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

Thursday, March 11, 2010
1:00 p.m.
Danna Center, 1st Floor – Claiborne Room

AGENDA

1. Welcoming Remarks  Derby Gisclair
2. Approval of Minutes  Derby Gisclair

ACTION ITEM 3. Approval of Scholarship:  Vicki Frank
   • First Generation Student Endowed Scholarship in
     Music and Fine Arts

ACTION ITEM 4. Approval of Professorships:  Vicki Frank
   • Fr. Pillar Endowed Professorship in History
   • William Barnett Professorship in Free Enterprise Studies
   • E.L. Beard Distinguished Professorship in Biology
   • Edward J. Kvet Professorship in Music & Fine Arts

5. Report from the Provost  Ed Kvet
   • Academic Campaign Priorities
   • Update on VPIA Search

6. Advancement Report  Vicki Frank

7. Staff Reports
   • Major Gifts  Chris Wiseman
   • Annual Fund  Marcel McGee
   • Alumni  Monique Gardner
   • Marketing  Terry Fisher

8. New Business

9. Old Business

10. Executive Session

11. Adjournment
MINUTES

Present:  S. Derby Gisclair, Chair
Jim Caillier
Robert A. Savoie
Georgia Gresham, University Faculty Senate (ex officio)

Staff:  Victoria A. Frank, Vice President
Terry Fisher
Monique Gardner
Marcel McGee
Christopher Wiseman
Rhonda E. Brehm, Recording Secretary

Absent:  Carolyn Callahan, Chair
Shawn Donnelley
David Ferris
John Finan
Michael Graham, S.J.
Suzanne Mestayer, Chair (ex officio)
Kevin Wm. Wildes, S.J., President (ex officio)
Mark Morice, Alumni Association (ex officio)

1. Welcome

Derby Gisclair opened the meeting at 1:08 p.m.

2. Approval of Minutes

Mr. Gisclair asked if there were any corrections or revisions to the minutes of the October 15, 2009 meeting. There were none. He called for a motion to approve. MOTION was made by Jim Caillier. Motion carried.

3. Marketing Presentation

IA has been assigned the task to help increase Loyola’s rankings in the U.S. News & World Report. Terry Fisher reviewed the university’s strategic initiatives to improve Loyola’s ranking***. As 25% of the ranking is determined by peer perception (survey is sent to university presidents, provosts and vice president’s of enrollment) the plan targets these people.
***A copy of Ms. Fisher’s presentation is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.

Marcel McGee, Director of Annual Fund, is working on increasing the number of alumni donors in order to increase our U.S. News rank for participation.

Mr. McGee updated the committee on the following:
- Segmenting annual fund messages.
- Alumni office is pushing an awareness of the importance of contributing at alumni events and board meetings.
- Working closely with Major Gifts and Alumni office in a cooperative effort.

4. Approval of Endowed Chair

Fr. Stephen Duffy turned over a large part of his retirement and bequeathed this money for a Chair in Catholic Studies. The university is asking the state for an $800,000 match. Mr. Caillier offered to review the grant prior to submitting it to the state.

Mr. Gisclair called for a motion to approve the Chair. MOTION was made by Jim Caillier. Motion carried.

5. Advancement Report by Vicki Frank

- Most of her efforts have been directed to Campaign readiness.
- Goal is to have a Campaign structure in place (operating plan and team) when her replacement comes on board.
- Each College has established their priority list for the Campaign. This is a four step process:
  1. Establish priorities for each College
  2. Prepare written vision statement
  3. Deans and MGO’s add details on each of the priorities
  4. Sent to Marketing to finalize
- There will be two case statements:
  1. Internal (detailed)
  2. Outside (persuasive - to present to donors and prospects)
- Working on MGO training and development of plans for each prospect
- Working on volunteer structure – 1st draft will go to President, then ask IA Committee to suggest people

6. Staff Reports

Major Gifts by Chris Wiseman:

It takes time to develop a relationship. The Gift Officers are working on these relationships and the College visions. Now need to look at the numbers and strategize who can give what:
Table of Gifts: $100 million target

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<td><strong>652</strong></td>
<td><strong>1424</strong></td>
</tr>
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</table>

LOYOLA UNIVERSITY NEW ORLEANS

Mr. Wiseman stated:
- The first two columns are in an ideal world.
- Last column designates that we need four prospective candidates for each gift.
- Need to concentrate on more candidates for $500,000 and $30,000 gifts.
- This table does not count general (smaller gifts) which total about $15,000,000.
- This table was determined by:
  1. Past giving to Loyola
  2. Personal knowledge
  3. Database from GG&A screened candidates
- Chart includes individual givers only except for some family foundations.

Ms. Frank noted that these gifts are over a five-year period.

Mr. Wiseman continued:
- Need more visits with more people.
- He has set-up more accountability with his staff.
- University needs to invest in more MGO’s for Campaign. (Currently there are six MGO’s with 125 top prospects and at any given time are working with 25 people.)
- Board’s role is crucial for the Campaign.

