

May 16, 2006

MEMORANDUM

TO: The Special Committee on Diversity:

Warren M. Thompson, Chair  
Georgia Willis Fauber  
G. Slaughter Fitz-Hugh, Jr.  
Glynn D. Key  
John O. Wynne  
Thomas F. Farrell, II, Ex Officio

and

The Remaining Members of the Board:

|                       |                                 |
|-----------------------|---------------------------------|
| Daniel R. Abramson    | Vincent J. Mastracco, Jr.       |
| A. Macdonald Caputo   | Lewis F. Payne                  |
| Alan A. Diamonstein   | Don R. Pippin                   |
| Susan Y. Dorsey       | Gordon F. Rainey, Jr.           |
| W. Heywood Fralin     | E. Darracott Vaughan, Jr., M.D. |
| Anne Elizabeth Mullen |                                 |

FROM: Alexander G. Gilliam, Jr.

SUBJECT: Minutes of the Meeting of the Special Committee on  
Diversity on May 16, 2006

The Special Committee on Diversity of the Board of Visitors of the University of Virginia met, in Open Session, at 5:50 p.m., Tuesday, May 16, 2006, in the Byrd Seminar Room at the Harrison Institute; Warren M. Thompson, Chair, presided.

Ms. Glynn D. Key and Thomas F. Farrell, II, Rector, were present.

Present as well were Daniel R. Abramson, A. Macdonald Caputo, Ms. Susan Y. Dorsey, Lewis F. Payne, and Ms. Anne Elizabeth Mullen.

Also present were Leonard W. Sandridge, Alexander G. Gilliam, Jr., Paul J. Forch, William B. Harvey, Gene D. Block, Ms. Patricia M. Lampkin, Ms. Yoke San L. Reynolds, Ms. Colette Sheehy, Ms. Carol Wood, and Ms. Jeanne Flippo Bailes.

The Chair reminded the Committee of the fourth Committee goal agreed to at the Board Retreat last July - the development of a communications strategy.

He then asked Mr. Harvey, Vice President and Chief Officer for Diversity and Equity, to present the Agenda.

VICE PRESIDENT'S REPORT

Mr. Harvey described the elements of a proposed diversity communications strategy.

He said it is important to establish the University as a national model and leader on questions of diversity. With that in mind, there will be - in the fall - the University of Virginia Symposium on Race and Society, the first of what he hopes will be a series of annual, national conferences at the University.

He proposed an annual national survey, sponsored by the University, of high school students to determine "'how the world looks' to pre-college teens on issues of diversity and opportunity." This would be the first ever such survey in the country.

He also proposed a "De-Stereotype Day" as an annual activity organized and sponsored by students.

Other elements of a diversity communications strategy would include the identification of the University in selected households and communities by means of advertisements in such national publications as "Ebony" and "Black Enterprise" magazines. There can be coordinated interaction with alumni who can present the University as the college of choice to middle-school students and their families. And there can be targeted personalized mailings from University officials to students and families on selected occasions.

The Rector congratulated Mr. Thompson and Mr. Harvey on the proposed strategy.

The Chair pointed out that Asian Americans and Hispanics need to be taken into account as well. There also must be coordination of efforts among the various schools at the University.

On motion, the meeting was adjourned at 6:20 p.m.

AGG:lah

These minutes have been posted to the University of Virginia's Board of Visitors website.

<http://www.virginia.edu/bov/specialcommminutes.html>