

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
MAY 16, 2006**

EXTERNAL AFFAIRS COMMITTEE

Tuesday, May 16, 2006
9:00 - 10:30 a.m.
Byrd Seminar Room, Room 318
Harrison Institute

Committee Members:

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

AGENDA

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UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: I. Vice President's Report

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will 1) report on progress toward the 2005-2006 goals and work plan for the External Affairs Committee; 2) report on philanthropic cash flow; and 3) report on the role of the Board of Visitors in the upcoming National Campaign Kickoff. Mr. Sweeney will then cede the floor to Mr. Rainey for the Campaign Chair's report.

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: I.A.1. Progress Report on 2005-2006
Goals and Work Plans

ACTION REQUIRED: None

BACKGROUND: At the Board of Visitors Retreat last July, the Board approved a comprehensive set of measurable goals for the External Affairs Committee for the 2005-2006 fiscal year. The Rector and the Chair of the External Affairs Committee directed that a review of progress toward these goals be part of the agenda of each Committee meeting.

DISCUSSION: Mr. Sweeney will summarize progress on the three primary Committee goals for 2005-2006: 1) reaching \$1 billion in Campaign commitments prior to the Campaign kickoff on September 30, 2006; 2) the continued roll-out of the Office of Constituent Relations; and 3) the creation of an integrated, long-term communications plan that serves both the University and the University community.

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: I.A.2. Philanthropic Cash Flow

ACTION REQUIRED: None

BACKGROUND: Cash gifts to-date for Fiscal Year 2006 will be discussed. Mr. Sweeney's report will emphasize measuring performance against receipts for the same year-to-date period during the previous two fiscal years.

DISCUSSION: Mr. Sweeney will present the most recent audited figures available and compare progress over the last three years. Cash flow for March 2006 is \$21.2 million, bringing the year-to-date total to \$181.7 million. This represents an increase of 27.7% over Fiscal Year 2005 and a 30% increase over Fiscal Year 2004. Mr. Sweeney will also report on cash flow projections for April 2006.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: I.B. Campaign Chair's Report

ACTION REQUIRED: None

BACKGROUND: Mr. Gordon Rainey, as Campaign Chair, will report on progress of the Capital Campaign.

DISCUSSION: Mr. Rainey will review Campaign progress to-date, sharing audited figures through April 2006. (Campaign commitments through March 2006 come to \$859.3 million.) He will discuss other aspects of the Campaign, including a review of the Campaign Executive Committee meeting held on April 19th.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: I.C. Board of Visitors' Role in the
National Campaign Kickoff

ACTION REQUIRED: None

BACKGROUND: The National Campaign Kickoff is scheduled for the weekend of September 29 - October 1. Planning has been spearheaded by an internal advisory committee which includes representatives from all Schools and units of the University. The kickoff gala, scheduled for the evening of September 30th, will be held in the John Paul Jones Arena.

DISCUSSION: Mr. Sweeney will review preliminary plans for the National Kickoff Weekend, focusing on the ceremonial and functional role the Board of Visitors will play in the weekend's events.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: II. University Relations' Community Outreach Initiatives

ACTION REQUIRED: None

BACKGROUND: The University is entering a period of expansion of its physical plant with projects such as the South Lawn and new buildings in the area of the Hospital. Much of this growth, of course, will be fueled by the Campaign, and it is growth that will impact the surrounding community in both predictable and unforeseen ways. The Community Relations division of University Relations is among the nation's leaders in building and sustaining solid community, or 'town-gown' relationships, striving to increase communication, collaboration, and cooperation between the University and its community.

DISCUSSION: Mr. Sweeney will introduce Ms. Ida Lee Wootten, Director of Community Relations in University Relations. She will review current and planned initiatives within Community Relations, including outreach efforts around new construction, University programming, and events (i.e., traffic and parking issues related to major events in the John Paul Jones Arena), as well as topics of regional importance, such as employment opportunities at the University and services provided by the University for the greater Charlottesville community.

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: April 7, 2006

COMMITTEE: External Affairs

AGENDA ITEM: III. 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 2006, alumni who graduated in years ending in one or six are celebrating their reunions.

DISCUSSION: Mr. Sweeney will introduce Jason Life, Director of Reunions and Class Activities within the Alumni Association. Mr. Life will report on plans for the 2006 Reunions Weekend. The Alumni Association and the University have been working diligently to increase attendance. New efforts are being made to customize the Reunion experience for individual classes, and to enhance both academic programming and faculty participation within the sessions.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 16, 2006

COMMITTEE: External Affairs

AGENDA ITEM: IV. Preliminary Report of the Annual
Giving Advisory Board Task Force

ACTION REQUIRED: None

BACKGROUND: In June 2005, President Casteen created an Annual Giving Advisory Board Task Force, charged with studying the baccalaureate annual giving programs across the Grounds, comparing them with those of the University's peer and aspiration groups, and developing recommendations toward enhanced annual giving efforts at the University overall.

DISCUSSION: Mr. Sweeney will introduce Mr. Robert (Bob) Clarke (College '79), Chairman of the Annual Giving Advisory Board, who will report on the findings and recommendations of the Task Force. While cost projections for some recommendations are pending, the Task Force completed its preliminary report in late March 2006.