

June 12, 2009

MEMORANDUM

TO: The External Affairs Committee:

A. Macdonald Caputo, Chair
Daniel R. Abramson
Robert D. Hardie
Glynn D. Key
Austin Ligon
The Honorable Lewis F. Payne
Don R. Pippin
John O. Wynne
W. Heywood Fralin, Ex Officio
John L. Nau, III, Consulting Member
Edmund W. Kitch, Consulting Member

and

The Remaining Members of the Board:

The Hon. Alan A. Diamonstein	Rahul Gorawara
Susan Y. Dorsey	Vincent J. Mastracco, Jr.
Helen E. Dragas	Warren M. Thompson
Thomas F. Farrell, II	E. Darracott Vaughan, Jr., M.D.

FROM: Susan G. Harris

RE: Minutes of the Meeting of the External Affairs
Committee on Friday, June 12, 2009

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 10:30 a.m., Friday, June 12, 2009, in the Board Room of the Rotunda; John O. Wynne presided in the absence of the Chair.

Present were Daniel R. Abramson, Robert D. Hardie, Ms. Glynn D. Key, Austin Ligon, The Honorable Lewis F. Payne, Don R. Pippin, and W. Heywood Fralin, Rector.

Present as well were The Honorable Alan A. Diamonstein, Ms. Susan Y. Dorsey, Ms. Helen E. Dragas, Thomas F. Farrell, II, Vincent J. Mastracco, Jr., Warren M. Thompson, E. Darracott Vaughan, Jr., M.D., and Rahul Gorawara.

Edmund Kitch, the Consulting Member from the Faculty Senate, was not present. Ann Hamric, Chair of the Faculty Senate, attended the meeting in his place.

Also present were John T. Casteen, III, Leonard W. Sandridge, Ms. Susan G. Harris, Paul J. Forch, Arthur Garson, Jr., M.D., Ms. Susan A. Carkeek, Steven T. DeKosky, M.D., James L. Hilton, Ms. Patricia M. Lampkin, Ms. Yoke San L. Reynolds, David J. Prior, Thomas C. Skalak, Robert D. Sweeney, John L. Nau, III, Ms. Alison E. Traub, Jason E. Life, and Ms. Jeanne Flippo Bailes.

Council of Foundations Report

The Chair asked Mr. Nau to give a report on the Council of Foundations. Mr. Nau said the Council of Foundations met on April 23, 2009. They engaged in a discussion with Chris Brightman, CEO of UVIMCO, about the investment of foundation funds.

Other topics discussed at the April Council of Foundations meeting included a review of the foundations assessing a 5% fee on restricted gifts, and a presentation by Ms. Traub on annual giving. Mr. Nau mentioned the need to develop the shared services addendum to the foundations' memoranda of understanding with the University.

Future areas of focus for the Council: strategic planning for foundations, the Honor Code, developing fundraising strategies that allow equal representation for schools and units on pan-university initiatives, and an introduction to the inner workings of the University.

Mr. Nau announced that Jay Morse was elected to replace Michael Turner as the Council representative to the Buildings and Grounds Committee of the Board.

ACTION ITEM: Approval to establish a second Linden Kent Memorial Professorship in English Literature

The action was deferred to determine whether the second Linden Kent Memorial Professorship should be approved by the Committee on Educational Policy rather than the External Affairs Committee.

Vice President's Remarks

Mr. Wynne called on Mr. Sweeney to provide his remarks. Mr. Sweeney reported on philanthropic cash flow to date and for fiscal year 2009. Mr. Sweeney said that to date the Campaign is

at \$1.946 billion and within "striking distance" of \$2 billion. There are fewer large gifts but the University continues to get some large gifts. Mr. Sweeney thanked Mr. Fitzgerald and Ms. Traub for their efforts while he was out.

Mr. Sweeney added that cash flow is down, however, 2007 and 2008 were the two largest years in the University's history so it is difficult to compare.

Mr. Sweeney said the Development office has done a thorough assessment of the work of the office to determine if there are ways to enhance capabilities. They are working to be better prepared, better trained, more competitive, and more strategic.

The Office of Engagement is one area that has grown substantially in engaging alumni and friends of the University. Every year there are more educational and other programs than in years past.

Mr. Sweeney stated that a great deal of effort and money has been put into training. A training leader is in place and now there are three training sessions a month with varying topics. Every officer on Grounds has taken part in at least one of these programs.

Through May, Development officers have had 10,500 face-to-face visits with potential donors.

The partnership with the Alumni Association is working very well. Those who attend a reunion event are more likely to give, and those who give are more likely to attend a reunion event.

Mr. Sweeney then called on Jason Life, Director of Reunions and Class Activities, to report on Reunion programming and activities. Reunions are organized by the Alumni Association in collaboration with the University.

Mr. Life said Black Alumni Weekend predates the modern class reunion. Total participation was 1,288, or approximately 11% of all black alumni attended the weekend.

Class reunions were very successful with 4,800 alumni total participation.

Ms. Alison Traub spoke about plans in place to increase alumni participation. The program is modeled on the program at Stanford. Starting early, the strategy is to work with a Reunion Giving Committee on personalizing reunion giving "asks". Reunion giving this year totaled \$23.5 million with 591 new donors and 24 gifts of \$100,000 or more.

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On motion, the meeting was adjourned at 11:15 a.m.

SGH:jb

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

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