EXTERNAL AFFAIRS COMMITTEE

Friday, September 14, 2012
1:00 – 2:00 p.m.
Small Auditorium, Harrison Institute

Committee Members:
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

AGENDA

PAGE

I. REPORT ON THE COUNCIL OF FOUNDATIONS  1
(Mr. Nau to introduce Mr. Jeffrey C. Walker, Chair of the Council of Foundations; Mr. Walker to report)

II. ANNUAL REPORT ON THE UNIVERSITY OF VIRGINIA ALUMNI ASSOCIATION (Mr. Nau to introduce Mr. Jason E. Life, Managing Director of Alumni Engagement; Mr. Life to report)

III. REPORTS BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney)
• Development (Philanthropic Cash Flow, Campaign, Annual Giving)
• Public Affairs
• Office of Engagement

IV. REMARKS BY THE CHAIR (Mr. Nau)  5
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: September 14, 2012

COMMITTEE: External Affairs

AGENDA ITEM: I. Report on the Council of Foundations

ACTION REQUIRED: None

BACKGROUND: The Council of Foundations brings together representatives from University-related fundraising foundations for discussions of common concern, including but not limited to, the Campaign and fundraising, and other topics that support goals which benefit the University.

Mr. Jeffrey "Jeff" C. Walker, chair of the Council of Foundations, is a 1977 graduate of the McIntire School of Commerce. After his undergraduate degree from the University, he received an MBA from Harvard. Mr. Walker is a member of NCOUR (National Committee on University Resources) and the Campaign Executive Committee. He is trustee emeritus of the Commerce Advisory Board, a member of the Commerce Foundation Board of Trustees, and was President of the McIntire Commerce Foundation for 10 years. He also serves on the board of the Miller Center Governing Council and on the board of the President's Endowment at UVA, and was past Chairman of the Thomas Jefferson Foundation for Monticello. Mr. Walker is a lifetime member of the Alumni Association.

DISCUSSION: Mr. Walker will report on the most recent meeting and activities of the Council, along with a preview of the upcoming meeting in October.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING:   September 14, 2012

COMMITTEE:     External Affairs

AGENDA ITEM:     II. Annual Report on the University of Virginia Alumni Association

ACTION REQUIRED: None

BACKGROUND: Mr. Jason E. Life will provide an update on the activities of the Alumni Association in FY 12, including a report on Reunions 2012. Reunions Weekend is held each year around the first weekend in June. 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: for 2012 alumni who graduated in years ending in '2' or '7' celebrated their reunions May 31 – June 3, 2012.

Formed on July 4, 1838, the Alumni Association of the University of Virginia was the sixth such group organized in the United States. A charter was granted to the University near the end of the 19th century by the General Assembly of Virginia. The association was originally housed in Pavilion VII on the Lawn of the Academical Village. In 1936 it moved to its current location, the Kappa Phi House on Emmet Street.

Mr. Life (Col '94, Educ '96) has worked for the Alumni Association for over 16 years. His latest role, Managing Director of Alumni Engagement encompasses the areas of student programs, young alumni programs, Homecomings and Football Weekends, and class and affinity reunions. Mr. Life has served on the Board of Directors for Madison House and currently serves as Finance Chair for Crozet United Methodist Church.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: September 14, 2012

COMMITTEE: External Affairs

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

ACTION REQUIRED: None

BACKGROUND: Philanthropic cash flow measures actual gifts received by the University during a specific fiscal year. It includes cash or cash equivalents received for philanthropic purposes; it does not include pledges or future support (bequest expectancies, annuities, etc.). For FY12 (which ended June 30, 2012), cash flow stood at $245.47 million. This reflects an increase of 7% over FY11 and an increase of 20.4% over FY10.

Through June 30, 2012, the Campaign stood at $2.75 billion, including $360.8 million in future support, reflecting 92% in campaign achievement.

The Office of Public Affairs conducts a variety of public relations activities, communications and community relations initiatives designed to increase public understanding of programs in classrooms, research labs, and other service activities, and provides a wide range of services in support of the University’s schools and units, including creation and oversight of the University’s home page and institutional web sites, media relations, marketing, strategic communications, and pan-University publications and special projects.

The Office of Engagement (OE) is the University’s leading producer of engagement activities through its programs: Alumni Education, Cavalier Travels, UVaClubs, UVaFamilies, and the Engagement Community of U.Va. professionals. OE works to create a diverse portfolio of activities to provide meaningful opportunities that appeal to the varied interests of the University’s alumni, parents, and friends. The University’s alumni and parent engagement efforts are one of the country’s best in class in higher education as reflected by its two Grand Awards and one Award of Excellence from the Council for Advancement and Support of Education (CASE) District III in three consecutive years.
DISCUSSION: Mr. Sweeney will provide updates on Development Philanthropic Cash Flow, Campaign, Annual Giving, Public Affairs, and Engagement.
DISCUSSION: Mr. Nau will present ideas for upcoming External Affairs Committee meetings including a proposal to hold additional meetings outside of the regular BOV schedule beginning in October.