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

Thursday, May 13, 2010
1:00 p.m.
Danna Center, 1st Floor – Claiborne Room

AGENDA

1. Welcoming Remarks          Derby Gisclair
2. Approval of Minutes        Derby Gisclair
3. Campaign Marketing/Communications – initial response from KOR Group
   Vicki Frank/ Terry Fisher
4. Advancement Report          Vicki Frank
5. Staff Reports              Chris Wiseman
   • Major Gifts
   • Annual Fund
   • Alumni
   • Marketing
   Marcel McGee
   Monique Gardner
   Terry Fisher
6. New Business
7. Old Business
8. Executive Session
9. Adjournment
MINUTES

Present:    S. Derby Gisclair, *Chair*
            Carolyn Callahan, *Vice Chair – via telephone*
            Shawn Donnelley
            David Ferris
            John Finan
            Suzanne Mestayer, Chair (*ex officio*)
            Georgia Gresham, University Faculty Senate (*ex officio*)
            Mark Morice, Alumni Association (*ex officio*)
            Dr. Edward J. Kvet, Provost

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

Absent:    Jim Caillier
            Michael Graham, S.J.
            Robert A. Savoie
            Kevin Wm. Wildes, S.J., President (*ex officio*)

1. **Welcome**

Derby Gisclair opened the meeting at 1:03 p.m.

2. **Approval of Minutes**

Mr. Gisclair asked if there were any corrections or revisions to the minutes of the December 3, 2009 meeting. One correction – spelling of city of Rowley should be Raleigh. He called for a motion to approve with correction. **MOTION** was made by John Finan and seconded by Shawn Donnelley. Motion carried.

3. **Report from the Provost**

Dr. Kvet presented a handout entitled *Academic Affairs Campaign Priorities* to the Committee (a
copy of which is available via a link on the Board of Trustee website under the Institutional Advancement Committee section).

The Deans were asked for their priorities in each of three categories:
1. Endowed Chairs and Professorships
2. Programs and Centers
3. Capital Projects, Facilities and Technology
After review by the Provost their priorities were included in the document.

Vicki Frank stated that the next step will be to add Student Affairs’ priorities and construction priorities. When the priorities information is merged, two documents will be created:
1. Internal Document – contains detailed information from which proposals can be written.
2. External Documents – shorter, persuasive documents, specific to individual priorities, which can be used when meeting with a prospective donor.
Marketing is currently looking at hiring an outside firm to put this together (either KOR Group out of Boston or Lipman Hearne out of Chicago).

Discussion was held on the campaign dollar goal and campaign priorities:
- The priorities are guidelines to use with donors.
- Campaign gifts will be decided (1) by the intent of the donor, (2) if the donor is unsure, the solicitor would guide them to the university/college priorities. The university could refuse a gift that doesn’t fit the priorities. Deans have priorities under each category, but it is the donors who decide what they will fund.

Endowment levels:
- Chair in Business $3M
- Chair in Law $4M
- Chair in Arts & Humanities $2M
- Professorships $100,000

Discussion was held regarding a “continuous” campaign:
- A university should always be either in a campaign or planning for a campaign.
- Between campaigns a smaller campaign could be held for a designated purpose.
- A university needs to keep the momentum moving – fundraising is continuous.
- A campaign is also a public relations project. The campaign communications plan tells the story of Loyola’s success and brings more people into a relationship with the university. This is as important as fundraising.

Dr. Kvet gave an update on the search for a new vice president for Institutional Advancement:
- Terry Fisher, Chris Wiseman, and Derby Gisclair are on the committee – Dr. Kvet is the chair.
- A group of five was interviewed last week at the airport.
- Three candidates have been contacted.
• They will be at the university the week of March 22. A session will be set-up for Trustees to meet with each candidate.
• All three candidates are qualified but three very different people.
• There will be a secondary visit after a decision is made.

4. Approval of Scholarship

First Generation Student Endowed Scholarship in Music and Fine Arts

Discussion was opened. Question was asked: As state resources are less and less, what happens if a scholarship is not matched? Hasn’t happened – all scholarships have been matched. If it does happen, we will stay in touch with the donor. Donors are educated in the scholarship process. In some cases – depending on the timing – donors may have to wait until next year to go to the state. We keep them informed of the deadlines. Note: The matching money comes from the Tobacco money not the Louisiana Budget.

Mr. Gisclair called for a motion to approve the Scholarship. MOTION was made by Georgia Gresham and seconded by John Finan. Motion carried.