Ms. Frank added that another way we can meet these prospects is through the Campaign volunteers.

Update on search for IA vice president:
- There have been two meetings of the Search Committee – one to get to know the consultant, Stephen Peeps, and the process. The consultant’s job is to narrow the search.
• The consultant presented the Committee with an initial, very broad list which includes people who might be candidates and people they will call to get recommendations. The names came from all over the country, multiple institutions, many of them Jesuit. The Committee has also asked for input from within the university.
• The search committee is meeting bi-weekly.
• As the candidates are narrowed, the Committee will be expanded to include Derby Gisclair, and a representative from the Alumni Board.
• Target date is 08/01/2010.
• Derby will give a report to the Board tomorrow.

Annual Fund Report by Marcel McGee:

• His department is taking what they’ve learned from this past fall to apply to their preparations for spring. Learned:
  1. Older alumni give more – would like to cultivate for larger gifts
  2. Need to improve social media to capture younger alumni
• Currently working on pledge fulfillments.
• Using direct mail to bring in renewals.
• Phonathon is working on:
  1. Recaptures
  2. Specific asks for non-donors
  3. College specific nights with deans, faculty, and students

Alumni Report by Monique Gardner:

Upcoming events:
• Northshore
• Singing with Santa at Loyola (family event)
• Rowley
• Austin
• Nashville
• Los Angeles
• Young Alumni will host a Christmas cocktail reception
• January 2010 – Faculty lectures (on education, healthcare, and housing) will take place in New York City and Washington, D.C.
• February 2010 – Athletics Hall of Fame
• February-March 2010 – Lenten Series
• March 2010 – College of Business Alumni Luncheon

6. New Business

Ms. Frank distributed a handout from our consultants, Grenzebach, Glier, & Associates, which addresses the effect of fundraising is this economy.
Mr. Gisclair summarized: This is not just a five-year campaign. We need to make this an integral part of life at Loyola and what the Board needs to do. It is important to instill that culture not only with the Board, but with alumni and donors, too.

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 2:20 p.m.
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

FIRST GENERATION STUDENT ENDOWED SCHOLARSHIP
IN MUSIC AND FINE ARTS

RESOLVED: that the Loyola University New Orleans Endowed 1st Generation Scholarship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the FIRST GENERATION STUDENT ENDOWED SCHOLARSHIP IN MUSIC AND FINE ARTS.

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 FIRST GENERATION STUDENT ENDOWED SCHOLARSHIP IN MUSIC AND FINE ARTS.

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

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

The funds used to establish the Loyola University New Orleans Endowed 1st Generation Trust Fund were dedicated to the purposes of the FIRST GENERATION STUDENT ENDOWED SCHOLARSHIP IN MUSIC AND FINE ARTS.

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 12th day of March 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
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

Fr. Pillar Endowed Professorship in History

RESOLVED: that the Loyola University New Orleans Endowed Professorship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the Fr. Pillar Endowed Professorship in History.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of the Fr. Pillar Endowed Professorship in History.

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

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

The funds used to establish the Loyola University New Orleans Endowed Professorship Trust Fund were dedicated to the purposes of the Fr. Pillar Endowed Professorship in History.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the 12th day of March 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
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

William Barnett Professorship in Free Enterprise Studies

RESOLVED: that the Loyola University New Orleans Endowed Professorship Trust Fund be, and hereby is, established as an endowed fund, the income of which shall be used to establish the William Barnett Professorship in Free Enterprise Studies.

EXPLANATION:

This fund is established with $60,000 on deposit with the State Street Bank and Trust Company in North Quincy, Massachusetts, dedicated to the purposes of the William Barnett Professorship in Free Enterprise Studies.

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

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

The funds used to establish the Loyola University New Orleans Endowed Professorship Trust Fund were dedicated to the purposes of the William Barnett Professorship in Free Enterprise Studies.

I hereby certify that the above and foregoing is a true and correct resolution adopted at the meeting of the Board of Trustees at Loyola University New Orleans held on the 12th day of March 2010.

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SUZANNE T. MESTAYER
Chair, Board of Trustees
LOYOLA UNIVERSITY NEW ORLEANS

WITNESSES:

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_____ Day of _______________ 2010

________________________________
Notary Public
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

E. L. Beard Distinguished Professorship in Biology

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 E. L. Beard Distinguished Professorship in Biology.

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 E. L. Beard Distinguished Professorship in Biology.

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 E. L. Beard Distinguished Professorship in Biology.

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 12th day of March 2010.

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

WITNESSES:

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SWORN TO AND SUBSCRIBED
before me, Notary on this
_____ Day of _________________ 2010

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Notary Public
RESOLUTION
BOARD OF TRUSTEES
LOYOLA UNIVERSITY NEW ORLEANS

Edward J. Kvet Professorship in Music & Fine Arts

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 Edward J. Kvet Professorship in Music & Fine Arts.

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 Edward J. Kvet Professorship in Music & Fine Arts.

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 Edward J. Kvet Professorship in Music & Fine Arts.

