

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
SEPTEMBER 12, 2006**

EXTERNAL AFFAIRS COMMITTEE

Tuesday, September 12, 2006
9:45 - 11:15 a.m.
Byrd Seminar Room, Room 318
Harrison Institute

Committee Members:

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

AGENDA

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BOARD OF VISITORS CONSENT AGENDA

- UNIVERSITY-RELATED FOUNDATION REPRESENTATIVES: Approves the Board of Visitors representatives to the University-Related Foundations

The Board of Visitors' Policy on University-Related Foundations requires that each foundation board include a representative of the Board of Visitors. The Board of Visitors makes new appointments and confirms the list of existing representatives annually.

ACTION REQUIRED: Approval by the External Affairs Committee and by the Board of Visitors

APPROVAL OF THE BOARD OF VISITORS REPRESENTATIVES TO THE GOVERNING BOARDS OF UNIVERSITY-RELATED FOUNDATIONS

RESOLVED that the following persons are ratified or confirmed as representatives of the Board of Visitors to the governing boards of the following University-Related Foundations:

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
Alumni Association of the University of Virginia	Glynn D. Key	05/30/08
Alumni Board of Trustees of the University of Virginia Endowment Fund	J. Davis Hamlin	12/31/08
The College Foundation of the University of Virginia	Timothy B. Robertson	12/31/08
The University of Virginia's College at Wise Alumni Association and Wise Foundation	Don R. Pippin	06/30/07
Curry School of Education	Georgia Willis Fauber	12/31/09
Darden School Foundation	Thomas F. Farrell, II	12/31/09
Foundation of the State Arboretum at Blandy Experimental Farm	Laura F. Hawthorne	12/31/08
Healthcare Partners, Inc.	E. Darracott Vaughan, Jr., M.D.	06/30/10

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
University of Virginia Health Services Foundation	E. Darracott Vaughan, Jr., M.D.	12/31/08
Jefferson Institute for Lifelong Learning (JILL)	Alexander G. Gilliam, Jr.	12/31/09
Law School Alumni Association and Law School Foundation, University of Virginia	Gordon F. Rainey, Jr.	12/31/08
McIntire School of Commerce Foundation	Georgia Willis Fauber	06/30/07
Medical School Alumni Association and Medical School Foundation, University of Virginia	Sam D. Graham, Jr., M.D.	05/31/09
Miller Center Foundation	Thomas F. Farrell, II	06/30/07
Patent Foundation, University of Virginia	Terence P. Ross	06/30/07
Rare Book School	Karin Wittenborg	12/31/09*
School of Architecture Foundation	Susan Y. Dorsey	06/30/07
University of Virginia Foundation and Subsidiaries	W. Heywood Fralin	06/30/08
University of Virginia Health Foundation	E. Darracott Vaughan, Jr., M.D.	06/30/07
University of Virginia Investment Management Corporation	John O. Wynne	06/30/08
Virginia Engineering Foundation	Kenneth M. Humphries	12/31/09
Virginia Athletic Foundation	Craig K. Littlepage	12/31/09
Virginia Tax Foundation, Inc.	Joseph E. Gibson	12/31/08
* Denotes ratification required by the Board of Visitors		

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: September 12, 2006

COMMITTEE: External Affairs

AGENDA ITEM: II. Vice President's Report

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs, Mr. Sweeney, will 1) discuss the External Affairs committee goals for FY-07 and 2) report on philanthropic cash flow for FY-06 and to-date in FY-07. He will then turn the floor over to Mr. Rainey for the Campaign Chair's report. To conclude his remarks, Mr. Sweeney will ask Ms. Kari Evans, Director of Donor and Constituent Relations, to review plans for the National Campaign Kickoff Weekend.

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: September 12, 2006

COMMITTEE: External Affairs

AGENDA ITEM: II.A.1. External Affairs Goals for 2007

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will review the five major objectives established for the External Affairs committee for 2007. These include a successful launch of the public phase of the capital campaign, increased philanthropic cash flow (goal = 10% increase, or \$240 million), implementation of changes related to the University's foundations, continued support of regional and University-wide constituent engagement efforts, and improved University-wide communications through the establishment of a centralized marketing effort, a branding initiative, and a crisis management plan.

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BOARD MEETING: September 12, 2006

COMMITTEE: External Affairs

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

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on philanthropic cash flow for FY-06 and to-date for FY-07. Philanthropic cash flow for FY-06 was \$230 million, representing an increase of 25% over FY-05 and 31% over FY-04. Cash flow for the month of July was \$11.9 million. Preliminary numbers through August will be reported if available.

UNIVERSITY OF VIRGINIA
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BOARD MEETING: September 12, 2006

COMMITTEE: External Affairs

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

ACTION REQUIRED: None

DISCUSSION: Mr. Rainey will review Campaign progress to-date, sharing audited figures through July 2006, and preliminary figures through August 2006, if available. Through July 2006 the Campaign has raised \$949.2 million, which represents 31.5% of the total Campaign goal of \$3 billion. Mr. Rainey will also discuss other developments around the Campaign, including plans for the Campaign Executive Committee meeting, scheduled for September 28th, in Charlottesville.

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BOARD MEETING: September 12, 2006

COMMITTEE: External Affairs

AGENDA ITEM: II.C. National Kickoff Weekend

ACTION REQUIRED: None

DISCUSSION: The University's \$3 billion Capital Campaign will be launched publicly by proclamation of the Board of Visitors on Friday, September 29th. This act by the Board will officially mark the beginning of the National Campaign Launch Weekend, highlighted by the Kickoff Gala on the evening of September 30th, at John Paul Jones Arena. Around these featured sessions are numerous school and unit advisory board meetings, receptions, academic forums, and celebrations. Ms. Evans will review the schedule of events for the complete weekend, with particular emphasis on the Board's involvement.

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AGENDA ITEM: III. Report on Status of McCann Erickson
Positioning Project

ACTION REQUIRED: None

DISCUSSION: In the fall of 2005, the firm of McCann Erickson was selected to lead a University-wide branding and positioning project, an effort to stake out a distinctive brand position that enhances the University's reputation, raises the University's visibility, and increases engagement among key constituencies. McCann Erickson is a global leader in marketing communications and has developed successful brand strategies for over 100 years with top-tier firms, including MasterCard, Microsoft, GM, and United Way of America.

Mr. Sweeney will introduce Mr. Eric Keshin, an alumnus of the University (Commerce '80), Chief Operating Officer of McCann WorldGroup and Regional Director of McCann Erickson North America, to review progress in the effort to build a successful positioning strategy for the University.

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AGENDA ITEM: IV. "Knowledge is Power" - The Campaign Case

ACTION REQUIRED: None

DISCUSSION: The purpose of a campaign case statement is to clearly and persuasively articulate, in writing, the need for the Capital Campaign. Over the past year, countless University constituents - alumni, parents, friends, faculty, and administrators - have reviewed various iterations of this document and offered their feedback as to its effectiveness. The end result is a case for support that will serve as the guiding document for individual case statements and proposals by schools and units.

Mr. Sweeney will introduce Mr. Sublette, Director of University Publications and Development Communication, to discuss the most recent version of the document and its use in the public phase of the campaign.