AGENDA

1. Welcoming Remarks 
   Derby Gisclair

2. Approval of Minutes 
   Derby Gisclair

3. Centennial Update 
   Terry Fisher

4. Advancement Update 
   Bill Bishop
   • Fund raising update
   • Status report – OIA trustee engagement with fund raising effort
   • Centennial Challenge results
   • Forthcoming Alumni College

5. Draft mini-case for support: 
   Bill Bishop
   • Multimedia Facility
   • Departmental Endowments in HUNS
   • Honors
   • Roussel Hall

6. Campaign Update 
   Derby Gisclair/Bishop
   • Campaign readiness
   • Resolution discussion – Initiating the public phase of the campaign

ACTION ITEM  6. Approval of Resolution 
   Derby Gisclair

7. Looking ahead 
   Bill Bishop

8. Old Business 
   Derby Gisclair/Bishop

9. New Business 
   Derby Gisclair

10. Executive Session 
    Derby Gisclair

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

MINUTES

December 6, 2012

Present: Anne Gauthier, Vice Chair
Robert Gerlich, S.J.
S. Derby Gisclair, Chair
Robert LeBlanc – via telephone
Sean O’Keefe
N. John Simmons, Jr.
Kevin Wm. Wildes, S.J., President (ex officio) – attended part of the meeting

Staff: Bill Bishop, Vice President
Terry Fisher, AVP for Marketing
Monique Gardner, Director for Alumni Relations
Stephanie Hotard, Director for Annual Giving
Chris Wiseman, AVP for Development
Rhonda E. Brehm, Recording Secretary

Absent: David M. Ferris
John J. Finan, Jr.
Carolyn Callahan
Robert A. “Bobby” Savoie
J. Kevin Poorman, Chair (ex officio)
Dr. J. Cathy Rogers, Faculty Senate (ex officio)
Amy Sins, Alumni Association (ex officio)

Welcome

Derby Gisclair opened the meeting at 1:09 p.m. and invited Fr. Gerlich to open with a prayer.

Approval of Minutes

Mr. Gisclair asked if there was a motion to approve the minutes of the October 4, 2012, meeting. MOTION was made by Anne Gauthier and seconded by Sean O’Keefe. Motion carried.
Campaign Fundraising Update

Mr. Bishop proceeded with an update on campaign fundraising through November 30, 2012. (A copy of the presentation is available via a link on the Board of Trustee website and Blackboard - under the Institutional Advancement Committee section.) Some highlights from the update:

- Unrestricted Income - $259,219 – higher than it’s been in the last four years.
- New Gifts - $3,669,976 – doubled from last year.
- Total Gifts + Pledges - $4,118,136 – highest this has been in the last four years, excluding 2011 when we received the $8M Benson gift.
- Campaign Total - $23,507,611 (23.51% of our goal).
- Campaign Proposals being considered - $35M – of this total, $30M is tied to two families.
- Planned Gift Expectancies are not included in the Campaign Total until they are realized. This decision was made due to the large dollar amount designated to bricks and mortar expectations in the priorities.
- To date, almost all lay members of the board are participating in the campaign.

Campaign Readiness Indicators to enter Campaign Public Phase

- Primary concerns: percentage of dollars raised; need to increase the number of our potential donors; and current economic environment vs. moving into the public phase sooner rather than later based on the philanthropic culture of New Orleans and Louisiana.
- There are two large proposals on the table which could bring us to $40M given or committed to the campaign – one metric for moving into the public phase.
- IA Committee recommends we continue to monitor these and other factors and see where we are over the next few months.

Other considerations:
- We need to determine how much of our support comes from New Orleans and how much from outside this area. If Loyola is ever going to go to a new level, we need to reach outside of the city.
- Jesuits are unable to bring the same fiscal support as the lay board members, but they bring other things:
  - Jesuits offer an opportunity for great outreach within the community.
  - Retired (or available) Jesuits can attend funerals for alumni and visit sick in hospitals.
- Problem: Jesuits need to receive information in order to reach out to alums.

Take-away:
- Mr. Bishop to follow-up with Fr. Rogers.
Draft Cases for Support

Mr. Bishop introduced the three draft cases which he considers the top priorities for the campaign:

- Scholarships (assists students with the rising cost of tuition and first-generation students).
- The Loyola Fund (provides direct support for university operations which frees up operating dollars which can be used to assist students).
- Monroe Hall (a minimum of $13M in philanthropic support is needed to complete this building which houses 40% of Loyola’s classes).

Mr. Bishop stated that Marketing + Communications will take the drafts and format them into first class marketing documents. But in regards to the essence and substance, we need the Committee’s experience. Robert LeBlanc offered to meet with Mr. Bishop to review the cases.

**Take-away:**

- Mr. Bishop to follow-up with Mr. LeBlanc.

Question arose regarding naming opportunities for Monroe Hall. Should a large gift be given, is there a possibility for the Hall to be renamed? While it is not possible for renaming due to the Foundation’s continued support of Monroe Hall, Chris Wiseman proposed that if the situation should arise he could discuss with the Foundation the possibility of adding a hyphen and name.

Update on 20/10 by 2017 Campaign:

Mr. Bishop reminded the Committee that he had tasked Monique Gardner with the *Faith in the Future* (FIF) Campaign goals to raise $10M in unrestricted dollars and increase the alumni participation rate to 20% by 2017. Monique and her team took ownership and drafted a plan which they named the 20/10 by 2017 Campaign.

Benefits offered by the 20/10 by 2017 Campaign:

- Gives Alumni Association ownership in the FIF Campaign – primarily in raising unrestricted dollars.
- Helps the Office of Institutional Advancement find the “black swans” – alumni with an untapped capacity.
- Increases engagement with alumni through direct personal contact with someone from the university.