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 12th day of March 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
Overview:

The faculty/staff campaign this year was extremely successful. The percentage of faculty and staff making gifts to the university increased from 29% to 43%. The dollar value of the gifts was more than $65,000. The College of Business won the trophy with 100% participation. Student Affairs was second with 98% participation. (IA did not participate in the contest but did have 100% participation in the campaign). Not only did the campaign bring in unrestricted dollars to the university but it also demonstrated the positive mood on campus.

Campaign preparation continues in all areas of the division. We are working closely with the campaign consultant to insure all necessary pieces are in place for a successful campaign. The Vice President and Associate Vice President are working closely with the President in soliciting early lead gifts for the campaign.

- The Provost’s Office is compiling and synthesizing the various internal case statements for support that have been developed by the five colleges, student affairs, and other constituent programs at Loyola. The comprehensive case for support will then be developed by outside counsel into a statement and materials geared toward Loyola’s leading benefactors and prospective benefactors for use during the silent phase of the campaign.

Major Gifts, Stewardship, Grants, and Research:

- Recent significant gifts include those from Anonymous (Visiting Artist Series); Matt Gaston (Barnett Professorship in Business); Thomas Lemann (Classics Professorship); Zemurray Foundation (Classics Professorship); Gauthier, Houghtalling & Williams (Law Fund); Baptist Community Ministries (Common Good); Philip & Charlene Carroll (College of HNS / Social Justice Scholarships); various trustees; Chip Forstall (Law); Stuart Smith & Barry Cooper (Law); Thomas McCarthy (Pillar Professorship in History); Whitney National Bank (Visual Arts); Edward Mathes (Loyola Fund); Lettie Pate Whitehead Foundation (Scholarships); Schlieder Foundation (Carrolton Hall Build-out); Yvonne & Red Adams Foundation (Loyola Fund); Entergy (Boggs Center); The Times-Picayune (Loyola Fund).

- Our Advancement Research Department’s work on building a “campaign pyramid” of prospective benefactors continues. We currently have over 1,000 prospective benefactors rated for campaign gifts, and the work continues. Our best source of information is people-to-people contact, and we hope for strong trustee support for this process.
Specifically, to succeed, Loyola needs trustees who can connect the president and other Loyola leaders to friends and contacts.

Annual Fund:

Overall Alumni Giving
From the Aug to Jan of FY10 1,954 alumni made a gift (cash and pledges) to Loyola compared to 1,793 same time last. An increase of 9%
- A total of 3,485 donors made a gift to Loyola compared to 2,782 for same time last year. An increase of 25%

Annual Fund Key Indicators

DIRECT MAIL
The Fall Direct Mail campaign raised $52,539 from approx 377 donors. (1.17% response rate). The Spring Direct Mail campaign was finalized. Just over 13,000 pieces were mailed to alumni asking for support of their college. These were renewal and recaptures pieces focusing on college specific annual funds and signed by long standing faculty from each college.
Direct Mail Notes:
- In late March a similar piece will be sent to all non-donors seeking college specific support. Non-donors number an est. 18,000.

PHONATHON

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<td># of Donors</td>
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<td>Total given</td>
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<tr>
<td>Avg given per donor</td>
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A 7% increase in total donors compared to last year.
Phonathon Notes:
- The Fall Phonathon focused primarily on renewals/recaptures and then non-donors.
- Emailed/mailed past due reminders to all donors with pledges over 90 days past due.
- Mailed "Sorry We Missed You" postcards to just over 800 donors we could not reach, asking them to consider a gift online.
- The Spring Phonathon will focus primarily on non-donors and then renewals/recaptures.
- Started making preparations to have faculty/staff from each college come to phonathon room and join student callers in making calls to alumni.

E-solicitations
- Sent an End Of Year Email asking non-donors to consider a gift to support our Mission & Ministry Fund (which promotes Loyola’s catholic tradition and community service endeavors).
  - 09 donations totaled over $36k compared to $31k on Dec 08.
- Will solicit all non donors with a Mardi Gras themed email Feb. 11th.
• Will solicit all young alumni with an email from the Young Alumni Pack President Leigh Thorpe.

Online Giving

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<tbody>
<tr>
<td>Aug-Jan</td>
<td>185 donors for $49,025</td>
<td>162 donors for $41,206</td>
</tr>
</tbody>
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A 14% increase in donors; a 19% increase in gifts.

Office of Marketing and Communications:

The Council for the Advancement and Support of Education, District III recognized the Office of Marketing and Communications for its excellence in work with three awards from CASE for the following projects:

• Montage Calendar– Award of Excellence
• Crisis Communication Plan/Public Affairs and External Relations – Award of Excellence
• President’s Annual Report (2008) – Special Merit Award

Both the Montage Calendar and the Crisis Communications Plan automatically advance to compete in the national CASE competitions.

