LOYOLA UNIVERSITY NEW ORLEANS
INSTITUTIONAL ADVANCEMENT COMMITTEE
OF THE BOARD OF TRUSTEES

Thursday, December 3, 2009
1:00 p.m.
Danna Center, 1st Floor – Claiborne Room

AGENDA

1. Welcoming Remarks            Derby Gisclair
2. Approval of Minutes           Derby Gisclair
3. Marketing Presentation        Terry Fisher

ACTION ITEM

4. Approval of endowed chair     Vicki Frank
5. Advancement Report            Vicki Frank
6. Staff Reports
   • Major Gifts                  Chris Wiseman
   • Annual Fund                  Marcel McGee
   • Alumni                       Monique Gardner
   • Marketing                    Terry Fisher

7. New Business
8. Old Business
9. Executive Session
10. Adjournment
LOYOLA UNIVERSITY NEW ORLEANS
BOARD OF TRUSTEES
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING
October 15, 2009

MINUTES

Present:  S. Derby Gisclair, Chair
          Carolyn Callahan, Vice Chair
          Jim Caillier
          John Finan
          Robert A. Savoie
          Suzanne Mestayer, Chair (ex officio)
          Kevin Wm. Wildes, S.J., President (ex officio)
          Mark Morice, Alumni Association (ex officio)

Staff:    Victoria A. Frank, Vice President
          Monique Gardner
          Meredith Hartley
          Marcel McGee
          Jennifer Schlotbom (on behalf of Terry Fisher)
          Christopher Wiseman
          Rhonda E. Brehm, Recording Secretary

Absent:  Shawn Donnelley
          David Ferris
          Michael Graham, S.J.
          Georgia Gresham, University Faculty Senate (ex officio)
          Terry F. Fisher (staff)

1.  Welcome

   Derby Gisclair opened the meeting at 1:17 p.m.

2.  Approval of Minutes

   Mr. Gisclair asked if there were any corrections or revisions to the minutes of the May 14, 2009 meeting. There were none. He called for a motion to approve. MOTION was made by John Finan and seconded by Carolyn Callahan. Motion carried.
3. **Report on Feasibility Study**

Vicki Frank introduced Bob Alsobrook, a consultant with Grenzebach Glier & Associates, and stated that he would be making a presentation to the Committee regarding the results of the Feasibility Study which took place this past summer. She also announced that she will be retiring at the end of this academic year. Ms. Frank stated that the Feasibility Study lays out what she needs to accomplish prior to her leaving. A search committee has been formed. She will stay longer if needed and will be available for consulting once her successor has taken over. Mr. Alsobrook commented that Vicki’s leaving does affect the study. Fr. Wildes added that he has confidence in his internal team.

Mr. Alsobrook then proceeded to give his presentation*** and a discussion followed regarding a Campaign including the following comments:

- Key to the Campaign – having a Strategic Plan and Facilities Plan.
- Campaign needs to be national in scope.
- Increase our goal to 150M as opposed to 80-100M.
- In favor of a perpetual Campaign.
- A Campaign is an opportunity to tell our story.
- University has not been engaged in long term fundraising.
- Predominant preference of engagement is personal contact.
- Make contacts as personal as possible so that constituents can become personally involved in the university.
- Many of our constituents have placed Loyola as a priority.
- Annual giving actually increases during a Campaign.

Needs for a Campaign:

- Need to work on our 5-10M constituent base.
- Need to reach out to alumni to create a “culture of philanthropy”.
- Most of our Gift Officers are unseasoned and need to become more visible in the community.
- The silent phase will include both solicitation and cultivation so that new prospects will make gifts over the 5-6 year period.

***A copy of Mr. Alsobrook’s presentation is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.

4. **Advancement Report**

Ms. Frank distributed a handout entitled Campaign Silent Phase which provides a timeline. She also stated in addition to campaign preparedness, IA’s focus at this time will be the Strategic Plan goals of:

1. Improving Loyola’s reputation.
2. Increasing the number of alumni contributing to the University.

Jenn Schlotbom addressed the question: *How does Loyola University New Orleans rank?*
Currently Loyola is Number 6.
- 121 schools rank us in 11 states.
- 25% of the score comes from presidents and provosts who are asked to rank the institutions.
- 5% of the score is based on the number of undergraduate alumni who make a gift.
- Fr. Wildes stated that his priority is much more aggressive marketing.
- Ms. Frank added that making sure our mailings are going to the right people has helped us.

