AGENDA

1. Welcoming Remarks Derby Gisclair

2. Approval of Minutes Derby Gisclair

ACTION ITEM

3. Approval of endowed professorship Bill Bishop
   Renan Bu and Monica LeDee Professorship in Chemistry

4. Advancement Report Bill Bishop
   a. CASE Voluntary Support for Higher Education Survey – FY 2010
   b. A look at the numbers – FY 2011
   c. Comparison institutions
   d. Goals and Metrics for 2010-2011
   e. Alumni survey
   f. Campaign update
      1) Advancement consultant
      2) Campaign prospectus
      3) Campaign readiness
   g. Fund raising climate – 2007-2009
   h. “Culture of Philanthropy”

5. Staff reports – Spotlight on “Development” Chris Wiseman

6. New Business – Campaign Organizing Group Derby Gisclair

7. Old Business

8. Executive Session Derby Gisclair

9. Adjournment Derby Gisclair
LOYOLA UNIVERSITY NEW ORLEANS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
FOR THE BOARD OF TRUSTEES

October 7, 2010

MINUTES

Present: S. Derby Gisclair, Chair
Carolyn Callahan, Vice Chair
James A. “Jim” Caillier, Ed.D.
David M. Ferris
John J. Finan, Jr.
Anne Gauthier
Sean O’Keefe
Robert A. “Bobby” Savoie – via telephone
Suzanne T. Mestayer, Chair (ex officio)
Kevin Wm. Wildes, S.J., President (ex officio)
Georgia Gresham, Faculty Senate (ex officio)

Staff: Bill Bishop, Vice President
Rhonda E. Brehm, Recording Secretary

Absent: Ashley C. Schaffer
Chad Shinn
N. John Simmons, Jr.
Ralph A. Litolff, Jr., Alumni Association (ex officio)

1. Welcome

Derby Gisclair opened the meeting at 1:07 p.m.

2. Approval of Minutes

Mr. Gisclair asked if there were any corrections or revisions to the minutes of the May 13, 2010, meeting. There being none, he asked if there was a motion to approve the minutes. MOTION was made by Jim Caillier and seconded by John Finan. Motion carried.

3. Advancement Update

Mr. Gisclair introduced Bill Bishop to the Committee. Following a brief overview of his background, 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 key notes to Mr. Bishop’s presentation:

- **VP IA Focus for FY 2010-2011**
  1. Continue work of implementation of Loyola 2012 – National reputation - peer perception (as reported in US News and World Report)
     - peer perception – made some progress in this regard this year
     - alumni participation – currently at 9% of solicitable alumni - goal over next few years is to bring this up to minimum of 15%
     - Loyola is 1 of 29 universities recognized by U.S. News & World Report for their commitment to service learning. It was the only Jesuit University to be recognized.
  2. Improving ROI
     - ROI for FY 2009-2010: IA budget = 4.4M; gift income = 5.3M (about $1.17 for every $1 spent)
     - Should be at $4-6 to every $1 spent
     - Looking at:
       - creating management reports
       - identifying cohort universities to benchmark against and define metrics
       - Loyola currently ranks 17th out of the 23 institutions it considers as part of its “National Comparison Group”.
       - looking at FY 2009-2010 as a baseline to benchmark for future years
  3. Preparing for a comprehensive campaign – detailed below
  4. Preparing for Loyola’s centennial year 2012
     - The celebration will take place over two academic years: 2011-2012 and 2012-2013
     - IA is working with the Provost to help coordinate the signature events
     - If metrics are met, the public phase of the campaign will take place at the close of the centennial year (Spring 2013)

- **Review of the Numbers for FY 2009-2010**
  1. Review of dollars received over period of years indicates the significant impact of bequests and makes apparent the importance of bequests and planned giving to a development program.
  2. Foundations – IA is working with George Capowich, Vice Provost for Institutional Effectiveness and Research, and Chris Wiseman is looking to hire for the position of Foundations Relations.
  3. Parents – looking to establish a Parents Program and IA is working with Sal Liberto, Vice President for Enrollment Management. Marcel McGee, Director of Annual Giving, will be hiring a Parent Development Officer
  4. From FY 2000 through FY 2010, giving averaged $7.8M per year. If we go into a $100M campaign, from now through FY 2016, IA will have to raise $19.1M per year.

- **Campaign Update**
  1. Results for GG&A Feasibility Study taken in the summer of 2009:
     - Reasonable confidence in a $100M campaign
     - Great confidence in Fr. Wildes
- Some concerns about the preparedness of the Office of Advancement for a campaign of this magnitude
- Cautiously optimistic about community support for a campaign of this magnitude

2. Mr. Bishop is in the process of presenting the draft Campaign theme/Tag Line from kor/Libretto internally to the Cabinet and academic leadership for their input and plans to present the theme/Tag Line to the Committee at a future BOT IA Committee meeting.

3. Challenge for Campaign:
   - Fundraising discipline and focus (currently have $700M of priorities – need to establish priorities within $100M).
   - Prospect pipeline – it is critical we have support from the top of the “Prospect Pyramid” – $1M plus gifts to make the campaign successful.
   - Additional resources that may be required by IA staff will be determined as we move further into the campaign.
   - Volunteers are critical to the success of a campaign.
   - Economy.

4. Campaign Goals:
   - Human capital
     - Student scholarships
     - Faculty recruitment and retention
   - Capital improvements (renovations)
   - Retention efforts (quality of life)

5. A copy of the Draft Prospectus, dated September 2010, was distributed to the IA Committee. Feedback from the Committee will be appreciated. This is an internal document which will be used as the basis for the Case Statement (detailed, external document). The Case Statement will be presented to the IA Committee at the March 2011 committee meeting.

6. The IA Committee will also be presented a list of philanthropic priorities at the March 2011 committee meeting. Mr. Bishop will direct the fundraisers to focus their efforts on these priorities.

7. Proposing a working goal of $100M to be endorsed by the Board of Trustees at its May 2011 meeting.

8. We will be metric driven to establish a fundraising goal before the public phase.

9. The Benson gift was a great lead-in for a campaign, and Mr. Benson’s presentation should serve as a catalyst for other benefactors to do the same. Suggestion was made to ask Mr. Benson’s help by getting his friends to invest in Loyola.

10. Next Steps. How can the Committee help?
   - Time. Attend meetings. Participate in as many university events as you can. When asked, help at specific events to provide entrée for IA staff to meet new prospects.
   - Talent. We will tap into your campaign experience.
   - Treasure. We need the IA Committee and Board’s financial support before we ask others to help. Personal philanthropic support is important.
- Serve as advocates for the university. IA will ask if there are folks you can help us with or ask your advice. A list of key prospects has been prepared by geographic area to distribute to committee members.  
- By advising us how we can develop a case that resonates well within the community.  
- IA needs approximately 400 more prospects to meet successfully our working goal. This equates to identifying 1200 potential prospects.  
- The IA Committee will provide advice to the Board of Trustees about the Campaign.  
- Establish a Campaign Organizing Group – made up from members of the IA Committee and other members of the BOT. Derby Gisclair has agreed to chair this group. The group will meet three to four additional times throughout this year – between board meetings. Once the Board endorses a campaign, this group will disband and be replaced by a formal volunteer structure.