Project highlights from December 2009 – January 2010

Publications and Creative Services

• Service Learning Mailer  Mailed to US News Rankers  Dec. 4 ✓
• President Forum Postcard-Environmental Discussion  Mailed January 18 ✓
• Annual Fund College Solicitations direct mail campaign
• President’s Forum Feb. campaign (ads, direct mail, flyers)
• LUNO Spring2010 is at the printer
• Lenten Series campaign (ads, banners, flyers)
Our Google Paid search campaign in support of undergraduate recruiting sent 120 leads to Admissions during December and January.

We are conducting the online national recruiting campaign for the Doctor of Nurse Practice Online Degree Program, which began late November to drive qualified leads for their January 31 enrollment deadline. The campaign includes purchasing Google Paid search terms, social media advertising (Facebook, LinkedIn), social media support (development and ongoing content population of Twitter, Facebook, LinkedIn sites), and increased Public Affairs support through national distribution of weekly DNP press releases.

To date, 137 qualified leads have been sent to DNP for follow up, resulting in eight confirmed students and 20 completed applications. This online campaign will continue throughout the year.

Web Communications
- Launched the new International Business Center website – January
- Launched new Center for Latin American Studies – January
- Hired a replacement for Web Content editor

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)
- Walker Percy Center
- Upward Bound
- College of Music site revise

Public Affairs and External Relations:

Publications in Progress
- **Experts Guide** - Currently producing a printed, indexed guide designed to help media find expert Loyola sources for stories they are working on. The booklet is in production and is expected to mail out in March to local, regional, national media and U.S. News & World Report voters.
- **Neighborhood Newsletter** – Producing a newsletter to inform Loyola’s surrounding neighbors about upcoming construction projects, events, services they can access, and superlatives about the university. This will be produced once a semester and the first edition is slated for late March.

Special Events Update
- **George Soros’ Open Society Institute** – Dec.1, College of Law. Public Affairs assisted the COL with this event featuring George Soros, philanthropist, founder and chairman of the Open Society Institute, and Loyola alumnus and retired Judge Calvin Johnson, J.D. ’78, former chief of Orleans Parish Criminal District Court. It was a private event.
• **Singing with Santa/Christmas at Loyola** – Dec. 6, Danna Center/Holy Name. Public Affairs, Alumni Relations, CMFA hosted these events. Hundreds came out for pictures with Santa and to hear the CMFA Christmas musical celebration.

• **Mayoral Forum on Corruption** – Jan. 15, Roussell Hall. Public Affairs worked alongside the Loyola Society for Civic Engagement and New Orleans CityBusiness to host this event moderated by WWL-TV anchor and reporter Katie Moore. All major candidates were in attendance and all local news outlets covered it.

• **President’s Forum with Environmental Historian John McNeill, Ph.D.** – Feb. 8, Nunemaker Auditorium. Cancelled due to snowstorm in D.C., where Dr. McNeill resides. To be rescheduled for a later date.

• **Athletics Hall of Fame Celebration** – Feb. 20, Danna Center. Public Affairs is assisting Wolfpack Athletics and the Alumni Association to honor exceptional athletes and professor Peter Burns, steadfast supporter Loyola’s athletic teams.

**Other**

• **Hope for Haiti Blog** – Public Affairs and the Web Team helped establish a blog on Loyola’s Web site to offer information and ways to give to the Haitian relief effort. This was produced the week after the earthquake.

• **Mardi Gras Card** - Sent to more than 250 national media representatives from the Office of Public Affairs as a way to provide top-of-mind awareness about Loyola. Also is a precursor to this group receiving the Experts Guide in March.

**Alumni Relations:**

**Tailgates and Receptions**
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. Since the last report, the Alumni Association has hosted two basketball tailgates and one successful Wine and Cheese Reception prior to Loyola’s performance of *The Pirates of Penzance*.

**Singing with Santa a Huge Success!**
Santa and Mrs. Claus made an early Christmas visit to Loyola’s campus on Sunday, Dec. 6. The Clauses spread their holiday cheer to children of all ages. Alumni, family, friends, faculty, and staff enjoyed a festive afternoon in the St. Charles Room of the Danna Student Center. A dazzling Christmas tree, giant nutcrackers, colorful arched-balloons, and of course, Santa’s shiny red sleigh all set the mood for this fun-filled day!

The event began with a cookie decorating station featuring a wide array of colored icings and yummy decorative toppings, along with a cookie of their choice. Following the event was Mrs. Claus’ North Pole Magic Show; the children were fascinated and amazed to see all of the surprises that Mrs. Claus had to unveil. Santa’s elf was even on hand to offer face paint creations and clever balloon give-a-ways. To top off the afternoon, Santa made his grand entrance,
showering the children with peppermint candies. New Orleans Event Photography provided beautiful complimentary photos for all of the participants.

Faculty Seminars for Alumni in NYC, D.C. and Orlando
The Alumni Association was excited to sponsor two faculty events with our alumni chapters in New York City and Washington D.C. to strengthen the ties between faculty and alumni. Each of the alumni chapters offered a lecture by popular Loyola faculty as part of the Loyola Alumni Enrichment Series Growing in Knowledge and Deepening our Faith.

