AGENDA

1. Welcoming Remarks
   Derby Gisclair

2. Joint Meeting of Institutional Advancement and Trusteeship Committees
   Dennis Cuneo and Derby Gisclair
   a. Trusteeship selection during the Faith in the Future campaign

3. Approval of Minutes
   Derby Gisclair

ACTION ITEM 4. Approval of endowed professorships and scholarship
   Bill Bishop

5. Advancement Report
   Bill Bishop
   a. Update – 1st Quarter AY 2011 – 2012
   b. Campaign Update – Philanthropic Priorities
   c. Centennial celebrations – Founder’s Day weekend
   d. Board of Regents update

6. Staff reports – Spotlight on “Alumni Relations”
   Monique Gardner

7. New Business
   Derby Gisclair

8. Old Business
   Derby Gisclair

9. Executive Session
   Derby Gisclair

10. Adjournment
    Derby Gisclair

* In order to accommodate the joint meeting, please note change in meeting location.
LOYOLA UNIVERSITY NEW ORLEANS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT FOR THE BOARD OF TRUSTEES
October 6, 2011

MINUTES

Present: S. Derby Gisclair, Chair
Anne Gauthier, Vice Chair
David M. Ferris
John J. Finan, Jr.
Robert Gerlich, S.J.
Sean O’Keefe
N. John Simmons, Jr. – via telephone
Kevin Wm. Wildes, S.J., President (ex officio)
Ralph A. Litolff, Jr., Alumni Association (ex officio) – via telephone

Staff: Bill Bishop, Vice President
Marcel McGee, Director Annual Giving
Rhonda E. Brehm, Recording Secretary

Guest: Dr. Sonya Duhe representing Dr. J. Cathy Rogers, Faculty Senate (ex officio)
Bob Alsobrook, Consultant from Grenzebach, Glier, + Associates (“GG+A”)

Absent: Virginia Angelico-Tatum
Carolyn Callahan
Kevin Quinn, S.J.
Robert A. “Bobby” Savoie
J. Kevin Poorman, Chair (ex officio)

1. **Welcome**

Derby Gisclair opened the meeting at 1:04 p.m. and welcomed Bob Alsobrook who is our consultant from Grenzebach, Glier, + Associates. Mr. Alsobrook has been invited to join this meeting and the Board of Directors meeting to assist with questions regarding the campaign overview Mr. Gisclair is be presenting to the Board of Trustees on Friday.

2. **Approval of Minutes**

Mr. Gisclair asked if there were any corrections or revisions to the minutes of the May 19, 2011, meeting. Bill Bishop requested a correction located at the top of page 7 in the IA section of the board book, the first bullet. (The words to be corrected are highlighted below.)
Current

• Gifts to be counted toward the “Faith in the Future” campaign – we will define those gifts contributed in previous campaigns and since the end of the last campaign which the dollars have not been used and include them if they meet the philanthropic priorities defined in this campaign.

Correction

• Gifts to be counted toward the “Faith in the Future” campaign – we will define those gifts contributed to the Campaign for Centennial Preeminence, a campaign that was never completed, and for which the dollars have not been expended, and include them if they meet the philanthropic priorities defined in the Faith in the Future campaign.

Mr. Gisclair asked if there was a motion to approve the minutes with the correction. MOTION was made by Sean O’Keefe and seconded by Anne Gauthier. Motion carried.

3. Advancement Update

Mr. Bishop proceeded with an update on the Office of Institutional Advancement. (A copy of the presentation is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.) Some highlights from the presentation:

Centennial:

• Bill Bishop is the chair for the university’s Centennial Committee.
• The Office of Institutional Advancement (OIA) is tasked with overseeing the major “signature” centennial events.
• OIA is looking at ways to leverage the centennial towards the campaign.
• Marcel McGee has already begun to leverage the centennial in his annual giving asks.
• Information and announcements on the centennial will begin to roll out near the end of this calendar year.

Campaign:

• Mr. Bishop and Derby Gisclair are actively engaged in recruiting the chair for the BOT Gift Committee. This committee would work with the trustees on how they want to contribute to the Campaign.
• Question was asked regarding the selection of Honorary Chairs. There will be two or three selected. If any committee member has a recommendation, the name should be given to Bill Bishop.

Next Steps:

• Finalize the campaign operating plan.
• Focus on engaging our Top 100.
• Finalize the case statement. It is difficult to engage philanthropic support without this information.
• Finalize the philanthropic priorities. Mr. Bishop plans to bring a list of specific priorities to the December meeting and ask the committee for its feedback on how these might resonate with the community.

4. **Staff report – Spotlight on “Annual Giving”**

Mr. Bishop introduced Marcel McGee, director for Annual Giving.

Some highlights from Mr. McGee’s presentation:
• Definition of Annual Giving: Any restricted or unrestricted gift which goes to current purpose.
• Annual Giving handles gifts less than $25K and Development handles gift of $25K and greater.
• Annual Giving engages more alums than any other department.
• Social media is becoming a big part of the alumni engagement process. Mr. McGee and several of the directors in OIA will be meeting with Robert LeBlanc to discuss a microfinancing model for young alumni participation.

Unrestricted giving:
• Evidence indicates/supports the difficulty in persuading individuals to make unrestricted gifts.
• Need one-on-one meetings to cultivate larger gifts and achieve the unrestricted goal.
• Bob Alsobrook stated that the national average for “unrestricted gifts for current use” is about 8%.

