



MOTIVATED BY A SINGLE GOAL:
MAKING UVA THE BEST PLACE IT CAN BE

UVA IS A PLACE WHERE
DISAGREEMENTS ARE HANDLED CIVILLY

HIGHER EDUCATION
TRANSFORMS LIVES

ENORMOUSLY GRATEFUL
FOR THE OPPORTUNITY TO GIVE BACK AND SERVE UVA

I HAVE A LOT TO LEARN
RUN TOWARD

UVA has a unique combination of
ACADEMIC RIGOR and HUMAN DECENCY

DEEPLY HUMBLED

ANSWER HONESTLY & FEARLESSLY

STUDENTS ARE A FORCE FOR
POSITIVE CHANGE

NOTES AND QUOTES FROM
JAMES E. RYAN

SENSE OF SHARED ENTERPRISE: LEARN, PROGRESS, GIVE BACK

WAIT, WHAT?
—
JAMES E. RYAN

I WONDER ...?
COULDN'T WE AT LEAST ...?
HOW CAN I HELP?
WHAT TRULY MATTERS?

HISTORY OF UVA IS UNMATCHED

THE HISTORY OF UVA AND USA ARE INEXTRICABLY LINKED

HOW YOU HELP MATTERS JUST AS MUCH AS THAT YOU DO HELP



— INQUIRY SHOULD ALWAYS PRECEDE ADVOCACY —

POSING IRRESISTIBLE QUESTIONS IS an art worth cultivating

IN PURSUIT OF THE MOMENTOUS

Ensure that diversity is a source of strength and vibrancy, rather than a source of division

REMAIN A PLACE OF HOPE AND AN ENGINE FOR MOBILITY AND PROGRESS

RESPECTED AND DISTINGUISHED
ACADEMIC, ADMINISTRATOR AND SCHOLAR

WARM
WELCOME HOME

ENGAGING

THE
SYSTEM
WORKED FOR
RYAN

FIERCELY
INTELLECTUAL

GENUINE
Humility
and
Warmth

INTENT ON
LISTENING
AND **LEARNING**
FIRST

NEW CENTURY / NEW LEADER

CELEBRATES THE ART OF ASKING
—AND ANSWERING—
GOOD QUESTIONS

EXCEPTIONAL BLEND OF
TALENT, EXPERIENCE,
ENERGY AND VISION

COMPELLING
personal
STORY

WHAT OTHERS SAY ABOUT

JAMES E. RYAN

AUTHENTICITY
IS CURRENCY

1ST
GEN

EMBODIES **CORE**
UVA'S VALUES

PURSUE
EVER-HIGHER
AMBITIONS

PERSON OF
GREAT
INTEGRITY

RUGBY PLAYER & 
ACCOMPLISHED RUNNER

CHARMING
and **FUNNY**

YALE • UVA • HARVARD

— LOOKING FOR A TRUSTING, INSPIRING AND UNIFYING LEADER —

CLEAR COMMITMENT
TO THE MISSION OF HIGHER EDUCATION

NATURALLY
INQUISITIVE

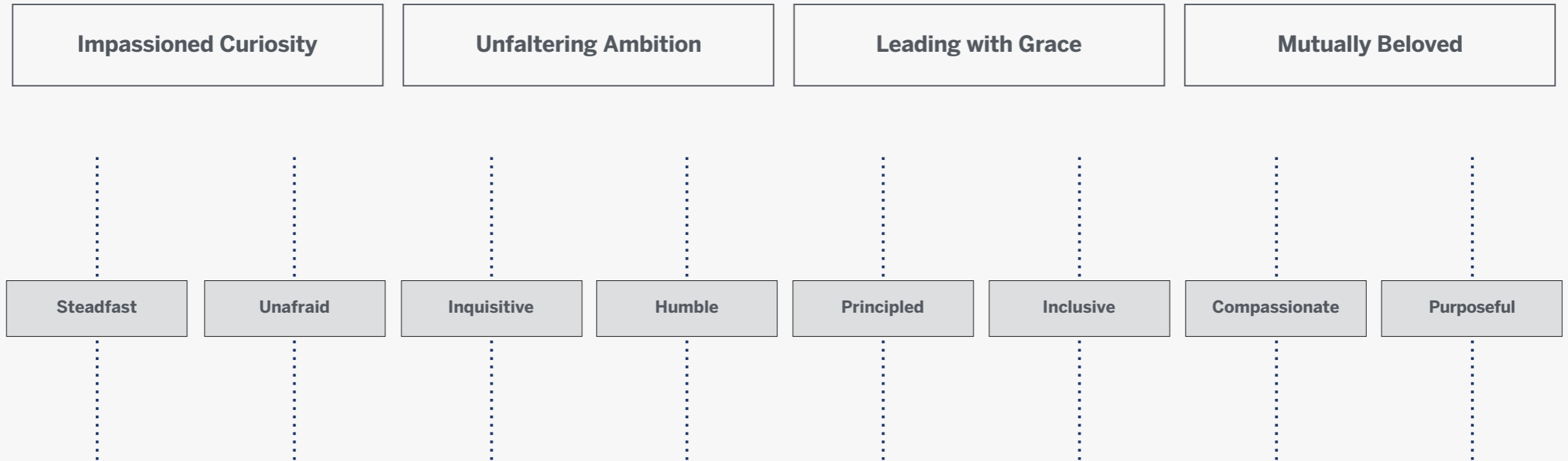
*The success of this leader will
be the success of this campaign*

