer an excellent opportunity to involve U.Va. alumni volunteers throughout the country, and to reach out to existing and potential donors in the areas with the greatest alumni and donor concentration.

DISCUSSION: The University has identified about 20 cities throughout the country with both the highest numbers of alumni and those that were most generous in the last Campaign. The first group of cities (which include areas such as New York City, Richmond and Northern Virginia) will hold campaign kickoff events in 2007, after the Campaign is publicly launched. Attention will be paid to events targeted to the broad alumni population as well as events primarily for donors.

Mr. Sweeney will report on initial plans for timing and location of the regional campaigns.

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AGENDA ITEM: II.C. Alumni Engagement

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. Based on the Task Force's report, a subsequent committee was formed, chaired by Mr. Heywood Fralin, to recommend the structure and create a new agreement between the University and the Alumni Association regarding delivery of alumni programs and services.

DISCUSSION: Mr. Sweeney will report on the plans and progress to date.

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AGENDA ITEM: III. Jefferson Scholars Foundation
25th Anniversary

ACTION REQUIRED: None

BACKGROUND: From its beginnings, the University of Virginia has addressed as its primary business the task of producing leaders for a self governing people. Firm in his belief that individual talent and initiative must be the chief qualifications for leadership, Thomas Jefferson envisioned the University as a training ground for those who would take on the burdens of responsibility in a free society.

Mr. Jefferson's goal of nurturing future leaders is at the heart of the Jefferson Scholars Foundation. Its fundamental mission is to attract to the University the most promising students in the nation and to give them sufficient financial support so that they are free to develop their talents and to use them for the good of the University community.

Demonstrated excellence and exceptional potential in the areas of leadership, scholarship, and citizenship are the criteria for selection of Jefferson Scholars. The Foundation seeks individuals who excel in a wide range of endeavors and who show promise of becoming tomorrow's leaders, individuals who, in essence, approach the ideals and qualities possessed by Thomas Jefferson.

Awarded solely on the basis of merit, Jefferson Scholarships are granted to candidates who have undergone a rigorous selection process. Each year the Foundation identifies finalists through three avenues: 44 regional competitions around the country, a separate at-large competition, and an international competition.

DISCUSSION: Mr. Richard Berkeley (BA '74, JD/MBA'80) of Baltimore, member of the Alumni Board of Managers and Chairman of the Jefferson Scholars Foundation Board of Directors, will report on the plans for the 25th anniversary of the founding of the Jefferson Scholars Foundation. The events surrounding this

important milestone will focus not only on the Jefferson Scholars, Graduate Fellows, and alumni, but also on the many friends, benefactors, faculty, and administrators who have made a reality out of the original dreams and visions of the Board of Managers of the Alumni Association and of the Jefferson Scholars Foundation itself.