Increasing alumni/student participation:
• Expand from the current practice of only “senior” giving to “student” giving.
• Engage students through the Centennial.
• Some of the alums have lost their “college” affinity as the colleges no longer exist. We are trying to help these alums find their affinity within the current structure of the university. Will also use the Centennial for leverage.
• Questions:
     o How to engage people and get them to commit?
  o How to keep people engaged?
  o How to keep people informed so they will want to support the university?

Calculating alumni participation:
Alumni participation is calculated by the number of donors divided by the number of alumni of record. There are three sources for alumni participation and each calculates “alumni of record” differently:
1. U.S. News & World Report: includes any undergrad alumni with a valid address, email, or phone number
2. CASE/VSE (Council for Advancement and Support for Education/Voluntary Support for Education): includes graduates, undergraduates, and selected categories of non-degreed students
3. AJCU (Association of Jesuit Colleges and Universities): includes graduates, undergraduates, and includes commitments to give as well as cash gifts

In 2011, alumni participation was 7.3%

5. **Board of Regents**

The Louisiana Board of Regents (BOR) is considering legislation that could possibly change its Endowed Chairs and Professorship program, which would impact Loyola. Fr. Wildes stated that his preference is that there would be no changes to the existing program. This is a great program.

<table>
<thead>
<tr>
<th>BOR Current Professorship Program</th>
<th>BOR Proposed Professorship Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>$60,000 from private sources matched by $40,000 from BOR</td>
<td>$120,000 from private sources matched by $80,000 from BOR</td>
</tr>
<tr>
<td>Institutions are guaranteed 2 per year</td>
<td>No more than 2 per year with a maximum of 20 given throughout the state per year</td>
</tr>
<tr>
<td>Non-competitive</td>
<td>Competitive/merit based</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOR Current Chair Program</th>
<th>BOR Proposed Professorship Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>All higher ed institutions are eligible to apply</td>
<td>Only “Research 1” institutions eligible to apply</td>
</tr>
</tbody>
</table>

Should the BOR change its program, the following steps are proposed to transition into the new program:

- BOR has guaranteed to match all eligible Endowed Professorships submitted by June 2012.
- Following this, there would be no more Endowed Professorship matches until 2015.

Currently, Loyola has three Endowed Professorships ready for submission to the BOR and one or two more possible professorships.

**Next Steps:**

- Tommy Screen is working with representatives from other independent Louisiana colleges and universities to influence the new legislation.
- Fr. Wildes is reaching out to people for their assistance.
- Institutional Advancement Committee members offered to help by using their political contacts and requested some talking points.
- Have Tommy Screen provide talking points to be distributed to the IAC. Mr. Bishop is to follow-up on this request.
6. **New Business**

Mr. Gisclair stated that he and Mr. Bishop have been talking about introducing a new format for the IAC meetings - a format that would open up the meetings for more discussions. He asks if anyone has ideas or topics that they should send them either to him or to Bill Bishop. He added that the committee’s input is helpful to Bill and his team.

7. **Old Business**

There was no old business.

8. **Executive Session**

There was no executive session.

9. **Adjournment**

There being no further business, Mr. Gisclair requested a motion to close the meeting. MOTION was made by Fr. Wildes and seconded by John Finan. Motion carried. The meeting was adjourned at 2:12 p.m.
**VICE PRESIDENT’S OVERVIEW**

The missions of the Office of Institutional Advancement are to develop understanding and support among the university’s various constituencies in order to secure the resources required to fulfill Loyola’s educational mission and to provide integrated marketing communications to support the university’s strategic goal of achieving national recognition as one of the leading master-level comprehensive universities in the nation.

My office strives to achieve these goals through a rigorous fund development, stewardship, and alumni and parent relations program as well as the implementation of a university-wide marketing communications program focusing on consistent messages and identity, public affairs, publications, advertising, and web online communication.

At our October 2011 meeting of the Advancement Committee, I stated that the Office’s goals for AY 11-12 build upon those established for AY 10-11, which were as follows: to support the overarching strategies of the university’s strategic plan – Loyola 2012; to initiate the Leadership Phase of the Faith in the Future campaign; to improve the return on the resources invested in the Office; and to execute – along with other members of the university team – the kick off celebratory activities for Loyola’s year-long Centennial celebrations. To these, we added the following additional goals for AY 11-12: to do our part to ensure a successful 5 year SACs accreditation review; to engage our community neighbors to ensure that Phase II of the university’s master plan is implemented as smoothly as possible; and to initiate an analysis of the concept of “Culture of Philanthropy,” with the ultimate goal of evaluating whether such a culture exists at Loyola University New Orleans.

I look forward to seeing all of you at the forthcoming meeting of the Advancement Committee. Joining us at the beginning of the meeting will be members of the board’s Trusteeship Committee. We’ll be discussing with them trusteeship selection during the Faith in the Future campaign.

During the rest of the meeting of the advancement committee, I’ll provide you with an update on the results of our 1st quarter AY 2011-2012 activities; we’ll discuss the forthcoming centennial celebrations and take a closer look at those activities associated with Founder’s Day weekend. We’ll also want to spend time evaluating proposed philanthropic priorities for the Faith in the Future Campaign. The committee’s opinions in this regard are critical as we progress in the Leadership Phase of the campaign. We will also have some “business” to conduct in that we have several professorships to consider and to forward to the full board for its approval so we can request matching funds from the Board of Regents. We may want to
revisit the issue of the “Board of Regents match” that is confronting the Louisiana Board of Regents when it convenes in January 2012.

