

May 13, 1999

MEMORANDUM

TO: The External Affairs Committee:

Timothy B. Robertson, Chair  
Charles M. Caravati, Jr., M.D.  
Elsie Goodwyn Holland  
Terence P. Ross  
Albert H. Small  
Henry L. Valentine, II  
John P. Ackerly, III, Ex Officio

and

The Remaining Members of the Board:

Champ Clark	Elizabeth A. Twohy
William G. Crutchfield, Jr.	Walter F. Walker
William H. Goodwin, Jr.	Benjamin P.A. Warthen
T. Keister Greer	James C. Wheat, III
Robert G. Schoenvogel	Joseph E. Wolfe

FROM: Alexander G. Gilliam, Jr.

SUBJECT: Minutes of the Meeting of the External Affairs Committee  
on May 13, 1999

The External Affairs Committee of the Board of Visitors of the University of Virginia met, in Open Session, at 4:00 p.m., Thursday, May 13, 1999, in the East Oval Room of the Rotunda; Timothy B. Robertson, Chair, presided. Charles M. Caravati, Jr., M.D., and John P. Ackerly, III, were present. Champ Clark, William G. Crutchfield, Jr., William H. Goodwin, Jr., T. Keister Greer, Ms. Elizabeth A. Twohy, James C. Wheat, III, Joseph E. Wolfe, and Robert G. Schoenvogel also were present; as were John T. Casteen, III, Leonard W. Sandridge, Jr., Alexander G. Gilliam, Jr., Robert D. Sweeney, Ernest H. Ern, L. Jay Lemons, and Ms. Jeanne Flippo Bailes.

The Chair asked Mr. Sweeney, Vice President for Development, to present the Agenda.

Mr. Sweeney gave a report on the planning for the 1999 Reunions Weekend, which will be held June 4-6, and will be the third year all reunion classes will be returning for their reunions. The reunion classes this year are the Classes of 1954, 1959, 1964, 1969, 1974, 1979, 1984, 1989, and 1994. The Thomas Jefferson Society, the organization of classes that have been out of the University for fifty years or more, will meet on May 18<sup>th</sup> and 19<sup>th</sup> and will include for the first time the Class of 1949.

Mr. Sweeney said the attendance target this year is 22% which, as preliminary figures would indicate, should be achieved by at least three of the reunion classes. There could be 4500 people in attendance. Mr. Sweeney went on to describe the programs planned for the weekend and said that Reunions at the University have become very popular and have grown enormously in size and importance. He attributed this to the initiative and work of Mr. Syer, the Director of the Alumni Association.

A relatively new aspect of Reunions is organized giving by reunion classes. As of February 28<sup>th</sup>, the reunion classes had raised over \$2.7m, with average participation rates at 18%.

Mr. Sweeney then described the establishment by the Development Office of guidelines for stewardship, "Guiding Principles for Stewardship." "Principles" aims to set standards for recognition and cultivation, efforts to create customized stewardship programs for the University's most generous donors, and plans for a permanent recognition site for major University benefactors.

Finally, using materials distributed at the beginning of the meeting, Mr. Sweeney reviewed for the Committee highlights of the annual cash flow performance of the Capital Campaign, as well as the overall progress of the Campaign (a copy of this material is appended as an Attachment).

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On motion, the meeting was adjourned at 4:35 p.m.

AGG:jb

Copies to: Mr. John T. Casteen, III  
Mr. Paul J. Forch  
Mr. Gene D. Block  
Dr. Robert W. Cantrell  
Mr. Peter W. Low  
Mr. Leonard W. Sandridge  
Mr. Robert D. Sweeney  
Mr. Ernest H. Ern  
Mr. William W. Harmon  
Ms. Colette Capone  
Dr. Robert Reynolds  
Mr. Terry Holland  
Mr. L. Jay Lemons  
Ms. Louise Dudley