Mrs. Gardner updated the Committee on the progress made on the Loyola Loyal Committee – the university’s alumni volunteer structure established to execute the 20/10 by 2017 campaign. (Further details about the Committee are available via a link on the Board of Trustee website and Blackboard - under the Institutional Advancement Committee section.)

- Elly Hanks ’99, president of the Las Vegas Alumni Chapter, has agreed to chair the Loyola Loyal Committee.
- In October and November webinars and 1:1 conference calls about the Loyola Loyal program were held for all alumni chapter presidents.
• Chapter presidents were asked to recommend potential Loyola Loyal Coordinators for their chapters. Faculty and staff have also identified potential Loyola Loyal Coordinators.
• Loyola Loyal Chapter Coordinators have been confirmed for six of our largest alumni chapters including Miami, New York City, Washington, D.C., Dallas, Houston, and Los Angeles.
• Discussions are currently in progress with eight potential Loyola Loyal Chapter Coordinators.
• Thus far, Loyola Loyal Chapter Coordinators and existing alumni volunteers have committed to hosting thirteen Loyola Loyal events during fiscal year 2013.
• The Loyola Loyal Committee is not waiting for the Faith in the Future Campaign to go public and is moving forward.

Old Business

Comparison of philanthropic/unrestricted support to university budget:
• Mr. Bishop explained why there is so much interest in meeting the $10M unrestricted goal. As unrestricted dollars are budgeted directly to the operation of the university, if the Office of Institutional Advancement fails to meet its unrestricted goal, there is a ripple effect on the institution – the deficit has to be recovered from somewhere in the university.
• Unrestricted dollars average .7% of the operating dollars.
• When calculating return on investment for the Office of Institutional Advancement’s budget, need to take into account that 40% of the budget is dedicated to Marketing and Communications, and 10% of the budget is dedicated to Alumni Relations.
• Return on investment: $4 for every $1 invested. Intangible return on investment: planting the seeds for future philanthropic support.

Update on Scholarship Request from John Simmons:
• The Development Office and Sal Liberto, vice president for Enrollment Management, have been working with Mr. Simmons.
• The following statistics for the Tampa area have been determined:
  o $400K in current support.
  o 600-800 alums.
  o One third of the alums are first generation graduates.
  o These alums were able to attend Loyola due to 70% assistance.
• Looking at the Chicago model and may consider a “challenge” in the future.

Update on Board of Regents:
• The Board of Regents has reinstated its original program for Endowed Professorships with two additional administrative provisions:
  1. The university must have in place an Internal Standard for how professorships will be filled.
  2. The Internal Standard must be presented to the donor for review and signature.
• Marc Manganaro is working with the Provost Council to draft the Internal Standard.
• Loyola currently has four requests in their backlog.
• While the Board of Regents only requires $60K for a $40K match, the university’s Naming Policy requires $100K in philanthropic support for a named endowed professorship.

New Business

Pilot program on Trustee Assistance in Solicitations:

Stephanie Hotard, Director of Annual Giving, introduced the program:

Based on information from the university’s constituent database, lay members of the IA Committee were asked to consider engagement and solicitation of five prospective donors in their geographic area.
• A packet including the five names and detailed instructions was given to each of the lay trustees. (The idea for the packet information originated from David Ferris.)
• This is a pilot program which will be reported on at the March 2013 BOT Retreat.
• The program will not only help raise money for the university, but just as important, provides an opportunity to reach out to alums and friends of the university and helps to build a “culture of philanthropy”.
• It was suggested that the Jesuits be included in this program as they have means to open doors which the lay trustees cannot.

Take-aways:
☐ Mr. Bishop to follow-up with Fr. Wildes regarding Jesuit trustee involvement.
☐ Chris Wiseman and Stephanie Hotard to follow-up with lay trustees within next couple of weeks.

Derby Gisclair stated that by getting trustees involved, this is how the board can reach the consultant’s (Grenzebach Glier + Associates) board campaign goal of $30M.

Fr. Wildes added that “it’s the personal relationship”. Yes, we want to raise dollars but this is a chance for us to reconnect with our alums, friends, and benefactors and “build a culture of philanthropy”. He also stated that he is grateful for the alumni program and hopes it will have a “ripple effect”.

Executive Session

There was no executive session.

Adjournment

The meeting was adjourned at 2:43 p.m.
**OFFICE OF INSTITUTIONAL ADVANCEMENT REPORT**  
May 16, 2013

**VICE PRESIDENT’S OVERVIEW**

Throughout AY 12-13 the Office of Institutional Advancement’s focus has been on the execution of the Leadership Phase of the Faith in the Future campaign, the conduct of the year long celebratory activities of Loyola’s Centennial, the engagement of the university’s alumni, friends, and benefactors, and the support of the overarching strategies of Loyola 2012 – the university’s strategic plan.

During the meeting of the Advancement Committee, we will focus on the progress we have made in each of these areas. We will also spend some time discussing the transition from the Leadership Phase of the comprehensive campaign to the launch of the campaign’s public phase. In that regard, following my overview is a one page status report of the Office of Institutional Advancement’s readiness for the public launch of the campaign.

