

February 7, 2008

MEMORANDUM

TO: The External Affairs Committee:

A. Macdonald Caputo, Chair
Daniel R. Abramson
Glynn D. Key
Austin Ligon
Carey J. Mignerey
Lewis F. Payne
Don R. Pippin
Gordon F. Rainey, Jr.
John O. Wynne
W. Heywood Fralin, Ex Officio
John L. Nau, III, Consulting Member
Kenneth A. Schwartz, Consulting Member

and

The Remaining Members of the Board:

Alan A. Diamonstein	Vincent J. Mastracco, Jr.
Susan Y. Dorsey	Warren M. Thompson
Thomas F. Farrell, II	E. Darracott Vaughan, Jr., M.D.
G. Slaughter Fitz-Hugh, Jr.	

FROM: Alexander G. Gilliam, Jr.

RE: Minutes of the Meeting of the External Affairs
Committee on Thursday, February 7, 2008

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 3:55 p.m., Thursday, February 7, 2008, in the Board Room of the Rotunda; A. Macdonald Caputo, Chair, presided. Daniel R. Abramson, Ms. Glynn D. Key, Austin Ligon, the Hon. Lewis F. Payne, Don R. Pippin, Gordon F. Rainey, Jr., John O. Wynne, Carey J. Mignerey, and W. Heywood Fralin, Rector, were present.

Also present were the Hon. Alan A. Diamonstein, G. Slaughter Fitz-Hugh, Jr., Vincent J. Mastracco, Jr., Warren M. Thompson, and E. Darracott Vaughan, Jr., M.D.

Present as well were John L. Nau, III, and Kenneth A. Schwartz, Consulting Members, and Ricardo Padron, Chair of the Faculty Senate.

Present, too, were John T. Casteen, III, Leonard W. Sandridge, Alexander G. Gilliam, Jr., Paul J. Forch, Robert D. Sweeney, Ms. Susan A. Carkeek, William B. Harvey, James L. Hilton, Sharon L. Hostler, M.D., Ms. Patricia M. Lampkin, David J. Prior, Ms. Yoke San L. Reynolds, Ms. Colette Sheehy, Ms. Karin Wittenborg, Hoke Perkins, and Ms. Jeanne Flippo Bailes.

The Chair welcomed Mr. John Nau of Houston, Chair of the Council of Foundations, to his first meeting of the Committee as a Consulting Member. He took note, too, of Mr. Kenneth Schwartz of the School of Architecture, immediate past Chair of the Faculty Senate, also attending the meeting as a Consulting Member.

Report by the Chair of the Council on Foundations

The Chair then introduced Mr. Nau and asked him to report on the Council on Foundations.

Mr. Nau gave a brief history of the Council on Foundations, which began life as the Council of Chairs. It was organized in October, 2007 and held its first meeting on January 17th of this year, and it functions partly as a kind of umbrella organization for the University's related foundations. It, as well as the Council of Chairs before it, works toward a better coordination of fundraising efforts among the foundations at the University.

The Board of Visitors Special Committee on Foundations recommended a more formal tie between the Council and the Board; accordingly, the Council on Foundations elected three of its number to serve as non-voting Consulting Members to three Board of Visitors Committees: Daniel Meyers of the Curry Foundation will sit on the Finance Committee; Michael Turner of the Athletics Foundation will serve on the Buildings and Grounds Committee, and Mr. Nau, as Chair of the Council on Foundations, will be a Consulting Member of the External Affairs Committee. They will serve staggered terms and on their respective Committees, they will speak for the entire Council and not just the foundations they represent.

The Campaign Chair's Report

The Chair asked Mr. Rainey, in his capacity as Chair of the National Campaign, to make his customary report.

Mr. Rainey told the Committee that the Campaign is at its mid-point, with \$1.6 billion in Campaign commitments through the end of December, 2007. This represents 53% of the Campaign goal, attained in 50% of the time into the Campaign.

Reporting gifts to the Campaign will now include both outright gifts and those which represent future support. This follows new guidelines promulgated by C.A.S.E. (the Council for Advancement and Support of Education). Mr. Rainey noted that \$134 million has been raised in future support.

Mr. Rainey handed around an article about Ms. Dorsey, and he praised her role in advancing the concept of future support.

He then reported on the meeting of the Campaign Executive Committee held on January 18th and the National Committee on University Resources, held the next two days. This latter meeting included over one hundred volunteer workers in the Campaign from all over the country.

Mr. Rainey noted that three Regional Campaign Celebrations have been held since the October Board meeting: in Dallas, Houston and Boston. Two similar gatherings are planned for the spring - one in Palm Beach and the other in San Francisco.

Vice President's Report - Philanthropic Cash Flow

The Chair asked Mr. Sweeney, Senior Vice President for Development and Public Affairs, to give a report on philanthropic cash flow. Mr. Sweeney said he was elated at the successes of the Campaign to date and proud of the volunteer leadership and support which has made so much of it possible. The national economic downturn is cause for concern, but there was a similar period in the last campaign.

Cash flow for December, 2007, was \$57.7 million, bringing the year-to-date total through that month to \$140.6 million. This represents a 22% decrease for the same period last year, but the large gifts in the last fiscal year from Mr. Frank Batten and from the Ivy Foundation must be taken into account when making comparisons. On the other hand, the unaudited figures for January show a cash flow of \$50 million, a record for the month of January.

Mr. Sweeney told the Committee about a unique effort with alumni that is to be launched in the next several weeks. He said what the younger alumni of the University respond to in the way of appeals simply is not known. The Development Office, working with the Young Alumni Council, is sponsoring a competition to create a new model for annual giving. Young alumni will be

invited to submit proposals; an Access UVa scholarship will be named in honor of the person who submits the winning proposal, which will be tested and evaluated.

Report on Development Activities at the University of Virginia Library

In introducing Ms. Karin Wittenborg, the University Librarian, Mr. Sweeney called her "the most active librarian in the country," a reflection not only of her professional activities, but the work she has done in fund-raising. The Library, he said, is a national leader in fund-raising.

With Ms. Wittenborg was Mr. Hoke Perkins, Associate Librarian for Philanthropy.

Ms. Wittenborg told the Committee that the Library's Campaign goal is \$100million, the largest campaign goal for an American research library. The money is needed to increase the Library's endowment as well as to provide space and equipment. She mentioned several notable gifts in kind, including the recent gift of Dr. Seymour Schwartz, father of Mr. Kenneth Schwartz, of the most important collection of pre-1800 maps in the country.

Vice President's Report: Review of Fundraising Performance in Comparison with Select Public and Private Universities

Mr. Sweeney said that among the top public universities in the country, the University ranks first or second in all categories of giving, even though the alumni population is among the smallest; compared with private universities, however, the University ranks no higher than sixth. Giving to athletics is not included in the rankings; if it were, the University probably would rank second.

He then gave comparative figures in a number of categories: gifts per alumnus, gifts per parents, corporate and foundation giving, and so on.

In short, he said, we are a leader among the public institutions and obviously are doing very well. But the private institutions are doing just as well and the University is not gaining on them.

On motion, the meeting was adjourned at 4:45 p.m.

AGG:lah

These minutes have been posted to the University of Virginia Board of Visitors website.

<http://www.virginia.edu/bov/externalminutes.html>