ADVANCEMENT AND COMMUNICATIONS COMMITTEE

Friday, February 22, 2013
10:45 a.m. - 12:15 p.m.
Auditorium of The Harrison Institute/
Small Special Collections Library

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

AGENDA

I. REMARKS BY THE COMMITTEE CHAIR (Mr. Nau)  1

II. PRESENTATIONS BY COMMUNITY AND STUDENT ORGANIZATIONS  2
   A. Charlottesville Regional Chamber of Commerce
      (Mr. Nau to introduce Mr. Timothy P. Hulbert, President and CEO of the Charlottesville Regional Chamber of Commerce; Mr. Hulbert to report)
   B. Cavalier Daily (Mr. Nau to introduce Mr. Matthew C. Cameron, former Editor-in-Chief, and Ms. Kaz Komolafe, current Editor-in-Chief of the Cavalier Daily; Mr. Cameron and Ms. Komolafe to report)

III. CONSENT AGENDA 4
   A. University-Related Foundation Representatives
      (Mr. Sweeney to introduce Mr. Gary Nimax, Assistant Vice President and Director of University-Related Foundation Administration; Mr. Nimax to report)
   B. Approval of Transfer of Endowment Fund (Mr. Sweeney)

IV. REPORT ON THE OFFICE OF ENGAGEMENT (Mr. Sweeney to introduce Ms. Cindy Fredrick, Associate Vice President for Alumni and Parent Engagement; Ms. Fredrick to report) 7

V. REPORT BY THE SENIOR VICE PRESIDENT FOR DEVELOPMENT AND PUBLIC AFFAIRS (Mr. Sweeney) 8
   • Update on Campaign, Cash Flow, Annual Giving
VI. REPORT ON UNIVERSITY COMMUNICATIONS DIVISION
(Mr. Nau to introduce Mr. Anthony de Bruyn, Chief Communications Officer ad interim; Mr. de Bruyn to report)

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

BOARD MEETING: February 22, 2013

COMMITTEE: Advancement and Communications

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.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 22, 2013

COMMITTEE: Advancement and Communications

AGENDA ITEM: II. Presentations by Community and Student Organizations

ACTION REQUIRED: None

BACKGROUND:

THE CHARLOTTESVILLE REGIONAL CHAMBER OF COMMERCE

The Charlottesville Regional Chamber of Commerce is dedicated to representing private enterprise, promoting business, and enhancing the quality of life in the Greater Charlottesville communities. Founded in 1913, today Chamber member enterprises employ more than 45,000 men and women in the Greater Charlottesville region, representing an estimated total payroll of more than $1.75 billion a year.

Mr. Timothy P. Hulbert has been President and Chief Executive Officer since 2001. In 2011, Mr. Hulbert was honored to receive membership in the Institute for Organization Management, the premier professional organization management program and institute in the nation.

Prior to this position, Mr. Hulbert served as President & CEO of the Rensselaer County (NY) Regional Chamber of Commerce and its Rensselaer Gateway Development Corporation affiliate for 12 years. Before his career as a Chamber executive, Mr. Hulbert served on the executive staff of two New York State Transportation Commissioners, James Larocca and Franklin White, in the administration of Governor Mario M. Cuomo.

THE CAVALIER DAILY

Founded in 1890 under the name College Topics, The Cavalier Daily is the independent daily newspaper at the University of Virginia. It is Virginia’s oldest collegiate daily and the oldest daily newspaper in Charlottesville. The Cavalier Daily is currently printed four times per week and has a print circulation of 10,000 distributed on-Grounds and in the surrounding Charlottesville area. It is entirely student-run with no
professional or faculty oversight, and the organization generates all of its operating revenue through advertising and donations.

The opinions expressed in The Cavalier Daily are not necessarily those of the students, faculty, staff, or administration of the University of Virginia. Editorials represent the opinion of the Managing Board. Columns and cartoons represent the views of the authors. The Managing Board of The Cavalier Daily is solely responsible for the newspaper’s contents.

Mr. Matthew C. Cameron is a fourth year at the University of Virginia, studying Political and Social Thought. He served on The Cavalier Daily managing board for two years, first as executive editor from January 2011 through January 2012 and then as editor-in-chief from January 2012 through January 2013.

Mr. Cameron has blogged for the ThinkProgress division of the Center for American Progress, and his writing on politics, student media and higher education has been featured in The Free Lance-Star, Campus Progress, the Virginia Policy Review, and The Washington Post. Mr. Cameron has also appeared on several radio shows including WNRN’s Sunday Morning Wake Up Call, WHRV’s HearSay with Cathy Lewis, and WTOP Morning News.

In addition to his media work, Mr. Cameron is undertaking an undergraduate thesis examining the organizational structures and business models of student newspapers. He will complete this project and earn his BA in May 2013.

