MEMORANDUM

TO: The Advancement and Communications Committee:

John A. Griffin, Co-Chair
John L. Nau III, Co-Chair
Frank B. Atkinson
Helen E. Dragas
Bobbie G. Kilberg
Edward D. Miller, M.D.
George Keith Martin, Ex Officio
William B. Fryer, Consulting Member
Christopher P. Holstege, M.D., Faculty Consulting Member

and

The Remaining Members of the Board and Senior Advisor:

L. D. Britt, M.D.             William H. Goodwin Jr.
Frank M. Conner III          Victoria D. Harker
Allison Cryor DiNardo        Stephen P. Long, M.D.
Kevin J. Fay                 John G. Macfarlane III
Barbara J. Fried             Margaret N. Gould
Frank E. Genovese            Leonard W. Sandridge Jr.

FROM:    Susan G. Harris

SUBJECT: Minutes of the Advancement and Communications Committee Meeting on September 12, 2014

The Advancement and Communications Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 8:35 a.m., on Friday, September 12, 2014, in the Auditorium of the Albert and Shirley Small Special Collections Library of the Harrison Institute; John A. Griffin, Co-Chair, presided.

Present were Frank B. Atkinson, Helen E. Dragas, Bobbie G. Kilberg, and Edward D. Miller, M.D. Also present was Gweneth West representing Christopher Holstege, M.D., the Faculty Consulting Member to the committee.
William H. Goodwin Jr., Victoria D. Harker, and Leonard W. Sandridge Jr. also attended.

Present as well were Lukas W. Anderson, C. Thomas Faulders III, Cynthia S. Fredrick, Peter Grant, Donna P. Henry, Patrick D. Hogan, Bethany J. Hurley, Kathryn L. Jarvis, Alison P. Landry, W. Thomas Leback, Mark M. Luellen, C. McGregor McCance, David W. Martel, Nancy A. Rivers, Colette Sheehy, and Robert D. Sweeney.

Remarks by the Committee Co-Chair

Mr. Griffin reported that the University has been honored by the Council for Advancement and Support of Education (CASE) with a 2014 overall performance award for educational fundraising and two gold awards for publications – the digital version of the President’s Report and the U.Va. Magazine’s E-Newsletter. During the last 17 years, the University has received 12 honors from CASE.

Report on the Council of Foundations

Mr. Griffin reported that Mr. Jeffrey Walker, Chair of the Council of Foundations, is rotating off of the Council and that President Sullivan has selected William B. Fryer as the new chair.

Report by the Senior Vice President for University Advancement

Mr. Griffin introduced Mr. Robert Sweeney, the Senior Vice President for University Advancement. Mr. Sweeney’s report began with philanthropic cash flow. Cash flow for FY 2014 was slightly below the FY 2013 level; July 2014 cash flow was more than double the July 2013 level. Mr. Sweeney reported that planning has begun on the Bicentennial Campaign, which will be kicked off during the fall of 2017, the 200th anniversary of the laying of the cornerstone for Pavilion VII. This has involved updating the prospect database, designing and rebuilding the University Advancement team, and coordinating with schools, foundations, and administrative offices.

Mr. Sweeney introduced Mr. Peter Grant, an alumnus of the University, who will lead a group of prospects to analyze the prospect database. He also introduced Mr. Mark M. Luellen, the new Associate Vice President for Development. Mr. Luellen spoke about recent changes in the areas of regional fundraising, principal gifts, gift planning, the parents’ program, foundations, and the discovery team.

Report on Alumni and Parent Engagement

Mr. Sweeney introduced Mr. Thomas Faulders, President and CEO of the Alumni Association, and Ms. Cindy Fredrick, Associate Vice President for Engagement and Annual Giving. Mr. Faulders and Ms. Fredrick reported on the progress that has been made in response to the June 2004 report issued by the Alumni Relations Task Force, which was charged with recommending improvements to the alumni relations
program. In response to the report, the University chose to focus on seven areas: regional engagement; reunions; technology; lifelong learning; alumni communications; volunteer opportunities; and marketing and market research. Significant progress has been made in all areas. There are now 136 regional networks across the globe. In FY 2014, there were 1,400 regional events; in FY 2007 there were 400. There are now approximately 20 reunion events a year. Since 2005, participation in Reunions Weekend has increased by 100%. The Black Alumni Weekend, which is held every other year and coincides with Reunions Weekend, has become the most successful African American reunion program in the country.

Efforts to engage students have been successful with two-thirds of students signed up as life-time members of the Alumni Association. Technology has expanded to include social media. Lifetime Learning offerings are increasing to keep up with demand. From FY 2007 to FY 2014, seminar registrations increased from 700 to 5,900. Alumni communications offerings include social media options, iPad Versions, and an online magazine. Many of these have won regional, national, and international awards. The magazine and e-newsletter are particularly well received. Volunteer opportunities have increased; there are now 3,700 volunteer leaders. Marketing has resulted in a combined alumni website and coordinated communications. Alumni surveys are conducted every three years and indicate that University alumni are some of the most loyal in the country.

Report by the Chief Communications Officer

Mr. Griffin introduced Mr. David W. Martel, Chief Communications Officer. Mr. Martel detailed University Communication’s role in telling the University’s story and the different ways the message is communicated. During the past year, there has been significant growth in the University’s social media presence: Twitter has increased by 34%, Facebook by 25%, and Instagram by 600%. The University was ranked as the 9th most influential U.S. University on Twitter this year. The University’s “Share of Voice” in the earned media market among our peers increased from 4.62% to 6.22%. UVA Today has been very successful; while initially focused on an on-Grounds market, 50% of the readership is now off-Grounds. Mr. Martel reviewed the proposed fall advertising campaign, which has the theme of “Uncommon Thinking.”

On motion, the meeting was adjourned at 10:00 a.m.

SGH:wtl
These minutes have been posted to the University of Virginia’s Board of Visitors website: http://www.virginia.edu/bov/advancementandcommunicationsminutes.html