Suzanne Mestayer spoke at this time – voicing her support of a campaign and concern over the delay until May 2011. Issues included:  
  - when do we start counting gifts  
  - messaging – building momentum  

The Benson gift (which counts as a Campaign gift) and the completion of both the addition to the parking garage and renovation of Thomas Hall will all take place before a public announcement. While we don’t want to make an announcement until we’re ready for the public campaign, we have to work to see how we can best leverage these investments.

Discussion was held as to when the public announcement should be made. GG&A recommends that the announcement not be made until certain metrics are achieved: 50-60% of total goal; a certain percentage of board participation, etc. Based on the information and metrics provided by Mr. Bishop, the Board will determine when we should go public.

Discussion was held and suggestions made regarding what Mr. Bishop’s office should provide to Board Members when asking their assistance to solicit potential prospects:  
  - Be organized and prepared  
  - Targeted and scripted  
  - With each prospect provide past giving history and what amount we are looking for – be specific  
  - Provide training  
  - Provide power point presentation on exactly what to say  
  - Provide timeline for calls

Mr. Bishop added that it was not his intent for the Board to make asks unless accompanied by Office of Institutional Advancement staff and/or senior university leadership. He is looking for:  
  - advice;  
  - information about individuals/organizations that have the capacity to make six figure (and larger) gifts;
• willingness to lend their name to letters of introduction/phone calls to individuals we believe should be introduced to Fr. Wildes/Loyola University New Orleans; and
• accompany Fr. Wildes, Mr. Bishop, and other development officer on visits.

Sean O’Keefe brought up the subject of a “culture of giving”. Most places are systematic and have a long culture of giving. Louisiana is different and does not have this culture of giving. Loyola will need to create a culture of giving. Suggestions included:

• target students to develop this culture of giving
• “This is why Loyola needs you”
• capitalize what the need is and why we need to do it now
• get Faculty involved
• live engagement on lots of different levels
• focus on parents – students learn from their parents
• it will take 10-15 years to develop a culture of giving

Fr. Wildes added:

• campaign should have a very clear target for us to meet
• for us to create a culture of philanthropy (sustain over the long haul)
• count how many – not how much
• downside is that we no longer have the heritage of the broadcast property

Mr. Bishop addressed the subject of IA staffing needs for the Campaign:

• A Foundation Relations person and Stewardship person are built into the Campaign budget.
• Currently we have nine fundraisers, making 150 calls each which totals 1350 calls per year. We estimate that we will have to make approximately 2100 annual calls to make our goal. Eventually we may need five more front line fundraisers to achieve our $100M goal.
• Our current staff of fundraisers is only meeting half of the required 150 annual visits per front-line fundraiser.
• Currently, Marketing appears to be sufficiently staffed. We need to ensure our resources are used both efficiently and effectively.
• To be successful in our campaign fundraising efforts, we may need more staff.

Mr. O’Keefe made some further observations:

1. GG&A is a traditional, classical, conservative group. 60% is their “out”. It can give you a realistic operating plan if you push them.
   Mr. Bishop responded by stating that he has asked Tom Scheye, advisor to Fr. Wildes, to assist him in monitoring our consultants.
2. Inventory – List the kinds of things that would constitute a contribution that will count, i.e., state match (Board of Regents), and donor intent (estate planning).
3. Look at the top ten universities who have donor participation (Navy is at the top with 60% participation). Research the different techniques they use to get that level of support.
Housekeeping:
Mr. Gisclair noted the form requesting meeting documentation. He reminded committee members to complete and turn in prior to leaving.

4. **New Business**

**Formation of Campaign Organization Group**
Mr. Gisclair asked for a motion to form the Campaign Organization Group. **MOTION** was made by Bobby Savoie and seconded by Jim Caillier. Motion carried.

Mr. Bishop will provide Mr. Gisclair a final draft of duties for the group. Mr. Gisclair will circulate the duties to the Committee and follow-up with a personal call to each committee member.

5. **Old Business**

Table discussion on draft Campaign theme/Tag Line from kor/Libretto until next meeting.

6. **Executive Session**

Committee went into executive session at 2:40 p.m.
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

Renan Bu and Monica LeDee 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 Renan Bu and Monica LeDee 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 Renan Bu and Monica LeDee 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 Renan Bu and Monica LeDee 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 9th day of December 2010.

__________________________________
Suzanne T. Mestayer
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

__________________________________

SWORN TO AND SUBSCRIBED
before me, Notary on this _____ day of
____________________ 2010.

___________________________________
Notary Public in and for Orleans Parish, LA
INSTITUTIONAL ADVANCEMENT REPORT

Thursday, December 9, 2010

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 2010 meeting of the Advancement Committee, I stated that the Office would focus this year on (1) improving its return on the investment made in it by the University; (2) ensuring the Office is ready by May 2011 to present to the Board of Trustees its recommendation about initiating the Leadership Phase of a comprehensive fund raising campaign; (3) enhancing the University’s external reputation as measured by USN&WR annual rankings; and (4) planning and coordinating with the Provost’s office, university-wide Centennial celebration activities scheduled to commence with AY 2011-2012. Almost all of the Agenda items to be presented at the December 2010 meeting of the Advancement Committee will contribute to the discussion of these areas of emphasis.

I have also asked Chris Wiseman, AVP for Development, to present to the Committee a more in-depth discussion of his team’s development activities. Reports from the other leaders of the major offices within the Office of Institutional Advancement highlight some of their teams’ major activities during the 1st quarter of FY 2011. At the March 2011 meeting of the Committee, I will place the “spotlight on” Terry Fisher and her Marketing, Communications, and Public Relations team.

I look forward to seeing all of you at the forthcoming meeting of the Advancement Committee. We have a full agenda, and 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 university needs.
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.

- Recent significant gifts include those from McGlinchey Stafford, P.L.L.C. (law professorship), Lupin Foundation (law development fund), Monica LeDee and Renan Bu Contreras (professorship in chemistry), Nia Terezakis (sculpture garden), Equal Justice Works (law), Rita & Merl Huntsinger (music & fine arts), Cynthia George (law), Ruth M. Caldwell (retreat scholarship fund), Kendall Vick Public Law Foundation (law), Gauthier, Houghtaling & Williams, L.L.P. (law), Brian A. May (athletics – baseball), Stuart Smith & Barry Cooper (law), Anonymous via the Greater New Orleans Foundation (visiting artist lecture), Sally Duplantier (law), Phyllis M. Taylor (music & fine arts), Red and Yvonne Adams (unrestricted), Gregory and Marilyn Rusovich (law)

- Our priority goals are increasing dollars raised, visits, and proposals; building our “campaign pyramid” (increasing visits is one way to do that); and improving return on investment. We are improving our tracking systems and metrics, as well as accountability measures, in order to address the first and second of these goals. Operating with a reduced budget (e.g. reducing the “investment” side of return on investment), combined with improving our use of travel dollars through careful cooperation with Alumni Affairs and Annual Giving, will address the third of these goals.