I have also asked Monique Gardner, Director of Annual Relations, to present to the Committee a more in-depth discussion of her team’s activities. Included in your board book are reports from the other leaders of the major offices within the Office of Institutional Advancement. Their reports highlight some of their teams’ major activities during the 1st quarter of FY 2012. As you can tell, we have a very full agenda. I trust you will find it to be time well-spent, as we work together to advance the mission of Loyola University New Orleans.

**Major Gifts, Stewardship, Grants, and Research – Chris Wiseman**

Loyola University New Orleans seeks support from alumni, parents, friends, private foundations, corporations, and other organizations to meet the university’s philanthropic priorities.

The Office of Development (major gifts, stewardship, grants, and research) in Loyola’s Office of Institutional Advancement is charged with the task of raising funds for the university from private sources. Loyola’s fundraising priorities are determined by the president, the Board of Trustees, the provost, and the vice president of Institutional Advancement.

**Key Accomplishments and Challenges since the October 2011 meeting of the Institutional Advancement Committee of the Board of Trustees:**

- We have begun work with multiple prospective donors on leadership campaign gifts. We are grateful that some trustees have already begun talking with university leadership about campaign gifts. Development officers are working closely with deans and other university leaders to initiate, continue, and finalize gift discussions where appropriate with our identified “Top 50” prospective campaign donors.
- Working closely with Fr. Wildes and in response to a proposal developed by our staff, the trustees of the Edward G. Schlieder Foundation pledged $1 million to the renovation of Monroe Hall, a gift that is and will be an important leadership gift to the Faith in the Future campaign.
- Development officers, the associate vice president for development, the associate vice president for marketing and communications, and the vice president for institutional advancement have been working with the university vice presidents and deans to finalize funding priorities for the campaign and develop case statements that will result in an overarching case for support for “Faith in the Future.” That work has been a work-in-progress for two to three years. Now that the president has delineated how we will prioritize the broad categories of the working campaign goal of $100 million, we have been able to have detailed discussions about the key projects for which we will raise money in order to realize the university’s strategic plan.
- Working with donors and volunteers, our staff staged two very successful October events associated with the College of Law. Law alumnus John Houghtaling hosted a reception at
his home on St. Charles Avenue in order to welcome the new dean, María Pabón Lopez. Next, the College of Law officially dedicated the renovated College of Law Broadway Building, which includes the Stuart L. Smith Law Clinic and Center for Social Justice. Over 200 people attended each event, and Mr. Smith was on hand at the latter event to give inspiring remarks about his Loyola education and his hopes and dreams for the center that now bears his name.

- Unrestricted and “budget-relief” gifts are important parts of Loyola’s financial well-being, as articulated by the vice president for financial affairs. We have been working closely with Annual Giving and Alumni staff, as well as with university leadership, in order to create a specific plan that attempts to address those needs with philanthropic dollars.

**ANNUAL GIVING – Marcel McGee**

**Annual Giving 1st Quarter Summary**

In support of the Annual Giving Office’s mission of securing and developing resources to assist the university in fulfilling its educational mission, we undertook the following activities for the 1st quarter of FY12.

- Continued the Annual Giving Campaign *Loyola Loyal*
- Hired Parent Development Officer
- Initiated the internal Faculty/Staff Campaign

**Annual Giving Office Fundraising Appeals (direct mail, phonathon, faculty & staff campaign, etc.)**

- Annual Giving appeals combined cash donations from alumni, parents, and friends
  - FY12 $92,275 compared to $143,138 same time last year down 35%
  - FY12 donors 999 compared to 1,139 same time last year down 12%
- Alumni Only responses to Annual Giving Appeals
  - FY12 $65,215 compared to $94,295 same time last year down 30%
  - FY12 713 donors compared to 857 same time last year down 16%

One of the factors contributing to the decrease in the numbers was the poor responses to our summer campaign in FY11. Normally summer phonathon/direct mail gifts come in early August/September of the following FY. However this year we saw a sharp decline in those numbers.

Ideally, the Centennial Celebrations and the marketing efforts supporting those celebrations
will give donors a reason not only to renew their support but also to encourage those individuals who have never given to make a first-time gift.

**Solicitation plan for 2nd Quarter**

- Nov/Dec end-of-year direct mail to alumni, parents and law (followed by 2 emails)
- Planning for January solicitation
- Work with Student Affairs to pin point fundable projects for parents & young alumni
- Matching gift reminder letter to donors employed by matching gift companies
- Solicit segment of university vendors to support the Loyola Fund

**ALUMNI RELATIONS – Monique Gardner**

The Office of Alumni Relations is dedicated to supporting Loyola University New Orleans through programs, benefits, services, and communications designed, developed, and implemented to create and enhance lasting and mutually beneficial relationships between the University and members of its Alumni Association. Recognizing that our greatest assets are our graduates, the members of the Alumni Association, the Office of Alumni Relations works to develop a membership of committed, trained volunteers who enjoy their post-graduate experience, are proud to be Alumni Association members, and believe that their volunteer time is used efficiently and effectively. Our staff works also closely with the Annual Giving and the Development staffs in order to help realize the University’s fundraising goals each year.

