

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS**

**Meeting of the  
Advancement Committee**

**February 28, 2019**

**ADVANCEMENT COMMITTEE**

**Thursday, February 28, 2019**

**1:45 - 2:30 p.m.**

**Board Room, The Rotunda**

**Committee Members:**

John A. Griffin, Chair

James V. Reyes, Vice Chair

Barbara J. Fried

Robert D. Hardie

Tammy S. Murphy

Jeffrey C. Walker.

Frank M. Conner III, Ex-officio

**AGENDA**

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<b>I. REMARKS BY THE COMMITTEE CHAIR (Mr. Griffin)</b>	1
<b>II. DONOR STORY: FACULTY SUPPORT AT THE MCINTIRE SCHOOL OF COMMERCE (Mr. Griffin to introduce and facilitate a conversation with Mr. Carl P. Zeithaml and Mr. John P. Connaughton)</b>	2
<b>III. FUNDRAISING AND CAMPAIGN PROGRESS REPORT (Mssrs. Jeffries and Luellen to report)</b>	3
<b>IV. DIGITAL ENGAGEMENT AND LIFELONG LEARNING INITIATIVE (Written Report)</b>	5

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY**

**BOARD MEETING:** February 28, 2019

**COMMITTEE:** Advancement

**AGENDA ITEM:** I. Remarks by the Committee Chair

**ACTION REQUIRED:** None

**DISCUSSION:** The Committee Chair, Mr. John Griffin, will welcome guests and provide an overview of the meeting agenda.

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**AGENDA ITEM:** II. Donor Story: Faculty Support at the McIntire School of Commerce

**ACTION REQUIRED:** None

**DISCUSSION:** A McIntire School of Commerce alumnus and donor, Mr. John P. Connaughton, recently made a significant commitment for faculty support at the McIntire School. Mr. Carl P. Zeithaml, Dean of the McIntire School of Commerce, will discuss the impact this investment will have on the ability of the School to attract exceptional faculty. Mr. Zeithaml will also invite the donor to share the inspiration for this extraordinary gift.

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**AGENDA ITEM:** III. Fundraising and Campaign Progress Report

**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.). New commitments include new gifts, private grants, bequests, deferred gifts, donor-advised fund gifts, and non-binding commitments; pledge payments are excluded from new commitments.

Through December 31, cash flow for FY 2019 was \$145.5 million, on par with the previous fiscal year. New commitments for FY 2019 (new gifts and new pledge amounts) were \$334.7 million, an increase of 105% over the same period in FY 2018. When combined with new future support, total commitments reached \$398.6 million, a 103% increase over the previous year.