- To address two key issues from the campaign feasibility study:
  1. We have made a prudent investment of funds in staff training for major gift fundraising and campaign planning. In addition, we have staged (dating back to last fiscal year) three in-house training sessions.
  2. We have also worked to have the new vice president visible at community events in the metro New Orleans area, as well as on fundraising trips with the president.

- In order to meet a longstanding recommendation from our consultants, we will be hiring an assistant director for stewardship and donor relations in the next 60 to 90 days. We will also be reorganizing in order to address our ability to engage and solicit corporations and foundations better.

**ANNUAL GIVING – Marcel McGee**

The Office of Annual Giving is entrusted with securing and developing resources to assist the university in fulfilling its educational mission. The Annual Giving staff works closely with alumni, parents, and friends of Loyola, to communicate the need for funding beyond tuition, and the extensive benefits of supporting Loyola’s mission and operations through contributing to the Annual Fund.
Loyola’s Annual Giving provides operating resources for all areas of the university. Because tuition pays for only 61 percent of the expense of a Loyola education, contributions from alumni, parents, and friends help make up the difference. This remaining 39 percent gap between tuition and expenses is a critical need area, and an opportunity for alumni, parents, and friends of Loyola to support the efforts of the university.

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 FY11.

Annual Giving, with the support of other IA Departments, has a goal to raise $760k in unrestricted support this fiscal year from 5,800 donors (3,800 alumni). For a 7% increase in overall donors and 12% in alumni donors compared to last fiscal year; to bring alumni participation up to 11%, from 10% last fiscal year.

Introduced an Annual Giving Campaign with consistent brand/message “2011 Loyola Loyal Annual Giving Campaign”

- Emphasizes our commitment to our Jesuit values, the region and educating the whole student
- Asks past donors to stay Loyola Loyal through continuous giving
- Invites non-donors to make one gift, no matter the size, each year

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

- Annual Giving appeals to alumni, parents, and friends for the 1st Quarter of FY11 raised the following in cash and donors:
  - FY11 $105,967 compared to $111,196 same time last year- down 8%
  - FY11 donors 1,192 compared to 1,086 same time last year- up 9%

- Alumni Only responses to Annual Giving appeals raised the following in cash and alumni donors specifically:
  - FY11 $77,493 compared to $71,774 same time last year– up 7%
  - FY11 855 donors compared to 675 same time last year– up 21%

- Faculty/Staff Campaign
  - The internal Faculty/Staff Annual Campaign resulted in 406 donors or 52% participation compared to 362 or 42% participation same time last year.
  - For a total of $66,085 slightly up from $65,042 last year
  - These numbers include payroll deductions that begin January 1st, continuous, annual and one time gifts

**Solicitation Plan for 2nd quarter of FY11**
- November direct mail to previous year donors with Loyola Loyal message (from student point of view)
• 2 December end of year emails one from student point of view and the other from Fr. Wildes (soft ask)
• January direct mail piece to alumni non-donors, parents, and friends
• Spring phonathon begins in late January
• Working on final stages of introducing donating by texting to 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.

Guided by the Jesuit principles of being men and women with and for others, the Loyola University New Orleans Alumni Association is organized to

- serve alumni
- promote a spirit of cooperation and fellowship among alumni
- encourage the development of lifelong relationships between alumni and the university
- foster philanthropic loyalty and support for the university

Membership is open and free to all Loyola graduates, parents, and friends of the University.

**2010-2011 Goals**

1. As per the Strategic Plan, Loyola 2012, we will continue to work with Office of Annual Giving to increase the number of alumni donors by 12% by promoting 100% board participation in the Loyola Fund, adding an explicit solicitation at and following all appropriate alumni events, and empowering our Joint Board Loyola Fund and Regional Chapter Committees to develop duties, responsibilities, and fundraising goals.

2. As per Loyola 2012, we will continue to work with Mission and Ministry to bring additional Ignatian Spirituality programming to our alumni by offering at least two spiritual retreats in 2010-2011 and bringing two spiritual programs to our chapter cities as a part of our Loyola Enrichment Series – Growing in Knowledge, Deepening our Faith.

   (In coordination with university priorities and an expressed interest from alumni for more educational and spiritual programming, the Office of Alumni Relations developed the Loyola Alumni Enrichment Series ~ Growing in Knowledge and Deepening our Faith last year. We are in our second year of offering faculty-centered events to our alumni.)

3. In preparation of the Centennial Celebration, we will establish and empower an Enrichment Committee to start planning our First Annual Alumni College in summer, 2012 as part of Loyola Enrichment Series – Growing in Knowledge, Deepening our Faith.
4. In preparation for the Comprehensive Campaign, we will increase event effectiveness by being more strategic in event planning and travel and by developing and implementing an event matrix for use in measuring success.

5. In focusing on the “minus two/plus three concept” and in response to results from a recent alumni survey, we will reinitiate a Student Alumni Association, create additional networking opportunities for our young alumni, strengthen our young alumni programming by continuing to provide board training and encouraging young alumni to be resources to the members of the Student Alumni Association.

6. We will continue to build our online community, increasing membership by 50%, from 1337 to 2005 by keeping the alumni website interesting with constant updating and new content, and creating weekly spotlights about alumni volunteers and success stories.

Quarterly Report

Presidential Travel:
The Office of Alumni Relations has been working with Development and Annual Giving to develop a travel strategy which will drive our fundraising and alumni relations as we enter the leadership phase of a comprehensive campaign. Using a matrix that allowed us to score cities according to philanthropic and alumni-activity potential, we created the following list of eight priority cities:

1. Houston
2. Washington, D.C.
3. New York City
4. Dallas
5. Miami
6. Chicago
7. Tampa
8. Los Angeles

Based on the President’s availability, we created a schedule of trips for him that would include face-to-face appointments with potential donors and alumni events where he could meet new people and provide an update on the University. A spreadsheet of attendees at each event will be kept for further study.

Our first Presidential Reception took place in St. Petersburg at the Vinoy Renaissance St. Petersburg Resort and Golf Club. Fr. Wildes attended a private reception and dinner with 25 guests. Bill Bishop, Vice President for Institutional Advancement and Lisa Adams ’82, Assistant Director of Alumni Relations, also attended the event.
We will continue to work with Development and Annual Giving throughout the year to coordinate travel. Fr. Wildes is expected to be in Los Angeles and Miami within the next two months where alumni events are being planned.

Enrichment Series:
We are in our second year of offering faculty-centered events to our alumni. In coordination with university priorities and an expressed interest from alumni for more educational and spiritual programming, the Office of Alumni Relations developed the Loyola Alumni Enrichment Series ~ Growing in Knowledge and Deepening our Faith last year. The mission of our Enrichment Series is to assist alumni and friends in their lifelong pursuit of intellectual and spiritual growth and provide opportunities to sample the recent research and top-notch teaching emerging from the University. In presenting these faculty lectures and/or performances, we have and will continue to strengthen the ties between faculty and alumni. Going forward, we see our Enrichment Series as a vehicle for introducing campaign priorities and goals.

We work very closely with the deans and the development officers who recommend faculty and priority cities. In 2009-2010, Dr. Bill Barnett traveled and lectured in New York City, Dr. Bernie Cook traveled and shared his research on the history of Loyola to our Washington D.C. Chapter, and John Biguenet presented his recent play to the Orlando Chapter. Dean Boomgaarden attended the first Loyola in Linen and the Northshore Chapter event last December.