Ms. Kaz Komolafe, a Jefferson scholar and an Echols scholar, is a third year in the Politics honors program and the current Cavalier Daily editor-in-chief. From Edinburgh, Scotland, Kaz has spent the vast majority of her college career pursuing student journalism; this is her second consecutive year on The Cavalier Daily managing board. She has previously held the managing editor position. Ms. Komolafe is also involved with several volunteer opportunities at the University including Madison House, is an active member in her sorority, Kappa Alpha Theta, and has founded an initiative in collaboration with the Office of African-American Affairs to provide research opportunities to minority students.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS CONSENT AGENDA

III.A. UNIVERSITY-RELATED FOUNDATION REPRESENTATIVES: Approves the Board of Visitors representatives to the University-Related Foundations

BACKGROUND: The Board of Visitors’ Policy on University-Related Foundations requires that each foundation board include a representative of the Board of Visitors. The Board of Visitors makes new appointments and confirms the list of existing representatives annually.

ACTION REQUIRED: Approval by the Advancement and Communications Committee and by the Board of Visitors

APPROVAL OF THE BOARD OF VISITORS REPRESENTATIVES TO THE GOVERNING BOARDS OF UNIVERSITY-RELATED FOUNDATIONS

RESOLVED, the following persons are ratified or confirmed as representatives of the Board of Visitors to the governing boards of the following University-Related Foundations:

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Board of Visitors Representative</th>
<th>Term Ending</th>
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<tbody>
<tr>
<td>Alumni Association of the University of Virginia</td>
<td>Allison Cryor DiNardo</td>
<td>06/30/15</td>
</tr>
<tr>
<td>Alumni Board of Trustees of the University of Virginia Endowment Fund</td>
<td>J. Davis Hamlin</td>
<td>12/31/16 *</td>
</tr>
<tr>
<td>The College Foundation</td>
<td>John L. Nau III</td>
<td>12/31/16 *</td>
</tr>
<tr>
<td>The University of Virginia’s College at Wise Alumni Association</td>
<td>Marvin W. Gilliam Jr.</td>
<td>06/30/14</td>
</tr>
<tr>
<td>The University of Virginia’s College at Wise Foundation</td>
<td>Marvin W. Gilliam Jr.</td>
<td>06/30/14</td>
</tr>
<tr>
<td>Curry School of Education</td>
<td>Linwood H. Rose</td>
<td>12/31/16 *</td>
</tr>
<tr>
<td>Darden School Foundation</td>
<td>Lewis F. Payne</td>
<td>12/31/13</td>
</tr>
<tr>
<td>Foundation of the State Arboretum at Blandy Experimental Farm</td>
<td>Richard S. Minturn</td>
<td>06/30/14</td>
</tr>
<tr>
<td>Healthcare Partners, Inc.</td>
<td>Vincent J. Mastracco Jr.</td>
<td>06/30/14</td>
</tr>
<tr>
<td>Foundation</td>
<td>Board of Visitors</td>
<td>Term Ending</td>
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<tr>
<td>Jefferson Scholars Foundation</td>
<td>Hunter E. Craig</td>
<td>06/30/15</td>
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<tr>
<td>Law School Foundation</td>
<td>Frank B. Atkinson</td>
<td>12/31/16 *</td>
</tr>
<tr>
<td>McIntire School of Commerce Foundation</td>
<td>Alan A. Diamonstein</td>
<td>6/30/13</td>
</tr>
<tr>
<td>Medical School Foundation</td>
<td>Sam Graham Jr., M.D.</td>
<td>6/30/13</td>
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<tr>
<td>Miller Center Foundation</td>
<td>Vacant</td>
<td>6/30/13</td>
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<tr>
<td>Osher Lifelong Learning Institute (OLLI)</td>
<td>Gary S. Nimax</td>
<td>6/30/13</td>
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<tr>
<td>Rare Book School</td>
<td>Karin Wittenborg</td>
<td>12/31/13</td>
</tr>
<tr>
<td>School of Architecture Foundation</td>
<td>George Keith Martin</td>
<td>6/30/15</td>
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<tr>
<td>University of Virginia Engineering Foundation</td>
<td>Kenneth M. Humphries</td>
<td>12/31/13</td>
</tr>
<tr>
<td>University of Virginia Foundation</td>
<td>Lewis F. Payne</td>
<td>6/30/15</td>
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<tr>
<td>University of Virginia Health Foundation</td>
<td>Edward D. Miller, M.D.</td>
<td>6/30/15</td>
</tr>
<tr>
<td>University of Virginia Investment Management Company</td>
<td>A. Macdonald Caputo</td>
<td>6/30/14 *</td>
</tr>
<tr>
<td>University of Virginia Licensing &amp; Ventures Group</td>
<td>Bobbie G. Kilberg</td>
<td>12/31/16 *</td>
</tr>
<tr>
<td>University of Virginia Physicians Group</td>
<td>Edward D. Miller, M.D.</td>
<td>6/30/15</td>
</tr>
<tr>
<td>Virginia Athletics Foundation</td>
<td>Marvin W. Gilliam Jr.</td>
<td>12/31/15 *</td>
</tr>
<tr>
<td>Virginia Tax Foundation, Inc.</td>
<td>Joseph E. Gibson</td>
<td>12/31/16 *</td>
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* Denotes ratification required by the Board of Visitors
III.B. APPROVAL OF TRANSFER OF ENDOWMENT FUND: Approves transfer of assets in the Renner Fund held by the Rector and Visitors of the University of Virginia to the Renner Fund held by the Alumni Association