## University of Virginia Fundraising Progress Report for Fiscal Year 2019 through December 31, 2018

School/Area	Philanthropic Cash Flow (1)	Cash Flow % change from FY 2018*	New Commitments (2)	New Commitments % change from FY 2018*	New Future Support (3)	Total Commitments (4)	Total Commitments % change from FY 2018*
Architecture School / Foundation	\$1,207,172.69	-0.47%	\$1,212,691.64	-3.76%	\$1,500,000.00	\$2,712,691.64	18.97%
College of Arts & Sciences / Fdn	\$15,383,945.48	-11.63%	\$48,152,156.10	254.35%	\$10,587,500.00	\$58,739,656.10	196.50%
Blandy Farm / FOSA	\$5,638.00	-92.75%	\$5,638.00	-92.87%	\$0.00	\$5,638.00	-92.87%
McIntire School of Commerce / Fdn	\$7,928,703.47	92.70%	\$4,016,586.68	-13.57%	\$0.00	\$4,016,586.68	-44.27%
School of Continuing & Prof. Studies	\$305,550.00	7,707.83%	\$305,625.00	6,909.68%	\$0.00	\$305,625.00	6,909.68%
Darden School / Foundation	\$8,340,206.41	-39.37%	\$12,051,100.50	81.62%	\$6,315,000.00	\$18,366,100.50	176.79%
Curry School of Education / Fdn	\$3,894,456.60	-5.70%	\$5,435,750.63	51.18%	\$650,000.00	\$6,085,750.63	36.89%
Engineering School / Foundation	\$4,571,071.66	22.48%	\$4,827,639.95	-74.46%	\$6,283,333.33	\$11,110,973.28	-44.04%
Law School / Foundation	\$11,947,702.95	97.11%	\$9,007,344.84	54.14%	\$8,326,410.08	\$17,333,754.92	103.12%
Batten School / Foundation	\$5,254,391.11	306.39%	\$5,526,809.74	-11.05%	\$260,000.00	\$5,786,809.74	-9.11%
Health System:							
Medical School / Foundation	\$25,705,462.87	49.24%	\$23,912,634.38	27.74%	\$15,790,537.38	\$39,703,171.76	32.09%
Medical Center	\$1,299,257.32	-35.22%	\$1,072,119.59	-37.76%	\$0.00	\$1,072,119.59	-37.76%
School of Nursing	\$2,651,831.29	14.56%	\$2,519,641.15	-3.18%	\$30,000.00	\$2,549,641.15	-2.40%
Subtotal for Health System	\$29,656,551.48	37.65%	\$27,504,395.12	19.35%	\$15,820,537.38	\$43,324,932.50	25.97%
Athletics / Foundation	\$15,299,119.94	-55.48%	\$16,561,421.32	-51.87%	\$215,000.00	\$16,776,421.32	-51.71%
Jefferson Scholars Foundation	\$4,474,964.07	-7.24%	\$3,330,003.90	-28.11%	\$500,000.00	\$3,830,003.90	-23.01%
Miller Center / Foundation	\$688,828.04	-52.33%	\$2,715,056.56	272.44%	\$0.00	\$2,715,056.56	272.44%
Rector & Visitors	\$19,257,878.84	60.90%	\$175,246,490.50	1,549.67%	\$8,624,453.00	\$183,870,943.50	1,415.44%
Center for Politics	\$906,719.98	51.34%	\$727,365.00	61.88%	\$0.00	\$727,365.00	61.88%
Jeffersonian Grounds Initiative	\$1,233,227.12	1.46%	\$932,850.18	28.42%	\$1,000,000.00	\$1,932,850.18	55.07%
Fralin Museum of Art	\$584,640.79	-48.47%	\$2,096,439.79	88.82%	\$0.00	\$2,096,439.79	88.82%
University Library	\$2,419,462.07	46.70%	\$1,523,456.44	18.86%	\$40,000.00	\$1,563,456.44	16.03%
Virginia Humanities	\$557,678.20	-65.65%	\$529,445.27	-66.17%	\$100,000.00	\$629,445.27	-59.78%
Women's Center	\$59,162.09	129.83%	\$58,896.25	107.43%	\$0.00	\$58,896.25	107.43%
UVa Fund	\$5,931,732.37	-19.43%	\$6,200,614.56	-23.61%	\$2,445,666.67	\$8,646,281.23	-8.37%
Alumni Association	\$1,704,265.05	-37.70%	\$2,321,012.81	-10.01%	\$1,252,900.00	\$3,573,912.81	-38.74%
UVa's College at Wise / Foundation	\$3,904,388.96	4.48%	\$4,367,540.54	-67.06%	\$0.00	\$4,367,540.54	-67.43%
<b>Totals</b>	<b>\$145,517,457.37</b>	<b>-0.34%</b>	<b>\$334,656,331.32</b>	<b>104.90%</b>	<b>\$63,920,800.46</b>	<b>\$398,577,131.80</b>	<b>102.72%</b>

(1) Includes gifts, pledge payments, private grants, and deferred (irrevocable) gifts.

(2) Includes new gifts, private grants, bequests, deferred (irrevocable) gifts, donor-advised fund gifts, and non-binding commitments. Pledge payments are excluded.

(3) Includes expectancies (revocable gifts).

(4) New commitments and new future support.

\* Year-over-year comparisons are based on historical snapshots of previous fiscal year data; therefore, post-report adjustments are not reflected in these percentages.

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY**

**BOARD MEETING:** February 28, 2019

**COMMITTEE:** Advancement

**AGENDA ITEM:** IV. Digital Engagement and Lifelong Learning Initiative (Written Report)

**ACTION REQUIRED:** None

**BACKGROUND:** Lifelong learning is a core component of the University’s engagement with alumni, parents, and friends. The incorporation of digital programming into this engagement strategy has proven critical to UVA’s efforts to build community and reach our constituents where they are. University Advancement’s Office of Engagement has been a key player in developing and implementing digital strategies for lifelong learning through the University’s *Cornerstone Plan* and through the Board of Visitors Ad Hoc Committee for Innovation in Curriculum and Curriculum Support, chaired by BOV member Mr. Walker.

The goal of these efforts is to add value for UVA alumni, parents, and friends by producing engaging lifelong learning content through varied digital channels. The complete report of the Office of Engagement’s digital engagement and lifelong learning initiative is attached.

