

**UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS  
MEETING OF THE  
ADVANCEMENT AND COMMUNICATIONS  
COMMITTEE  
SEPTEMBER 12, 2014**

ADVANCEMENT AND COMMUNICATIONS COMMITTEE

Friday, September 12, 2014

8:30 - 9:45 a.m.

Auditorium of the Albert & Shirley Small  
Special Collections Library, Harrison Institute

Committee Members:

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

Christopher P. Holstege, M.D.,  
Faculty Consulting Member

AGENDA

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II. REPORT ON THE COUNCIL OF FOUNDATIONS (Mr. Nau)	2
III. REPORT BY THE SENIOR VICE PRESIDENT FOR UNIVERSITY ADVANCEMENT (Mr. Sweeney)	3
A. Introduction of the new Associate Vice President for Development, Mark Luellen (Mr. Sweeney to introduce Mr. Mark M. Luellen)	
B. Restructuring of University Advancement (Messrs. Sweeney and Luellen to report)	
IV. REPORT ON ALUMNI AND PARENT ENGAGEMENT (Mr. Nau to introduce Ms. Cindy Fredrick and Mr. Tom Faulders; Ms. Fredrick and Mr. Faulders to report)	4
V. REPORT BY THE CHIEF COMMUNICATIONS OFFICER (Mr. Martel)	5
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UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: September 12, 2014

COMMITTEE: Advancement and Communications

AGENDA ITEM: I. Remarks by the Committee Co-Chairs

ACTION REQUIRED: None

BACKGROUND: Mr. Nau will welcome guests, provide an overview of the meeting agenda, and introduce Mr. Griffin as the new Committee Co-Chair.

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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.

UNIVERSITY OF VIRGINIA  
BOARD OF VISITORS AGENDA ITEM SUMMARY

BOARD MEETING: September 12, 2014

COMMITTEE: Advancement and Communications

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

ACTION REQUIRED: None

BACKGROUND: University Advancement is currently reorganizing in preparation for the University's next philanthropic capital campaign, expected to launch in conjunction with U.Va.'s bicentennial anniversary. Tentatively scheduled to begin a silent phase in July 2017 (to commemorate the laying of the first Cornerstone at Pavilion VII), the Bicentennial Campaign will publicly launch in 2019 in commemoration of the 200th anniversary of the University's charter by the Commonwealth of Virginia.

DISCUSSION: Mr. Sweeney will introduce new Associate Vice President for Development, Mark Luellen, who joined University Advancement in May 2014. Before coming to U.Va., Mr. Luellen served as Director of Alumni Relations, Communications, and Development for Penn State's College of the Liberal Arts. In that role, he led the College to the successful completion of its \$105 million campaign goal - nine months ahead of the campaign close.

In recognition of his achievements at Penn State, Mr. Luellen was selected to receive the 2014 McKay Donkin Award, given annually to the full-time member of the faculty or staff or the retiree of the University who has contributed the most to the "economic, physical, mental, or social welfare of the faculty" of Penn State. Additionally, the 2014 Outstanding Teamwork Award in the College of the Liberal Arts was presented to Mr. Luellen and his advancement team.

Mr. Sweeney and Mr. Luellen will discuss current efforts by University Advancement to prepare for the Bicentennial Campaign, including restructuring around the University's strategic initiatives and goals, as well as the establishment of new performance metrics for University Advancement development officers.

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AGENDA ITEM: IV. 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.

In the fall of 2003, U.Va. President John Casteen convened the Alumni Relations Task Force, comprised of alumni volunteers representing schools and programs across Grounds. The Task Force was charged with developing a comprehensive proposal for cultivating meaningful and lasting ties with an increasingly diverse body of alumni. The Task Force was asked to propose an organizational structure, a financing model, and an implementation plan for realizing its goals. The Task Force's report was delivered to the Board of Visitors in June 2004, and the Board endorsed the recommended programs and services.

DISCUSSION: Ms. Cindy Fredrick, Associate Vice President for Alumni & Parent Engagement and Annual Giving, and Mr. Tom Faulders, President and CEO of the U.Va. Alumni Association, will provide an overview of the goals of the Alumni Relations Task Force, their work over the past nine years related to the Task Force's recommendations, and highlights from the past fiscal year.