Following this status report, each of the leaders of the Office of Institutional Advancement provides a more detailed look at his/her respective team’s significant activities. It is truly an exciting and busy time within the Office of Institutional Advancement. Thank each of you for your support of the university. I look forward to seeing you at the May meeting of the Board of Trustees.
Office of Institutional Advancement – Campaign Readiness

- Clarification of the university’s fundraising priorities for this campaign continue – with unrestricted support, scholarship support, and support for Monroe Hall – priorities which total $45M – being the campaign’s initial focus. Other “bricks and mortar” projects for this campaign include the Jesuit Center, Roussel Hall renovation, the renovation of the Sports Plex, and upgrades to the School of Mass Communications media center. Programmatic support for multiple projects within Academic Affairs completes the list of philanthropic priorities for the campaign.
- As of April 14, 2013, $32.6 M had been committed to the campaign.
- Of the 292 proposals totaling approximately $93.2M that have been submitted since the start of the campaign, 136 have been funded for a total of $13.05M. Proposals under consideration as of March 31, 2013, total approximately $64.6M.
- The university’s Alumni Association has taken ownership of raising the $10M in unrestricted support. The association’s 20/10 by 2017 campaign will be spearheaded by the Loyola Loyal committee. The Office of Alumni Relations and the Office of Development are working together on this “campaign within a campaign.” Not only is a goal of this campaign to raise $10M in unrestricted support but it also has the equally important goal of increasing the university’s undergraduate participation rate – one of the accepted indicators of an educational institution’s national reputation.
- Recently, Derby Gisclair, the Faith in the Future campaign chair, sent a campaign update report to the senior volunteer leadership of the campaign. This report will be provided to our ever expanding volunteer leadership on a bi-monthly basis.
- To be discussed at this meeting of the BOT will be a resolution delegating to the president authorization to declare the date for the launch of the public phase of the campaign, its publicly announced fundraising goal, as well as the campaign’s estimated completion date.
ADVANCEMENT RECORDS – MARTHA BODKER

This quarter’s activities have focused on preparing for the launch of the public phase of the Faith in the Future campaign by insuring the department’s internal readiness. Other campaign-related projects include:

- Working with internal staff members within the Office of Institutional Advancement to obtain feedback and prioritize database issues, determine the need for additional in-house training, educate staff on database functionality and assisting the department of Stewardship and Donor Relations in streamlining endowment reporting and preparing for campaign donor stewardship.
- Work will continue on development of new reports which will display giving by constituency, overall top donors, illustrate revenue projections, as well as track giving trends thru the life of the campaign.
- The Office of Advancement Records has taken an active role in the Centennial Challenge campaign in preparation of direct mail and email files, campaign success reporting, as well as internal staffing adjustments needed for handling the increase in gift processing and acknowledgement preparation.

ALUMNI RELATIONS – Monique Gardner

Regional Centennial Celebrations
This spring, we continued the Regional Centennial Celebrations in Houston, Los Angeles, and Miami. Host Committees were instrumental in the success of each event. We thank those members of the Board of Trustees who have served on the various Host Committees.

Social Media
Facebook- We have been posting St. Ignatius quotes, discussion questions, and ‘Pack Facts Quiz questions in the mornings. We continue to post alumni success stories, event photos, giving information, and upcoming event information in the afternoons. We currently have 1,954 followers.
LinkedIn - This is used mostly for networking and employment opportunities. Our new goal is to raise the number of followers from 2586 to 3200 in FY13. We currently have 3,005 followers.

LOYOLA Loyal Committee – Alumna Elly Hanks ’99, Committee Chair

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<th>LOYOLA Loyal Update</th>
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<tr>
<td>Committee Chair</td>
<td>Elly Hanks ’99</td>
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<tr>
<td>Number of Regional Directors recruited</td>
<td>Will recruit as program grows</td>
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<tr>
<td>Number of Coordinators recruited</td>
<td>11 out of 31</td>
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<tr>
<td>Number of Fete’s already held</td>
<td>3</td>
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<tr>
<td>Total number of donors in Fete’s already held</td>
<td>16 donors</td>
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<tr>
<td>Total dollars raised in Fete’s already held</td>
<td>$1,292.51</td>
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<tr>
<td>Number of upcoming Fete’s scheduled</td>
<td>16</td>
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</tbody>
</table>

We have plans to introduce Elly Hanks in the fall through a mailing that will reach all alumni. This will foreshadow the announcement of the campaign. We are encouraging these alumni to host Loyola Loyal Fêtes in April and May to coincide with the Centennial Challenge.
Maximize Alumni Events
The Office of Alumni Relations continues to work with the Office of 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.

Increase Reunion Giving
Reunion committees have been selected for each class, with a chair leading each committee. Committees are encouraged to organize a phonathon for their respective class. Each committee member has been asked to contact at least ten classmates to encourage them to attend reunion and to donate in honor of their reunion celebration. We are now updating the reunion committees every Tuesday with current annual giving participation rates which are also posted on the alumni website.

Alumni Weekend
The Alumni Association is hosting an All-Alumni Centennial Cocktail Reception on Saturday, May 11, 2013 at The Cannery. In celebration of Alumni Weekend, the milestone reunion classes will be honored. This year, we will also present the College Alumni Awards and Young Alumnus Award. The reception is open to all alumni and friends. Live music will be provided by the Yat Pack.

Additional highlights of the weekend will include the Senior Crawfish Boil, the Golden Wolves Commencement Procession and Induction Ceremony Luncheon. The weekend celebration concludes with the Alumni Mass and Jazz Brunch on Sunday, May 12 in the St. Charles Room of the Danna Student Center. The Adjutor Hominum Award will be presented at this time. Amy Sins, Alumni Association president, will thank the 2012-2013 Board for their service and introduce the 2013-2014 Board.

2013 Alumni Award Recipients
Vanessa Rouzier-Taluy ’98, M.D., Adjutor Hominum Award
Elizabeth Foshage ’83, College of Business Alumna of the Year
Francis Martello ’75, D.D.S., College of Humanities and Natural Sciences Alumnus of the Year
Sylvia Marcantel ’11, College of Social Sciences Alumna of the Year
Bryan Hymel ’01, College of Music and Fine Arts Alumnus of the Year
Nicholas Poché ’03, Young Alumnus of the Year
Alumni College
The Enrichment Committee continues to plan the 2013 Alumni College: *Experience Loyola Again!* The volunteer committee is made up of faculty, staff, and alumni who plan a three-day weekend in June where alumni, spouses, family, and friends are invited to attend classes taught by Loyola’s outstanding faculty.

