MEMORANDUM

TO: The Advancement Committee:
John A. Griffin, Chair
Jeffrey C. Walker, Vice Chair
Frank B. Atkinson
Bobbie G. Kilberg
Tammy S. Murphy
James V. Reyes
William H. Goodwin Jr., Ex Officio
Joe Garofalo, Faculty Member
William B. Fryer, Consulting Member

and

The Remaining Members of the Board:
Mark T. Bowles
L. D. Britt, M.D.
Whittington W. Clement
Frank M. Conner III
Helen E. Dragas
Kevin J. Fay
Barbara J. Fried
Frank E. Genovese
Victoria D. Harker
John G. Macfarlane III
Daniel T. Judge

FROM: Susan G. Harris

SUBJECT: Minutes of the Advancement Committee Meeting on September 18, 2015

The Advancement Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 11:15 a.m., on Friday, September 18, 2015, in the Auditorium of the Albert and Shirley Small Special Collections Library of the Harrison Institute. John A. Griffin, Chair, presided.

Present were William H. Goodwin Jr., Jeffrey C. Walker, Frank B. Atkinson, Bobbie G. Kilberg, Tammy S. Murphy, James V. Reyes, and Joe Garofalo.

Mark T. Bowles, L.D. Britt, M.D., Frank M. Conner III, Kevin J. Fay, Barbara J. Fried, and Daniel T. Judge were also present.
Present as well were Teresa A. Sullivan, Patrick D. Hogan, Thomas C. Katsouleas, Richard P. Shannon, M.D., Susan G. Harris, Debra D. Rinker, Roscoe C. Roberts, Pamela H. Sellers, Farnaz F. Thompson, Susan Carkeek, Donna P. Henry, Patricia M. Lampkin, David W. Martel, Marcus L. Martin M.D., Nancy A. Rivers, Colette Sheehy, Robert D. Sweeney, and W. Thomas Leback.

Mark M. Luellen was the presenter.

After welcoming the new Board members and reviewing the agenda, Mr. Griffin gave the floor to Mr. Sweeney.

**Fundraising Progress Report**

Mr. Sweeney reviewed the performance for Fiscal Year 2015. Philanthropic cash flow totaled $243.9 million; this is an increase of 9% over the previous year. It is within $1 million dollars of the University’s best year since the financial meltdown of 2008. New commitments totaled $338.9 million, an increase of almost 25%. Annual giving increased by approximately 15%. Alumni giving was up by 4%.

Responding to a question about unrestricted giving, Mr. Sweeney reported that almost none of the giving was unrestricted; unrestricted giving at the University and at other institutions has been decreasing.

**Bicentennial Campaign Planning Report**

Ms. Sullivan began her report with a review of the preparations for the celebration component of the campaign. The University has been reaching out to alumni and donors for input. An advisory group has been formed. An oversight committee will be established this fall. This committee could be in the form of a Bicentennial Commission, possibly with national and local components.

The celebration will begin with a major event on October 6, 2017 to commemorate the 200th anniversary of the laying of the cornerstone of Pavilion VII. The celebration and the campaign could continue to January 25, 2019, the 200th anniversary of University’s charter, or to March 2025, the 200th anniversary of students arriving on Grounds. It could also extend to 2026, which is the 200th anniversary of Mr. Jefferson’s last visit to Grounds and of his death. It is also the 250th anniversary of the signing of the Declaration of Independence.

The campaign will not just be a celebration of the University’s past, it will be an opportunity to prepare the University for the challenges of its third century. It will have academic components focusing on research, scholarship, innovation, etc. Ms. Sullivan suggested that the campaign focus on four quadrants:
Bicentennial Endowed Chairs: Because of the generational turnover of faculty, the University will be assembling a new faculty for its third century. Additional endowed chairs would relieve the operating budget by shifting more of the faculty payroll to the endowment.

Bicentennial Endowed Scholarships: These scholarships would be need-based and merit-based, because admission to the University requires outstanding achievement in high school. They would result in operational savings and help attract the best students in the world.

Worthy Programs: These could include research programs, programs such as the Total Advising program, or an institute like the Data Science Institute. They could be of benefit not only to students but also to the public.

Capital Projects: These would include renovations of the science buildings, the renovation of Alderman Library, and the expansion of the Thornton Hall clean room, which supports research and student learning. The proposal for an Adaptive Cell Therapy program will require renovations at Fontaine.

Ms. Sullivan observed that the benefits of the campaign would include not only the funds raised for the University's third century, but also the development of a new generation of volunteers.

After the conclusion of Ms. Sullivan's report, Mr. Griffin led a discussion focusing on how Board members could help the campaign by using their networks to identify potential donors.

Mr. Griffin then asked Mr. Mark Luellen to review the status of campaign planning. Mr. Luellen said the campaign has been divided into three phases: the Planning Stage; the Silent Phase; and the Public Phase. The Planning Stage began during the summer of 2014 and will continue to the summer of 2017. The Silent Phase will begin July 2017 and will continue through the fall of 2019. The Public Phase will begin the fall of 2019 and continue through either the fall of 2025 or 2026.

The planning stage is ahead of schedule. The stage was broken into three phases. The first, which has been completed, deals with restructuring and reorganization of the central development office. The second deals with Grounds-wide planning and assessment. While it was scheduled to start this summer, the team was able to start it in January and it will continue to next summer. At the request of the Chair, the phase includes a scholarship peer study of public and private institutions from around the country. The third focuses on implementation. It is scheduled to run from July 2016 to June 2017.

During the committee discussion, a request was made for background information on the development staff. It was also
suggested that it would be helpful if there was a way for Board members to have quick access to information on the campaign goals.

The meeting was adjourned at 12:10 p.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