The FY2012 Goals for Institutional Advancement are supported by the Office of Alumni Relations through the following action plans:

1. Continue to work to support the overarching strategies of Loyola 2012 by working with the Offices of Annual Giving and Development to increase the number of alumni donors and the dollars raised from alumni and working closely with the Vice President of Mission & Ministry (M&M) to enhance Jesuit values.
2. Assist in the initiation of the Leadership Phase of the *Faith in the Future* campaign by working with the Offices of Annual Giving and Development to develop an event and travel strategy at the start of the fiscal year which will drive our fundraising and alumni relations with a focus on our priority cities.
3. Continue to improve the return on the resources invested into the Office of Advancement by working with the Offices of Annual Giving and Development to maximize alumni events for greater impact and by increasing alumni engagement through social media, our alumni website, and affinity programs.
4. Continue to work with the Offices of Public Affairs and Marketing & Communications and volunteers to plan and execute a successful Centennial Kick-Off, Alumni Weekend 2012, and the first annual Alumni College.
5. Key measures of success will be: increased attendance at alumni events such as Alumni Weekend, Centennial, and other events; an increase in the percentage of alumni who give; and increased giving and volunteer activities by the alumni boards (as measured in
volunteer hours, dollars donated, and number of times alumni volunteers participate in fundraising solicitations).
6. In consultation with the vice president for institutional advancement, implement appropriate recommendations in GG&A report evaluating the work of the Office of Alumni Relations. Implementation steps for these recommendations will be integrated into the action plan below.

Second Quarter Report

Goal 1
Annual Giving Message at Alumni Events
An annual giving message was delivered at each of the following events followed by an email ‘Thank You’ which included a short survey and a link to the annual giving web page:
- Atlanta Chapter Send-Off on August 15, 2011, hosted by Andreas and Nonnie Preuss
- Young Alumni Summer Cocktail Party on August 25, 2011
- Washington D.C. Chapter Newseum event on August 20, 2011
- Dallas Chapter Annual Rangers Game on August 27, 2011, hosted by David Pels
- Shreveport Chapter Meet & Greet on September 22, 2011 hosted by Melissa Fertitta

Visits
We are visiting with alumni while traveling and bringing back new names for further research. We are creating “Engagement Folders” with the assistance of Marketing and Communications to showcase the Alumni Association and volunteer opportunities. The folders will include information about the Loyola Fund.

Volunteer Training
At the Joint Board Orientation Meeting on September 10, the members of the three alumni boards were not only encouraged to make a personal annual gift, but were encouraged to reach out to acquaintances to ask them do the same. We will continue to provide information and training to board members to increase their ability and comfort levels to be annual giving ambassadors.

Most chapter presidents will be visited this year and are receiving packets with the following documents: Chapter Handbook, Donor Report by Chapter, Chapter Giving Comparison, Chapter Presidents Contact Information, Metric Dashboard, Active Alumni by State, and a List of Chapter Members with Contact Information. Sharing chapter comparison information with the Regional Chapter presidents demonstrates the importance of their participation.

In appreciation of our alumni board members’ volunteer service, a Cocktail Reception is scheduled on November 11, which is being hosted by Alumni Association President-Elect, Amy Sins, and her husband, George, also an alumnus.
Jesuit Mission
We are exploring new ways to incorporate Jesuit values into event programming. The Dallas Chapter has added a Christmas Mass to a Dinner Reception and the Young Alumni Pack are adding a food drive in conjunction with their Christmas Cocktail Reception.

The Alumni Memorial Mass was conducted on November 2. Alumni and family members mailed in prayer requests and a few participated by attending the Mass. We thank Fathers Kevin Wildes and Jim Carter for celebrating the Mass.

Wolves on the Prowl, Loyola’s National Day of Community Service, was conducted on Saturday, November 4, 2012. Fifteen chapter cities participated, including: Acadiana, Atlanta, Baton Rouge, Boston, Chicago, Dallas, Houston, Las Vegas, Los Angeles, Miami, New Orleans, New York, Raleigh, Tampa/St. Pete, and Washington D.C. The Raleigh Chapter participated for the first time. The event was promoted through the alumni website and individual chapter email blasts, in the Pack Press October and November e-newsletter, and in a 4-color brochure.

Goal 2
We are producing an event invitee report which provides comprehensive contact information and giving history for the Development, Annual Giving, and Alumni Relations staffs to work from when contacting constituents to encourage event attendance. The report is published one month prior to the event so that staff members have adequate time to reach constituents.

We are continuing to develop broader programming opportunities in target cities.

Upcoming Events in our Target Cities
Several events have been planned and promoted in our target cities: Northshore, Baton Rouge, Atlanta, Miami, Tampa, and Houston in our effort to further develop these chapter cities. Each event is being promoted through a hard copy invitation, on the alumni website, and through email blasts.

- Tampa Welcome Reception, Wednesday, November 9, 2011. Our special university guest will be Maria Pabon Lopez, Dean, College of Law.
- Houston Alumni Brunch at Brennan’s will take place on Sunday, November 13, 2011. Our special university guest will be Maria Pabon Lopez, Dean, College of Law.
- Northshore Holiday Cocktail Reception will take place on Friday, December 2, 1011, at the home of Elizabeth ’89 and Laurence Manshel in Covington. Our special university guest will be Dr. Peter Burns, Professor of Political Science, College of Social Sciences.
- Miami Alumni Christmas Reception & Toy Drive will take place on Wednesday, November 30, 2011, at the Cebu Lounge. Our special university guest will be Sonya F. Duhé, Ph.D., Director, School of Mass Communication.
- Baton Rouge Alumni Chapter is planning a cocktail reception in conjunction with a concert at the Baton Rouge Symphony Orchestra on Thursday, January 19, 2012.
Goal 3
Maximize Alumni Events
The Office of Alumni Relations continues to work with the Offices of Annual Giving and Development to maximize alumni events for greater impact. We have identified new ways to provide support to our regional chapters through creating position descriptions for volunteer opportunities in existing regional chapters, and we are streamlining the event planning procedures to ensure maximum efficiency while increasing attention to detail.