2013

ALUMNI COLLEGE
June 7-9
Experience Loyola Again!

As part of the Loyola Alumni Enrichment Series – Growing in Knowledge and Deepening our Faith, the Alumni Association is pleased to invite all alumni, spouses, parents, and friends to the second Alumni College: Experience Loyola Again!

Over a three-day weekend, you will have the opportunity to attend classes taught by Loyola’s outstanding current and retired faculty and alumni. When you are not in class, you will have a chance to mingle at meals and social events with fellow alumni, Loyola faculty, and administrators.

The classes offered will be grouped into tracks that will help you to identify topics of particular interest. There will be four tracks, six sessions per track, and a joint session on Sunday, taught by University President Kevin Wm. Wlides, S.J., Ph.D.

**TRACKS**

- **Global Issues**
  The social, political, economic, and environmental issues that affect us all.

- **Louisiana**
  A glimpse of our history and culture.

- **Spirituality**
  An extraordinary blend of theological insight and historical perspective.

- **101 Refresh**
  Introductory courses you may have missed, were not available at the time, or are so interesting that you might want to take again.

**EXTRACURRICULAR ACTIVITIES**

- Tour of Campus
- History and Tour of the Irish Channel Catholic Churches: St. Alphonsus, St. Mary’s Assumption, and the Blessed Francis Seelos Shrine
- The World of “Creole Italian:” A Tour of Sicilian New Orleans
- Hands-on Visual Arts Class by Professor Mark Grote, M.F.A.
- Private Piano Lessons with Donald Boomgaard, Ph.D., Dean, College of Music and Fine Arts and David P. Swany Distinguished Professor of Music
- Friday Evening Cocktails and Dinner at Redemption Orleans Revival Cuisine

Jesuit Mission
We continue to work with Mission & Ministry to promote an Ignatian Pilgrimage to Spain in June 2013. It will be a joint trip offered to Loyola and Spring Hill graduates. We are also working with Mission and Ministry to plan the Alumni Mass over Alumni Weekend.
DEVELOPMENT – Chris Wiseman

Key Accomplishments and Challenges since the March 2013 meeting of the Institutional Advancement Committee of the Board of Trustees:

• The Office of Development continues to have a relatively good year as evidenced by the following results as of April 14, 2013:
  o $638K of unrestricted gifts – largest total for this time period in the last 5 years and 85% of the FY 2013 $750K goal
  o $2.3M toward the FY 13 goal of $2.4M for unrestricted and budget relief dollars
  o New gifts and pledges in this fiscal year total $13.1M

• CENTENNIAL CHALLENGE: A local benefactor has pledged $100K, if the university can attract 2,500 new donors before May 12, 2013. As of April 23, 2013, 1393 new donors to Loyola have accepted the challenge.

• Special thanks to the lay members of the Advancement Committee who reached out to specific individuals and secured contributions to this year’s annual fund.

• The Centennial on the Road events have been great opportunities for Development staff to travel, meet new alumni and prospective donors, and engage alumni in consideration of campaign gift commitments. The spring events in Houston, Los Angeles, and Miami continued the success of the events held earlier this year.

MARKETING AND COMMUNICATIONS – TERRY FISHER

Enhance Loyola’s national reputation and brand awareness through promotion of the university’s achievements and awards through local, regional, and national campaigns.

Highlights of Departmental Projects/Promotions:

FEBRUARY
• 2012 President’s Report – produced and mailed to rankers, Board of Trustees, and top 300 campaign prospects
• Taylor $1.26M gift announcement
• Krewe of Tucks Instagram contest
MARCH

- 2012 Provost’s Report – Produced and mailed to rankers, Board of Trustees, and top 300 campaign prospects – To be used by Admissions for recruitment
- Benson $5M gift announcement
- Cokie Roberts – event execution to include, design, printing, web, social media, and PR
- 2013 Spring LOYNO magazine – published and mailed 43,500 copies
- 2013 Loyola Executive – published and mailed 12,500 copies

Work with Alumni Relations to strategically engage alumni (increase participation in events/volunteerism)

- Alumni Weekend: Produced and mailed 40,000 copies of 2013 Alumni Weekend Invitation, and Senior Crawfish Boil invitations to parents. Designed reunion e-mail.
- Centennial on the Road: Design, production, mailing and promotion for Centennial on the Road events in Florida, West Coast and Texas including Save the Date postcards, invitations and programs. Also uploaded, tagged, and wrote titles for Texas Regional and New York Centennial Celebrations photos. Created landing page for Florida Centennial Celebration.
- Loyola Loyal: Strategy and coordination of kit components for Loyola Loyal Fetes and design for Loyola Loyal Party Packet, Party Checklist, Poster and Email header for Volunteers
- Alumni College: Ad in LOYNO, Mailer, Binder Cover and cups and design for mailer
- Athletic Alumni Reunion Invitation, Poster and Program
- Alumni Relations Website: New online Volunteer Form created. Conducted 60-day follow-up on new alumni.loyno.edu site. Created alumni event registration forms online and updated alumni statistics settings.