In September, 2010, the Greater New York City Chapter hosted a Pre-Concert Wine & Cheese Reception. William Horne, Professor of Music and Coordinator of Music Theory, and New Orleans composer performed in concert for more than 40 alumni, parents, and friends of the University.

The Houston Alumni Chapter was pleased to host their Annual Sunday Brunch at the reopened Brennan’s of Houston in October. The special university guest was Donald Boomgaarden, Ph.D., Dean, College of Music and Fine Arts and David P. Swanzy, Distinguished Professor of Music. Dean Boomgaarden performed the theme and six variations from Bach’s Goldberg Variations on the piano. The event was well attended by over 60 alumni, parents, and friends.

The Puerto Rico Chapter hosted a faculty lecture presented as part of the Loyola Alumni Enrichment Series in November. Loyola Professor Len J. Treviño, Gerald N. Gaston Eminent Scholar Chair in International Business, discussed, “Institutional Environments, Institutional Change and Development in Puerto Rico.” Bill Locander, Dean of the College of Business, and Traci Wolff, Development Officer for the College of Business traveled with Professor Treviño.

Alumni Participation Engagement:
As per the Strategic Plan, Loyola 2012, we will continue to work with the Office of Annual Giving to increase the number of alumni donors. Last year, 100% of our 30-member Alumni Association Board of Directors and 12-member Young Alumni Pack Board participated in the Loyola Fund. To thank them for their generosity, dedication, and service to Loyola, the Alumni Association hosted a cocktail reception on Friday, September 24, for the joint board members and the Alumni Association Past Presidents. More than 80 guests, including many Loyola faculty and staff, attended the event at the Audubon Golf Club.
2011 Alumni Weekend: To increase participation in 2011 Alumni Weekend scheduled for May
13-15 and to introduce the idea of reunion giving, the Alumni Association hosted an
informational happy hour for the reunion committee in October at the Columns Hotel. The event
was attended by more than 30 alumni who will be celebrating their 5th, 10th, 15th, 20th, 25th, 30th,
35th, 40th, 45th, and 50th milestone reunions. Members of the Reunion Committee will be tasked
with calling fellow classmates to build excitement. Each alumni attendee was presented with a
folder that contained class lists and information about their 2011 reunion.

Regional Chapter Engagement: The Alumni Association also hosted several less formal events to
further alumni engagement with the University. The Dallas Alumni Chapter hosted a pre-game
party and a night at the Rangers baseball game in October. Over 60 alumni and friends gathered
at the Shannon, Gracey, Ratliff & Miller, L.L.P., suite located in the Ameriquest Field in
Arlington, Texas. Loyola alumnus, Dave Pels ’76, J.D.’79, graciously opened his suite for this
annual event. Bill Bishop, the Vice President for the Office of Institutional Advancement,
attended the event.

Alumni and friends from the Washington D.C. Chapter gathered together at the Smithsonian
Museum for an informative and fun evening with Phil Greene, Loyola Law alumnus, for a
special evening seminar: New Orleans: Legendary Jazz and Cocktail Mecca with Tastings. This
was a sold out event open to the public. It was estimated that there were over 30 Loyola alumni
in attendance.

Support of Wolfpack Athletics: Loyola students, faculty, staff, and alumni joined together for the
annual pep rally, a Loyola tradition held each year before the Loyola vs. Tulane Battle of Freret
Street, on November 7 in the Danna Student Center’s St. Charles Room. The event featured
music, food, refreshments, face painting, button making, and an appearance by Havoc. Loyola’s
basketball team then faced off against the Green Wave in the annual Battle of Freret Street at
Tulane’s Fogelman Arena. Unfortunately, Tulane beat Loyola 89 to 60.

In further support of Athletics, we hosted a Joint Athletic Tailgate Party on November 13. The
Athletic Department and the Alumni Association honored an All Decade Team. A Men’s
Basketball game against St. Thomas followed.

Young Alumni Engagement: The Young Alumni Pack, the university’s regionally based Young
Alumni Board whose primary goal is to strengthen ties with recent graduates and encourage their
continued involvement with the university, hosted a wine and cheese networking event at the St.
James Cheese Company in October and will host an Evening of Meditation on November 11 in
the Ignatius Chapel. We are hosting a Young Alumni Mass on December 5 in the Ignatius
Chapel and the annual Young Alumni Christmas Cocktail on December 9. We consider alumni
who have graduated within the last 10 years to be members of our Young Alumni Pack.

Christmas Celebrations: We are hosting several other Christmas events in December. Our Dallas
Chapter is planning their Dallas Alumni Holiday Cocktail Reception on December 3 at The
Fairmont Dallas. The Northshore Alumni Holiday Cocktail Reception will be held on December
4 at the home of Harry ’84 and Robin Bruns, and Fr. Ted Dziak, S.J., Vice President for Mission
and Ministry and Kellie Kennedy, Head Women's Basketball Coach will be our special guests at this event. Chapters in Washington D.C., Raleigh, and Miami are also planning Christmas receptions.

We are also planning our second annual Singing with Santa on December 5 in the St. Charles Room, Danna Student Center. This family friendly event precedes *Christmas at Loyola: A Musical Celebration.*

**Jesuit Values:**
In addition to working with the Office of Annual Giving to increase alumni participation, we also partner with Mission & Ministry and the Office of Co-Curricular Programs to enhance Jesuit values. Deceased alumni and family were remembered during our annual Alumni Memorial Mass on All Souls Day in the Ignatius Chapel.

The Alumni Association co-hosted the 10th annual Wolves on the Prowl, Loyola's national day of community service, on Saturday, November 6. On this day, Loyola alumni around the country joined faculty, parents, staff, and students to serve those who need the most help. Over 384 volunteers went to 13 project sites in the Greater New Orleans area. The following 17 of our 26 chapter cities also participated with an estimated attendance of 109 alumni, parents, and friends: Acadiana, Atlanta, Baton Rouge, Boston, Central Florida, Chicago, Dallas, Denver, Houston, Las Vegas, Mississippi Gulf Coast, New York, Raleigh, San Diego, St. Louis, Tampa/St. Pete, and Washington, D.C.

The Raleigh Chapter hosted its annual community service day on Saturday, October 2. Alumni and friends volunteered at the Wake County 4-H Youth Fair Day, located in Historic Oak View Park in Raleigh, North Carolina. Volunteers assisted with animal shows, youth activities, registration, and craft contests. The San Diego Chapter hosted its annual community service day event on Sunday, October 17. The alumni volunteers gathered for the ‘Making Strides Breast Cancer Walk’ in Balboa Park in San Diego. The donations will benefit the American Cancer Society. The St. Louis Chapter will sort and distribute clothing at the St. Patrick Center on December 11.

**Online Community:**
New Registered Members: 1,879 – This figure represents the total number of members who have gone through the “First Time Login” and accepted the terms and conditions since the website was launched in October 2009 to the present date, November 7, 2010. Our ultimate goal for this fiscal year is to have an increase of 1,000 new registered members by August 1, 2011. Our main purpose is to increase alumni engagement, event participation and annual giving. Since our last report, two months ago, we have had approximately 200 new members complete the “First Time Login.”