5. Approval of Professorships

- 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

Discussion was opened. There being no concerns, it was decided to take one all-inclusive vote for the four Professorships.

Mr. Gisclair called for a motion to approve all of the Professorships (as listed in the Agenda). MOTION was made by Shawn Donnelley and seconded by John Finan. Motion carried.

6. Advancement Report by Ms. Frank

- IA is working on getting everything in place for the Campaign.
- Chris and his team are working on building the Gift Pyramid.
- An Operating Plan is being developed:
  - Recognition policies
  - Communication plan – hiring a firm
  - Budget
- Chris and his team are meeting with Feasibility Study participants regarding the results.
- Fr. Wildes, Vicki, and Chris are meeting with Trustees.
- Vicki and Derby are working on volunteers.

Ms. Frank will give a presentation to the Committee at the May meeting on the final Case
Statement and, if approved, send it to the Board for the October meeting (who can then review and vote on for the Campaign).

7. **Staff Reports**

**Major Gifts Report by Dr. Wiseman:**

The results of the Feasibility Study have given them the opportunity for good discussions with prospects. In the Feasibility Study $100M tested pretty well but we are looking at a staged approach.

In regards to the gift pyramid, we have good million dollar candidates and are solid at the base of the pyramid. His team is working on the next level (i.e. $100,000 to $1,000,000 prospects).

Dr. Wiseman also made note that Tulane is considering a $1B campaign, which could affect our staffing. They are hiring many new development officers.

**Annual Fund Report by Marcel McGee:**

Direct Mail:
- There is a mailing going out this week to first-time donors – a solicitation from a parent to other parents to support the Loyola Fund.
- A few weeks ago Lee Thorpe, President of the Young Alumni Pack sent an email soliciting donations. Mark Morice did this earlier in the Fiscal Year which brought up the February numbers from 6 donors in 2009 to 30 donors in 2010.
- College-specific pieces are going out to non-donors asking them to support their own college. Instead of the Deans, used faculty who have been here a while and will be more recognizable.

Phonathon:
- Students are focused on calling non-donors and asking for a small amount of money. The purpose of this group is participation.
- College-specific Phonathon. One night per college. Invited college dean and faculty to help make calls.

Mark Morice asked if we do anything with students to get them to make a donation to the university – something to get them engaged. Mr. McGee responded that they currently focus on the seniors. There is the Senior Class Gift. This year the goal is 25%. Shon Baker has a clear plan and goal. The seniors get to vote on one of three areas we are asking for their support. This year’s three gift choices are:
  1. Legacy Scholarship
  2. Monroe Library
  3. Loyola Fund

The idea is to move the gift from an object to supporting the next students coming in.
Mr. McGee then went on to add that at this time, they give a senior one year following graduation before beginning solicitations. Discussion was held concerning this. Suggestions included:

- Prep schools don’t wait for one year. We need to get on a person’s list before they get into something else.
- Don’t contact in the fall semester following graduation. Instead contact in the spring semester.
- Class of 2010 – ask for $20.10.
- FaceBook – set-up a page (i.e., Senior 2010 gift – list names of donors on page).
- Texting is a viable option.

Mr. McGee stated that his team is learning and trying to build a culture of giving. He summarized that he is trying to figure out why alums don’t give. What is that thing to inspire you to give? What will non-donors respond to?

Alumni Report by Monique Gardner

03/26 - College of Business 25th annual luncheon – will recognize Dennis Lauscha, Chief Financial Officer for the Saints. Panelists are Greg Rigamer, Chief Executive Officer, GSR & Associates, Inc., Patrick J. Quinlan, M.D., Chief Executive Officer, Ochsner Health System, and Paul Pastorek, Loyola Alumnus/ Louisiana’s State Superintendent of Education.

03/17 and 03/25 – Lenten Series continues.

May – Big Alumni Weekend – same weekend as Commencement (7th-9th).

Marketing Report Terry Fisher:

Initiated Alumni Survey to 9,000 alums. Will receive report in about three months.

Received three Case awards:
- Public Affairs’ Crisis Communication Plan
- Montage Calendar
- 2008 President’s Report

The new President’s Report is going out to 600 US News & World Report rankers. (The 600 consists of presidents, provosts, and vice presidents of administration in our category: Masters University in the South.) Trustees should have just received their copy. Ms. Frank added that Kristine Lelong will be distributing to the Trustees a report on Spiritual Capital which will also go out to our rankers.

