MEMORANDUM

TO: The External Affairs Committee:

John L. Nau III, Chair
Frank B. Atkinson
A. Macdonald Caputo
Hunter E. Craig
Allison Cryor DiNardo
Marvin W. Gilliam Jr.
Victoria D. Harker
Bobbie G. Kilberg
Stephen P. Long, M.D.
Helen E. Dragas, Ex Officio
Robert S. Kemp, Consulting Member
Jeffrey C. Walker, Consulting Member

and

The Remaining Members of the Board:

The Hon. Alan A. Diamonstein
Randal J. Kirk
Vincent J. Mastracco Jr.
George Keith Martin
Edward D. Miller, M.D.

Timothy B. Robertson
Linwood H. Rose
Hillary A. Hurd
William H. Goodwin Jr.
Leonard W. Sandridge Jr.

FROM: Susan G. Harris

RE: Minutes of the Meeting of the External Affairs Committee on Friday, September 14, 2012

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 12:45 p.m., Friday, September 14, 2012, in the Small Auditorium of the Harrison Institute; John L. Nau III, Chair, presided.

Present were Frank B. Atkinson, A. Macdonald Caputo, Hunter E. Craig, Ms. Allison Cryor DiNardo, Marvin W. Gilliam Jr., Ms. Victoria

Robert S. Kemp and Jeffrey C. Walker, consulting members, were present as well.


Also present were Ms. Teresa A. Sullivan, John D. Simon, Ms. Susan G. Harris, Paul J. Forch, Milton Adams, Ms. Susan A. Carkeek, Steven T. DeKosky, M.D., James L. Hilton, R. Edward Howell, Ms. Patricia M. Lampkin, Marcus L. Martin, M.D., Ms. Colette Sheehy, Thomas C. Skalak, Robert D. Sweeney, and Ms. Debra D. Rinker.

Jason E. Life was in attendance as a presenter.

Report on the Council of Foundations

Mr. Nau introduced Jeffrey C. Walker, Chair of the Council of Foundations, to report. Mr. Walker said that strategy, fundraising priorities, and career placement in the College are all on the agenda for the upcoming Council of Foundations meeting on October 18th. He stressed the importance of having a collaborative process among all parties across the University to achieve desired outcomes. Working together with the Board, administration, and alumni will help in communicating important issues to the legislature and the governor.

Mr. Walker said that there has been a steady increase in interest among the foundations to work together. The two main fundraising priorities are faculty salary increases and Rotunda restoration. The Council of Foundations is also looking into ways to incorporate alumni who want to get involved and to work with the knowledge network of resources.

Mr. Nau commented, explaining that the Council was formed out of the last capital campaign, with the key objective to provide an organization to help foundations work together.

Annual Report on the University of Virginia Alumni Association

Mr. Nau introduced Jason E. Life, Managing Director of Alumni Engagement, to present. Mr. Life said the mission of the Alumni Association is to build the strongest bond between the University and it’s alumni. One of the ways this is done is through the University’s reunion programs.

Mr. Life gave an overview of the different reunion programs, which include Young Alumni Reunions, Reunions Weekend, 50th Reunions and the Thomas Jefferson Society. There are also affinity and alumni interest reunions for specific groups of alumni. The attendance in 2012 for reunions weekend was the second largest alumni attendance
ever and this growth seems to be the trend in attendance rates. Mr. Life attributed the trends in growth to the work that has been done since the Alumni Relations Task Force brought recommendations to the Board and administration in 2005. Alumni participation has increased by 12% because alumni in younger classes are returning. Alumni Weekend also draws a large international attendance.

During reunions weekend there are various seminars led by alumni. topics have included “Serving our Country: A Decade in Review”, and “Ten Things You Don’t Want to Know About Thomas Jefferson”.

Mr. Life talked about the Young Alumni Reunions program, which takes place every year during homecoming weekend. This program has experienced a 112% growth since 2009. For 2012, over 2,000 alumni have registered to attend.

Present this year for Reunions Weekend were 3091 alumni in their reunion years’ cycle, 2539 non-reunion year cycle alumni, 1098 guests and 514 children, overall impacting 7232 individuals through reunion programmed events.

Reports by the Senior Vice President For Development and Public Affairs

Mr. Nau introduced Robert D. Sweeney, Senior Vice President for Development and Public Affairs, to present.

Mr. Sweeney emphasized four elements that comprise the role of development and public affairs. These four elements are strategic, consultive, collaborative, and service. Almost every element of fundraising is coordinated through Development and Public Affairs. This includes campaign planning, launching of specific programmatic efforts, functional processes, etc.

Mr. Sweeney said the capital campaign that was launched on January 1, 2004 had an estimated end date of December 31, 2011. The goal of $3 billion dollars was not reached by this date and this failure was due to two key elements: a strategic miscalculation regarding how many $10-20 million gifts could be generated, and the unforeseen decline in the economy. When looking at the four distinct phases of the campaign one can see the dip in the average gift during the economic downturn. The current phase averages are showing success.

The campaign stands today at $2.76 billion and Mr. Sweeney said he believes the campaign will reach the $3 billion mark by the end of spring 2013. Annual giving in fiscal year 2012 was at $62.7 million dollars and the overall donor population increased by 2.23%.

Compared to the University’s peer institutions, alumni giving to the University remains competitive. In terms of philanthropic cash flow, the University is now reaching a level comparable to elite
private universities. The use of multi-year pledges is helping to combat poor retention rates; alumni commit to a five-year pledge which encourages further participation.

Mr. Sweeney said that the shift from direct mailings to internet fundraising has jumped dramatically over a period of five years. He said in the future there will be fewer direct mailings and more online networking.

Development and Public Affairs is now responsible for engagement events, and Mr. Sweeney presented trends in event growth and attendance over the past six years.

Mr. Nau commented on the future course for the External Affairs committee. He said the Board is planning to change the name of the committee; he sees the committee as an opportunity to give various groups a voice within the Board. He said External Affairs needs to have focus between campaigns and this focus should be on faculty salaries and the restoration of Jefferson’s Academical Village. Committee meetings will be arranged between regular Board meetings in order for in-depth conversation, with the next meeting scheduled for October 19, 2012.

On motion, the meeting was adjourned at 1:45 p.m.

SGH:lah
These minutes have been posted to the University of Virginia Board of Visitors website.
http://www.virginia.edu/bov/externalminutes.html