“Thank You” and “Survey” e-mails continue to be sent out after every event to thank alumni for attending, and to capture their feedback about the related event. Attendees may also view their event photo gallery.
All of our twenty-six chapter landing pages will be getting a new look. The new design will serve as an informational page that will include the chapter president’s photo and e-mail address. It will also include chapter groups, allowing each member to add posts, photos, etc. This page will also provide information about any upcoming events that pertain to that chapter city, plus recent photo galleries. In addition, each landing page will feature a spotlight highlighting their alumni “by the numbers.” One-third of the chapter landing pages are complete.

Over 500 e-mail addresses have been updated in the Imodules database in response to our GO GREEN postcards, which were mailed to alumni in mid-August.

Activities of the Alumni Association Board of Directors:
The Alumni Association Board held its first meeting of the fiscal year in September. Ralph Litolff, Jr., president of the board, welcomed all of the board members. Topics of Discussion were:
- Loyola Loyal: Increase Alumni Donor Giving
- Affinity Programs: Bank of America Credit Card
- Loyola Loyal Advocates / Good Will Ambassadors / Leadership Presence at University Events / Strengthen Committees
- Go Green Postcard: Capture and increase alumni e-mail addresses
- Alumni Survey Results: 12.55% e-mail response rate
- Community Service Update: Wolves on the Prowl
- Race to Reunion: Meet & Greet Reunion Planning Volunteers

Several Alumni Association committees have met on a regular basis to discuss and implement plans for upcoming events. The College of Business Alumni Board met in September to discuss the annual luncheon. The Community Service Committee met several times to plan Wolves on the Prowl.

The Joint Board Networking Committee met in the Career Development Center in October to plan two fall networking events- DINEwOrleans and Speed Networking. DINEwOrleans is a dinner series that occurs once a semester and provides networking opportunities for junior and senior students within the College of Humanities and Natural Sciences with Loyola University alumni. Students learn the art of networking and witness the value of a Loyola University degree by hearing the personal and professional successes of alumni. It is a joint venture between Loyola’s Career Development Center and the Alumni Association and was selected as a best practice and innovative program by the Southern Association of Colleges and Employers.

Our third DINEwOrleans, but first event this year, took place on November 11 at the home of Amy ’98 and George Sins ’99. Twelve juniors and seniors were invited to attend the dinner, and six members of the Alumni Association were there to offer career advice.

The Joint Board Networking Committee is also working with the College of Business Portfolio Program and the Career Development Center to co-host an evening of Speed Networking on November 16.
Other committees have been active. The Scholarship Committee met to discuss the necessity to change the criteria used to grant Legacy Scholarships, the Student Alumni Association had a membership committee meeting to recruit new members in October, and the Ignatian Spirituality Committee met to plan an All Alumni Retreat which will take place in February, 2011.

Alumni board members who signed up to serve on the Montage Host Committee will be hosting a Wine & Cheese Reception on November 12 on the front Balcony of Marquette Hall before The Misanthrope. The Montage Host Committee will be hosting several other wine and cheese receptions during the year to encourage alumni attendance at the Montage Fine & Performing Arts Series.

**ADVANCEMENT RECORDS – Martha Bodker**

The department’s mission is to insure the university’s ability to communicate effectively with alumni and other constituents, enabling the university to secure the resources required to fulfill its mission. To that end, following is an update on fiscal year 2011 goals and objectives.

To facilitate increased communication with our constituencies:

- Of the 29,000 alumni records submitted to a vendor for updated address, telephone and email information, we received over 16,000 updates at a cost of 4.5 cents per update. Of those records that were updated, we have received over $3,000 in gifts thus far this fiscal year. Fund raising efforts are still ongoing so a final return on investment will be calculated following fall and spring solicitation efforts.
- We have increased the number of alumni records with email addresses to 48% (41,478 solicitable alumni with 19,904 email addresses).
- We have valid phone numbers on 95% of alumni records.
- The database is submitted for US Postal Service change of address updating a minimum of 3 times per year.
- We have completed the development and configuration of our new Papersave document imaging software and have begun scanning both gift documentation and historic donor records. Work will continue on developing priorities, processes and procedures, as well as work with Internal Audit and University Counsel to ensure we adhere to University record retention policies.

To prepare for the upcoming capital campaign:

- Emphasis has been placed on ensuring systems and procedures are at optimal efficiency. To that end we are in the processing of installing the most current upgrade to our Raiser’s Edge database, reviewing system access, performing a security audit and evaluating training needs of IA staff.
- Work is underway to ensure University gift acceptance policies are current, consistent, and meet with industry standards.
- Work is underway to evaluate current gift reporting processes to prepare for the increased reporting needs once the capital campaign gets underway.
Accomplishments for this quarter include:
- Completion of the annual CASE Voluntary Support of Education Survey
- Completion of the annual Donor Honor Roll.

**MARKETING AND COMMUNICATIONS – Terry Fisher**

The Office of Marketing and Communications is responsible for the development and execution of the university’s integrated marketing and communications strategies to support Loyola’s mission and objectives. The Office of Marketing and Communications ensures all Loyola’s external communications possess a consistent editorial and graphic identity that upholds the brand and mission of the university.

Its mission is to provide marketing and public affairs communications that support the university strategic goal of achieving national pre-eminence. It is responsible for enhancing the image of the university to market effectively it to its various constituents and to implement the university-wide marketing communications program.

**Publications and Creative Services**

Projects completed to date this fiscal year: 257

**Project Highlights:**
- Economic Impact Report – mailed Oct. 6
  - Development lists, Business Council, Government Officials, Alumni Boards and Chapter Presidents, and AJCU members
- Benson Announcement Mailer – mailed Oct. 14
  - Mailed to: Rankers, Board of Trustees (coordinated through Kristine LeLong), Alumni Boards and Chapter Presidents
- *U.S. News & World Report* Strategy Update
  - Objective: Influence *USN&WR* PEER Assessments in the *Regional Universities in the South* (previously labeled Masters Universities in the South) category by:
    - Increasing awareness of Loyola’s advancement and expertise in two *Exemplary Undergraduate Programs by Specialty* areas – SERVICE LEARNING and FIRST YEAR EXPERIENCE PROGRAMS.
    - Promoting recent improvements as an institution in academics, faculty, students, campus life, diversity and facilities (promising and innovative changes).
    - Promoting national accolades / awards / rankings received by university, faculty, students, and staff.
- September: Mailed Montage calendar to rankers (President, Provost, Dean of Admissions/VP of Enrollment).
• October: Mailed Loyola University Alumni Magazine and the Benson Announcement to rankers.

