

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
January 23, 2007**

EXTERNAL AFFAIRS COMMITTEE

Tuesday, January 23, 2007
9:30 - 10:30 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 AGENDA ITEM SUMMARY

BOARD MEETING: January 23, 2007

COMMITTEE: External Affairs

AGENDA ITEM: I. New Minimum Levels for Certain Endowments

BACKGROUND: Mr. Sweeney will provide descriptions of these funds and the processes used to determine the new minimum levels.

DISCUSSION: At present, there are endowment opportunities that allow for the creation of Book Funds at a minimum of \$10,000 and Lectureships at a minimum of \$50,000. These existing minimum levels are insufficient to support current associated costs. Further, the use of the word "Book" does not accurately describe the full range of media included in the collections of the libraries of the University.

The current proposal seeks to change the name from "Book Funds" to "Library Funds" and to raise the minimum level for this Fund to \$50,000; concurrently, it seeks to raise the minimum level for "Lectureships" to \$100,000.

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

APPROVAL OF NEW LEVELS FOR LECTURESHIP AND LIBRARY FUNDS ENDOWMENT AND FOR A CHANGE OF NAME IN THE LIBRARIES

WHEREAS, all endowment levels must be approved by the Board of Visitors; and

WHEREAS, the Vice President for Development and Public Affairs, in close collaboration with University deans and administrators, has proposed new minimum levels for establishing Book Funds and Lectureships, levels which are in line with the actual costs of funding these endowments, and has further proposed a name change from Book Funds to Library Funds; and

WHEREAS, the University's administration recommends approval of the proposed new minimum endowment levels and the name change; and

RESOLVED that the new minimum endowment levels for lectureships, and name change in the libraries, as set forth below, are approved and adopted, and will take effect July 1, 2007.

Old Name/Level

New Name/Level

Book Funds/\$10,000
Lectureships/\$50,000

Library Funds/\$50,000
Lectureships/\$100,000

On approval by the Board of Visitors, the new levels will go into effect University-wide on July 1, 2007. All Library Funds and Lectureship endowment agreements executed after June 30, 2007, will be at the new levels. Library Funds and Lectureships created, but partially funded, prior to July 1, 2007, will be grandfathered in at the old level.

Note that exceptions to the new minimum Library Funds and Lectureship levels will be considered on a case-by-case basis by the Gift Policy Committee and/or the President of the University.

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AGENDA ITEM: II. Special Committee on Foundations

ACTION REQUIRED: None

DISCUSSION: The Special Committee on Foundations was established in July 2006 and is charged by the Rector with reviewing and assessing the health and long-term viability of all University-related foundations. The Chair of the Special Committee on Foundations, Mr. Caputo, will report on the progress of the Committee and its plans for the remainder of the academic session.

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AGENDA ITEM: III. Vice President's Report

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on philanthropic cash flow to-date for FY-07. He will then turn the floor over to Mr. Caputo for a report on progress toward 2006-2007 External Affairs Committee Goals and Work Plan. To conclude his remarks, Mr. Sweeney will ask Ms. Karen Rendleman, Assistant Vice President of Health System Development and Executive Director of the UVa Health Foundation, to report on Health System Campaign progress.

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COMMITTEE: External Affairs

AGENDA ITEM: III.A.1. Philanthropic Cash Flow

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on philanthropic cash flow to date for FY-07, as well as comparative data for the past three fiscal years. Cash flow for the month of November 2006 was \$18.7 million; total cash flow from July 2006, through November 2006, was \$118.5 million. This represents a 93% increase from the same period in fiscal FY-06, and a 115% increase over FY-05. Preliminary numbers through December 31, 2006, will be reported as available.

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COMMITTEE: External Affairs

AGENDA ITEM: III.A.2. Reorganization of Public Affairs

ACTION REQUIRED: None

DISCUSSION: One of the five goals of the External Affairs Committee for 2006-2007 is to improve University-wide communications with the establishment of a centralized marketing effort, a branding initiative and a crisis management plan. Mr. Sweeney will report on the new Public Affairs division, the outcome of a year-long evaluation of the structure and functions of University Relations and Development Communications.

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AGENDA ITEM: III.B. Progress on 2006-2007 Goals
and Work Plan

ACTION REQUIRED: None

DISCUSSION: The External Affairs Committee established five goals
for 2006-2007:

1. Successfully launch public phase of \$3 billion Capital Campaign with \$1.1 billion and generate \$400 million in new commitments during fiscal year 2007.
2. Increase annual philanthropic case flow by 10% to \$240 million.
3. Implement changes relating to University-wide foundations as per Board of Visitors recommendations.
4. Continue to reinforce constituent engagement both regionally and University-wide so as to enhance relationships, create awareness and build support among alumni, parents and friends of the University.
5. Improve University-wide communications with the establishment of a centralized marketing effort, a branding initiative and a crisis management plan.

Mr. Caputo will report on the progress toward each of these goals.

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AGENDA ITEM: III.C. Health System Development

ACTION REQUIRED: None

DISCUSSION: With an ambitious goal of \$500 million, Health System Development is responsible for one-sixth of the University's overall campaign. Ms. Karen Rendleman, newly appointment Assistant Vice President of Health System Development and Executive Director of UVa Health Foundation, will describe the health System campaign plan and report on campaign progress.

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AGENDA ITEM: III.D. Campaign Chair's Report

ACTION REQUIRED: None

DISCUSSION: Mr. Rainey will review Campaign progress, sharing preliminary figures through December 2006, as available. Through November 2006, the Campaign has raised nearly \$1.1 billion which represents 36% of the total Campaign goal of \$3 billion. Mr. Rainey will also discuss other developments around the Campaign including a preview of the January 2007 Campaign Executive Committee meeting and a review of the National Kickoff Weekend. He will then turn the floor over to Ms. Jenny Wyss-Jones, Assistant Campaign Director, who will review the plan for the roll-out of regional campaign celebrations including the details regarding criteria for selection of cities, celebration event formats, and the roles of leadership volunteers and University officials.