

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS  
MEETING OF THE  
EXTERNAL AFFAIRS COMMITTEE  
OCTOBER 5, 2007**

EXTERNAL AFFAIRS COMMITTEE

Friday, October 5, 2007  
11:15 a.m. - 12:15 p.m.  
Board Room, The Rotunda

Committee Members:

A. Macdonald Caputo, Chair	Lewis F. Payne
Daniel R. Abramson	Don R. Pippin
Glynn D. Key	Gordon F. Rainey, Jr.
Austin Ligon	John O. Wynne
Carey J. Mignerey	Kenneth A. Schwartz, Consulting Member
	W. Heywood Fralin, 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	06/30/11
Curry School of Education	Lewis F. Payne	06/30/11 *
Darden School Foundation	Thomas F. Farrell, II	12/31/09
Foundation of the State Arboretum at Blandy Experimental Farm	Megan Raymond	12/31/10 *
Healthcare Partners, Inc.	E. Darracott Vaughan, Jr., M.D.	06/30/10
University of Virginia Health Services Foundation	E. Darracott Vaughan, Jr., M.D.	12/31/08

<u>Foundation</u>	<u>Board of Visitors Representative</u>	<u>Term Ending</u>
Jefferson Institute for Lifelong Learning (JILL)	Alexander G. Gilliam, Jr.	12/31/09 *
Jefferson Scholars Foundation	Thomas F. Farrell, II	06/30/11 *
Law School Alumni Association and Law School Foundation, University of Virginia	Gordon F. Rainey, Jr.	12/31/08
McIntire School of Commerce Foundation	Thomas F. Farrell, II	06/30/11 *
Medical School Alumni Association and Medical School Foundation, University of Virginia	Sam D. Graham, Jr., M.D.	05/31/09
Miller Center Foundation	W. Heywood Fralin	06/30/09 *
Patent Foundation, University of Virginia	G. Slaughter Fitz-Hugh, Jr.	06/30/11 *
Rare Book School	Karin Wittenborg	12/31/09
School of Architecture Foundation	Susan Y. Dorsey	06/30/11
University of Virginia Foundation and Subsidiaries	G. Slaughter Fitz-Hugh, Jr.	06/30/11 *
University of Virginia Health Foundation	E. Darracott Vaughan, Jr., M.D.	06/30/11
University of Virginia Investment Management Corporation	John O. Wynne	06/30/08
Virginia Engineering Foundation	Kenneth M. Humphries	12/31/09
Virginia Athletics Foundation	Daniel R. Abramson **	12/31/11 *
Virginia Tax Foundation, Inc.	Joseph E. Gibson	12/31/08

\* Denotes ratification required by the Board of Visitors.  
\*\* Craig K. Littlepage will serve as the BOV representative until 12/1/07.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II. Vice President's Report

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney, Senior Vice President for Development and Public Affairs, will 1) highlight some selected recent programs implemented by the Office of Engagement, 2) present information on the new dual reporting structure for Chief Development Officers created to support the development programs of the undergraduate schools of the University, 3) report on philanthropic cash flow for FY-07 and to-date in FY-08, and 4) report on the bequest campaign to be launched in fall 2007 with the initial goal of \$400 million. He will turn the floor over to Mr. Gordon Rainey for the Campaign Chair's report, including updates on campaign progress, a report from the September 2007 Campaign Executive Committee meeting, and Regional Campaign plans for Fall 2007.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II.A.1. Office of Engagement Update

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will provide updated information on the Office of Engagement, the newest division of Development and Public Affairs. Created in January 2006, the Office of Engagement partners with constituents both on and off Grounds to coordinate, develop, and support programs and services that engage alumni, families, and friends in the life of the University. Mr. Sweeney's report will include highlights of current programs (UVaClubs, UVaFamilies, and Engaging the Mind), and introduce new initiatives like UVA Engagement Community and UVA Express, the free shuttle bus from Dulles for the University's international students.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II.A.2. Chief Development Officers  
Dual Reporting

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will present information on the new dual reporting structure for Chief Development Officers created to support the development programs of the undergraduate schools of the University. He will review and discuss the roles and responsibilities of Deans, Development and Public Affairs, and the school's chief development officers in this new dual reporting structure.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007  
COMMITTEE: External Affairs  
AGENDA ITEM: II.A.3. Philanthropic Cash Flow  
ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on philanthropic cash flow for FY-07 and to-date for FY-08, as well as comparative data for the past three fiscal years.

Cash flow for FY-07 was a record \$302.1 million which represents a 31.3% increase over FY-06, a 64.67% increase over FY-05, and a 72.69% increase over FY-04. Cash flow for July 2007 was \$17 million which represents a 43% increase from the same period in FY-07, a 17.5% increase over FY-06, and a 126.6% increase over FY-05. Through August 2007, cash flow stands at \$36 million, which represents an increase of 53.6% over the same period in FY-07; a 52% increase over FY-06, and 94.8% over FY-05.

Preliminary numbers for September 2007 will be reported as available.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II.A.4. Bequest Campaign

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on the Bequest Campaign and discuss the role of Future Support relative to the overall Campaign. He will report on progress to date in securing gifts of future support, and preview plans for the public launch and rollout of the public phase of the Bequest Campaign.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

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 for FY-07 and for FY-08 through August 2007. Preliminary numbers for September 2007 will be reported as available. He will also report on the September 2007 Campaign Executive Committee meeting and plans for Fall 2007 Regional Campaign Celebrations.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II.B.1. Campaign Progress

ACTION REQUIRED: None

DISCUSSION: Campaign progress for FY-07 stood at \$1.35 billion, representing an achievement of 44.96% of the total Campaign goal of \$3 billion in 43.7% of Campaign time elapsed.

Through August 2007, the Campaign stands at \$1.375 billion which represents 45.86% of the total goal achieved in 45.84% of time elapsed.

Preliminary numbers for September 2007 will be reported as available.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II.B.2 Campaign Executive Committee  
Meeting

ACTION REQUIRED: None

DISCUSSION: Mr. Rainey will report on the September meeting of the Campaign Executive Committee. The meeting, held in Washington on September 20th, featured a report from Executive Vice President and Provost Tim Garson on the work of the Commission on the Future of the University and its implications for the Campaign, a presentation by the Virginia Athletics Foundation on its campaign, and a presentation on the Bequest Campaign.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: II.B.3. Regional Campaign Celebrations

ACTION REQUIRED: None

DISCUSSION: Mr. Rainey will report on plans for the Regional Campaigns in Fall 2007. Building on the success of spring Regional Campaign Celebrations in Birmingham, Alabama, and Wilmington, Delaware, this fall will feature three Regional Campaign Celebrations: Dallas, Texas on October 9, Boston, Massachusetts on October 18, and Houston, Texas on October 30. Mr. Rainey will preview changes that can be expected as these Regional Campaigns move into larger market areas with higher concentrations of donors and prospects.

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BOARD MEETING: October 5, 2007

COMMITTEE: External Affairs

AGENDA ITEM: III. New Initiatives in Public Affairs

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will introduce Ms. Carol Wood who will report on new initiatives coming out of the newly reorganized Public Affairs office (formerly University Relations). Ms. Wood will present to the Board several recently launched ventures, including new marketing materials created for the Admissions Office, the communications plan and rollout of the Barber Challenge, and introduce new half-time video spots and the new HoosOnline Network, an online social network for University alumni, faculty, staff and students to be launched this fall.