

**UNIVERSITY OF VIRGINIA
BOARD OF VISITORS
MEETING OF THE
ADVANCEMENT AND COMMUNICATIONS
COMMITTEE
FEBRUARY 20, 2014**

ADVANCEMENT AND COMMUNICATIONS COMMITTEE

Thursday, February 20, 2014

2:45 - 4:00 p.m.

President's Reception Room, The Rotunda

Committee Members:

John L. Nau III, Chair

Hunter E. Craig

Helen E. Dragas

Kevin J. Fay

Frank E. Genovese

Bobbie G. Kilberg, Vice Chair

William H. Goodwin Jr.

Allison Cryor DiNardo

George Keith Martin, Ex-officio

George M. Cohen, Consulting Member

Jeffrey C. Walker, Consulting Member

AGENDA

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II. REPORT ON THE COUNCIL OF FOUNDATIONS (Mr. Nau to report on behalf of Mr. Jeff Walker, Chair)	2
III. REPORT BY THE CHIEF COMMUNICATIONS OFFICER (Mr. Martel)	3
IV. PRESENTATION BY COMMUNITY ORGANIZATION - Central Virginia Partnership for Economic Development (Mr. Nau to introduce Ms. Helen Cauthen; Ms. Cauthen to report)	4
V. REPORT ON ALUMNI AND PARENT ENGAGEMENT (Mr. Nau to introduce Ms. Cindy S. Fredrick and Mr. Tom Faulders; Ms. Fredrick and Mr. Faulders to report)	6
VI. REPORT BY THE SENIOR VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT (Mr. Sweeney)	7
A. Philanthropic Cash Flow	
B. Benchmarking - Fundraising Performance as Measured by the Council for Aid to Education (CAE)	

UNIVERSITY OF VIRGINIA
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: February 20, 2014

COMMITTEE: Advancement and Communications

AGENDA ITEM: I. Remarks by the Committee Chair

ACTION REQUIRED: None

BACKGROUND: Mr. Nau will welcome guests and provide an overview of the meeting agenda.

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AGENDA ITEM: II. Report on the Council of Foundations

ACTION REQUIRED: None

BACKGROUND: The Council of Foundations brings together representatives from University-related fundraising foundations for discussions of common concern, including but not limited to fundraising, and other topics that support goals which benefit the University.

DISCUSSION: Mr. Nau will report on recent activities of the Council on behalf of Mr. Jeff Walker, Chair of the Council of Foundations.

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AGENDA ITEM: III. Report by the Chief Communications
Officer

ACTION REQUIRED: None

DISCUSSION: Mr. Martel will report on strategic communications
planning.

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AGENDA ITEM: IV. Presentation by Community Organization -
Central Virginia Partnership for Economic
Development

ACTION REQUIRED: None

BACKGROUND: The Partnership combines the resources and staff of the Central Virginia Partnership for Economic Development, the Central Virginia Small Business Development Center, and the Piedmont Workforce Network to provide five core services for business decision-makers and local partners:

1. Research & Analytics: comprehensive, customized economic, demographic, labor, property, logistics, and infrastructure research.
2. Site Selection Assistance: one-stop site selection (search, analysis, and facilitation) services for start-up, expanding, satellite, or relocating facilities.
3. Entrepreneurial Support: training and technical assistance with information, seminars, and individual counseling.
4. Existing Business Service: with state and local partners for training, infrastructure, finance, and other solutions.
5. Workforce Development Solutions: for employers and job seekers including recruitment, screening, training, and placement services.

Ms. Helen Cauthen

Ms. Cauthen currently serves as President of the Central Virginia Partnership for Economic Development. Previously, she was President of Team Volusia Economic Development Corporation in Daytona Beach/Volusia County, Florida, where, as its first President, she oversaw efforts to establish a best-in-class economic development presence for the area. From 2003-2010, she

served as Vice President for the Greensboro Economic Development Alliance in North Carolina.

A Certified Economic Developer, Ms. Cauthen has over twenty-five years of experience in nonprofit management. Her husband, Jim, is a native of Charlottesville and serves as Chair of the Department of Political Science at John Jay College of Criminal Justice in New York City. Helen has two children: Sarah, a senior at Hamilton College, and Will, a third-year student at U.Va.

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AGENDA ITEM: V. Report on Alumni and Parent Engagement

ACTION REQUIRED: None

BACKGROUND: Created in 2005 as a result of the Alumni Relations Task Force, the Office of Engagement and Annual Giving is a department of University Advancement and works in partnership with the Alumni Association, schools, and units to deliver high quality, comprehensive, and diverse alumni and parent engagement programming.

Formed on July 4, 1838, the Alumni Association of the University of Virginia was the sixth such group organized in the United States. In partnership with the University of Virginia, and through its own mission and goals, the Alumni Association plays an active role in the institution's future.

DISCUSSION: Ms. Cindy Fredrick, Associate Vice President for Engagement and Annual Giving, and Mr. Tom Faulders, President and CEO of the U.Va. Alumni Association, will provide an update on initiatives created to engage the University's alumni and parents, including reports on collaboration with the Office of Undergraduate Admission as well as results from the first "Giving TueHoosDay" effort.

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AGENDA ITEM: VI. Report by the Senior Vice President for University Advancement

ACTION REQUIRED: None

DISCUSSION: Mr. Sweeney will report on philanthropic cash flow, new commitments, and annual giving to-date for FY 2014. He will also review fundraising performance as compared to select private and public peers.

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.).

Annual giving at U.Va. is defined as giving to annually flagged accounts at the University. Annually flagged accounts are those that hold funds that are available for current use and immediately expendable; those allocations can be restricted or unrestricted. Endowment and capital accounts are not considered annual and are not included in annual giving reports.

Mr. Sweeney will review the University's fundraising performance in comparison with select public universities and select aspirational peers, using data made available by the Council for Aid to Education (CAE), a national nonprofit established to advance support to education and conduct research on higher education.