

November 16, 2010

MEMORANDUM

TO: The Special Committee on Diversity:

Susan Y. Dorsey, Chair  
Stewart H. Ackerly  
A. Macdonald Caputo  
Robert D. Hardie  
Sheila C. Johnson  
Austin Ligon  
The Hon. Lewis F. Payne  
John O. Wynne, Ex Officio  
Ann B. Hamric, Consulting Member

and

The Remaining Members of the Board:

|                              |                       |
|------------------------------|-----------------------|
| Hunter E. Craig              | Marvin W. Gilliam Jr. |
| The Hon. Alan A. Diamonstein | Glynn D. Key          |
| Helen E. Dragas              | Mark J. Kington       |
| W. Heywood Fralin            | Randal J. Kirk        |
| Vincent J. Mastracco Jr.     |                       |

FROM: Susan G. Harris

SUBJECT: Minutes of the Meeting of the Special Committee on  
Diversity on November 16, 2010

The Special Committee on Diversity of the Board of Visitors of the University of Virginia met, in Open Session, at 10:50 a.m. Tuesday, November 16, 2010, in the Board Room of the Rotunda; Ms. Susan Y. Dorsey, Chair, presided.

Stewart H. Ackerly, A. Macdonald Caputo, Robert D. Hardie, Ms. Sheila C. Johnson, the Honorable Lewis F. Payne, and John O. Wynne, Rector, were present.

Ms. Ann B. Hamric was present as the Faculty Consulting Member.

Also present were, Hunter E. Craig, the Honorable Alan A. Diamonstein, Ms. Helen E. Dragas, W. Heywood Fralin, Marvin W. Gilliam Jr., Mark J. Kington, and Vincent J. Mastracco.

Present, too, were Ms. Teresa A. Sullivan, Leonard W. Sandridge, Paul J. Forch, Ms. Susan G. Harris, Arthur Garson Jr., M.D., Ms. Susan A. Carkeek, Steven T. DeKosky, M.D., James L. Hilton, R. Edward Howell, Ms. Patricia M. Lampkin, Marcus L. Martin, M.D., David J. Prior, Ms. Yoke San L. Reynolds, Ms. Colette Sheehy, Thomas C. Skalak, and Ms. Jeanne Flippo Bailes.

The Chair gave a short history of the Special Committee and introduced Dr. Marcus Martin, M.D., Interim Vice President and Chief Officer for Diversity and Equity, for his report.

Dr. Martin said President Sullivan asked the Diversity office to coordinate Martin Luther King commemoration events. He said there will be a full lineup of events in January. The John T. Casteen III Diversity and Equity Inclusion Leadership award luncheon will be March 18.

Dr. Martin introduced Ms. Valerie Gregory, Associate Dean of Admission, to report on the reasons admitted students turn down offers of admission to the University.

Ms. Gregory said of the 2010 applicants the overall yield for minorities was about 50%, which is a very high yield. A Summer 2010 survey about turn-down reasons was completed by 1,655 individuals. The top five reasons students apply to the University are academic reputation, ranking, availability of program studies, location, and in-state status. For African American applicants, diversity of the student body and the curriculum were important reasons for attending. For Hispanic students, visiting the Grounds was important. The top reasons why students chose not to attend include cost of attendance, the financial aid package, lack of merit scholarships, the school they chose has a better reputation, and location including distance from home. Some students preferred a more urban setting. Some African American applicants said they turned down the University because of racial climate, and some Hispanics (about 6%) said the University is too big. These phrases are from a list of choices provided to the survey responders. Only 13% of the African American applicants listed racial climate as a reason.

Lessons learned from the survey include the need to highlight the academic programs, particularly using faculty in recruitment efforts. Financial aid support education is also important, particularly explaining the loan cap program in AccessUVA. She said the University

does not offer many merit scholarships, but the alumni have been active in creating merit scholarships for minorities, and many are administered through the Alumni Association.

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The Chair said the President's Commission on Diversity and Equity originally ignored the financial aspect of minority issues, but Colette Sheehy has taken this on by putting individuals in place to address supplier diversity. The Chair introduced Mr. William Cooper, Director of Supplier Diversity, to report on small, women, and minority owned businesses in procurement.

Mr. Cooper said senior leadership commitment is important for success and the University has that leadership. The Supplier Diversity Initiative's mission is to enable strategic and sustainable relationships with diverse firms through straight talk, business development, access to information, and effective networking, and to eliminate the excuses that would prevent the University from being the best that it can be because it failed to diversify its supply chain.

Mr. Cooper explained the chain of command for Supplier Diversity, which is part of Procurement Services under the Vice President for Management and Budget Colette Sheehy. The office has focused on supplier diversity in construction: Mr. Cooper and others on his team meet regularly with the Director of Facilities Planning and Construction and his direct reports. They also attend the weekly Chief Facilities Officer Studio where every active project on the Grounds is discussed. In addition, they will be implementing a program in the research area in 2011.

Mr. Cooper said Procurement has had some significant success in including supplier diversity as a normal part of the workflow. They use the National Minority Supplier Development Council practices. In December, Mr. Cooper will become the chair of the Virginia arm of this organization. Mr. Cooper also serves as the chair of the supplier diversity committee of VASCUPP, the state college and university procurement group.

Mr. Cooper said there are now 55 minority and women-owned businesses doing business with the University. Since 2006, the Procurement office has received 8 awards for supplier diversity, 4 from the Governor. The University is the creator of SWAMFEST, an outreach event in the Commonwealth for minority and women owned suppliers, which includes all of the VASCUPP schools.

Minority business spending at the University increased from \$2.8 million in 2005 to \$20 million in 2010. Women-owned business spending has increased substantially as well. In construction, minority business spending went from zero in 2005 to \$13 million in 2010. Of the top minority vendors, over 95% are Virginia firms, and of women-owned firms, 86% are Virginia firms.

In summary, Mr. Cooper said they have learned best practices and have become advisers on supplier diversity to the immediate past and current governors.

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Upon motion, the meeting was adjourned at 11:25 a.m.

SGH:lah

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

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