Marcel McGee then proceeded to give his report addressing the question: How to increase the number of alumni contributing to the University?
- Prior to his taking his position there wasn’t an aggressive plan. Participation of younger alumni (under 40) was poor – only 6% participation last year. Regardless of the different types of alumni (i.e., age, interests), they were all addressed in the same way. Since Katrina we have not talked about new things.

New Strategies:
- The Annual Fund’s plan is to be clear, consistent, and aggressive.
- Alumni are segmented into different groups with messages made specific to each group (i.e., for the 44+ group a direct mail piece was mailed with a message from Fr. Carter).
- Giving more specific options for donor gifts.
- Currently Phonathon students are focused on renewals. In December, they will make calls to new perspective donors.
- A direct mail piece was recently sent out that is focused on those who have never donated. Half of this group was also offered an incentive (if you give $100 you receive a special Loyola shirt) as a test to see if incentives increase donor participation.
- Message to our alumni: When you contribute to the University, it helps increase where we rank with other Jesuit institutions, which not only helps students but also adds value to your degree.

5. Staff Reports

Major Gifts Report:

Discussion was held regarding the increased difficulty of obtaining appointments. Mr. Alsobrook stated that this has been the trend for the past year to year and a half. He further stated that it is important to continue making contact, to stay in touch even if the constituent is not ready to make a gift at this time.

Alumni Report:

Wolves on the Prowl will take place on November 7th. It is coordinated nationally with 11 chapter cities. They will be volunteering at five spots in the New Orleans area.

Currently the office is in the soft launch stage of a new Alumni website. Dr. Caillier stated that the more we publicize what we are doing, the better.
Public Affairs Report:

- Tremendous increase in media coverage over last year (103% increase).
- Working on guide for media experts.
- Fr. Wildes recently made national news – Anderson Cooper.
- Luis Miron made national news.
- Lucy Bussomonte (alumna) was a guest on Live with Regis & Kelly.
- Public Relations set-up a Twitter account last month.
- Official Facebook page: Loyola NOLA.
- Montage is also on Facebook.

Fr. Wildes added that he wished to publicly thank Meredith for her department’s enormous help with the press regarding the Ethics Board.

6. **New Business**

There were no items for discussion.

7. **Old Business**

There were no items for discussion.

8. **Executive Session**

There was no executive session.

There being no further business, the meeting was adjourned at 2:57 p.m.
Major Gifts, Stewardship, Grants, and Research:

Recent significant gifts include those from Adelaide and Eddie Benjamin (Music); Kendall Vick Public Law Foundation (Law); John and Anne Levert (Business); Robert Bruno (Law); the estate of John Wessel (Law); the Greater New Orleans Foundation (President’ Office); Monroe Foundation (Music); Almar Foundation (Music); Monica LeDee and Renan Bu Contreras (Sciences); Donald Faust (Sciences); Stuart Smith and Barry Cooper (Law).

We staged a successful Scholarship Donor Dinner in October that was well-attended. We used communication efforts surrounding the dinner to keep in touch with donors whose scholarship endowment funds are underwater due to the decline in the value of the overall endowment. Donors have been very understanding of the situation; some provided immediate-use funds for this year so that students would still receive funds.

Benefactors generally are willing to meet with our gift officers but are being cautious about making long-term commitments at this time. This experience was confirmed by every other Jesuit university in attendance at the recent executive committee meeting of the Jesuit Advance Associates attended by the associate vice president.

Ms. Anna Justice has been hired as the director of development for the College of Music & Fine Arts. Dr. Claire Simno has been hired as assistant director for stewardship and donor relations.

Deans and gift officers continue to working on case statements for Loyola’s constituent colleges, and the Provost’s office and Student Affairs leaders continue to work on case statements for their programs. By the beginning of the new calendar year, we will have the core of a comprehensive statement of funding opportunities/needs at Loyola, keyed to the Loyola 2012 strategic plan.