SERVICE-ORIENTED



Ryan is well-positioned to be an
ADVOCATE for UVA, Virginia
and **THE PUBLIC GOOD**

Dedicated Inquiry



Institution:

Living Idealism

Perpetual State of Ingenuity

**Commitment to Achieve
at the Highest Level**

Sense of Shared Ownership

Promoters of the Public Good

Advancement:

Honor Our Future

Keepers of the Flame

Bending the Arc of History

Living Our Public Purpose

A More Perfect Union

President-Elect:

Dedicated Inquiry

Impassioned Curiosity

Unflinching Ambition

Leading with Grace

Mutually Beloved

INSTITUTION

Enterprising
Unafraid
Intelligent
Inspired
Honorable
Connected
Proven
Purposeful

ADVANCEMENT

Relentless
Unafraid
Iconic
Inspired
Self-Aware
Connected
Proven
Purposeful

PRESIDENT-ELECT

Steadfast
Unafraid
Inquisitive
Humble
Principled
Inclusive
Compassionate
Purposeful

AUDIENCE	NEED	WANT	LOVE	LEAD MESSAGING ATTRIBUTE	CONNECTED PERSONA
University Leadership & Governance	Trust	Stewardship	Aspiration	Visionary	Leader
Alumni & Donors	Trust	Stewardship	Aspiration	Visionary	Leader
Faculty & Staff	Decisiveness	Support	Connectedness	Accomplished	Scholar
Students	Community	Core Values	Openess	Approachable	Person

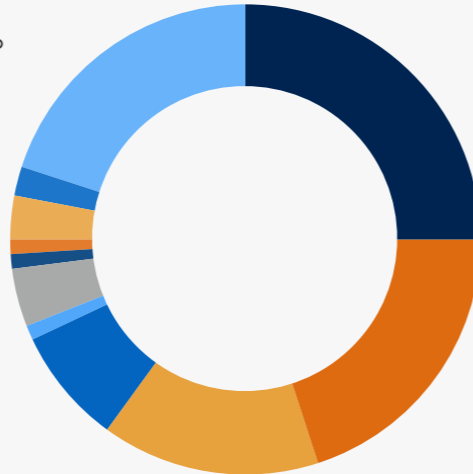
Key Constituent Groups

- Univ. Leadership and Governanace 25%
- Foundations, Alumni, and Donors 20
- Univ. Admin, Faculty, and Staff 15
- Students and Parents 8
- Corporate/Industry Partners 1
- C'ville Community and Leaders 4
- Elected Officials 1
- Thought Leaders 1
- Peer and Partner Leaders 3
- Citizens of the Commonwealth 2
- Protected time 20

