LOYOLA UNIVERSITY NEW ORLEANS

Board of Trustees

DECEMBER 2008

REVISED COMMITTEE DESCRIPTION

COMMITTEE: Committee on Institutional Advancement

MISSION STATEMENT / CHARGE

The Committee shall require the development of plans for comprehensive fund-raising initiatives to support the University's strategic priorities and resource development efforts, and then shall monitor progress toward attainment of those goals.

It shall provide leadership for raising funds to assist in providing for the financial health of the University and, in so doing, achieve the goals the University has identified as necessary to the attainment of its mission.

It shall monitor the staffing and resources of the University's advancement office and make recommendations to the Board and President to keep the office appropriately and adequately staffed and funded to achieve the fund-raising, marketing, and alumni goals of the University. In the event of a decision to pursue a comprehensive campaign, the Committee shall see to the preparation of an appropriate needs list drawn from the priorities of the strategic plan and translate these into specific objectives with specific dollar goals.

MEMBERSHIP, LEADERSHIP AND ORGANIZATION:

- **MEMBERSHIP**: Membership of the Committee shall consist of eight to twelve members, including Trustees who strongly support the University with their personal resources, have extensive contacts with individuals and organizations with means, and warmly embrace the development goals of the institution. Membership might also include representatives of other constituencies (alumni, parents and friends); as well as faculty, staff and student “delegates” as appropriate.

- **LEADERSHIP**: The chair and vice chair of the Committee shall be a highly visible and committed Trustees who are knowledgeable about and experienced with advancement initiatives. Ideally, they are also generous donors, both in terms of the generosity of those gifts in relation to personal resources and capacity to identify and help reach a network of major donors. The vice president for institutional advancement shall provide staff support for the Committee.

- **ORGANIZATION**: The Committee shall meet quarterly in normal times. Clearly, more frequent meetings will be necessary when planning for or in the midst of a comprehensive campaign.
RESPONSIBILITIES:

- The Committee shall create within the Board of Trustees an awareness of the importance of strategic planning and systematic purposeful fund-raising to the financial and educational well-being of the University.
- Together with the Executive Committee, the Committee shall ensure the development and implementation of an institutional strategic plan and a comprehensive fund-raising plan, both of which support the University’s mission and Catholic / Jesuit heritage.
- It shall establish necessary and appropriate fund-raising policies.
- It shall motivate and sustain the commitment of Trustees.
- It shall set goals for Trustee giving and actively engage in Trustee solicitation.
- It shall set fund-raising goals and assess progress toward achieving them.
- It shall participate fully in the institutional advancement process including development, marketing, public relations, and alumni relations.
- The Committee shall examine giving and marketing trends and analyze implications for the future of the University and its advancement efforts.
- And, it shall evaluate staff and budget for adequacy and appropriateness to meet fund-raising needs and expectations.

AGENDA—POLICIES & PRACTICES FOR COMMITTEE TO CONSIDER

- Address the University’s fund-raising objectives, and monitor progress in various categories of giving and the potential for donor support of major projects.
- Oversee prospect identification and research.
- **Monitor the marketing and public relations initiatives**
- Monitor annual giving, corporate and foundation relations/giving, and planned giving.
- Participate in and oversee major gift cultivation and solicitation.
- Stay abreast of campaign planning and implementation.
- Preview and approve special events.
- Maintain vigilance over the delicate balance between policy-making and administration, always nurturing the spirit of teamwork between the Board of Trustees and the senior leadership team.

  [Fund raising is one of only two areas of board responsibility where Trustees have both policy / planning responsibilities and direct responsibility for implementation of initiatives (the other is investment management.)]

  [See Strategic Plan and the Bridge Plan for specific 2008-2009 policy and planning issues.]