

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
MAY 8, 2007**

EXTERNAL AFFAIRS COMMITTEE

Tuesday, May 8, 2007

2:15 - 3:15 p.m.

Lower East Oval Room, The Rotunda

Committee Members:

A. Macdonald Caputo, Chair

G. Slaughter Fitz-Hugh, Jr.

W. Heywood Fralin

Glynn D. Key

Lewis F. Payne

Don R. Pippin

Gordon F. Rainey, Jr.

Thomas F. Farrell, II, Ex Officio

AGENDA

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UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 8, 2007

COMMITTEE: External Affairs

AGENDA ITEM: I. Reports by the Senior Vice President
for Development and Public Affairs

ACTION REQUIRED: None

DISCUSSION: The Senior Vice President for Development and Public Affairs will report on philanthropic cash flow to-date for FY-07, review the University's fundraising performance in comparison with select public universities and the University's aspirational peers, and give a brief update on progress toward 2006-2007 Goals and Work Plan.

Mr. Sweeney and Mr. Rainey, Campaign Chair, will review Campaign progress, sharing preliminary figures through April 2007, as available.

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 8, 2007

COMMITTEE: External Affairs

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

ACTION REQUIRED: None

BACKGROUND: Cash gifts to date for Fiscal Year 2007 will be discussed. Emphasis will be placed on measuring performance against receipts for the same year-to-date period during the previous three fiscal years.

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 March was \$16.5 million; total cash flow from July 2006, through March 2007, was \$235 million. This represents a 29.4% increase from the same period in fiscal FY-06, a 65.4% increase over FY-05, and a 68% increase over FY-04. Preliminary numbers through April 2007 will be reported as available.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 8, 2007

COMMITTEE: External Affairs

AGENDA ITEM: I.A.2. Assessment of Fundraising
Performance

ACTION REQUIRED: None

BACKGROUND: The growing role of private philanthropy in supporting the University's current and future endeavors is well-established. Toward that end, on-going assessment of the institution's fundraising efforts will be critical. In addition to reporting on progress toward established internal benchmarks, periodic comparisons to both public and private peer institutions will prove informative.

DISCUSSION: Mr. Sweeney will review the University's fundraising performance in comparison with select public universities and select aspirational peers, including the University of Pennsylvania, Cornell, Duke, Vanderbilt, Northwestern, Johns Hopkins, Notre Dame, Stanford, and Columbia Universities. Using selected data made available by the Council for Aid to Education. Mr. Sweeney will comment on the University's fundraising performance across a range of variables, including endowment market value, source of funds (alumni, parents, corporations, foundations), giving per student, and giving per alumnus.

Given the critical role of annual giving to the University, and increased interest relative to the role of alumni participation in determining alumni satisfaction and engagement, Mr. Sweeney will discuss annual giving in greater detail, focusing on performance over the past ten years, compared to select peer institutions and national trends.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: May 8, 2007

COMMITTEE: External Affairs

AGENDA ITEM: I.A.3. Progress Report on 2006-2007
Goals and Work Plan

ACTION REQUIRED: None

BACKGROUND: Beginning in the summer of 2004, each Committee of the Board of Visitors is asked to submit annual goals and objectives as part of its annual work plan. In compliance with this requirement, the External Affairs Committee submitted the following for Fiscal Year 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 cash 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 a branding initiative and a crisis management plan.

DISCUSSION: Mr. Sweeney will report briefly on progress toward each of the Committee's five goals for Fiscal Year 2007, focusing specifically on progress since the last report to the Committee (March 2007).

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BOARD MEETING: May 8, 2007

COMMITTEE: External Affairs

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

ACTION REQUIRED: None

BACKGROUND: The University launched the public phase of its \$3 billion Campaign, *Knowledge is Power, The Campaign for the University of Virginia*, on September 29, 2007. The Campaign, at its announcement the most ambitious by any institution of higher education, is scheduled to run through 2011. Mr. Rainey, the National Campaign Chair, will report on progress of the Capital Campaign as well as the work of the Campaign Executive Committee.

DISCUSSION: Mr. Rainey will review Campaign progress to date. Through the end of March 2007, Campaign progress stands at \$1.19 billion, representing achievement of 39.7% of the total Campaign goal (\$3 billion) in 40.7% Campaign time elapsed (96 months total). Mr. Rainey will also share preliminary figures through April 2007, as available. In closing his remarks, he will report on the Regional Campaign Celebration held April 25th, in Wilmington, Delaware, and preview the agenda for the Campaign Executive Committee meeting scheduled for May 9th.

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COMMITTEE: External Affairs

AGENDA ITEM: II. A. Remarks from the University of
Virginia Alumni Association's Executive
Director

ACTION REQUIRED: None

BACKGROUND: The report of the Alumni Relations Task Force, submitted to and approved by the Board in June 2004, established a new era in the University's efforts to better engage its alumni. It established a new division within Development and Public Affairs—the Office of Engagement—and set forth guidelines and recommendations to encourage collaboration and cooperation between this new division and the University's long-standing and highly successful arm of alumni engagement, the Alumni Association.

DISCUSSION: In January 2006, Mr. Tom Faulders was named President and Chief Executive Officer of the Alumni Association. Entering the second year of his tenure, Mr. Faulders will report on both new and expanded initiatives within the Alumni Association, focusing on expanded and enhanced Reunions Weekend programming.

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AGENDA ITEM: II.B. Reunions Weekend Program

ACTION REQUIRED: None

BACKGROUND: Organized by the Alumni Association, Reunions Weekend is held the first week of June each year. The Alumni Association acts as host and coordinates reunion activities for hundreds of guests over the course of three days of festivities. Reunions are celebrated in five year increments: in 2007, alumni who graduated in years ending in '2' or '7' will celebrate their reunions.

The Alumni Association and the University work collaboratively to increase attendance at Reunions and to expand and enhance the quality of the programs available to attendees. This continues to be a major goal, but the University and Alumni Association began moving Reunions toward a model (used at Princeton and other Ivy League schools) focusing on events and activities specifically geared toward individual classes.

DISCUSSION: Mr. Faulders will introduce Mr. Jason Life, Director of Reunions and Class Activities within the Alumni Association. Mr. Life will give a preview of Reunions Weekend 2007, scheduled for June 1-3, highlighting projected increases in attendance as well as expanded and enhanced programming options. Though its focus remains on undergraduate alumni, programming includes collaborative efforts with the School of Law, the School of Medicine, and the Darden School of Business.