MEMORANDUM

TO: The Advancement and Communications Committee:

John L. Nau III, Chair
Bobbie G. Kilberg, Vice Chair
Hunter E. Craig
Allison Cryor DiNardo
Helen E. Dragas
Kevin J. Fay
Frank E. Genovese
William H. Goodwin Jr.
George Keith Martin, Ex Officio
Jeffrey C. Walker, Consulting Member
George M. Cohen, Faculty Consulting Member

and

The Remaining Members of the Board and Senior Advisor:

Frank B. Atkinson          Edward D. Miller, M.D.
Marvin W. Gilliam Jr.      Timothy B. Robertson
John A. Griffin            Linwood H. Rose
Victoria D. Harker         Blake E. Blaze

FROM: Susan G. Harris

SUBJECT: Minutes of the Advancement and Communications Committee
Meeting on September 20, 2013

The Advancement and Communications Committee of the Board of
Visitors of the University of Virginia met, in Open Session, at 8:00
a.m., on Friday, September 20, 2013, in the President’s Reception Room
of the Rotunda; John L. Nau III, Chair, presided.

Present were Hunter E. Craig, Allison Cryor DiNardo, Helen E.
Dragas, Kevin J. Fay, Frank E. Genovese, William H. Goodwin Jr., and
Bobbie G. Kilberg.

Also present was George M. Cohen, the faculty consulting member
to the committee.
Present as well were Teresa A. Sullivan, Beth C. Hodsdon, Patricia M. Lampkin, Robert D. Sweeney, Anthony de Bruyn, C. Thomas Faulders, Cynthia S. Fredrick, David W. Martel, Debra D. Rinker, Nancy A. Rivers, and Erika Viccellio.

Mr. Nau began the meeting by welcoming guests along with new Board and committee members Kevin Fay and Frank Genovese. He reviewed the agenda with the committee and called on Erika Viccellio to give a presentation on the Charlottesville Free Clinic.

Ms. Viccellio reported that the Clinic was founded by two University of Virginia medical interns and has served low-income and uninsured adults in the Charlottesville area for over 20 years. She said its services include integrated care, dental care, an on-site pharmacy, and referral networks to 3,207 patients with 9,915 visits.

Ms. Viccellio explained that the partnerships between the University and the Clinic include volunteers from Madison House, University Internship Program students, and medical and nursing students. The Clinic board leadership includes 28 members with University affiliations. The University has also donated labs and other services for patients. Through the Commonwealth of Virginia campaign, University employees have donated nearly $1 million in total to the Clinic.

President Sullivan introduced and welcomed the new Chief Communications Officer David Martel, noting that Mr. Martel is a seasoned communications executive with more than 20 years of success in marketing, brand awareness, graphic identity, multimedia, and media relations.

Mr. Martel thanked the president, rector, vice-rector, and the chair, along with former acting Chief Communications Officer Anthony de Bruyn, for their support with his on-boarding. He reported on a few of the highlights of his first month at the University, including the U.S. News & World Report ranking; a visit by a Southern Association of Colleges and Schools (the University's accreditors) committee; and the recent event featuring Tina Fey. He noted that the University received 80,000 hits on Facebook when the rankings were announced.

Mr. Martel provided thoughts on priorities for University Communications including brand and reputation management. A discussion among the committee members about communications services and guidance for Board members ensued. Additional discussion about the importance of aligning the strategic plan and a comprehensive communications plan followed. The committee chair, the vice chair, and Mr. Martel plan to continue these discussions. Mr. Nau said Mr. Martel would be updating the committee at each scheduled meeting going forward.
In Jeff Walker’s absence, Mr. Nau provided a brief update on the Council of Foundations meetings. At its May 30 meeting, the Council had an opportunity to discuss and review the draft strategic plan outline with University senior administrators and enjoyed Jeffersonian dinners following the afternoon executive session. The next Council meeting is planned for October 16 from 8:30 a.m. to 1:30 p.m. at the Caplin Pavilion at the Law School. Draft agenda items include a report on strategic planning by the President and Milton Adams, and other presentations by University senior leadership.

Mr. Sweeney gave his usual report on fundraising. The final Campaign total was $3.054 billion. He provided data around the numbers and types of gifts to the Campaign; number of alumni donors; the gift pyramid; and the impact of the Campaign in terms of the numbers of new buildings, professorships, scholarships, and other endowments.

Mr. Sweeney said future fundraising efforts will focus on three key strategic priorities: 1) retaining and recruiting top faculty; 2) providing outstanding students with need-based scholarships and financial assistance; and 3) restoring and renewing the historic Jeffersonian Grounds.

Mr. Tom Faulders and Ms. Cindy Fredrick reported on the University’s alumni and parent engagement efforts. They presented a series of informational slides about demographics of the alumni population, who we engage, how we engage them, and what is planned for further engagement of alumni, parents, and friends.

On motion, the meeting was adjourned at 9:15 a.m.

SGH:dr
These minutes have been posted to the University of Virginia’s Board of Visitors website.