Recent Alumni Events for Constituent Group Engagement
The Five North Reunion Cocktail Reception was held on Friday, October 7, 2011, in the courtyard of the Danna Center. Alumni Relations helped to organize and plan a reunion for alumni friends who lived in the 5 North wing of Biever Hall.

The Inaugural Dr. Billie Wilson Lecture Series was held on Wednesday, October 19, 2011, in the Claiborne Room. Dr. Billie Ann Wilson, Professor Emerita of Nursing, offered opening remarks, followed by the guest speaker, Tonia Aiken, JD '82, Nurse Attorney Institute, LLC. The event was co-hosted by the College of Social Sciences, School of Nursing and the Office of Alumni Relations. The event was promoted via postcard invitations, telephone solicitations, alumni website, and email blasts. Nearly 50 guests attended. ‘Thank You’ messaging was sent to all of the attendees along with a short survey.

Social Media
Facebook- We have been posting St. Ignatius quotes in the morning and posting alumni success stories, event photos, and information about upcoming events in the afternoon. The Alumni Association Facebook Page currently has 1625 followers and has an average of 73 responses with 33,320 views.

Twitter- The Alumni Association Twitter Account automatically updates with whatever is posted on Facebook. Currently, we have 252 followers.

LinkedIn- This is used mostly for networking and employment opportunities. Currently, we have 2008 members.

Career Services and Networking
The College of Business (“CoB”) Alumni Board hosted its third Evening of Networking at the Velvet Cactus on Thursday, October 6, 2011. Nearly 25 guests attended this event, including 10 new CoB alumni and one CoB faculty member. The event was promoted via the alumni website and email blasts. New names were given to the Development team for further research.

CareerShift: The Career Development Center and the Office of Alumni Relations have joined together to offer alumni the best resources available to assist them in their job search. CareerShift is a comprehensive online resource, designed to support the # 1 request of job seekers: an easy to use web site to conduct and organize their job search. The service was
launched on the alumni website on November 1, and an email was sent out to announce the launch of the new service.

**Online Community**
The alumni website continues to market and offer substantial benefits and services to alumni. The alumni website contract with Imodules will expire in February 2012. We are looking into the possibility of extending the contract with Imodules for one year only. This will allow time for the web team to build an in-house website for the Alumni Association. During this time, the alumni homepage will be redesigned according to the usability study.

**Affinity Programs**
Liberty Mutual Insurance: A royalty surplus was generated for the second contract year of the Alumni Insurance Program. As a result, the Alumni Association will be receiving a surplus check in the amount of $5,308.57. In the second contract year, the annual royalty guarantee was $5,000. Our efforts combined with the execution of Marsh’s marketing plan more than doubled the program’s results.

Alumni Travel: The Alumni Association has increased the travel opportunities to offer four new trips in 2012: European Mosaic – Oceania Cruises, The Wild West and Yellowstone Family Adventure, Ireland, and the Canadian Rockies by Train. The trips will be publicized in brochures, *Pack Press* e-newsletter, and targeted email blasts.

Credit Card: After 17 years, Bank of America has terminated our affinity card program. We were told that it was a business decision; the bank is moving away from affinity programs. Since 1994 when we first signed the contract with MBNA, Loyola has earned $994,987.72 in royalties. Most of these funds were placed in the endowed Legacy Scholarship Fund. More recently, the funds were used to supplement our operating budget.

**Goal 4**

**Centennial Kick-Off/Alumni Weekend, April 13-15**

Reunion Committee – We are working toward building strong reunion committees made up of volunteers who are willing to go the extra mile to inform fellow classmates about Alumni Weekend, April 13-15, 2012. Letters were mailed in September to all alumni celebrating a milestone reunion from the classes of 1952, 1962, 1972, 1982, 1987, 1992, and 2002. Reunion lists were circulated to development staff in an effort to help identify key alumni as reunion committee volunteers. Key alumni were solicited by personal contact via telephone. Approximately 125 calls were made from September 28 – October 12. A total of 27 people have signed up to serve on various reunion committees. Race to Reunion, an informational happy hour, was held on Friday, October 14, 2011. Packets were distributed to attendees with class lists contact information, Alumni Weekend 2012 schedule of events, and committee/staff contact information. Attendees were encouraged to begin calling fellow classmates. Additional packets were mailed to all volunteers who were unable to attend. We will continue to provide support to the reunion committees to ensure good attendance.
Alumni Weekend 2012 and the Centennial Kick-off are both being promoted through the online community via alumni.loyno.edu/alumniwknd12. Alumni Relations is working closely with Marketing and Communications and Public Affairs. The departments are meeting on a weekly basis to discuss updates and planning information. A publications request has been submitted to begin the initial design of the 4-color invitation that will be mailed to all alumni. Alumni Weekend 2012 will also be promoted in the monthly e-newsletter, Pack Press, from November 2011 through April 2012.

