

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS  
MEETING OF THE  
EXTERNAL AFFAIRS COMMITTEE  
JUNE 12, 2008**

EXTERNAL AFFAIRS COMMITTEE

Thursday, June 12, 2008

2:45 - 3:45 p.m.

Board Room, The Rotunda

Committee Members:

A. Macdonald Caputo, Chair

Daniel R. Abramson

Glynn D. Key

Austin Ligon

Hon. Lewis F. Payne

Don R. Pippin

Gordon F. Rainey, Jr.

John O. Wynne

W. Heywood Fralin, Ex Officio

John L. Nau, III, Consulting Member

Edmund W. Kitch, Consulting Member

AGENDA

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UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 12, 2008

COMMITTEE: External Affairs

AGENDA ITEM: I. Remarks by the Committee Chair

ACTION REQUIRED: None

BACKGROUND: The Council of Foundations, which originated as the Council of Chairs, brings together representatives from University-related fundraising foundations for discussions of the Campaign and other issues that affect their organizations.

DISCUSSION: Mr. Caputo will introduce Mr. John Nau, Chair of the Council of Foundations. Mr. Nau will give an update on the work of the Council.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 12, 2008

COMMITTEE: External Affairs

AGENDA ITEM: II. Approval to Establish a New Business Enterprise in the McIntire School of Commerce Foundation

BACKGROUND: The McIntire School of Commerce Foundation, an independent corporation and an approved University-related foundation, was chartered to promote the advancement and further the objectives and programs of the McIntire School of Commerce at the University of Virginia. The McIntire School of Commerce Foundation has invested approximately \$613,000 in the development of a commercially available, web-based survey software application that allows scholars to more rapidly collect network data sets by automating portions of the survey process that is usually done manually. This interactive survey tool is designed for individuals and corporations as a way to analyze their internal and external communication networks.

The Foundation is seeking approval to take its investment to the next level of commercial marketing and enhancement. University policy requires University-affiliated foundations to "submit to the Board of Visitors for approval any proposed new business venture or change in the nature, purpose or scope of activity that is substantial in nature, and outside the [Foundation's] normal function." Accordingly, the Foundation seeks Board of Visitors approval to operate its new line of business for a period of up to twenty-four (24) months, with an exit strategy of either viable commercialization by then or discontinuing the operation.

DISCUSSION: The McIntire School of Commerce Foundation requests the approval of the University of Virginia's Board of Visitors to establish and undertake a new business enterprise to further develop and market this Foundation-developed survey software. This approval is for a fixed period of twenty-four months, to allow the Foundation to prepare and implement its exit strategy of commercialization and selling of the product or discontinuing the new business operation. Approval of this business venture will allow the Foundation to seek to recover its investment, and to provide funds to support faculty research and other

educational activities of the McIntire School. No University resources have been used in the development of this software.

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

APPROVAL TO ESTABLISH A NEW BUSINESS ENTERPRISE IN THE MCINTIRE SCHOOL OF COMMERCE FOUNDATION

RESOLVED, the Board approves the establishment of a new business enterprise in the McIntire School of Commerce Foundation to develop and market the use of a Foundation-developed survey software tool. This approval is for a fixed term of twenty-four months from June 13, 2008, the date of adoption of this resolution by the Board of Visitors.

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BOARD MEETING: June 12, 2008

COMMITTEE: External Affairs

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

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on philanthropic cash flow to-date for FY-08, including comparative data for the past three fiscal years; review Campaign progress; and report on Annual Giving, including updates on young alumni initiative C2C (Contest to Change) and recent data from research conducted by Lipman Hearne.

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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: June 12, 2008

COMMITTEE: External Affairs

AGENDA ITEM: III.1. Philanthropic Cash Flow

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on philanthropic cash flow through March 31, 2008, and to-date for FY-08, as available, and offer comparative data for the past three fiscal years.

Cash flow for FY-08 through March 31st, stands at \$221.6 million, which represents a 5.7% decrease over FY-07, a 21.95% increase over FY-06, and a 55.89% increase over FY-05.

Preliminary numbers through May 30th, will be reported, as available.

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BOARD MEETING: June 12, 2008  
COMMITTEE: External Affairs  
AGENDA ITEM: III.2. Campaign  
ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will review Campaign progress, sharing audited figures through March 31st, and to-date for FY-08, as available.

Campaign progress through March 31st, stands at \$1.64 billion, representing an achievement of 54.75% of the total Campaign goal (\$3 billion) in 53.13% of Campaign time elapsed (96 months total). Gifts and pledges total \$1.5 billion and future support stands at \$137.2 million, resulting in a grand Campaign total of \$1.64 billion.

Preliminary numbers through May 30th, will be reported, as available.

Mr. Sweeney will provide an overview of the Campaign Executive Committee meeting held May 13th, in Washington.

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AGENDA ITEM: III.3. Annual Giving

ACTION REQUIRED: None

DISCUSSION: 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 report on current initiatives in annual giving; this report will focus on C2C (Contest to Change), recent data from Lipman Hearne, and plans for new initiatives informed by the new data.

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AGENDA ITEM: IV. Report from the University of Virginia Alumni Association

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 2008, alumni who graduated in years ending in '3' or '8' celebrated 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. The University and the Alumni Association continue to move Reunions toward a model (used at Princeton and other Ivy League schools) focusing on events and activities specifically geared toward individual classes.

DISCUSSION: In January 2006, Mr. Tom Faulders was named President and Chief Executive Officer of the Alumni Association. In the third year of his tenure, Mr. Faulders will report on both new and expanded initiatives within the Alumni Association, focusing on Reunions Weekend programming, including preliminary data on the June 5-8, 2008 Reunions Weekend.