- The first faculty programming event of the new year took place in New York City on Thursday, Jan. 14. Dr. William Barnett, professor of economics and Chase Bank Distinguished Professor of International Business, was the guest speaker. His lecture, entitled “Green Shoots: Prelude to Sustainable Recovery or a Severe Relapse?” was enjoyed by alumni of all ages at Shelly’s on 57th Street.
- The second lecture took place in Washington, D.C. at President Lincoln’s Cottage on Sunday, Jan. 24, at 5:30 p.m. Dr. Bernard Cook, professor of modern European history and Loyola historian, was our guest speaker. His lecture focused on “Loyola University New Orleans: 100 Years.” Those that attended were glad they did.
- On April 1, as part of our Alumni Enrichment Series ~ Growing in Knowledge and Deepening our Faith, the Orlando Chapter of the Loyola University New Orleans Alumni Association will host a Wine and Cheese Reception in the Patron’s Room at the Orlando Shakespeare Theater following Shotgun, a play written by Loyola Professor and alumnus John Biguenet. Biguenet will be on hand to provide a private reading of select parts of the play and offer commentary. In addition to Biguenet, Sal Liberto, Vice President for Enrollment Management will attend and will use the opportunity to highlight Loyola’s excellence in Theater and the Performing Arts to high school counselors, and prospective students.

Alumni Chapters Celebrate Mardi Gras!
- The Los Angeles Alumni Chapter kicked off the Mardi Gras season with a Jazz Happy Hour on Friday, Feb. 5, from 6 – 8 p.m. at Café Boogaloo in Hermosa Beach, Calif. In a Mardi Gras spirit, authentic New Orleans cuisine was served with live music.
- The Raleigh Alumni Chapter proclaimed: It’s Carnival Time in North Carolina & it’s a Super Bowl Party! Alumni were asked to bring their favorite Louisiana dish to this Carnival Time Potluck & Super Bowl Party Dinner. The dinner was held on Sunday, Feb. 7 at 4:30 p.m. at the lovely home of Mark and Jennifer Schlegel Corigilano ’95, J.D. ’00, located in Wakefield Plantation.
- The Greater Washington D.C. Alumni Chapter annual Bacchus on the Potomac was cancelled due to the winter snow storm.
- On Saturday, Feb. 6, the Las Vegas Alumni Chapter celebrated with a Mardi Gras Party held at the Rhythm Kitchen from 5 – 8 p.m. Alumni and friends were invited for a Mardi Gras celebration in the next best party town. Selected wine, draft beer (including Abita!), cocktail specials, and yummy New Orleans appetizers were served.
- Austin, Texas, alumni and friends are invited to the Loyola University New Orleans Austin Alumni Mardi Gras Happy Hour on Friday, Feb. 12. The festivities will
commence at the Ranch from 8 – 10 p.m. There will be complimentary hors d’oeuvres, king cake, and cocktail specials.

- The 11th Annual Loyola University New Orleans Chicago Alumni Mardi Gras Happy Hour will take place on Fat Tuesday, Feb. 16. The event will be held from 6 – 9 p.m. at McGee’s Tavern and Grille. Come and enjoy complimentary hors d’oeuvres and king cake along with a cash bar.

- And finally, the New York Alumni Chapter will celebrate with their annual NYC Mardi Gras Party on Fat Tuesday, Feb. 16. The event starts at 6:30 p.m. and will be held at Parkside Lounge, 317 E. Houston Street, between Ave. B and C. Alumni are invited to celebrate Mardi Gras with fellow alumni and friends while enjoying Abita beer, hurricanes, king cake and live zydeco music. The next best thing to Fat Tuesday in the Big Easy is Mardi Gras in the Big Apple.

Hall of Fame Induction and Reception Ceremony
Loyola University New Orleans will honor five individuals at the university’s athletic Hall of Fame induction ceremony on Saturday, Feb. 20, in the Danna Student Center. Share in the ceremony honoring Wolfpack athletes, selected for their integrity, sportsmanship, and character, who have made an impact in the history of their sport at Loyola.

- The Hall of Fame activities begin when the Loyola men’s and women’s basketball teams host Belhaven University in the Hall of Fame Games at The Den. The women’s game begins at 3 p.m. and will be followed by the men’s, set to start at 5 p.m. A special Hall of Fame presentation will be made during halftime of the men’s game.

- After the games, a reception will begin at 6:45 p.m. in the Danna Center Courtyard, weather permitting. Following that, the Hall of Fame Induction Ceremony begins at 8 p.m. in the St. Charles Room of the Danna Student Center.

- The honorees for this year’s induction ceremony include John Altobello, basketball (1939-42), Henry “Zeke” Bonura, basketball and baseball (1927-31), Chester Doll, basketball (1951-52, 56-58), Robert Hanberg, tennis and basketball (1950-54), and Yussef Jasmine, basketball, (1997-00).