Annual Fund:

Overall Alumni Giving

For the 1st quarter of FY10 1,031 alumni made gifts (cash and pledge) to Loyola compared to 440 same time in FY09. This represents contributions totaling $333,046 compared to $219,447 same time last year.
Annual Fund Key Indicators

**DIRECT MAIL**

<table>
<thead>
<tr>
<th></th>
<th>FY10 1st Q</th>
<th>FY09 1st Q</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Donors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total given</td>
<td>$26,744.00</td>
<td>$275.00</td>
</tr>
<tr>
<td>Avg given per donor</td>
<td>$164.07</td>
<td>$91.67</td>
</tr>
<tr>
<td># of *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total given</td>
<td>$275.00</td>
<td></td>
</tr>
<tr>
<td>Avg given per donor</td>
<td>$91.67</td>
<td></td>
</tr>
</tbody>
</table>

Direct Mail Notes:
- FY09 Fall Direct mail piece was mailed to all segments renewals, recaptures and non-donors
- FY10 Fall Direct mail piece focused on recaptures and non-donors in an effort to allow Phonathon to focus on renewals
- * In FY09 the direct mail piece was mailed in November
- In FY10 the direct mail piece was mailed in October
- In FY10 premiums (t-shirts) were tested to half the acquisition list

**PHONATHON**

<table>
<thead>
<tr>
<th></th>
<th>FY10 1st Q</th>
<th>FY09 1st Q</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Donors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total given</td>
<td>$85,926.54</td>
<td>$10,913.77</td>
</tr>
<tr>
<td>Avg given per donor</td>
<td>$85.32</td>
<td>$40.26</td>
</tr>
<tr>
<td># of *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total given</td>
<td>$10,913.77</td>
<td></td>
</tr>
<tr>
<td>Avg given per donor</td>
<td>$40.26</td>
<td></td>
</tr>
</tbody>
</table>

Phonathon Notes:
- Thus far 42% of pledges have been fulfilled compared to 31% same time last year
- In early November Phonathon will start calling acquisitions to supplement direct mail piece
- A "Sorry We Missed You" postcard will be mailed to any donor Phonathon could not reach, asking them to donate online

Loyola Faculty and Staff Annual Fund Campaign
- FY10 - 351 Gifts, 42% Giving (177 online, 174 direct mail)
- FY09 - 237 Gifts, 29% Giving (75 online, 162 direct mail)
  *includes payroll deductions schedule to start in Jan

Loyola Society
- FY10 – Total of 83 members (39 Alumni)
- FY09 – Total of 82 members (32 Alumni)
Office of Marketing and Communications:

Publications and Creative Services:

Currently working on a new Marketing & Communications Branding and Official Policies and a Graphic ID Guide which now encompasses Social Media Guidelines.

The Office of Marketing & Communications entered the CASE III Awards. We submitted:

- 2008 President’s Annual Report
- Admissions Viewbook
- Montage Calendar
- Loyola University New Orleans Home Page

Project highlights from October–November 2009:

October:

- Katrina Memorial Announcement/Thanks Mailed Oct. 6
- LUNO Alumni Magazine Mailed Oct. 12
- Three Annual Fund Renewal and Acquisition pieces Mailed October
- Mission & Ministry Loyola Week marketing material (Ads, posters, table tents)

November:

- United Airlines in-flight *Hemispheres*, Full Page Ad November issue
- US News Ranker’s Service Learning Mailer In progress, to mail late Nov.
- *Loyola Lawyer* Magazine At printer, to mail Nov. 16
- COB/Spiritual Capital Brochure In progress, to print late Nov.
- COB/MBA Viewbook In progress, to print late Nov.

Web Communications:

- Launched the new Mission and Ministry website October 28
- Launched new Alumni website September 15
The Web Communications team is currently working on websites for:

- Student Affairs (and all underlying departments)
- Academic Affairs (and all underlying departments except for colleges)
- Numerous center websites

Alumni Relations:

Since the last report, the Loyola University New Orleans Alumni Association launched the new website on September 15, which includes an online social networking community. It allows alumni to log in, stay in touch with friends and classmates, learn what is happening on campus, and meet and network with other alumni in their geographical area. Over 400 members have joined and are creating groups based on graduation year, major, or other interests.

In early September, Loyola University hosted an Alumni Boards Appreciation Cocktail Reception at The Round Table Club. All members of the Alumni Association Board of Directors, College of Business Alumni Board, Law Alumni Board, and the Young Alumni Board and spouses were invited to mix and mingle with the administration and deans. Father Wildes thanked everyone for their continued support of the university. There will be a joint alumni board meeting on November 17 where Fr. Wildes will review the strategic plan and facilities master plan.

The College of Business Alumni Board is busy amending By-Laws and planning the annual luncheon which will take place in March, 2010. For the first time, they are hosting a Happy Hour on November 20 at a downtown location. The Young Alumni Board recently invited Vice-President Cissy Petty and her staff to a Wine and Cheese Reception to give an update on student life. The event was very well attended with many new faces ready to get involved. In addition, the Greek Alumni and Ignatius Spirituality Committees will be meeting in November.

