UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
EXTERNAL AFFAIRS COMMITTEE
November 8, 2012
EXTERNAL AFFAIRS COMMITTEE

Thursday, November 8, 2012
3:30 – 4:45 p.m.
The Harrison Institute - Small Auditorium

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

I. REMARKS BY THE COMMITTEE CHAIR (Mr. Nau)  

II. PRESENTATION ON MADISON HOUSE (Mr. Nau to introduce Ms. Elizabeth Bass, Executive Director of Madison House; Ms. Bass to report)  

II. REPORT ON ANNUAL GIVING (Mr. Sweeney to introduce Mr. John G. Campbell, Director of Development Services, College of Arts & Sciences; Mr. Campbell to report)  

IV. REPORT BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney)  
   - Update on Campaign, Cash Flow, Public Affairs, and Engagement  

V. DISCUSSION AND CLOSING REMARKS (Mr. Nau)
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: November 8, 2012

COMMITTEE: External Affairs

AGENDA ITEM: I. Remarks by the Committee Chair

ACTION REQUIRED: None

BACKGROUND: Mr. Nau will welcome guests, give an overview of the meeting agenda and introduce topics for review and discussion.
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BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: November 8, 2012

COMMITTEE: External Affairs

AGENDA ITEM: II. Presentation on Madison House

ACTION REQUIRED: None

BACKGROUND: Madison House serves as the student volunteer center at the University of Virginia, which coordinates volunteers, develops leaders, builds community partnerships, and promotes lifelong volunteer service. Madison House organizes service programs to address the needs of the community as well as the educational and personal growth objectives of students.

Elizabeth Bass, Executive Director, joined the Madison House staff in August 2003, first as Director of Programs and Associate Director and later as Interim Director. In spring of 2010, she was appointed Executive Director. Elizabeth graduated from the University of Virginia in 1999 with a Bachelor of Arts in Sociology and from Virginia Commonwealth University in 2003 with a Masters in Social Work. While a student at the University of Virginia, Elizabeth volunteered with Madison House as a volunteer and then Head Program Director for the Day Care Program and also served as Co-Chair of the Board of Directors. Elizabeth served on the U.Va. Young Alumni Council for six years, and chaired her 10-year reunion planning committee. Currently, Elizabeth is a board member for Children, Youth and Family Services here in Charlottesville, and a member of the Future Fund, an initiative of the Charlottesville Area Community Foundation.
BACKGROUND: The Director of Development Services for the College of Arts and Sciences, Mr. John Campbell, will provide a report on plans for increasing annual giving to the University through a new direct marketing program.

Currently, annual giving is defined differently in each school and unit—e.g., unrestricted only, annual-flagged accounts, cash only, cash and credit, etc.—depending on the goals of the annual giving program at each school. Therefore, it was agreed for purposes of the University's measurement of school and unit annual funds that there should be a common definition. A common definition enables the University to report the progress of all schools so that performance is comparable between schools.

The common definition for annual giving includes:

- Giving for all current operating uses—defined as any giving that is not for capital purposes or to an endowment.
- Individual gifts (from persons, corporations, foundations and organizations) capped at $100,000 (i.e., individual gifts up to $99,999.99)
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: November 8, 2012

COMMITTEE: External Affairs

AGENDA ITEM: IV. Report 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.). Through September 30, 2012, cash flow for FY13 was $30 million.

Through September 30, 2012, the Campaign stood at $2.79 billion, including $372 million in future support.

The Office of Public Affairs (PA) 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. PA 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 brief updates on Campaign, Cash Flow, Public Affairs, and Engagement.