Other Highlights:
• Faculty-Staff Campaign Brochure
• PA Neighborhood Newsletter
• Fall LUNO Magazine- 45,000 mailed Oct. 25
• Fall Loyola Executive Magazine
• Montage Direct Mail Piece
• Jesuit Education Mission Booklet

Google Paid Search National Campaigns (strategy and implementation):
• Admissions Recruiting Support: Campaign paused in mid-September due to budget constraints.
• Doctor of Nursing Practice (DNP) online degree program: Conducted online recruiting campaign (began late Nov. 09) to drive qualified leads for enrollment deadlines. To date, 638 qualified leads have been sent to DNP for follow up.
• Loyola Institute for Ministry (LIM) online degree programs: Conducted online recruiting campaign (began late Mar. 09) to drive qualified leads for enrollment deadlines. To date, 108 qualified leads have been sent to LIM for follow up.

Social Media:
• Incorporating specific Annual Giving messaging in our weekly Facebook posts.
• Underway with supporting Alumni Relations’ Facebook Efforts.
  o Topics include: ID the old photo, Link to event photo galleries on the alumni site, Alumni/faculty books, Tease upcoming magazine articles, Post links to magazine articles online, Wolftracks, Wolf Pups, Mini spotlights (faculty, staff, alumni)
• Foursquare:
  o Loyola is one of 15 universities selected to pilot the .edu version of Foursquare, a location-based social network that enables students, staff, and alumni to connect and share information about what is going on at the university.
  o Objective: Engage students, helping students explore campus, learn about our history, share tips, and further connectivity on campus.
  o To date, there have been over 3,000 check-ins in the top ten locations on Foursquare alone.

Fans and Followers:
• 3,605 Fans on Facebook
• @Loyola_NOLA – 1,113 Followers on Twitter
  o Benson’s donation information was tweeted to our 1,000+ followers, who in turn re-tweeted it to their followers for a total of 144,000 impressions

Integrated Marketing Campaigns (strategy, concept, media buying):
• Doctor of Nursing Practice recruitment – ongoing
• Bachelor of Science in Nursing recruitment – ongoing
• Loyola Institute for Ministry recruitment – ongoing

Web Communications

The Office of Web Communications completed 736 jobs from August 2009 to August 2010. This is a 142% increase from the previous year (517) and a 311% increase from two years prior (236).

Overall updates:
• Plan to complete all major university college, division, and center websites by August 2011, and remain on target. We began launching the redeveloped websites July 2008. All colleges and academic departments have been completed. Student Affairs, Mission and Ministry, and Academic Affairs offices (and subordinate departments) have been completed. Of 37 existing centers in need of redesign, 20 have been completed, 4 are in progress, and 13 remain.
• Reasons why: Better tracking of projects, an addition of three new positions in the past two years (a director, additional web programmer and additional content editor), and more efficient scheduling and processes developed.

September and October 2010 Projects
• We had 133 projects requested. These projects ranged from custom e-mail design, online form updates, website trainings, new website developments, site updates and troubleshooting, custom graphics, and social media and blog requests.
• Benchmarking – Starting in August 2010, Loyola began participating in a higher ed benchmarking study to evaluate the viability of our web traffic. We have just begun to get the results and all are extremely favorable; Loyola consistently gets more traffic that visit more often and visit using branded search terms, meaning people are internalizing Loyola-branded keywords and are searching us out using those keywords. Around 40 other universities of similar size (less than 5k students) are participating every month.

Websites – as part of our mission, it is imperative that the Office of Web Communications provide an integrated web presence for all major university areas; consistent online graphic and editorial identity must be maintained. We are implementing this part of our mission by providing newly redeveloped websites for all offices, colleges, and departments throughout the university.
• President’s Office site redevelopment – site structure, site content, graphics/photography, and development site in progress.
• Institutional Advancement site redevelopment – site structure, site content, graphics/photography, and development site in progress.
• Online Bulletin site redevelopment (done annually to accommodate the university’s bulletin and always begins in early fall, with site launch in June of the next year).
• Center for Environmental Law and Land Use, Law Career Services, Conference for Corporate Social Responsibility (under Center for Spiritual Capital), and University Band sites are all websites we’ve classified as “center” websites (these dictate a shorter
timeline than the larger college or office websites) that are being developed. Site structure, site content, graphics/photography, and development sites in progress.

User experience and improvement projects – we work on several projects throughout the year to streamline user experience and maintain consistent graphic and editorial identity that do not necessarily fit neatly into one “website” project. These usually involve programming, navigation, or graphic changes that affect and improve how our users experience the Loyola web presence (these may impact multiple websites or just individual sites).

- University homepage revisions – since launching the new Loyola homepage in July 2008, we’ve been monitoring our website traffic reports, examining higher education web trends, and gathering feedback from our main audiences (prospective students, current students, parents, alumni, faculty and staff) to see if and what revisions might need to be made to our homepage, as we are always seeking to improve the usability of our website. We are expecting to complete this project in December 2010.
- Annual Giving buttons – added “make a gift” buttons to Loyola homepage, all college pages, and the Office of Mission and Ministry website. The button on the homepage goes to a general giving form, and the others go to forms specifically tailored to that college or office.
- Forms – 33 online form updates were requested

E-communication – as part of our goal to provide integrated marketing web communications that support the university strategic goal of achieving national preeminence, we coordinate all mass e-mail and e-newsletter communication. We also frequently design custom e-mails for fundraising, alumni engagement, and admissions efforts.

- Alumni – completed 11 graphic header images for mass e-mails sent by Alumni Relations.
- Faculty, staff and students – mailed 22 mass e-mails.
- Prospective students – designed 2 custom e-mails for prospective students.
- E-newsletters – we mailed 15 issues of e-newsletters out to a wide variety of audiences. Examples of e-newsletters that were mailed: Student Affairs e-newsletter, Nature Notes, Library e-newsletter, Study Abroad e-newsletter.

Public Affairs and External Relations

Updates:

- Neighborhood News – Newsletters were delivered on Nov. 1 to 1,300 neighbors within a 1-mile radius to inform them about ongoing construction projects, upcoming events and news about the university.
- “Life at Loyola with Kelsey and Chelsea” – Student intern-produced web video highlighting life at Loyola launched on the website in November. Segments included “Why did you decide to come to Loyola?” and “Cool Campus Cribs.”
- US News Peer Campaign – Experts Guides mailed to US News rankers in August highlighting Loyola faculty. Rankers also receive monthly a customized LoyNews e-newsletter with the previous month’s top five news stories.
- **Closed POD Training** – PA Director attended a 2-day mass prophylaxis distribution training given by the New Orleans Office of Homeland Security. Loyola is a Closed Point of Distribution for medication in the event of biological warfare or an infectious disease outbreak.

Special Events Recap:

- **Tom Benson Announcement – Sept. 24, Sculpture Garden**. Benson announced his $8 million gift for a new Jesuit Center. @ 150 students, faculty, staff, and donors in attendance. Three TV stations and WRNO Radio covered the event, and post-event coverage was extensive. (See attached media report.) A VIP reception in the President’s Suite followed the event.

- **Scholarship Dinner – Oct. 6, Audubon Tea Room**. Annual event provided scholarship recipients the opportunity to meet their benefactors. @ 300 people in attendance.