- The St. Sebastian Award will also be presented at the Hall of Fame ceremony. This year’s recipient is Dr. Peter Burns, professor of political science at Loyola. The master of ceremonies is Ed Daniels ’79, sports director, WGNO ABC 26.

A Lenten Series: Sacred Music, Sacred Words
Loyola University New Orleans’ Jesuit Center and the Alumni Association will present “Sacred Music and Sacred Words,” a series of concerts and lectures on Wednesdays in March and April (with the exception of the first concert) to observe the season of Lent. All concerts will benefit Haiti relief through “Loyola Hope for Haiti.” Each of these free events will take place on Loyola’s main campus at 7 p.m.

The 2010 Lenten Series schedule:

- Friday, February 26: "Loyola Hope for Haiti" Benefit Concert and Dance Performance
  Lenten Series 2010: "Sacred Music and Sacred Words". 7 p.m., Roussel Hall.

- Wednesday, March 3: Loyola University Music Ministers: “What is Sacred about Rock and Roll?” A concert by a liturgical choir and musicians’ group comprised of both Loyola students and alumni. 7 p.m., Ignatius Chapel in Bobet Hall.
- **Wednesday, March 10**: A lecture by the Rev. R. Tony Ricard '87: "Don't Be Stupid! Lessons You Should Already Know!" Ricard is pastor of Our Lady Star of the Sea Parish in New Orleans and core instructor of church doctrine for the Institute for Black Catholic Studies at Xavier University New Orleans. 7 p.m., Ignatius Chapel in Bobet Hall.

- **Wednesday, March 17**: A lecture by the Rev. Joseph A. Tetlow, S.J., “American culture, religion, and spirituality.” Tetlow is the director of Montserrat Jesuit Retreat House, Lake Dallas, Texas, and former head of Jesuit Secretariat for Ignatian Spirituality in Rome. He is also the author of many books on Ignatian spirituality. 7 p.m., Ignatius Chapel in Bobet Hall.

- **Wednesday, March 24**: John Mahoney Big Band Concert. Professor John Mahoney is coordinator of jazz studies in the College of Music and Fine Arts at Loyola. He will be joined by his jazz band. 7 p.m., Ignatius Chapel in Bobet Hall.

A coffee reception will be held after each event. Everyone is welcome and free parking is available.

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**25th Annual College of Business Alumni Luncheon**

The Loyola University New Orleans College of Business Alumni Board will host the 25th Annual Business Alumni Luncheon on Friday, March 26, 2010. The luncheon will be held at the Westin New Orleans Canal Place, located in Ballroom I and II, Floor 12. A cash bar reception will begin at 11:30 a.m. and the luncheon follows at noon.

The theme for this year’s luncheon is “Surviving to Thriving: A Focus on Housing, Healthcare, and Education.” Three experts from each area are scheduled to speak. The spectacular panel will include: Greg Rigamer, chief executive officer, GSR & Associates, Inc., will focus on housing; Patrick J. Quinlan, M.D., chief executive officer, Ochsner Health System, will address the healthcare issues, and Paul G. Pastorek, '76, J.D. '79, Louisiana’s State Superintendent of Education, will focus on this area.

Monica Pierre, CEO of Pierre Principle Communication, has agreed to serve as the master of ceremonies for the luncheon. The award presentation for the Young Alumna/us of the Year and the Alumna/us of the Year will precede the panel discussion.

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**Other upcoming events are as follows:**

- Past Presidents Reception and Dinner, Audubon Gulf Club, Sunday, March 7.
- Greek Alumni Crawfish Boil on Sunday, March 21.
- Two evenings of Speed Networking: College of Business, March 9 and College of Social Sciences, March 23.
- DINEworleans, a small, intimate mentoring dinner hosted and attending by College of Business alumni and current students in partnership with the Office of Career Development, April 8.
- Family Day at Loyola Baseball, Segnette Field, April 17.
- Reunion Weekend will be held in conjunction with Commencement Weekend- May 7 - 9, 2010. This will allow our 50-year graduates, the Golden Wolves, to participate in graduation. The *Adjutor Hominum* Award will be presented on May 9 during the Annual Alumni Association Jazz Brunch.
Advancement Records:

Accomplishments for this quarter include

• Contracted with Blackbaud to perform database consulting in the areas of usage, configuration, reporting, training needs and business practices which will take place the first week of March. The goal of the project is to develop a strong foundation from within the database so that our investment is maximized, best practices are established and effective reporting will be produced as we prepare for the upcoming Capital Campaign.

• We are in the process of preparing an alumni survey instrument which will allow us to capture updated biographic and demographic data from our alumni. Plans are to utilize mail and electronic media to send the survey to one-third of the database annually on a three year rotation.

• Attended the annual Blackbaud Annual Conference on Philanthropy in mid-November. Participated in excellent sessions on building policies and procedures, planning a philanthropic action plan and performance management strategy implementation.