Assist Annual Giving’s goal to increase alumni participation to 12 % and Senior Class gift to 25%

- Centennial Challenge Match Campaign: Produced (wrote, designed) and mailed 19 segmented letters to 40,000 Alumni. Designed and printed Centennial Challenge materials. Developed press release for Centennial Challenge and promoted it. Produced Centennial Match Poster, Maroon Ad, table cards, Danna Center Monitor ad and Table Posters. Centennial Challenge BRE and ad for Loyola Loyal in Spring 2013 LOYNO magazine. Centennial Match e-mail, website, and social media graphics and postings. Centennial Challenge slider created and posted.
- Senior Class Gift: Letter, Gift DTV ad, poster, and Certificates of Thanks created. E-mail created and sent and home page slider created and posted.
- Spring Hill/Loyola Tip-off Challenge internet graphics

Execute, with other members of the university team, remaining year-long Centennial celebratory activities including preparation for the public launch of the Faith in the Future campaign.
• Marketing and promotion of remaining Presidential Centennial Guest Lecture Series: Fr. Martin, Cokie Roberts, Nicholas Carr and Fr. Martin cancellation. Led event execution for remaining Presidential Guest Series events. Created and sent HTML e-mails to publicize Garanzini, Roberts, Carr and Founders Fest, created sliders for all and set up live-streaming for Garanzini and Roberts. Social Media push for all events.

• Alumni’s Centennial on the Road : Celebration materials
• Created photo galleries for Krewe of Tucks float and Cokie Roberts, created Instagram contest
• Spring 2013 LOYNO magazine included a recap of Presidential Centennial Guest Series and Regional Centennial Celebrations.
• Coordinated media ad placements for all centennial events.

Engage Loyola neighbors to ensure Phase II of master plan is implemented smoothly as possible.
• Mailed Neighborhood News in February to neighbors to provide construction updates and to promote spring events.
• Mailed all event promotion materials for Presidential Guest Series events to neighborhood list.

Support the university’s recruiting efforts through strategic marketing communications efforts including development and execution of strategic integrated marketing campaigns.
• Produced Law Admissions Recruitment Banners and reprinted View book
• Revised Admissions Financial Aid Folder and packet
• Admissions Streetcar/Bus ads
• Currently conducting communications audit of all undergraduate recruiting materials for Admissions to update messaging and create additional materials to better engage prospective students.
• Achieved coverage in the Times-Picayune regarding online Masters of Criminal Justice program in which the students will learn to combat hackers and identity thieves.
• Promoted student research activities on the website homepage.
• Updated navigation on three college websites to highlight academic achievements and research.
• Currently working on a series of short video profiles to be used for recruiting purposes which will focus on specific research or achievement highlighting student-faculty interaction.

Execute a successful Campaign Communications Plan to assist IA in achieving the FY13 campaign goals of $1.9 million in unrestricted and budget relief dollars.

Detailed in a separate report which is located on Blackboard under the Committee on Institutional Advancement section for May 2013.
Marketing and Communications - Achievements

- Father Wildes featured in USA Today regarding election of the first Jesuit pope. Additionally, multiple New Orleans-area TV stations utilized Loyola Institute for Ministry experts, including Tom Ryan, Ph.D., to comment on the historic election of Pope Francis I. The news coverage helps highlight Loyola’s experts as thought leaders on matters of the Catholic faith, the Jesuit order, and papal elections.

- Maria Calzada, Ph.D. appointment as the new dean of Loyola’s College of Humanities and Natural Sciences was reported by the Associated Press. In addition, the Times-Picayune featured its own version of the story, and the Chronicle of Higher Education featured the appointment online.

- Two stories in New Orleans City Business promoted the Employ the Pack employment seminar for students.

- Social Media: Have 8,400+ Facebook fans and 4,500+ Twitter followers

TEAM AWARDS

Higher Education Marketing Report’s 28th Annual Advertising Awards 2013
GOLD (2)
- Centennial Celebration Total PR Program
- LOYNO Magazine External Publication Redesign
SILVER
- Centennial Logo/Letterhead Package
MERIT
- President’s 2011 Annual Report

CASE District III 2013 ANNUAL MARKETING AWARDS
(3) AWARD OF EXCELLENCE (Silver)
- LOYNO Magazine Redesign
  Category: Publications/Print and/or Digital - University - Magazine/Tabloid Improvement I
- 2011 Provost’s Report
  Category: Writing - Writing Awards - Publications Writing
- 100 Days of Giving
  Category: Electronic/Digital - Social Media Strategy and Execution - Social Media Strategy and Execution
(2) SPECIAL MERIT AWARD (Bronze)
- Montage Cultural Events Calendar FY’13
  Category: Graphic Design - Design for Print and Digital - Specialty Pieces
- Presidential Centennial Guest Series FY’13
  Category: Advertising - Total Advertising Campaign - Total Advertising Campaign

M+C staff thank their co-workers throughout the Office of Institutional Advancement for their instrumental part in making these awards possible.
## Faith In The Future

**Philanthropic Campaign Total Received as of: April 14, 2013**

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<th>Overall Goal</th>
<th>Faith in the Future Campaign Total</th>
<th>% of Goal Achieved</th>
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### Gifts by Priorities

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<td>$1,200,000</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
<td>$1,200,000</td>
</tr>
<tr>
<td>Library</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
<td>$2,500,000</td>
</tr>
<tr>
<td>Monroe Hall</td>
<td>$15,000,000</td>
<td>$10,200,000</td>
<td>$10,200,000</td>
<td>$10,200,000</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$10,000,000</td>
<td>$10,000,000</td>
<td>$10,000,000</td>
<td>$10,000,000</td>
</tr>
</tbody>
</table>

### Major Gift Activities - Campaign Proposals 8/1/2011 to 3/31/2013

<table>
<thead>
<tr>
<th>FY Goal</th>
<th>$20,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Source</td>
<td>Goal</td>
</tr>
<tr>
<td>Budget Relief</td>
<td>$3,025,000</td>
</tr>
<tr>
<td>Planned Gift Expectancies **</td>
<td>$2,806,432</td>
</tr>
<tr>
<td>Government Matching</td>
<td>$800,000</td>
</tr>
</tbody>
</table>