- **Physics Reunion – Oct. 29, Physics Lab**. Physics alumni celebrated the nearly 100-year old program’s success and history. @ 100 people attended.
Loyola University Media Coverage Highlights – Sept. - Oct. 2010

Prof. Bob Thomas on NPR’s Morning Edition National Public Radio – 9/18/10

Loyola hosting premiere of TV documentary series “God in America”
Associated Press, StamfordAdvocate.com, Hartford Courant, WGNO –TV, WVUE-TV, KALB-TV, Daily Comet, The Republic, WXVT-TV – 10/5/10

Loyola pumped nearly $129 million into New Orleans economy in 2009-2010
Forbes.com; Yahoo! Finance US; Washington Examiner; Canadian Business Online; Yahoo! Finance Canada; The CW 38; WDSU; KLFY; WNO News; ABC 26 WGNO; Daily Comet.com; WBRZ, Ch. 2; Gainesville.com – WXVT TV – 10/12/10

Top 10 Online Nursing Schools American Chronicle, Los Angeles Chronicle – 10/21/10

Seven-time Grammy winner Emanuel Ax plays Loyola gig - NOLA.com – 10/22/10; AP – 10/21/10;
Interview with Pianist Emanuel Ax - WWNO NPR – 10/22/10; Don Boomgaarden interview - WWL-TV – 10/22/10

Bob Thomas and Ralph Brennan interviewed live about New Orleans’ recovery post oil spill
10/27/2010: WAGA–TV – Atlanta, GA; WPMT-TV - Harrisburg, PA; WCPO-TV - Cincinnati, OH; CHCH –Toronto; WAAAY - Huntsville, AL; KCTV – Witchita, KS; KENS - San Antonio, TX

Tom Benson Media Coverage Highlights - Sept. 23 - 24, 2010

Tom Benson gives $8M to renovate Loyola’s Jesuit Center New Orleans CityBusiness – 09/23/2010

University welcomes $8 million for center Times-Picayune - 9/24/10 (Front Page)

Benson Pledges $8 Million to Loyola Associated Press – 9/24/10, The Maroon - 9/23/10

Saints and Fox 8 owner Tom Benson calls Loyola the place that built his foundation as a young man
WWVE-TV – 9/23/10 - 5 p.m., 9 p.m. newscasts, online; WDSU-TV – 9/23/10 – 4 p.m., 6 p.m. newscasts, online

Saints owner Tom Benson gifts $8 million to Loyola for new Jesuit Center
WGNO-TV - 9/23/10 - 5 p.m., 6 p.m. newscasts, online, WRNO 99.5 News Center – 9/23/10, MSNBC, KATC-TV, KLFY-TV, KPLC-TV, WBRZ-TV, KTUL-TV -- 9/23/10; WWL – TV Online – 9/23/10

(Rev. Kevin Wm. Wildes, S.J., Ph.D. appearance on morning show) WVUE-TV – 9/24/10 - 6 a.m. newscast, online, WWL 870 AM Morning News – 9/24/10
<table>
<thead>
<tr>
<th>Campaign Description</th>
<th>Cash/Stock</th>
<th>Gifts in Kind</th>
<th>Gift Annuities</th>
<th>Pledge Balances</th>
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<tr>
<td>Prior Fiscal Year Restricted Annual Giving</td>
<td>$66,920.28</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$66,920.28</td>
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<td>Prior Fiscal Year Unrestricted Annual Giving</td>
<td>$9,103.60</td>
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<td>$9,103.60</td>
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<td>FY 2011 Annual Fund Restricted</td>
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<td>Outright Gifts for Capital Purposes*</td>
<td>$862,330.35</td>
<td>$38,762.62</td>
<td>$0.00</td>
<td>$7,401,020.00</td>
<td>$8,302,113.00</td>
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$1,421,264.69 $38,762.62 $0.00 $7,512,435.11 $8,972,462.42

2,995 Gift(s) listed
1,680 Donor(s) listed

* Property, buildings, equipment and endowment
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<th></th>
<th>8/1 to 10/31 FY 2009</th>
<th>8/1 to 10/31 FY 2010</th>
<th>8/1 to 10/31 FY 2011</th>
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<tr>
<td><strong>CAPITAL GIFTS</strong></td>
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<td>Restricted Endowment</td>
<td>588,641</td>
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<td>Plant Improvements</td>
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<td>100,000</td>
<td>600,000</td>
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<td>Non-Endowed Programs &amp; Grants</td>
<td>92,000</td>
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<td>Gifts in Kind</td>
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<td><strong>Total</strong></td>
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<td><strong>ANNUAL GIFTS</strong></td>
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<td>Restricted</td>
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<td>71,561</td>
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<td><strong>Total</strong></td>
<td>$635,110</td>
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<td><strong>TOTAL PRIVATE GIFTS</strong></td>
<td>$1,412,245</td>
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### LOYOLA UNIVERSITY NEW ORLEANS
**Gifts by Constituency 2010 - 2011**  
**August 1, 2010 - October 31, 2010**

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<tr>
<th>Constituency</th>
<th>FY 2010 October</th>
<th>FY 2011 October</th>
<th>FY 2010 FYTD</th>
<th>FY 2011 FYTD</th>
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<td><strong>Alumni</strong></td>
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<td>Annual</td>
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<td>50,159</td>
<td>138,249</td>
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<td>189,530</td>
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<td><strong>Total</strong></td>
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<td><strong>239,689</strong></td>
<td><strong>282,265</strong></td>
<td><strong>354,693</strong></td>
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<tr>
<td><strong>Individuals</strong></td>
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<tr>
<td>Annual</td>
<td>137,657</td>
<td>42,575</td>
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<td>6,457</td>
<td>29,994</td>
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<td><strong>Total</strong></td>
<td><strong>143,979</strong></td>
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<td><strong>216,838</strong></td>
<td><strong>685,074</strong></td>
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<td><strong>Corporations</strong></td>
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<td><strong>25,737</strong></td>
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<td>4,050</td>
<td>3,750</td>
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<td><strong>Total</strong></td>
<td><strong>141,216</strong></td>
<td><strong>57,000</strong></td>
<td><strong>237,106</strong></td>
<td><strong>211,988</strong></td>
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<td>Annual</td>
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<td><strong>Total</strong></td>
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<td><strong>103,860</strong></td>
<td><strong>39,201</strong></td>
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<td>Annual</td>
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<td><strong>Total</strong></td>
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<td><strong>469,751</strong></td>
<td><strong>801,147</strong></td>
<td><strong>1,421,264</strong></td>
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<td><strong>Gifts in Kind</strong></td>
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<tr>
<td>Gifts in Kind</td>
<td>15,504</td>
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<td>550,892</td>
<td>38,763</td>
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<tr>
<td>Gift Annuities</td>
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<td>0</td>
<td>0</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$514,011</strong></td>
<td><strong>$469,751</strong></td>
<td><strong>$1,352,039</strong></td>
<td><strong>$1,460,027</strong></td>
</tr>
</tbody>
</table>