The Web Team is about two-thirds of the way in redesigning the Loyola website.

Public Affairs is working on a Neighborhood Newsletter to keep neighbors updated on the construction.
8. New Business

There were no items for discussion.

9. Old Business

There were no items for discussion.

10. Executive Session

There was no executive session.

There being no further business, the meeting was adjourned at 2:05 p.m.
Overview:

Campaign

The Kor Group, a Boston based brand strategy and design firm, spent three days on campus. They met with faculty, staff, administrators, students, board members, and alumni. The purpose of the meetings was for them to develop a deep understanding of the University – including its culture of philanthropy – in order to develop effective quiet phase campaign communications that resonate with potential donors.

They will provide a creative brief for the IA committee at the May meeting. After the meeting they will develop a campaign theme and case statement which will be shared with the Board in October.

Major Gifts, Stewardship, Grants, and Research:

- Recent significant gifts include those from the Raskob Foundation (Student Affairs); Greater New Orleans Foundation (Law Clinic Workplace Justice Fund, as well as the Boggs Center); the Clinton Family Foundation (Jesuit Social Research Institute); Michael Walsh (Patrick Walsh Scholarship in Criminal Justice); John and Carolyn Berthelot (charitable gift annuity); John Clayton (scholarships for Haitian students); John Levert (Center for Spiritual Capital); Monroe Foundation (scholarships for Costa Rican students); Zemurray Foundation (Lemann Professorship in the Classics); Stuart Smith and Barry Cooper (technology for College of Law); David Sherman (technology for College of Law).

- We staged a successful Loyola Benefactors Dinner. Tom Benson was the enthusiastic recipient of the Integritas Vitae Award, and Derby and Claire Gisclair were inducted into the Society of St. Ignatius.

- Major Gifts staff continue to take an important role in preparation for a comprehensive campaign. Development officers have been key players in the writing of case statements for the colleges. We have also worked with the KOR marketing (outside consultants) in preparing themes for the campaign.

- We continue work on building a “campaign pyramid” of prospective benefactors continues. We currently have over 1,050 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 August thru March of FY10 a total of 2,954 alumni made a gift (cash and pledge) to Loyola compared to 2,173 same time last. An increase of 35%
- Overall a total of 4,777 donors made a gift to Loyola compared to 3,382 for same time last year. An increase of 45%

**Annual Fund Key Indicators**

**DIRECT MAIL APPEAL**

The Fall Direct Mail campaign to alumni raised $57,674 from approx 382 donors. (1.19% response rate)
The Spring Direct Mail to alumni renewals mailed mid-February preliminary numbers: $23,444 raised from approx. 190 donors (1.67% response rate)
- Solicitation letter mailed to 20,000 alumni non-donors in early April, currently awaiting results
- Solicitation letter mailed to 1,627 parents end of March, currently awaiting results

**PHONATHON APPEAL**

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An increase of 18% in total donors compared to same time last year.

**E-solicitations/Online Giving**

Sent Mardi Gras themed email to all non-donors.
Utilized Facebook and Twitter to promote annual giving to alumni groups
Switched from Raiser’s Edge giving form and reporting to I-Modules software
- New online giving form more user friendly than previous form and also allows for better tracking of gifts and constituents

**Upcoming appeals**
- Appeal to Loyola vendors seeking support of the Loyola Fund - June
- Appeal to all constituencies seeking support for the Monroe Library- Summer
- Refining pledge fulfillment process to ensure 80% fulfillment
Office of Marketing and Communications:

Project highlights from February 2010 – March 2010:

The Office of Marketing and Communications hosted the third annual AJCU Marketing and Communications Leadership Summit on campus April 8 and 9. Each year, our leadership group holds a communications summit to discuss best practices, current issues, and furthering the Jesuit mission through higher education marketing and communications efforts. Communication leaders from 18 colleges/universities within the Association of Jesuit Colleges and Universities attended, as well as Fr. Charles Currie, S.J., AJCU president.

Publications and Creative Services:

February/March US News Campaign Update
- Purchase of Google terms (Learning Communities, Study Abroad etc.) Feb. 8
- Increased Press Release coverage- PR NewsWire  Feb. 8 – Mar. 31
- LUNO Alumni Magazine- mailed 2/23
- President’s Annual Report - mailed 3/5
- Loyola Executive Magazine (Business) - mailed 3/15
- LUNO Summer Alumni Magazine In process

ONLINE: We are conducting the online national recruiting campaign for the Doctor of Nurse Practice Online Degree Program, which includes Google Paid search terms, social media advertising (Facebook, Linked In), social media support (development and ongoing content population of Twitter, Facebook, Linked In sites), and national distribution of weekly DNP press releases. Since Nov. 12, 285 qualified leads have been sent to DNP for follow up.