Phase 1

Runway to Presidency

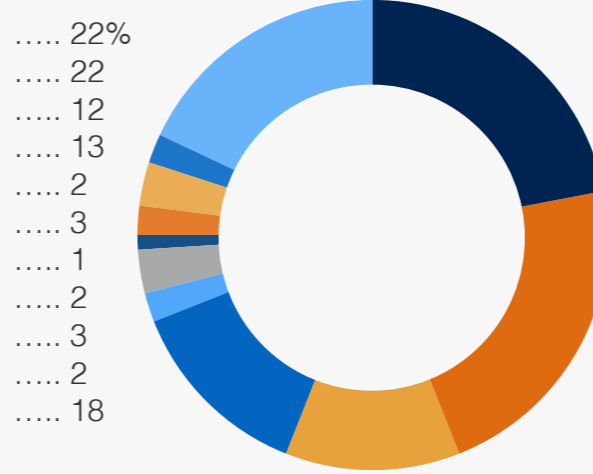
JAN. - SEPT. '18



Phase 2

First Academic Year

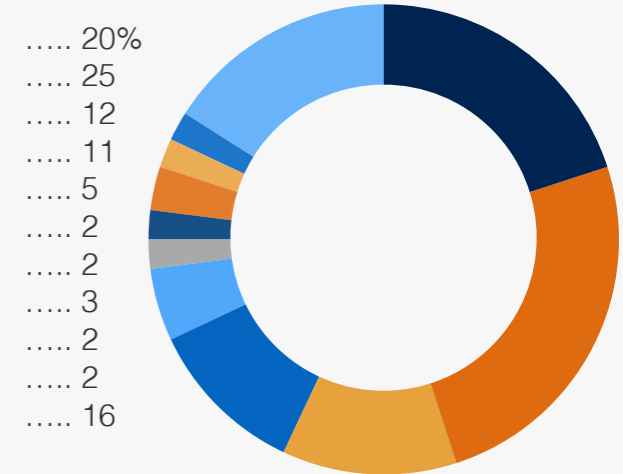
OCT. '18 - JUNE '19

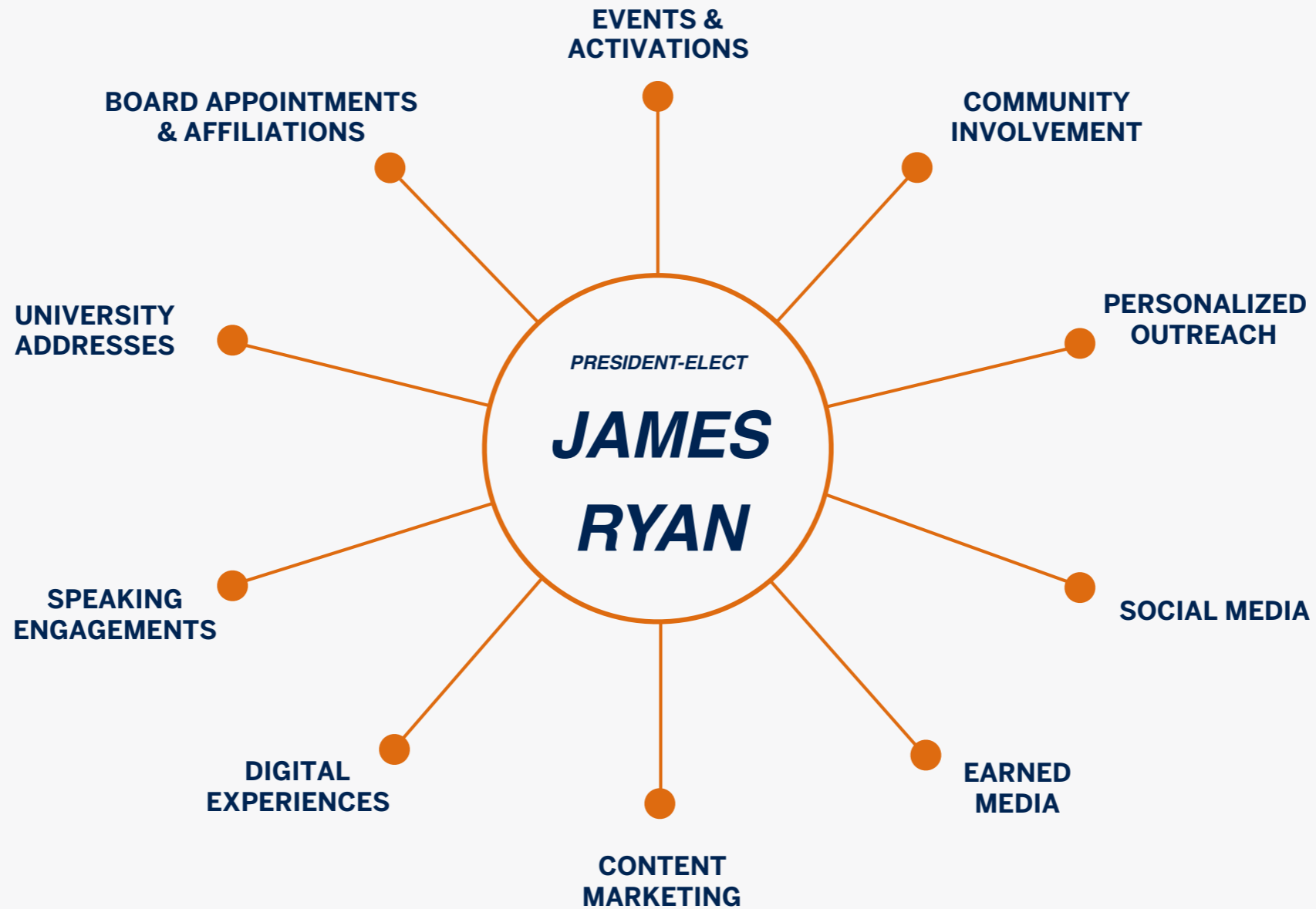


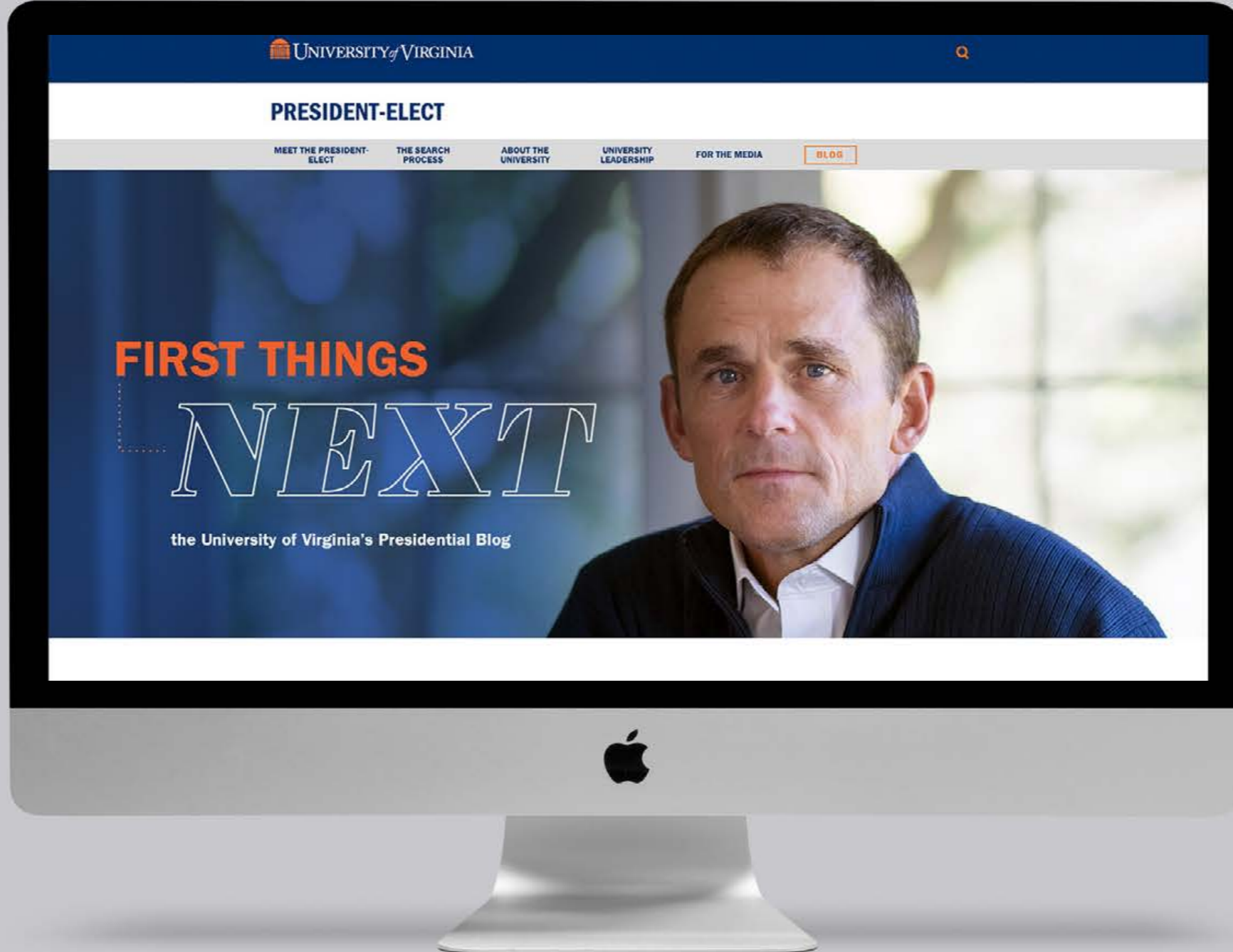
Phase 3

Second Academic Year+

JULY '19 - BEYOND









THE INQUIRY ISSUE

..... FEATURES

WHERE WILL UVA HEAD NEXT?

University of Virginia President James E. Ryan explains why discovery is all in the asking.

HOW WILL WE CLOSE THE ACHIEVEMENT GAP?

With a new study, professor Angeline Lillard finds the secret to low-income student success.

CAN WE USE ULTRASOUND TO BATTLE BREAST CANCER?

The UVA Health System examines focused ultrasound's potential to destroy breast cancer cells.



*President James E. Ryan and the
The University of Virginia invite you to consider*

WHAT REALLY
MATTERS

*Join President Ryan, and distinguished University of Virginia contributors
for a night of cocktails and conversation. Share your perspective on
important issues facing our University, our nation and our world.*

OCTOBER
15th
2018

WHERE
The Union League of Philadelphia
WHEN
Six in the Evening
DRESS
Cocktail Attire