*August 1, 2010 - October 31, 2010*
<table>
<thead>
<tr>
<th></th>
<th>Campaign Type</th>
<th>10 Fiscal Year to Date Gifts Received to October 31, 2009</th>
<th>11 Fiscal Year to Date Gifts Received to October 31, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities &amp; Natural Science</td>
<td>$39,556 Total Annual Gifts</td>
<td>$23,799 Total Annual Gifts</td>
<td>$35,149 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$74,705 Total Received Humanities &amp; Natural Science</td>
<td>$39,958 Total Received Humanities &amp; Natural Science</td>
<td></td>
</tr>
<tr>
<td>College of Business</td>
<td>$155,784 Total Annual Gifts</td>
<td>$70,505 Total Annual Gifts</td>
<td>$1,925 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$157,709 Total Received College of Business</td>
<td>$70,505 Total Received College of Business</td>
<td></td>
</tr>
<tr>
<td>College of Social Sciences</td>
<td>$50,571 Total Annual Gifts</td>
<td>$5,325 Total Annual Gifts</td>
<td>$2,199 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$52,770 Total Received Social Sciences</td>
<td>$7,461 Total Received Social Sciences</td>
<td></td>
</tr>
<tr>
<td>College of Law</td>
<td>$106,912 Total Annual Gifts</td>
<td>$222,288 Total Annual Gifts</td>
<td>$169,922 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$276,834 Total Received Law</td>
<td>$426,773 Total Received Law</td>
<td></td>
</tr>
</tbody>
</table>
## LOYOLA UNIVERSITY NEW ORLEANS
### GIFT INCOME COMPARISON BY COLLEGE

<table>
<thead>
<tr>
<th>College of Music &amp; Fine Arts</th>
<th>10 Fiscal Year to Date Gifts Received to October 31, 2009</th>
<th>11 Fiscal Year to Date Gifts Received to October 31, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign Type</td>
<td>College of Music &amp; Fine Arts</td>
<td>Campaign Type</td>
</tr>
<tr>
<td></td>
<td>$63,583 Total Annual Gifts</td>
<td>$52,323 Total Annual Gifts</td>
</tr>
<tr>
<td></td>
<td>$23,494 Total Capital Gifts</td>
<td>$48,255 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td><strong>$87,077 Total Received College of Music &amp; Fine Arts</strong></td>
<td><strong>$100,578 Total Received Music &amp; Fine Arts</strong></td>
</tr>
<tr>
<td>Library Gift Total</td>
<td>Campaign Type</td>
<td>Library Gift Total</td>
</tr>
<tr>
<td></td>
<td>$15,024 Total Annual Gifts</td>
<td>$4,881 Total Annual Gifts</td>
</tr>
<tr>
<td></td>
<td>$2,028 Total Capital Gifts</td>
<td>$2,535 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td><strong>$17,052 Total Received Library</strong></td>
<td><strong>$7,416 Total Received Library</strong></td>
</tr>
<tr>
<td>Athletics Gift Total</td>
<td>Campaign Type</td>
<td>Athletics Gift Total</td>
</tr>
<tr>
<td></td>
<td>$13,770 Total Annual Gifts</td>
<td>$17,988 Total Annual Gifts</td>
</tr>
<tr>
<td></td>
<td>$300 Total Capital Gifts</td>
<td>$30 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td><strong>$14,070 Total Received Athletics</strong></td>
<td><strong>$18,018 Total Received Athletics</strong></td>
</tr>
<tr>
<td>Mission &amp; Ministry Gift Total</td>
<td>Campaign Type</td>
<td>Mission &amp; Ministry Gift Total</td>
</tr>
<tr>
<td></td>
<td>$3,895 Total Annual Gifts</td>
<td>$10,785 Total Annual Gifts</td>
</tr>
<tr>
<td></td>
<td>$0 Total Capital Gifts</td>
<td>$25,000 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td><strong>$3,895 Total Received Mission &amp; Ministry</strong></td>
<td><strong>$35,785 Total Received Mission &amp; Ministry</strong></td>
</tr>
<tr>
<td></td>
<td><strong>$449,095 Total Annual Dollars</strong></td>
<td><strong>$407,894 Total Annual Dollars</strong></td>
</tr>
<tr>
<td></td>
<td><strong>$235,217 Total Capital Dollars</strong></td>
<td><strong>$298,600 Total Capital Dollars</strong></td>
</tr>
</tbody>
</table>

* Property, buildings, equipment and endowment
<table>
<thead>
<tr>
<th>LOYOLA UNIVERSITY NEW ORLEANS</th>
<th>Donor Count by Constituency 2010-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>FY 2010</td>
</tr>
<tr>
<td></td>
<td>8/1 to 10/31</td>
</tr>
<tr>
<td></td>
<td># Solicitable*</td>
</tr>
<tr>
<td>Alumni Total</td>
<td>40,257</td>
</tr>
<tr>
<td>Human &amp; Natural Science**</td>
<td>7,997</td>
</tr>
<tr>
<td>College of Business**</td>
<td>6,770</td>
</tr>
<tr>
<td>Social Sciences**</td>
<td>12,452</td>
</tr>
<tr>
<td>College of Law**</td>
<td>8,020</td>
</tr>
<tr>
<td>Music &amp; Fine Arts**</td>
<td>2,202</td>
</tr>
<tr>
<td>Individuals Total</td>
<td>465</td>
</tr>
<tr>
<td>Parents**</td>
<td>181</td>
</tr>
<tr>
<td>Trustees**</td>
<td>2</td>
</tr>
<tr>
<td>Corporations</td>
<td>32</td>
</tr>
<tr>
<td>Foundations</td>
<td>13</td>
</tr>
<tr>
<td>Organizations</td>
<td>11</td>
</tr>
<tr>
<td>Grand Total</td>
<td>1,297</td>
</tr>
</tbody>
</table>

* As of 8/4/2010
** Parenthetical
TOTAL CASH GIFTS FISCAL 08 TO 11

DOLLARS RECEIVED

FISCAL YEARS

Institutional Advancement
December 9, 2010
Page 32 of 34

ALUMNI GIFTS FISCAL 08 TO 11

DOLLARS RECEIVED

$750,000
$650,000
$550,000
$450,000
$350,000
$250,000
$150,000
$50,000

8/1/2007 TO 10/31/2007
8/1/2008 TO 10/31/2008
8/1/2009 TO 10/31/2009
8/1/2010 TO 10/31/2010

FISCAL YEARS

$552,359
$677,139
$282,265
$354,693

$50,000
$150,000
$250,000
$350,000
$450,000
$550,000
$650,000

8/1/2007 TO 10/31/2007
8/1/2008 TO 10/31/2008
8/1/2009 TO 10/31/2009
8/1/2010 TO 10/31/2010

FISCAL YEARS
NUMBER OF TOTAL DONORS FISCAL 08 TO 11

- 8/1/2007 TO 10/31/2007: 1,406
- 8/1/2008 TO 10/31/2008: 772
- 8/1/2009 TO 10/31/2009: 1,297
- 8/1/2010 TO 10/31/2010: 1,484

FISCAL YEARS
NUMBER OF ALUMNI DONORS FISCAL 08 to 11

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Alumni Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1/2007 TO 10/31/2007</td>
<td>969</td>
</tr>
<tr>
<td>8/1/2008 TO 10/31/2008</td>
<td>446</td>
</tr>
<tr>
<td>8/1/2009 TO 10/31/2009</td>
<td>776</td>
</tr>
<tr>
<td>8/1/2010 TO 10/31/2010</td>
<td>957</td>
</tr>
</tbody>
</table>