Goals/Plans for Spring

• Plans are moving forward to implement a document imaging storage and retrieval system with the goal of streamlining gift entry, utilizing new technology to enhance communication and access to constituent information, and archiving historical data.
TOTAL CASH GIFTS FISCAL 07 TO 10

FISCAL YEARS

8/1/2006 TO 1/31/2007
$4,319,803

8/1/2007 TO 1/31/2008
$3,062,864

8/1/2008 TO 1/31/2009
$3,176,556

8/1/2009 TO 1/31/2010
$3,136,241
Institutional Advancement
March 11, 2010
Page 23 of 30

NUMBER OF ALUMNI DONORS FISCAL 07 to 10

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Media Coverage Highlights
Dec. 1, 2009- Feb.1, 2010

University Media Coverage

Grandaughter is Benson's heir apparent
My San Antonio (AP) – 2/6/10;
MIAMI — For Rita Benson LeBlanc, whiling away an afternoon in a dusty antiquarian bookstore is heaven. But so is a long, challenging day overseeing ...renewal, said Father Kevin Wildes, president of New Orleans' Loyola University, whose board of trustees includes LeBlanc. She has a tremendous...

LeBlanc works her way up Saints' ladder
San Antonio Express News (AP) – 2/6/10
MIAMI — For Rita Benson LeBlanc, whiling away an afternoon in a dusty antiquarian bookstore is heaven. But so is a long, challenging day overseeing ...renewal, said Father Kevin Wildes, president of New Orleans' Loyola University, whose board of trustees includes LeBlanc. She has a tremendous...

College of Music and Fine Arts Media Coverage

John Mahoney Big Band swings into the Christmas season with new CD and free concert
Associated Press; Nola.com; www.topstoriesneworleans.com; The Times Picayune; www.fisherjazzsound.com - 12/01/09
On the new “Christmas Joy” CD, the John Mahoney Big Band reinvents hymns and secular favorites as forward-thinking, hard-swinging modern jazz instrumentals.

Disney movie has Loyola music connections
Associated Press; Chicago Tribune; WLOX ABC-13; WDAM NBC-7; WXVT 15; THE Maroon; FOX 8; KnC-TV; KSLA CBS-12; NewOrleans.com; WGSO 990AM (AP); The Advertiser (AP) - 12/16/09
The latest release from Walt Disney Animation studios - the Princess and the Frog - isn't just set in New Orleans. It also features music by a choir organized by a staffer from Loyola University in New Orleans. The Pinnacle Gospel Choir, organized by Loyola staffer Lyle E. Henderson, provides background vocals for a song in the film. Loyola notes in a news release that the film also features Grammy Award-winning jazz trumpeter Terence Blanchard, artistic director of the Thelonious Monk Institute of Jazz Performance at Loyola.

Band changes tune to attract revenue
New Orleans CityBusiness – 12/07/09
While most New Orleans musicians remain rooted in the ... Jerry Goolsby, a marketing professor at Loyola University, said

Jean Montès and Loyola Haitian Students hold benefit concert
Fox 8 – 01/15/10; conductingmasterclass.com – 01/25/10
..the suffering in haiti hits close to home, for students, faculty and staff at Loyola University. they're paying -
especially- close attention to relief efforts... as kim holden explains. nats music you're listening to the sounds of the
Loyola University Symphony Orchestra

Music education takes center stage
Peoria Journal Star – 01/24/10
Featured ensembles for the Honors Concert are the Honors Band, conducted by composer and educator David R. Gillingham of Central Michigan University in Mount Pleasant, Mich.; the Honors Chorus, conducted by Jon Hurly, director of choral activities at Augustana College in Rock Island; and the Honors Orchestra, conducted by Jean Montes, director of orchestral studies and coordinator of strings at Loyola University in New Orleans.

College of Humanities and Natural Sciences Media Coverage

Choir adds local flavor to Disney film - Singers put gospel touches in Randy Newman song
Nola.com - 01/28/10; ABC-26 Morning Show – 12/21/2009
Their involvement in the film came about from Henderson's longtime professional relationship with trumpeter Terence Blanchard, who had previously worked in the studio with Henderson. Blanchard, director of the Thelonious Monk Institute of Jazz on Loyola's campus, already had been cast to play music in the Disney film and recommended the choir when producers needed extra musicians.

Bouquets & Brickbats - They get what they deserve - News & Views ...
Gambit Weekly – 01/04/10
beat the Minnesota Vikings 36-30 in overtime to give the New Orleans Saints .. John Biguenet,.. professor of English at Loyola University and noted local ...

College of Social Sciences Media Coverage

Political Science professor Conraad Raabe talks about Obama Afghanistan troop deployment
WWL-TV – 12/1/2009, 10:00 pm; WVUE-TV – 12/1/2009, 5:00 pm
loyola foreign policy expert conrad raabe says obama's strategy may also hinge on bypassing the afghan government... and winning over the leaders of afghan tribes. but that will not be easy. he says afghanistan is not iraq... which was a much more developed country.

Peter Burns talks about the mayor’s race
Loyola University political scientist Peter Burns agreed that the candidate who can hold the attention of the most voters all the way to the ballot box will have an advantage.