Alumni College, June 22-24
The Enrichment Committee received approval from top administrators to move forward with plans for the Inaugural Alumni College. Invitations have been sent to faculty and confirmations are being confirmed. Committee members are planning the social events, including a special dinner and possible field trips. An ad to “Save-the-Date” was included in the fall issue of the Loyola Magazine. Preparation of the invitation will begin in November.

Centennial-on-the-Road, Fall 2012
Initial planning of a series of Centennial-on-the-Road events to further engage alumni by allowing them to participate in the Centennial experience have begun. These events will provide opportunities for Development staff to interact with key prospects.

Goal 5
Alumni Relations continues to track attendance at all alumni events, along with giving history, and volunteer hours. Reunion Committee volunteers have been informed about keeping track of their volunteer hours.

Goal 6
The Office of Alumni Relations received its evaluation from GG&A in September. We are evaluating the recommendations and will move forward appropriately. We are in the initial planning stage of forming a New Orleans Chapter, and we are re-drafting a Student Alumni Association program proposal to report at 3rd quarter.

ADVANCEMENT RECORDS – Martha Bodker

First quarter of 2012 has focused on internal structural and procedural modifications needed for implementation of the Leadership Phase of the Faith in the Future Campaign, including recommendations made by Grenzebach Glier & Associates following their May 2011 assessment and laid out in the Institutional Advancement Action Plan for FY 2011-12.

- To ensure accuracy of the database and to enhance information for constituent records, more than 35,000 records were submitted for contract research to include address updating, phone number appending, email appending as well as a new cell phone appending service. This service resulted in 3,200 new addresses, 20,000 phone numbers, 10,200 cell phone numbers and 7,395 email addresses. Email addresses will be surveyed to allow the receiver to opt-in to our email database.
• Internal reorganization of database coding is underway to ensure our alignment with CASE/VSE reporting standards, AASP best practices as well as recommendations by Grenzebach, Glier & Associates.

• Professional Development has been the focus this quarter as the Director attended the annual conference of the Association of Advancement Services Professionals in Chicago where the emphasis was on metrics, ethics and reporting. Advancement Records staff members took part in simulcast CASE workshops focusing on gift processing and data entry as well as attended a local user group meeting for the Raiser’s Edge software.

• Interviews took place in September and October for the newly created Systems Reporting Analyst position in the Advancement Records department. New staff member began work on November 9, 2011.

**MARKETING AND COMMUNICATIONS – Terry Fisher**

The 2011 – 2012 Institutional Advancement’s goals are supported by Marketing & Communication through the following action plans, which additionally support the university’s goals of Loyola 2012.

The major objectives of the Office of Marketing & Communications are to:

**Enhance our national reputation**

• Execute strategic plan targeting US News peer rankers in support of Loyola 2012.
  o Design, produce and execute compelling communications across external mediums promoting service learning, brand identity and overall university achievements to enhance our national reputation with US peer rankers.

**UPDATE:**

- The direct marketing campaign to raise awareness to our US News Peer voting rankers began September 2011 with two mailers:
  - “What’s New” postcard and Economic Impact Report
Engage alumni

- Increase marketing efforts in targeted areas including Northshore, Baton Rouge, Atlanta, Miami, Tampa, and Houston.
  UPDATE:
  - *Produced and mailed Loyola Fall 2011 Update letter from Fr. Wildes; sent to 40,000 alumni*
  - *Including targeted alumni cities/areas with expanded “What’s New” ranker’s mailer*

- In the process of refining and conducting an alumni e-survey for research/information to be sent in November 2011 for communications and giving benchmark information

- Assist Annual Giving with increasing alumni participation
  UPDATE:
  - *Working with Annual Giving on social media strategy/implementation to greater engagement of younger alumni*

Campaign

- Execute a successful Campaign Communications Plan to assist Development’s fundraising efforts
  UPDATE:
  - *Held interviews including Bishop and Wiseman for case statement information sessions with Mission and Ministry, Student Affairs and Enrollment Management for direction in refining potential funding priorities.*

Centennial

- Coordinate and promote Centennial activities
  UPDATE:
  - *Publish a 100-year history book- will be sent to printer mid-November, anticipated delivery March 2012*
  - *Currently hold weekly status meetings with IA staff; working with the Ehrhardt Group on the Communications Plan; obtaining pricing information on event activities for budget analysis*
  - *Centennial video in production*
  - *Fall LUNO Alumni Magazine included Save the Date Magnet and teaser promotional spread*
  - *Ran 1912 Founding Ad in Times Picayune 10/17*
Campus Construction – Public Affairs

- Engage community neighbors to ensure Phase II Construction is implemented as smoothly as possible