SOCIAL MEDIA: We now have over 2,000 fans of the Loyola University Official Facebook page.
Web Communications:

The web team has completed 523 jobs this fiscal year-to-date. Last year, the web team completed a total of 492 jobs.

- Launched the revised Student Affairs (and all eight underlying departments) April 8
- Launched new Center for Walker Percy –March 5
- Launched new Center for Upward Bound- March 10

The Web Communications team is currently working on websites for:

- Academic Affairs (and all underlying departments)- August
- College of Music site revise- Launches May 3
- Flash Commencement email for Alumni and graduating students

Public Affairs and External Relations:

Special Events Update

- **Walker Percy Center Inaugural Event – March 10, Nunemaker Auditorium**
  Public Affairs staff assisted the College of Humanities and Natural Sciences with the execution of the inaugural event for the new Walker Percy Center for Writing and Publishing. It featured reminiscences of Walker Percy and a screening of excerpts from *Walker Percy: A Documentary Film*.

- **IOP Ed Renwick Inaugural Lecture Series – March 24, Roussel Hall**
  Meet the Press producer and New Orleans native Betsy Fisher was the guest speaker for this new lecture series, hosted by the Loyola Institute of Politics. Public Affairs staff assisted Tommy Screen with the execution of this event.

- **Commencement 2010 Planning Continues**

Other

- **Neighborhood News** – Newsletters were sent out on April 5 to Loyola’s neighbors within a 1-mile radius to inform them of upcoming construction projects and to tout upcoming events and news about the university. Another newsletter is planned for Fall 2010.

Alumni Relations:

**Past Presidents Reception and Dinner, Audubon Golf Club, Sunday, March 7**

The Loyola University Alumni Association hosted the first ever Past Presidents Dinner and Reception on Sunday, March 7. The Audubon Golf Club House provided a beautiful patio and dining area that overlooked the golf course. The evening began with a cocktail reception, followed by a delicious dinner. Ten past presidents and their guests, along with alumni and development staff, all enjoyed the opportunity to mix and mingle and reminisce about their service to Loyola.
Greek Alumni Crawfish Boil on Sunday, March 21
Greek alumni and students gathered for an afternoon of fun at the annual Greek Alumni Crawfish Boil. The event was held on Sunday, March 21 at the Broadway Activities Center behind Greenville Hall. Ice House Catering provided the pirogue set-up with the spicy crawfish and all of the fixings – potatoes, corn and sausage. Over 30 alumni, friends and students enjoyed the hot and steamy crawfish!

The Alumni Association hosted Faculty Programming event in Orlando, April 1
The Alumni Association was excited to host another event to strengthen the ties between faculty and alumni as part of the Loyola Alumni Enrichment Series ~ Growing in Knowledge and Deepening our Faith. On April 1, the Goldman Theater in Orlando, Fla., provided the setting for John Biguenet’s play Shotgun. The play is the second in a series of Biguenet’s Rising Water trilogy. John Biguenet, professor at Loyola University New Orleans, was inspired to write this play after experiencing the emotional devastation that Hurricane Katrina had on his family and the residents of New Orleans. Orlando alumni and friends were truly enlightened by the performance.

The actors took part in a talk-back session with the audience after the play, where they expressed comments about the characters they each played. John Biguenet and the director, David Karl Lee, took part in the talk-back session. At the Wine and Cheese Reception hosted by the Alumni Association following the play, guests had the chance to meet the actors.

Sal Liberto, Vice President for Enrollment Management attended and used the opportunity to highlight Loyola’s excellence in Theater and the Performing Arts to high school counselors and prospective students.

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. On Saturday, April 17, the Alumni Association will host Family Day at Segnette Field. All alumni, family, and friends are invited to watch Loyola Wolfpack Baseball vs. LSU Shreveport and enjoy an old fashion picnic with hamburgers and hotdogs. Before the game, Wolfpack Athletics will honor Loyola’s baseball All-Decade Team.