# Digital Engagement and Lifelong Learning Initiative Report – February 2019

## University Advancement, Office of Engagement

### BACKGROUND

Lifelong learning is an essential element of a robust engagement strategy for alumni, parents, and friends. Integrating digital experiences alongside in-person programming not only builds community and strengthens engagement, but it also provides the University with a way to reach its constituents where they live in a convenient and contemporary manner. The University's Office of Engagement led the charge by developing and implementing digital learning opportunities through the University's *Cornerstone Plan* and through the Board of Visitors Ad Hoc Committee for Innovation in Curriculum and Curriculum Support. These efforts focused on offering exclusive learning opportunities through a variety of digital channels, including:

- Digital experiences with UVA faculty
  - Live-streamed video of premier events
  - Audio podcasts of lectures and talks
  - Blog posts to facilitate online discussion
- Creative programming to fuel collaboration and support of UVA
  - Virtual book clubs
  - 3D CavMan hologram, an interactive augmented reality of UVA's mascot
  - GivingToHoosDay, a 24-hour digital fundraising campaign that cultivates engagement and celebrates philanthropy through mini goals and incentives
- Online educational resources
  - Online research library databases exclusively for alumni
  - Marketing of OnlineEducation@UVA to alumni, parents, and friends

### PROGRESS TO DATE

#### UVA Faculty Content

Over the past 18 months, the Office of Engagement has successfully piloted three live stream events, including a discussion about August 11-12, 2017 with Risa Goluboff, Dean of the Law School; a Cavalier Sports update from Carla Williams, Director of Athletics; and a talk about Thomas Jefferson's education by Alan Taylor, Thomas Jefferson Foundation Chair in the Department of History. These digital events reached nearly 1,000 people, and each provided valuable insights about content design, marketing, and audience behavior that will inform future events. Audio recordings of faculty lectures are produced regularly, and approximately 175 podcasts are downloaded by users each month. The Lifetime Learning blog, *Thoughts from the Lawn*, features posts from four faculty guest writers each month and is shared with over 1,000 subscribers.

#### Creative Programming

In the fall of 2018, the UVA Clubs program piloted a virtual book club. Faculty member Stanley Stepanic, who has taught a popular class on "Dracula" for a decade, hosted an interactive discussion on the book *Interview with a Vampire* on Facebook Live. This discussion generated a series of questions from 1,543 engaged constituents, establishing the virtual book club as a successful online engagement tool.



## **Digital Engagement and Lifelong Learning Initiative Report – February 2019**

### **University Advancement, Office of Engagement**

The University of Virginia’s mascot, CavMan was brought to life using app-based augmented reality. Last year, the UVA Clubs program began promoting this award-winning digital tool during the 2018 basketball tournaments. During a six-month period following the tournaments, 3D CavMan was downloaded by 3,100 constituents, 21,000 times.

GivingToHoosDay (GTHD) is the most successful digital fundraising campaign at UVA. In 2018, the University raised over \$4.3 million from nearly 7,000 gifts in a 24-hour period—an increase of more than 36% from the \$3.2 million raised the previous year. We engaged 1,751 donors who had either lapsed in their annual giving or had never given at all. UVA received gifts from all fifty U.S. states and many international locations.

#### Collaboration with University Partners

The Lifetime Learning program hosts a robust website that serves as a clearinghouse for learning opportunities. The program helps market several online educational resources to alumni, parents, and friends, including the University-wide digital catalog [OnlineEducation@UVA](mailto:OnlineEducation@UVA), as well as a paid subscription to EBSCO library databases. Lifetime Learning seeks out and identifies partnership opportunities with schools and foundations to support faculty engagement. Providing seed funding for the production of a Coursera course on Patrick Henry taught by historian and Virginia Humanities Fellow John Ragosta is just one example of a successful collaboration. Nearly 1,300 constituents enrolled in this course, and it was recognized by “Class Central” as one of the top 20 MOOCs in 2018.

#### **FUTURE ASPIRATIONS**

Digital engagement employs technology and digital platforms as current vehicles for alumni, parents, and friends to participate in the life of the University. To this end, we must develop digital programs that provide our constituents with venues for getting what they want, when they want it, and how they want it. The success of the pilot programs confirms that digital engagement tools build community and strengthen relationships with our constituents. Refining our digital engagement strategy is a top priority going forward. To support these initiatives, we have hired an additional staff member in the Office of Engagement to continue to develop and refine UVA’s digital engagement strategy. This additional resource will allow us to increase live stream events, develop new programming, and share relevant digital content. The Lifetime Learning program produces and coordinates over 150 in-person educational programs with 100 faculty members each year. There are tremendous opportunities to leverage digital strategies to proliferate these programs and create new ones. For example, the Office of Engagement is exploring short-take video interviews with faculty, administrators, coaches, and alumni thought leaders that will be produced in a variety of digital formats.

In a parallel effort, University Advancement and the Alumni Association are collaborating to reinvent our shared website that serves as the central engagement gateway for alumni, parents, and friends. We envision a dynamic, interactive “one-stop platform” for constituents to make connections, subscribe to desired messaging, and interact with meaningful content. By expanding our digital engagement strategy, we can reach our broader global audience, learn more about our constituents, and deepen the relationship alumni, parents and friends have with the University of Virginia.