### Likely Campaign Donors Identified / Needed as of 3/31/2013

<table>
<thead>
<tr>
<th>Gift Types</th>
<th>No. of Likely Donors Required</th>
<th>No. of Likely Donors Identified</th>
<th>No. of Likely Donors Still Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal Gifts</td>
<td>$5 million - $10 million</td>
<td>12</td>
<td>7</td>
</tr>
<tr>
<td>Leadership Gifts</td>
<td>$500,000 - $999,999</td>
<td>140</td>
<td>50</td>
</tr>
<tr>
<td>Major Gifts</td>
<td>$100,000 - $499,999</td>
<td>1,200</td>
<td>387</td>
</tr>
<tr>
<td>Special Gifts</td>
<td>$10,000 - $49,999</td>
<td>1,200</td>
<td>84</td>
</tr>
<tr>
<td>Total</td>
<td>3,102</td>
<td>1,314</td>
<td>1,788</td>
</tr>
</tbody>
</table>

---

1 Includes $1,350,745 raised in FY 2012 plus $1,501,000 designated as of 12/31/2012. $200,000 added as of 03/01/2013

2 Includes outstanding dollars from Sehrt estate, estimated $500,000 from Drewes, FY 2012 Annuities, and a $50,000 annuity from O'Toole
LOYOLA UNIVERSITY NEW ORLEANS
SUMMARY OF FUNDRAISING TOTALS, FISCAL YEARS 2009-2013

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8/1 to 4/14</td>
<td>8/1 to 4/14</td>
<td>8/1 to 4/14</td>
<td>8/1 to 4/14</td>
<td>8/1 to 4/14</td>
</tr>
<tr>
<td>Unrestricted Income for Current Operations</td>
<td>$520,609</td>
<td>$629,974</td>
<td>$588,767</td>
<td>$633,751</td>
<td>$638,028</td>
</tr>
<tr>
<td>Unrestricted Goal</td>
<td>$1,000,000</td>
<td>$1,000,000</td>
<td>$750,000</td>
<td>$750,000</td>
<td>$750,000</td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>53.38%</td>
<td>63.80%</td>
<td>80.68%</td>
<td>80.68%</td>
<td>80.68%</td>
</tr>
<tr>
<td>Comprehensive Campaign (Unrestricted &amp; Budget Relief) Gifts</td>
<td>$1,478,244</td>
<td>$2,339,116</td>
<td>$2,306,197</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Comprehensive Campaign (Unrestricted &amp; Budget Relief) Goal</td>
<td>$1,845,000</td>
<td>$1,900,000</td>
<td>$2,400,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>80.12%</td>
<td>123.11%</td>
<td>96.09%</td>
<td>96.09%</td>
<td>96.09%</td>
</tr>
<tr>
<td>New Gifts and Pledges</td>
<td>$4,704,374</td>
<td>$13,091,688</td>
<td>$12,972,430</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Gifts and Pledges Goal</td>
<td>$20,000,000</td>
<td>$20,000,000</td>
<td>$20,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>23.52%</td>
<td>65.46%</td>
<td>64.89%</td>
<td>64.89%</td>
<td>64.89%</td>
</tr>
<tr>
<td>Faith in the Future Campaign</td>
<td>$16,434,951</td>
<td>$32,632,273</td>
<td>$32,512,837</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faith in the Future Campaign Goal</td>
<td>$100,000,000</td>
<td>$100,000,000</td>
<td>$100,000,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of Goal Achieved</td>
<td>16.43%</td>
<td>32.63%</td>
<td>32.51%</td>
<td>32.51%</td>
<td>32.51%</td>
</tr>
</tbody>
</table>

*excludes annuities, other planned giving instruments as well as Board of Regents. Otherwise all giving is $32,972,430.

** Adjusted to reflect revisions to revenue projections to University financials. Original goals are maintained under current month activity for reporting purposes.

LOYOLA UNIVERSITY NEW ORLEANS
GIFT INCOME COMPARISON, FISCAL YEARS 2009-2013

Outright Gifts for Capital Purposes

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Endowment</td>
<td>$1,593,518</td>
<td>$630,132</td>
<td>$633,293</td>
<td>$869,397</td>
<td>$2,422,454</td>
</tr>
<tr>
<td>Property, Building &amp; Equipment</td>
<td>$100,000</td>
<td>$314,551</td>
<td>$1,647,686</td>
<td>$1,119,574</td>
<td>$1,692,589</td>
</tr>
<tr>
<td>Non-Endowed Programs &amp; Grants</td>
<td>$249,500</td>
<td>$37,339</td>
<td>$930,125</td>
<td>$101,170</td>
<td>$0</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>$153,486</td>
<td>$598,573</td>
<td>$49,543</td>
<td>$66,752</td>
<td>$65,450</td>
</tr>
<tr>
<td>Annuities (Deferred Gifts)</td>
<td>$446,614</td>
<td>$5,733</td>
<td>$266,630</td>
<td>$56,432</td>
<td>$30,581</td>
</tr>
<tr>
<td>Total</td>
<td>$2,543,119</td>
<td>$1,586,327</td>
<td>$3,527,277</td>
<td>$2,213,326</td>
<td>$4,211,073</td>
</tr>
</tbody>
</table>

Outright Gifts for Current Operations

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>$1,417,315</td>
<td>$1,531,279</td>
<td>$1,449,377</td>
<td>$1,635,370</td>
<td>$3,314,309</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>$520,609</td>
<td>$629,974</td>
<td>$588,767</td>
<td>$499,258</td>
<td>$638,028</td>
</tr>
<tr>
<td>Total</td>
<td>$1,937,924</td>
<td>$2,161,252</td>
<td>$2,038,145</td>
<td>$2,134,628</td>
<td>$3,952,337</td>
</tr>
</tbody>
</table>