Eleven Alumni Chapters Celebrate Crawfish Season!
The Atlanta Alumni Chapter of Loyola University New Orleans will kick off the first spring crawfish boil. On Saturday, April 10, from 1 – 4 p.m., alumni and friends will gather at the home of Andreas ’87 and Nonnie Preuss in Atlanta, Ga., for a wonderful messy affair --- crawfish and all the fixings --- hotdogs, sausage, potatoes, corn, beer and soft drinks.

Next in line will be the Central Florida Crawfish Boil on Saturday, May 1 from 2 – 4 p.m. at the home of Pat and Susan McEvoy ’88 in Orlando, FL. Hot delicious Louisiana crawfish, potatoes, corn, hot dogs, jambalaya, Crawfish Monica, beer, and soft drinks will be served.

McMullan’s Irish Pub in Las Vegas will be firing up the big boiling pots on Saturday, May 15. This is when alumni, family, and friends will meet for the Annual Las Vegas Alumni Crawfish Boil. The Greater New York City Chapter will also be having their big event on Saturday, May
15, from 2 – 5 p.m. Alumni and friends will gather at Parkside Lounge for the New York Crawfish Boil. Crawfish, corn, potatoes, cornbread, Abita Beer and Hurricanes will be enjoyed. In addition, live music by Zulu Kings will start at 3:30 p.m.

On Saturday, May 22, the Dallas Alumni Chapter will have their crawfish boil, from 2 – 4 p.m., at Dodie’s Seafood Café II in Carrollton, Texas. Boiled crawfish, Dodie’s famous slaw, a cup of jambalaya and one catfish filet, bread pudding, French bread, soft drinks, iced tea will be served. Drink specials will be available for all guests.

Houston alumni, family and friends are invited to enjoy an afternoon of Cajun specialties and lots of crawfish! On Saturday, May 29, the Houston Alumni Chapter will meet at Magnolia Bar & Grill from 12 – 3 p.m. to eat the delicious spicy critters and all of the fixings.

The Washington, D.C., Alumni Chapter of Loyola University New Orleans has paired together with the Louisiana College Coalition (ULM, LSU, Northwestern, McNeese, Tulane, and UL Lafayette) for the D.C. Louisiana Alumni Chapters 2010 Annual Crawfish Boil. The big event is scheduled for Saturday, May 29, from 11:30 a.m. – 5 p.m. at Fort Hunt Park, Area A, located in Alexandria, Va.

The San Diego Alumni Chapter of Loyola University New Orleans will pair together with Louisiana State University for the 22nd Annual LSU Alumni of San Diego Crawfish Boil. This huge gathering will take place on Sunday, May 30, at Old Charger Practice Field in Qualcomm Stadium from 11 a.m. – 4 p.m.

And finally, Los Angeles alumni, family and friends are invited to enjoy an afternoon of crawdads on Saturday, June 19 at South Santa Monica from 3 – 6 p.m. for all-you-can eat crawfish, soft drinks and the first round of drinks.

Two evenings of Career Networking Offered to Loyola Students

DINEwOrleans is a networking program that was started last summer by the Alumni Association and the Career Development Center with the support of the College of Humanities and Natural Sciences. The program strives to demonstrate the marketability of a Loyola liberal arts education. It also aims to educate students on a wide range of career options and encourage students to become a part of the recovery and revitalization of the city. Local faculty members or alumni host informal dinners to provide networking opportunities for Loyola alumni and junior/senior students in the College of Humanities and Natural Sciences. On April 8, Dean Jo Ann Cruz hosted a dinner at her uptown home.

The Alumni Association will be hosting a Speed Networking event with the College of Business on Monday, April 12 in the Danna Student Center from 6 – 9 p.m. All juniors and seniors from the College of Business are invited to participate in this networking event. The students will have the opportunity to meet alumni professionals, interact, and discuss their industry or organization. Hors d’oeuvres and mocktails will follow.
Young Alumni Pack
The Young Alumni Pack recently elected a new President and Vice President; Michelle Clarke ‘06 and Laurel Davis ‘06, respectively and are planning to host a number of summer events including:
- Young Alumni Networking Night at W.I.N.O. – May 20
- Community Service Day on the Bayou – June 19
- Annual Young Alumni Summer Cocktail Reception – August 2010

Committee Reports
- Two Alumni Association committees have been busy this spring.
- The Ignatian Spirituality Committee is planning an All Alumni Retreat in the fall.
- The Scholarship Committee has revamped its criteria for awards and will meet during the week of April 12 to interview candidates.