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AGENDA ITEM: V. Report by the Chief Communications  
Officer

ACTION REQUIRED: None

DISCUSSION: Mr. Martel will report on the initial development of a Communications dashboard and highlights from recent activities, as well as provide a planning update on the University's branding efforts, including some of the University's fall advertising.

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AGENDA ITEM: VI. Annual Report on University-Related  
Foundation Compliance (Written Report)

ACTION REQUIRED: None

BACKGROUND: The Board of Visitors approved the Policy on University-Related Foundations on October 9, 1992. The policy applies to all foundations which are established and operated for the University's benefit and use the University's name and resources. The policy was designed to ensure efficiency and accountability of University foundations, as well as to maintain the foundations' independence and integrity. At its October 2000 meeting, the Board concurred with specific procedures to be followed in the administration of the policy.

The responsibility for monitoring compliance with the policy, as well as general administrative oversight of University-related foundations, rests with the Treasurer of the University, as the President's designee for purposes of the policy. The policy specifies that the designee will prepare an annual report on compliance for the Board of Visitors.

DISCUSSION: During the year, each foundation submits to the University certain reports specified in the policy. The reports include, but are not limited to, minutes of board meetings, audited financial statements, approved operating and capital budgets, amendments to by-laws, and tax returns. In addition, the executive director of each foundation is asked to submit an annual letter certifying that the foundation has complied with the Policy on University-Related Foundations. Board of Visitors' representatives on the foundation boards are asked to provide the Board with annual reports on foundation activities.

We have reviewed the representatives' reports as well as the other deliverables received from each foundation. Information received from the foundations and from the Board representatives indicates that all foundations are in compliance with the Policy on University-Related Foundations. A matrix on the following pages shows the items received from each of the foundations.



**COMPLIANCE WITH THE POLICY ON UNIVERSITY-RELATED FOUNDATIONS FOR FY 2014**

<b>Foundation Name</b>	<b>Annual Budget For FY14</b>	<b>Minutes of Meetings</b>	<b>Management Letter/Audited Financial Statements</b>	<b>Management Letter Response</b>	<b>Tax Returns (990)</b>	<b>Annual Certification Letter</b>	<b>BOV Representative Annual Report</b>	<b>Year Ended</b>
Alumni Association	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Alumni Board of Trustees	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University of Virginia's College at Wise Alumni Association	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University of Virginia's College at Wise Foundation	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University of Virginia College Foundation	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Curry School of Education Foundation	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Darden School Foundation	✓	✓	✓	✓	6/30/13	✓	✓	6/30/13
Foundation of the State Arboretum at Blandy Experimental Farm	✓	✓	✓	✓	6/30/13	✓	✓	6/30/13
HealthCare Partners, Inc.	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Jefferson Scholars Foundation	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Law School Foundation and Law School Alumni Association	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
McIntire School of Commerce Foundation	✓	✓	✓	✓	6/30/13	✓	✓	6/30/13
Medical School Foundation	✓	✓	✓	✓	6/30/13	✓	✓	6/30/13
Miller Center Foundation	✓	✓	✓	N/A	6/30/13	✓	N/A <sup>1</sup>	6/30/13
Osher Lifelong Learning Institute	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Rare Book School	✓	✓	✓	N/A	9/30/13	✓	✓	9/30/13
School of Architecture Foundation	✓	✓	✓	✓	6/30/13	✓	✓	6/30/13

<sup>1</sup> Due to transition of BOV Representatives during the 2012-13 fiscal year, no BOV Representative report was required to be filed.

Foundation Name	Annual Budget For FY14	Minutes of Meetings	Management Letter/Audited Financial Statements	Management Letter Response	Tax Returns (990)	Annual Certification Letter	BOV Representative Annual Report	Year Ended
University of Virginia Engineering Foundation	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University of Virginia Foundation	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University of Virginia Health Foundation	✓	✓	✓	✓	6/30/13	✓	✓	6/30/13
University of Virginia Licensing and Ventures Group	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University of Virginia Investment Management Company (UVIMCO)	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
University Physicians Group	✓	✓	✓	N/A	6/30/13	✓	✓	6/30/13
Virginia Athletics Foundation	✓	✓	✓	N/A	12/31/12	✓	✓	12/31/12
Virginia Tax Foundation, Inc. <sup>2</sup>	✓	✓	✓	N/A	9/30/13	✓	✓	9/30/13

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<sup>2</sup> BOV report filed by foundation President.