

May 16, 2006

MEMORANDUM

TO: The External Affairs Committee:

Lewis F. Payne, Chair  
A. Macdonald Caputo  
G. Slaughter Fitz-Hugh, Jr.  
W. Heywood Fralin  
Glynn D. Key  
Don R. Pippin  
Gordon F. Rainey, Jr.  
Thomas F. Farrell, II, Ex Officio

and

The Remaining Members of the Board:

Alan A. Diamonstein	Vincent J. Mastracco, Jr.
Susan Y. Dorsey	Warren M. Thompson
Georgia Willis Fauber	E. Darracott Vaughan, Jr., M.D.
Mark J. Kington	John O. Wynne
Anne Elizabeth Mullen	

FROM: Alexander G. Gilliam, Jr.

RE: Minutes of the Meeting of the External Affairs  
Committee on Tuesday, May 16, 2006

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 9:00 a.m., Tuesday, May 16, 2006, in the Byrd Seminar Room of the Harrison Institute, University Library. Lewis F. Payne, Chair, presided. W. Heywood Fralin, A. Macdonald Caputo, G. Slaughter Fitz-Hugh, Jr., Ms. Glynn D. Key, Don R. Pippin, and Gordon F. Rainey, Jr., were present. Also present were Alan A. Diamonstein and Ms. Anne Elizabeth Mullen.

Present, too, were John T. Casteen, III, Leonard W. Sandridge, Alexander G. Gilliam, Jr., Paul J. Forch, Robert D. Sweeney, Arthur Garson, Jr., M.D., Ms. Yoke San L. Reynolds, Ms. Colette Sheehy, William B. Harvey, Robert W. Clarke, Jason E. Life, Ms. Ida Lee Wootten, and Ms. Jeanne Flipppo Bailes.

The Chair opened the meeting with the following statement: "Before we review today's agenda, I want to update you on our continuing work around our University-related foundations and their structure, governance and ability to meet the University's 10 year plan and its priorities. This issue is complex and we recognize the differences among our foundations and recognize the need to approach them individually as appropriate.

"We are preparing for further discussion of this important issue at our future meetings in order to reach consensus and proceed."

He then gave a quick overview of what he hoped the Committee would accomplish during its session, after which he asked Mr. Sweeney, Senior Vice President for Development and Public Affairs, to present the Agenda.

#### REPORT BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS

Mr. Sweeney prefaced his report with comments on the structure of the Campaign - which is among the top five largest fund raising efforts undertaken anywhere - and on the way his office has been restructured to undertake it.

He then reported on philanthropic cash flow: in March and April of this year, cash flow amounted to \$31.4m, with the total for the fiscal year (which is to say, since July 1) at \$192m. The latter figure is \$36.2m, or 23%, above the same period for last year and 28%, or \$41.7m, more than the year before.

Campaign commitments to date (as of April 30<sup>th</sup>) total \$879.9m; the target amount to be raised by the National Campaign Kickoff on September 30<sup>th</sup> is \$1billion. To put it another way, 29.3% of the Campaign goal has been raised in 29.1% of the elapsed Campaign time.

#### REPORT OF THE NATIONAL CAMPAIGN CHAIR

Mr. Rainey, the National Campaign Chair, affirmed Mr. Sweeney's estimates on the progress of the Campaign and said he is cautiously optimistic that the pre-Kickoff goal of \$1billion will be reached by September 30<sup>th</sup>. He highlighted progress on some goals within the overall Campaign goal: the Alumni Association stands at 161% of its goal and Wise at 60%. Athletics has raised \$172m (57% of its goal) and thus leads the ACC.

He reported briefly on the meeting of the Campaign Executive Committee in New York on April 26<sup>th</sup>, which he said was very successful.

Mr. Pippin asked about the parents fund and the President explained the different elements of the Campaign directed toward alumnus and non-alumnus parents of students. Mr. Pippin observed that the solicitation of parents of students could be important at Wise and he asked for a meeting for himself and Mr. Knight, Vice-Chancellor for Development at the College at Wise, with the appropriate people in the Development Office.

#### CAMPAIGN KICKOFF

Mr. Sweeney reminded the Committee of the Campaign Kickoff on September 30<sup>th</sup>. Kickoff events are set for both the 29<sup>th</sup> and 30<sup>th</sup>, with a ceremonial meeting of the Board on the 29<sup>th</sup> as a kind of formal launching of the Campaign.

#### COMMUNITY RELATIONS

Mr. Sweeney asked Ms. Wootten, Director of Community Relations, to report on the activities of her office. She gave Members examples of several publications published by Community Relations, and described efforts to enhance relations with the University's neighbors. She noted that neighborhood and citizens' organizations are becoming more active and better organized. Her office has been holding regular meetings with these groups to learn of their concerns about their neighbor, the University, and then attempting to address them. These efforts, she thinks, have built up a reserve of good will.

#### REUNIONS

Mr. Sweeney asked Mr. Jason Life, Director of Reunions and Class Activities in the Alumni Association, to report on reunions.

Mr. Life described the reunion of the Thomas Jefferson Society (alumni who finished the University at least fifty years ago) in progress that day. He then gave the Committee an overview not only of the work of his office but of the many elements of the University involved in reunions. One result has been the dramatic increase in reunions giving, up from a few million dollars several years ago to \$28m last year and an anticipated figure of about \$32m in June.

He reported on plans for the general Reunion of alumni, set for the weekend of June 2-4, with emphasis on the variety of speakers and seminars to be offered. He then gave the Committee an overview of how his office has been reorganized to plan and run reunions more effectively.

ANNUAL GIVING

Mr. Sweeney asked Mr. Robert Clarke (College '79), Chair of the Annual Giving Advisory Board Task Force, to report on the work of his group. The Board has taken the better part of the year meeting with deans and foundation officials.

Mr. Clarke told the Committee that the undergraduate schools of the University trail their peer schools both in dollars raised in annual giving and in participation rates (the professional schools, on the other hand, are doing well). Another challenge his group discovered is that donors feel overwhelmed by mailings from the University.

The goals of their investigations include increasing both annual giving participation rates and revenues. The task force formed by the Board is continuing its work, which Mr. Clarke described, and expects to make a final report in the fall.

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On motion, the meeting was adjourned at 10:30 a.m.

AGG:jb

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

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