BACKGROUND: Warren F. Chauncey would like to consolidate in the Alumni Association the funds he has provided for a ROTC scholarship instead of continuing with two funds for the same scholarship, one with the Rector and Visitors of the University and another in the Alumni Association.

ACTION REQUIRED: Approval by the Advancement and Communications Committee and by the Board of Visitors

APPROVAL OF TRANSFER OF ENDOWMENT FUND TO THE ALUMNI ASSOCIATION

WHEREAS, Warren F. Chauncey created the Boyd E. Renner Naval ROTC Scholarship Fund as an endowed fund with the Rector and Visitors of the University of Virginia, under agreement dated November 28, 2011; and

WHEREAS, Mr. Chauncey has a gift designation in his estate for the Boyd E. Renner Naval ROTC Scholarship Fund at the Alumni Association; and

WHEREAS, the Renner Fund with the University is minimally funded; and

WHEREAS, Mr. Chauncey has requested that the University Renner Fund be transferred to the Renner Fund at the Alumni Association and administered under the terms of the November 28, 2011 agreement;

RESOLVED, the Board approves transfer of the assets in the Renner Fund held by the University to the Renner Fund held by the Alumni Association.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 22, 2013

COMMITTEE: Advancement and Communications

AGENDA ITEM: IV. Report on the Office of Engagement

ACTION REQUIRED: None

BACKGROUND: 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.

Cindy Fredrick is the Associate Vice President for Alumni and Parent Engagement at the University of Virginia. Cindy joined the Office of Engagement as one of the founding staff members in 2006 following a 14-year career as Executive Director for U.Va.'s student volunteer center, Madison House.

In her current role, Cindy supervised the transformation of U.Va.'s engagement efforts - which resulted in a nearly 500% increase in activities during a five-year period - and currently produces more than 1,400 events per year. A significant aspect of this revitalization was the full integration of parents into traditional alumni engagement efforts through clubs, travel, and lifetime learning programs.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 22, 2013

COMMITTEE: Advancement and Communications

AGENDA ITEM: V. 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 December 31, 2012, cash flow for FY13 was almost $120 million, with $62.4 million received in the month of December.

Through December 31, 2012, the Campaign stood at nearly $2.88 billion, including $375.8 million in future support.

Currently, annual giving is defined differently in each school and unit, for example, 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)

Overall, annual giving stood at $38.3 million through December 31, 2012 including $16 million in alumni annual giving.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 22, 2013

COMMITTEE: Advancement and Communications

AGENDA ITEM: VI. Report on University Communications Division

ACTION REQUIRED: None

BACKGROUND: To deliver strong, coherent, and consistent messages to the public and its stakeholders, the University requires a robust, best-of-class Communications Office to advance its mission and meet the challenges and opportunities of 21st century modes of communication. Based on peer benchmarking and review, the University will reinvent and restructure its Public Affairs organization toward this goal.

The Public Affairs division of the University will now be called University Communications and will be led by Interim Chief Communications Officer Anthony de Bruyn.

Mr. de Bruyn joined the University in October 2012 as the Interim Chief Public Affairs Officer. A member of the President's Cabinet, he provides strategic communication and public affairs counsel and oversees the offices of Media Relations, Community Relations, Strategic Communications, Web Communications, and Audio and Visual Communications.

Mr. de Bruyn has more than 15 years of experience in higher education public affairs and communications, serving most recently as the assistant vice chancellor for public affairs for The University of Texas System, one of the largest public higher education and health care systems in the nation, with nine academic universities and six comprehensive academic health science centers. In this role, he served as the chief public affairs officer and spokesperson for the UT System Board of Regents, Chancellor, and the executive leadership team. He was also the public affairs liaison to The University of Texas Investment Management Co. (UTIMCO). He holds bachelor's degrees in public relations and religious studies and is a member of the Public Relations Society of America (PRSA) and the organization's Counselors to Higher Education section.
UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 22, 2013

COMMITTEE: Advancement and Communications

AGENDA ITEM: VII. Discussion and Closing Remarks

ACTION REQUIRED: None