In support of Athletics and the College of Music and Fine Arts, the Alumni Association has hosted and will continue to host “tailgates” and Wine and Cheese Receptions before games and performances. A volleyball tailgate was held on October 6, and a Reception was held before a Loyola Symphony Orchestra performance on October 3. The Alumni Association is also hosting a welcoming reception for Dean Donald Boomgaarden on November 14 in the Diboll Art Gallery.

Always a hit with alumni across the country are the Loyola University New Orleans alumni events centered on sporting events. This year was no exception. In September, Chicago alumni cheered on the Cubs and Los Angeles alumni cheered on the Dodgers. Each event was limited to approximately 40 alumni and sold out very quickly.

The Dallas Alumni Chapter will host their second annual Dallas Alumni Chapter Wine Tasting on November 5 at La Buena Vida Winery, which is owned by a Loyola alumnus in Grapevine, Texas. This will continue to be an annual event for our Dallas area alumni.
The Miami Chapter held a Happy Hour on October 17. Alumni of all ages enjoyed meeting David Robinson-Morris, Associate Director, and all are looking forward to the spring crawfish boil.

On November 1, the Alumni Association in partnership with the Office of Mission and Ministry held an Alumni Memorial Mass. Fr. Wildes and Fr. Carter celebrated. We accepted and sent up over 800 prayer requests for honored alumni and friends who passed away within the last year.

Wolves on the Prowl, Loyola’s National Day of Community Service, is planned for November 7. In the Jesuit tradition, Loyola University New Orleans strives to develop individuals who dedicate their lives to service for others. Wolves on the Prowl is simply one way in which Loyola University students, alumni, parents, and friends gather in solidarity across the country and exemplify the meaning of being men and women with and for others. In New Orleans alone, over 300 students, alumni, and friends will volunteer at five locations throughout the city, including the following:

- The Good Shepard School Field Day
- The Odyssey House
- The St. Bernard Project Rebuild Day
- Success Prep Academy
- City Park
- Parkway Partners

In addition, 12 chapters have also planned community service projects on this day.

The annual Battle of Freret Street - Loyola Wolfpack vs. Tulane Green Wave pep-rally and basketball game, will be held on November 9. We are hoping to beat last year’s ticket sales. The band SoulHaven will kick-off the festivities at 5 p.m., followed by a second line to Fogelman Arena led by Loyola’s St. Ignatius Spirit Band.

In conjunction with Christmas at Loyola: A Musical Celebration on December 6, the Alumni Association is hosting for the first time “Singing with Santa,” an event for the whole family in the St. Charles Room. There will be free pictures with Santa, singing with Mrs. Claus, a magic show, and cookies and hot chocolate.

Other upcoming events are as follows:

- School of Nursing 25th Anniversary Luncheon, Nov.14.
- Dean Jo Ann Cruz will attend the Washington, D.C. Alumni Christmas Cocktail Reception on December 8, 2009.
- Christmas parties on the Northshore and on the Gulf Coast.
- Christmas parties in Raleigh, Austin, and Nashville.
- The Young Alumni Board is hosting a Christmas Cocktail Reception.
- Faculty lectures in New York City and Washington D.C. in January.
- The Office of Alumni Relations is working with the Athletic Department to host the Athletic Hall of Fame Induction Ceremony on February 20, 2010.
• The Office of Alumni Relations will partner again this year with the Jesuit Center on a Lenten Series that will be held on five evenings during Lent.

Advancement Records:

Accomplishments for this quarter include:

• To further enhance data security while assuring compliance with University record retention policies, historic gift files were moved into the Advancement Records suite. Additionally, student work stations were brought into the suite to allow for improved supervision, training and communication with our students.

• Launch of the on-line alumni community was completed in September. We are now receiving daily updates from new community members including address and other biographic data, student organization involvement, and updated business information which is being added to the database.

• All active alumni records were submitted to an outside vendor to obtain updated address, phone and email information resulting in 7,946 new addresses, 4,306 new phone numbers and 3,415 new email addresses.

• Completed annual Donor Honor Roll for FY 2009 donors.

• Completed annual Council for the Advancement of Education survey of Voluntary Support.

• Worked with Alumni Relations to prepare files for launch of new insurance affinity group.

• Upgraded Raiser’s Edge database and implemented other recommendations for University PCI compliance certification.

• Worked with Annual Fund to prepare direct mail and phonathon files for fall solicitations.