TOTAL PRIVATE GIFTS | $4,481,043 | $3,747,579 | $5,565,421 | $4,347,954 | $8,163,410 |
<table>
<thead>
<tr>
<th>Constituency</th>
<th>FY 2012 FYTD</th>
<th>FY 2013 FYTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Operations</td>
<td>$ 587,650</td>
<td>$ 563,855</td>
</tr>
<tr>
<td>Capital Purposes</td>
<td>$ 387,397</td>
<td>$ 1,458,071</td>
</tr>
<tr>
<td>Total</td>
<td>$ 975,047</td>
<td>$ 2,021,927</td>
</tr>
<tr>
<td>Parents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Operations</td>
<td>$ 208,963</td>
<td>$ 99,308</td>
</tr>
<tr>
<td>Capital Purposes</td>
<td>$ 22,200</td>
<td>$ 11,000</td>
</tr>
<tr>
<td>Total</td>
<td>$ 231,163</td>
<td>$ 110,308</td>
</tr>
<tr>
<td>Individuals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Operations</td>
<td>$ 144,351</td>
<td>$ 1,841,832</td>
</tr>
<tr>
<td>Capital Purposes</td>
<td>$ 257,806</td>
<td>$ 233,250</td>
</tr>
<tr>
<td>Total</td>
<td>$ 402,156</td>
<td>$ 2,075,082</td>
</tr>
<tr>
<td>Corporations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Operations</td>
<td>$ 301,163</td>
<td>$ 185,734</td>
</tr>
<tr>
<td>Capital Purposes</td>
<td>$ 97,152</td>
<td>$ 6,653</td>
</tr>
<tr>
<td>Total</td>
<td>$ 398,315</td>
<td>$ 192,387</td>
</tr>
<tr>
<td>Foundations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Operations</td>
<td>$ 741,197</td>
<td>$ 1,107,433</td>
</tr>
<tr>
<td>Capital Purposes</td>
<td>$ 1,074,750</td>
<td>$ 2,382,750</td>
</tr>
<tr>
<td>Total</td>
<td>$ 1,815,947</td>
<td>$ 3,490,183</td>
</tr>
<tr>
<td>Organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current Operations</td>
<td>$ 57,424</td>
<td>$ 29,287</td>
</tr>
<tr>
<td>Capital Purposes</td>
<td>$ 192,029</td>
<td>$ 3,607</td>
</tr>
<tr>
<td>Total</td>
<td>$ 249,453</td>
<td>$ 32,894</td>
</tr>
<tr>
<td>Subtotals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>$ 2,040,749</td>
<td>$ 3,827,448</td>
</tr>
<tr>
<td>Capital</td>
<td>$ 2,031,333</td>
<td>$ 4,095,332</td>
</tr>
<tr>
<td>Total</td>
<td>$ 4,072,082</td>
<td>$ 7,922,780</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>$ 66,556</td>
<td>$ 65,449</td>
</tr>
<tr>
<td>Gift Annuities</td>
<td>$ 56,432</td>
<td>$ 30,581</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$ 4,195,070</td>
<td>$ 8,018,809</td>
</tr>
</tbody>
</table>
# Loyola University New Orleans

## Gift Income Comparison by College

<table>
<thead>
<tr>
<th>College of Business</th>
<th>Humanities &amp; Natural Science</th>
<th>College of Social Sciences</th>
<th>College of Law</th>
<th>College of Music &amp; Fine Arts</th>
<th>Library Gift Total</th>
<th>Athletics Gift Total</th>
<th>Mission &amp; Ministry Gift Total</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>$88,200</td>
<td>$211,740</td>
<td>$268,287</td>
<td>$375,872</td>
<td>$62,041</td>
<td>$7,004</td>
<td>$29,225</td>
<td>$0</td>
<td>$1,042,370</td>
</tr>
<tr>
<td>$34,769</td>
<td>$90,355</td>
<td>$162,040</td>
<td>$237,914</td>
<td>$39,239</td>
<td>$10,225</td>
<td>$70,618</td>
<td>$0</td>
<td>$584,519</td>
</tr>
<tr>
<td>$69,043</td>
<td>$38,122</td>
<td>$4,278</td>
<td>$262,680</td>
<td>$63,748</td>
<td>$9,005</td>
<td>$4,903</td>
<td>$0</td>
<td>$345,260</td>
</tr>
<tr>
<td>$192,011</td>
<td>$540,217</td>
<td>$700,414</td>
<td>$710,414</td>
<td>$165,029</td>
<td>$26,834</td>
<td>$104,746</td>
<td>$68,933</td>
<td>$2,232,788</td>
</tr>
</tbody>
</table>

### 2012 Fiscal Year to Date Gifts Received to March 31, 2012

- **Humanities & Natural Science**
  - Outright Gifts for Capital Purposes: $211,740
  - Outright Gifts for Current Operations: $90,355
  - Outright Gifts, Dean's Discretionary Funds: $38,122
  - Total Received Humanities & Natural Science: $540,217

- **College of Business**
  - Outright Gifts for Capital Purposes: $88,200
  - Outright Gifts for Current Operations: $34,769
  - Outright Gifts, Dean's Discretionary Funds: $69,043
  - Total Received College of Business: $192,011

- **College of Social Sciences**
  - Outright Gifts for Capital Purposes: $268,287
  - Outright Gifts for Current Operations: $4,278
  - Outright Gifts, Dean's Discretionary Funds: $63,748
  - Total Received Social Sciences: $345,260

- **College of Law**
  - Outright Gifts for Capital Purposes: $375,872
  - Outright Gifts for Current Operations: $63,748
  - Outright Gifts, Dean's Discretionary Funds: $4,903
  - Total Received Law: $414,523