UPDATE:
- Held Thomas Hall Open House 9/27
- Held College of Law Broadway Building Open House/ceremony 10/25
- Produced and mailed 2,000+ Neighborhood Newsletters in September
- Conducted Monroe Hall community meeting 7/18
- Councilman Guidry District 6 Town hall meeting- presentation 10/5
- Updating university Construction website content regularly
<table>
<thead>
<tr>
<th></th>
<th>8/1 to 10/31 FY 08</th>
<th>8/1 to 10/31 FY 09</th>
<th>8/1 to 10/31 FY 10</th>
<th>8/1 to 10/31 FY 11</th>
<th>8/1 to 10/31 FY 12</th>
</tr>
</thead>
<tbody>
<tr>
<td><em><em>Unrestricted Gifts</em> for Current Operations</em>*</td>
<td>$88,480</td>
<td>$40,343</td>
<td>$76,159</td>
<td>$71,586</td>
<td>$79,917</td>
</tr>
<tr>
<td><strong>Unrestricted Goal</strong></td>
<td></td>
<td></td>
<td></td>
<td>$1,000,000</td>
<td></td>
</tr>
<tr>
<td><strong>Percent of Goal Achieved</strong></td>
<td></td>
<td></td>
<td></td>
<td>7.99%</td>
<td></td>
</tr>
<tr>
<td><strong>Total Gift Income</strong></td>
<td>$901,555</td>
<td>$1,412,245</td>
<td>$1,352,039</td>
<td>$1,464,112</td>
<td>$881,146</td>
</tr>
<tr>
<td><strong>New Gifts and Pledges</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$1,647,506</td>
</tr>
<tr>
<td><strong>New Gifts and Pledges Goal</strong></td>
<td></td>
<td></td>
<td></td>
<td>$20,000,000</td>
<td></td>
</tr>
<tr>
<td><strong>Percent of Goal Achieved</strong></td>
<td></td>
<td></td>
<td></td>
<td>8.24%</td>
<td></td>
</tr>
<tr>
<td><strong>Total Gifts and Pledges</strong></td>
<td>$913,633</td>
<td>$1,428,745</td>
<td>$1,352,539</td>
<td>$8,296,661</td>
<td>$2,225,379</td>
</tr>
<tr>
<td><strong>Faith in the Future Campaign</strong></td>
<td></td>
<td></td>
<td></td>
<td>$13,500,546</td>
<td></td>
</tr>
<tr>
<td><strong>Faith in the Future Campaign Goal</strong></td>
<td></td>
<td></td>
<td></td>
<td>$100,000,000</td>
<td></td>
</tr>
<tr>
<td><strong>Percent of Goal Achieved</strong></td>
<td></td>
<td></td>
<td></td>
<td>13.50%</td>
<td></td>
</tr>
</tbody>
</table>

*Cash in the door
<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Outright Gifts for Capital Purposes</th>
<th>Outright Gifts for Current Operations</th>
<th>Total Private Gifts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Endowment</td>
<td>Restricted</td>
<td>Restricted</td>
</tr>
<tr>
<td>FY 2008</td>
<td>$37,358</td>
<td>$622,093</td>
<td>$934,619</td>
</tr>
<tr>
<td>FY 2009</td>
<td>$588,641</td>
<td>$594,767</td>
<td>$1,412,245</td>
</tr>
<tr>
<td>FY 2010</td>
<td>$96,410</td>
<td>$528,578</td>
<td>$1,352,039</td>
</tr>
<tr>
<td>FY 2011</td>
<td>$126,809</td>
<td>$476,920</td>
<td>$1,464,113</td>
</tr>
<tr>
<td>FY 2012</td>
<td>$136,068</td>
<td>$414,796</td>
<td>$881,145</td>
</tr>
<tr>
<td></td>
<td>Property, Building &amp; Equipment</td>
<td>Unrestricted</td>
<td>Unrestricted</td>
</tr>
<tr>
<td></td>
<td>$0</td>
<td>$88,480</td>
<td>$1,274,013</td>
</tr>
<tr>
<td></td>
<td>$50,000</td>
<td>$40,343</td>
<td>$1,412,245</td>
</tr>
<tr>
<td></td>
<td>$100,000</td>
<td>$76,159</td>
<td>$1,464,113</td>
</tr>
<tr>
<td></td>
<td>$750,000</td>
<td>$71,586</td>
<td>$881,145</td>
</tr>
<tr>
<td></td>
<td>$73,044</td>
<td>$79,917</td>
<td>$881,145</td>
</tr>
<tr>
<td></td>
<td>Non-Endowed Programs &amp; Grants</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$178,750</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$92,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$35</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$173,979</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gifts in Kind</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$7,938</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$34,749</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$550,892</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$38,763</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$3,341</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Annuities (Deferred Gifts)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$11,745</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$0</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$224,046</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$771,135</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$915,607</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>$386,432</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**LOYOLA UNIVERSITY NEW ORLEANS**

**GIFT INCOME COMPARISON, FISCAL YEARS 2008-2012**
## Gifts by Constituency 2011-2012

**LOYOLA UNIVERSITY NEW ORLEANS**

<table>
<thead>
<tr>
<th>Constituency</th>
<th>FY 2011 8/1 to 10/31</th>
<th>FY 2012 8/1 to 10/31</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Alumni</td>
<td>Undergrad</td>
</tr>
<tr>
<td>Alumni Total</td>
<td>45,122</td>
<td>28,676</td>
</tr>
<tr>
<td>Human &amp; Natural Science**</td>
<td>9,392</td>
<td>8,877</td>
</tr>
<tr>
<td>College of Business**</td>
<td>9,999</td>
<td>8,754</td>
</tr>
<tr>
<td>Social Sciences**</td>
<td>15,742</td>
<td>9,947</td>
</tr>
<tr>
<td>College of Law**</td>
<td>7,429</td>
<td>7,429</td>
</tr>
<tr>
<td>Music &amp; Fine Arts**</td>
<td>2,446</td>
<td>2,446</td>
</tr>
<tr>
<td>Individuals Total</td>
<td>413</td>
<td>374</td>
</tr>
<tr>
<td>Trustees**</td>
<td>6</td>
<td>2</td>
</tr>
<tr>
<td>Parents</td>
<td>38</td>
<td>63</td>
</tr>
<tr>
<td>Corporations</td>
<td>41</td>
<td>42</td>
</tr>
<tr>
<td>Foundations</td>
<td>23</td>
<td>19</td>
</tr>
<tr>
<td>Organizations</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1,490</td>
<td>1,295</td>
</tr>
</tbody>
</table>

* As of 8/2011
** Parenthetical
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

COACH LOUIS “RAGS” SCHEUERMANN ENDOWED SCHOLARSHIP
FOR FIRST GENERATION STUDENTS

RESOLVED: that the Loyola University New Orleans Endowed 1st Generation Scholarship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the COACH LOUIS “RAGS” SCHEUERMANN ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of the COACH LOUIS “RAGS” SCHEUERMANN ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS.