• Imported new parent records for fall 2009 freshman class.
TOTAL GIFTS & PLEDGES FISCAL YEAR 07 TO 10

FISCAL YEARS:
- 8/1/2006 TO 10/31/2006: $1,556,146
- 8/1/2007 TO 10/31/2007: $1,101,417
- 8/1/2008 TO 10/31/2008: $1,546,346
- 8/1/2009 TO 10/31/2009: $1,385,578
TOTAL CASH GIFTS FISCAL 07 TO 10

FISCAL YEARS

8/1/2006 TO 10/31/2006
8/1/2007 TO 10/31/2007
8/1/2008 TO 10/31/2008
8/1/2009 TO 10/31/2009

DOLLARS RECEIVED

$2,339,929
$1,412,245
$1,326,171
$901,555
$250,000
$750,000
$1,250,000
$1,750,000
$2,250,000
$2,750,000
NUMBER OF ALUMNI DONORS FISCAL 07 to 10


- 8/1/2006 TO 10/31/2006: 547 alumni donors
- 8/1/2007 TO 10/31/2007: 956 alumni donors
- 8/1/2008 TO 10/31/2008: 446 alumni donors
- 8/1/2009 TO 10/31/2009: 771 alumni donors
NUMBER OF TOTAL DONORS FISCAL 07 TO 10

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Number of Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1/2006 TO 10/31/2006</td>
<td>1,197</td>
</tr>
<tr>
<td>8/1/2007 TO 10/31/2007</td>
<td>1,382</td>
</tr>
<tr>
<td>8/1/2008 TO 10/31/2008</td>
<td>773</td>
</tr>
<tr>
<td>8/1/2009 TO 10/31/2009</td>
<td>1,290</td>
</tr>
</tbody>
</table>
### 09 Fiscal Year to Date Gifts Received to October 31, 2008

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Total Annual Gifts</th>
<th>Total Capital Gifts</th>
<th>Total Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities &amp; Natural Science</td>
<td>$47,058</td>
<td>$20,386</td>
<td>$67,444</td>
</tr>
<tr>
<td>College of Business</td>
<td>$103,276</td>
<td>$600</td>
<td>$103,876</td>
</tr>
<tr>
<td>College of Social Sciences</td>
<td>$1,817</td>
<td>$56,107</td>
<td>$57,924</td>
</tr>
<tr>
<td>College of Law</td>
<td>$206,750</td>
<td>$58,970</td>
<td>$265,720</td>
</tr>
<tr>
<td>College of Music &amp; Fine Arts</td>
<td>$111,712</td>
<td>$58,622</td>
<td>$150,334</td>
</tr>
<tr>
<td>Library Gift Total</td>
<td>$17,143</td>
<td>$50,016</td>
<td>$67,159</td>
</tr>
<tr>
<td>Athletics Gift Total</td>
<td>$3,231</td>
<td>$0</td>
<td>$3,231</td>
</tr>
<tr>
<td>Mission &amp; Ministry Gift Total</td>
<td>$3,410</td>
<td>$0</td>
<td>$3,410</td>
</tr>
</tbody>
</table>

### 10 Fiscal Year to Date Gifts Received to October 31, 2009

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>Total Annual Gifts</th>
<th>Total Capital Gifts</th>
<th>Total Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities &amp; Natural Science</td>
<td>$39,516</td>
<td>$35,149</td>
<td>$74,665</td>
</tr>
<tr>
<td>College of Business</td>
<td>$155,734</td>
<td>$1,925</td>
<td>$157,659</td>
</tr>
<tr>
<td>College of Social Sciences</td>
<td>$28,772</td>
<td>$8,132</td>
<td>$36,904</td>
</tr>
<tr>
<td>College of Law</td>
<td>$96,910</td>
<td>$169,922</td>
<td>$266,832</td>
</tr>
<tr>
<td>College of Music &amp; Fine Arts</td>
<td>$65,583</td>
<td>$23,493</td>
<td>$87,076</td>
</tr>
<tr>
<td>Library Gift Total</td>
<td>$15,124</td>
<td>$2,028</td>
<td>$17,152</td>
</tr>
<tr>
<td>Athletics Gift Total</td>
<td>$13,780</td>
<td>$500</td>
<td>$14,280</td>
</tr>
<tr>
<td>Mission &amp; Ministry Gift Total</td>
<td>$3,895</td>
<td>$0</td>
<td>$3,895</td>
</tr>
</tbody>
</table>