- **College of Music & Fine Arts**
  - Outright Gifts for Capital Purposes: $62,041
  - Outright Gifts for Current Operations: $39,239
  - Outright Gifts, Dean's Discretionary Funds: $63,748
  - Total Received College of Music & Fine Arts: $165,029

- **Library Gift Total**
  - Outright Gifts for Capital Purposes: $7,004
  - Outright Gifts for Current Operations: $9,005
  - Total Received Library: $26,834

- **Athletics Gift Total**
  - Outright Gifts for Capital Purposes: $29,225
  - Outright Gifts for Current Operations: $70,618
  - Total Received Athletics: $104,746

- **Mission & Ministry Gift Total**
  - Outright Gifts for Capital Purposes: $0
  - Outright Gifts for Current Operations: $0
  - Total Received Mission & Ministry: $68,933

### Totals

- **2012 Fiscal Year to Date Gifts Received to March 31, 2012**
  - Total Outright Gifts for Capital Purposes: $1,042,370
  - Total Outright Gifts for Current Operations: $584,519
  - Total Outright Gifts for Dean's Discretionary Funds: $345,260
  - Total Received: $2,232,788

### 2013 Fiscal Year to Date Gifts Received to March 31, 2013

- **Humanities & Natural Science**
  - Outright Gifts for Capital Purposes: $83,931
  - Outright Gifts for Current Operations: $27,716
  - Outright Gifts, Dean's Discretionary Funds: $21,966
  - Total Received Humanities & Natural Science: $133,613

- **College of Business**
  - Outright Gifts for Capital Purposes: $5,200
  - Outright Gifts for Current Operations: $28,768
  - Outright Gifts, Dean's Discretionary Funds: $59,126
  - Total Received College of Business: $133,984

- **College of Social Sciences**
  - Outright Gifts for Capital Purposes: $1,374,705
  - Outright Gifts for Current Operations: $208,992
  - Outright Gifts, Dean's Discretionary Funds: $54,214
  - Total Received Social Sciences: $1,638,721

- **College of Law**
  - Outright Gifts for Capital Purposes: $104,633.05
  - Outright Gifts for Current Operations: $51,178
  - Outright Gifts, Dean's Discretionary Funds: $104,633.05
  - Total Received Law: $1,688,331

- **College of Music & Fine Arts**
  - Outright Gifts for Capital Purposes: $46,931
  - Outright Gifts for Current Operations: $120,919
  - Outright Gifts, Dean's Discretionary Funds: $55,065
  - Total Received College of Music & Fine Arts: $250,123

- **Library Gift Total**
  - Outright Gifts for Capital Purposes: $29,789
  - Outright Gifts for Current Operations: $120,919
  - Total Received Library: $520,708

- **Athletics Gift Total**
  - Outright Gifts for Capital Purposes: $100,050
  - Outright Gifts for Current Operations: $51,178
  - Total Received Athletics: $150,128

- **Mission & Ministry Gift Total**
  - Outright Gifts for Capital Purposes: $100
  - Outright Gifts for Current Operations: $0
  - Total Received Mission & Ministry: $55,165

### Totals

- **2013 Fiscal Year to Date Gifts Received to March 31, 2013**
  - Total Outright Gifts for Capital Purposes: $1,695,877
  - Total Outright Gifts for Current Operations: $538,401
  - Total Outright Gifts for Dean's Discretionary Funds: $379,578
  - Total Received: $2,613,856
<table>
<thead>
<tr>
<th>Constituency</th>
<th>FY 2012 # Donors</th>
<th>FY 2013 # Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Alumni</strong></td>
<td>2,693</td>
<td>1,933</td>
</tr>
<tr>
<td>Humanities &amp; Natural Science**</td>
<td>752</td>
<td>499</td>
</tr>
<tr>
<td>College of Business**</td>
<td>647</td>
<td>455</td>
</tr>
<tr>
<td>Social Sciences**</td>
<td>804</td>
<td>573</td>
</tr>
<tr>
<td>College of Law**</td>
<td>455</td>
<td>394</td>
</tr>
<tr>
<td>Music &amp; Fine Arts**</td>
<td>158</td>
<td>122</td>
</tr>
<tr>
<td><strong>Individuals Total</strong></td>
<td>835</td>
<td>998</td>
</tr>
<tr>
<td>Trustees**</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>Parents</td>
<td>455</td>
<td>269</td>
</tr>
<tr>
<td>Corporations</td>
<td>176</td>
<td>146</td>
</tr>
<tr>
<td>Foundations</td>
<td>88</td>
<td>90</td>
</tr>
<tr>
<td>Organizations</td>
<td>40</td>
<td>38</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td>4,287</td>
<td>3,474</td>
</tr>
</tbody>
</table>

** Parenthetical
ALUMNI GIFTS FISCAL 10 TO 13

TOTAL OUTRIGHT* GIFTS FISCAL 10 TO 13
RESOLUTION

WHEREAS, since August 1, 2011, Loyola University New Orleans has been engaged in the execution of the Leadership Phase of a comprehensive fund raising campaign, entitled Faith in the Future: The Campaign for Loyola University New Orleans, and as a result of these efforts more than $32.6M in philanthropic commitments have been received to support the university’s philanthropic priorities through April 14, 2013.

WHEREAS, it is appropriate at this juncture of the campaign to give serious consideration to the launch of the campaign’s public phase.

RESOLVED that, in order to provide the president of the university the maximum flexibility and to allow him to respond to the changing philanthropic landscape, the Board of Trustees of Loyola University New Orleans delegates to the president of the university the authority to determine and announce the date of the public launch of the campaign, the stated public fund raising goal of the campaign, and the end date of the campaign.

RESOLVED that the president of the university in making his determination will seek and consider the recommendations of the chairman of the Faith in the Future campaign, the university’s vice president of the office of institutional advancement, and the university’s campaign counsel.