Loyola University New Orleans has established the Loyola University New Orleans Endowed 1st Generation Scholarship Trust Fund as an endowed fund to receive private contributions and matching funds from the State of Louisiana, the income of which shall be used for the exclusive benefit of an endowed first-generation scholarship.

The funds used to establish the trust fund consist of contributions from a private source collected after June 1, 2000.

The funds used to establish the Loyola University New Orleans Endowed 1st Generation Trust Fund were dedicated to the purposes of the COACH LOUIS “RAGS” SCHEUERMANN ENDOWED SCHOLARSHIP FOR FIRST GENERATION STUDENTS.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the 1st day of December 2011.

__________________________________
JOHN K. POORMAN
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

__________________________________
__________________________________
Notary Public
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

THE REV. EMMETT M. BIENVENU, S.J., DISTINGUISHED PROFESSORSHIP IN CLASSICAL STUDIES

RESOLVED: that the Loyola University New Orleans Endowed Professorship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish THE REV. EMMETT M. BIENVENU, S.J., DISTINGUISHED PROFESSORSHIP IN CLASSICAL STUDIES.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of THE REV. EMMETT M. BIENVENU, S.J., DISTINGUISHED PROFESSORSHIP IN CLASSICAL STUDIES.

Loyola University New Orleans has established the Loyola University New Orleans Endowed Professorship Trust Fund as an endowed fund to receive private contributions and matching funds from the State of Louisiana, the income of which shall be used for the exclusive benefit of an endowed professorship.

The funds used to establish the trust fund consist of contributions from a private source collected after June 1, 2000.

The funds used to establish the Loyola University New Orleans Endowed Professorship Trust Fund were dedicated to the purposes of THE REV. EMMETT M. BIENVENU, S.J., DISTINGUISHED PROFESSORSHIP IN CLASSICAL STUDIES.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the 1st day of December 2011.

____________________________________
JOHN K. POORMAN
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

____________________________________
____________________________________

SWORN TO AND SUBSCRIBED
before me, Notary on this
____ Day of ____________ 20_

____________________________________
Monique G. Gardner
Notary Public in and for Orleans Parish, LA
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

AUGUSTUS ELMER, JR. ENDOWED PROFESSORSHIP IN CHEMISTRY

RESOLVED: that the Loyola University New Orleans Endowed Professorship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the AUGUSTUS ELMER, JR. ENDOWED PROFESSORSHIP IN CHEMISTRY.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of the AUGUSTUS ELMER, JR. ENDOWED PROFESSORSHIP IN CHEMISTRY.

Loyola University New Orleans has established the Loyola University New Orleans Endowed Professorship Trust Fund as an endowed fund to receive private contributions and matching funds from the State of Louisiana, the income of which shall be used for the exclusive benefit of an endowed professorship.

The funds used to establish the trust fund consist of contributions from a private source collected after June 1, 2000.

The funds used to establish the Loyola University New Orleans Endowed Professorship Trust Fund were dedicated to the purposes of the AUGUSTUS ELMER, JR. ENDOWED PROFESSORSHIP IN CHEMISTRY.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the 1st day of December 2011.

______________________________
JOHN K. POORMAN
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

______________________________
______________________________

SWORN TO AND SUBSCRIBED
before me, Notary on this
_____ Day of _______________ 20__

Monique G. Gardner
Notary Public in and for Orleans Parish, LA
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

PATRICIA CARLIN O'KEEFE DISTINGUISHED PROFESSORSHIP IN HISTORY

RESOLVED: that the Loyola University New Orleans Endowed Professorship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the PATRICIA CARLIN O'KEEFE DISTINGUISHED PROFESSORSHIP IN HISTORY.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of the PATRICIA CARLIN O'KEEFE DISTINGUISHED PROFESSORSHIP IN HISTORY.

Loyola University New Orleans has established the Loyola University New Orleans Endowed Professorship Trust Fund as an endowed fund to receive private contributions and matching funds from the State of Louisiana, the income of which shall be used for the exclusive benefit of an endowed professorship.

The funds used to establish the trust fund consist of contributions from a private source collected after June 1, 2000.

The funds used to establish the Loyola University New Orleans Endowed Professorship Trust Fund were dedicated to the purposes of the PATRICIA CARLIN O'KEEFE DISTINGUISHED PROFESSORSHIP IN HISTORY.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the 1st day of December, 2011.

__________________________________
JOHN K. POORMAN
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

__________________________________

__________________________________

SWORN TO AND SUBSCRIBED
before me, Notary on this
_____ Day of ____________ 20__

__________________________________
Monique G. Gardner
Notary Public in and for Orleans Parish, LA