Predominantly black New Orleans could elect first white mayor in 30 years
01/08/2010- WNEP ABC-16; Hartford Courant; Washington Examiner; NewsChannel 4 KFOR.com; Whotv.com; My Fox Kansas City; Fox6now.com; MyFox Utah; Fox2now.com; WREG-TV; Fox 31 Kdvr.com; The33Tv.com; American Press (AP); Q13 Fox; Detroit Free Press
NEW ORLEANS (AP) — ...Local leaders often tout New Orleans' racial harmony, but it has had its share of turmoil, notes Peter Burns, a professor of political science at Loyola University.

New Orleans Saints fever cools interest in mayor's race
The Times-Picayune 12/13/2009
Loyola University political scientist Peter Burns agreed that the candidate who can hold the attention of the most voters all the way to the ballot box will have an advantage.
Digital media plays a part in mayoral campaign
David Zemmels, a digital media professor at Loyola, says he's seen an increase in online conversations about the race from those who will ultimately decide its outcome.

N.O. mayoral candidates face education questions
NEW ORLEANS (AP) — The mayor of New Orleans doesn't have direct control over schools in the city, but several community organizations still want to know what candidates for the post plan to do to support education. The Loyola University Institute for Quality and Equity in Education and several other groups plan to ask the city's mayoral candidates questions about their plans for aiding education during a Thursday night forum at a New Orleans high school.

Loyola University newspaper honored
WDAM NBC-7 – 2/4/10 5:54 AM; WLOX ABC-13; WXVT 15 – 2/4/10; Knoe-TV; KATC.com
NEW ORLEANS (AP) - The student newspaper at Loyola University in New Orleans has won another honor. The Maroon was named a "First-Class publication"

College of Law Media Coverage

Perry Promises To Cut City's Murder Rate
WDSU – 12/30/2009
Democratic mayoral candidate James Perry said the city of New Orleans is starving for leadership, and he believes he's just the leader it needs. Perry grew up in New Orleans, attended the University of New Orleans and got a law degree from Loyola University.

Sweet 'street' justice
Indy Star (AP) – 12/30/2009
Remember ACORN? The victory, which still awaits the working out of details, marked one more day at the global office for Indianapolis native Bill Quigley, a veteran progressive lawyer who's waged historic battles from Haiti to Guantanamo to America's death rows. He's on leave from his law professorship at Loyola University in New Orleans to serve as legal director of the Center for Constitutional Rights in New York, which carried ACORN's case.

Human trafficking one of local Fulbright studies
Nola.com – 12/21/2009
Human trafficking, malaria, Hindu-based music and the Mayan language are the topics that three faculty members and a law student at local universities will investigate with Fulbright grants they have been awarded for the 2009-10 academic year. Michelle Augustine, a third-year law student at Loyola University, will travel to Turkey to study human trafficking and see how the Turkish legal system protects victims.

NFL orders shops to stop selling 'Who Dat' gear
Daily Comet.com – 01/28/2010; Khou.com (AP) – 01/28/2010; WDSU; WWL
As the Saints' appearance in their first Super Bowl gets closer, the marketplace is being flooded with Saints merchandise and memorabilia as businesses are looking to cash in on the euphoria, but the NFL is cracking down on the use of their trademarks, including the iconic phrase "Who Dat." Loyola Law School intellectual property professor Ray Arieaux said the ownership of 'Who Dat' may be a gray area. "Is there some unfair trade taking place maybe the public does associate that with the Saints? The question is what does the public associate with 'Who Dat,'" Arieaux asked.

Law Schools Get Advice on Helping Students Cope With Tight Job Market
The Chronicle of Higher Education – 01/07/2010
New Orleans Law schools have a responsibility to teach students how to be emotionally resilient and fiscally
sensible at a time when high-paying jobs are hard to come by and student-loan debts are mounting, several speakers asserted at the annual meeting of the Association of American Law Schools, which began here on Thursday. Students who have spent summers working for law firms only to have job offers from those firms rescinded or delayed often become disillusioned or angry, said Pam Occhipinti, director of career services at Loyola University New Orleans's College of Law.

**Colleges – Volunteer Income Tax Assistance**
The Times-Picayune (AP) – 01/28/2010
The Loyola University New Orleans College of Law will again offer the Volunteer Income Tax Assistance Program this year to provide free tax preparation assistance for people with low to moderate incomes.

**College of Business Media Coverage**

8 ways to leave a mess for your heirs
MSN Money – 12/07/2009, 09:10 am
Make these errors and your survivors will wonder what your last wishes were, where your financial records are and why they're paying taxes they didn't need to.

A LEARNING EXPERIENCE
Nola.com – 12/03/2009, 09:20 am
In September last year, as the collapse of Lehman Brothers investment bank touched off a national economic crisis, Kelly Spear was sorting through her own financial troubles.

Band changes tune to attract revenue
New Orleans CityBusiness - 12/07/2009
While most New Orleans musicians remain rooted in the ... Jerry Goolsby, a marketing professor at Loyola University, said…