Other upcoming events are as follows:
- The Second Annual Chapter Leadership Conference, May 5 – 6, 2010
- 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:

Highlights for this quarter include:
- Blackbaud database consulting postponed until mid-May to allow for the greatest availability of staff to participate in the data gathering phase of the project. The project will focus on the areas of usage, configuration, reporting, training needs and business practices. The goal of the project is to develop a strong foundation from within the database to ensure maximal functionality.
- Worked with Marketing Communications staff to compile a list of 9,500 alumni for electronic submission of an attitude survey. The goal of the survey is to obtain feedback on alumni satisfaction with their education in terms of value, preparation for life goals and propensity to give back to the University.
- Preparation of an alumni biographic/demographic survey postponed until later this spring with a target date of early summer for distribution.
- The update and revision of written Advancement Records procedures is complete with the exception of a major re-write of the reconciliation process for credit card transactions.
- Coordinated with Advancement Research to create a campaign gift pyramid table to allow ease in selection of constituents rated for upcoming campaign solicitation preparation and reporting.
- Finalizing contract negotiations with Blackbaud for implementation of document image storage and retrieval.
TOTAL GIFTS & PLEDGES FISCAL YEAR 07 TO 10

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TOTAL CASH GIFTS FISCAL 07 TO 10

8/1/2006 TO 3/31/2007: $5,402,537
8/1/2007 TO 3/31/2008: $3,649,033
8/1/2008 TO 3/31/2009: $4,405,815
NUMBER OF TOTAL DONORS FISCAL 07 TO 10

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NUMBER OF ALUMNI DONORS FISCAL 07 to 10

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<td>Total</td>
<td>377,234</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>4,492</td>
</tr>
<tr>
<td>Income Contracts</td>
<td>0</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$381,726</td>
</tr>
<tr>
<td>Campaign Type</td>
<td>09 Fiscal Year to Date Gifts Received to March 31, 2009</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-------------------------------------------------------</td>
</tr>
<tr>
<td>Humanities &amp; Natural Science</td>
<td>$79,575 Total Annual Gifts $102,652 Total Capital Gifts</td>
</tr>
<tr>
<td>College of Business</td>
<td>$136,053 Total Annual Gifts $34,247 Total Capital Gifts</td>
</tr>
<tr>
<td>College of Social Sciences</td>
<td>$54,999 Total Annual Gifts $121,653 Total Capital Gifts</td>
</tr>
<tr>
<td>College of Law</td>
<td>$499,360 Total Annual Gifts $732,115 Total Capital Gifts</td>
</tr>
<tr>
<td>College of Music &amp; Fine Arts</td>
<td>$192,296 Total Annual Gifts $623,818 Total Capital Gifts</td>
</tr>
<tr>
<td>Library Gift</td>
<td>$31,901 Total Annual Gifts $54,679 Total Capital Gifts</td>
</tr>
<tr>
<td>Athletics Gift</td>
<td>$80,705 Total Annual Gifts $1,221 Total Capital Gifts</td>
</tr>
<tr>
<td>Mission &amp; Ministry Gift</td>
<td>$41,77 Total Annual Gifts $0 Total Capital Gifts</td>
</tr>
</tbody>
</table>

**LOYOLA UNIVERSITY NEW ORLEANS**

**GIFT INCOME COMPARISON BY COLLEGE**

<table>
<thead>
<tr>
<th>Campaign Type</th>
<th>09 Fiscal Year to Date Gifts Received to March 31, 2009</th>
<th>10 Fiscal Year to Date Gifts Received to March 31, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Humanities &amp; Natural Science</td>
<td>$182,227 Total Received Humanities &amp; Natural Science</td>
<td>$187,716 Total Received Humanities &amp; Natural Science</td>
</tr>
<tr>
<td>College of Business</td>
<td>$170,300 Total Received College of Business</td>
<td>$337,640 Total Received College of Business</td>
</tr>
<tr>
<td>College of Social Sciences</td>
<td>$176,552 Total Received Social Sciences</td>
<td>$153,618 Total Received Social Sciences</td>
</tr>
<tr>
<td>College of Law</td>
<td>$1,234,475 Total Received Law</td>
<td>$583,233 Total Received Law</td>
</tr>
<tr>
<td>College of Music &amp; Fine Arts</td>
<td>$821,114 Total Received College of Music &amp; Fine Arts</td>
<td>$266,745 Total Received College of Music &amp; Fine Arts</td>
</tr>
<tr>
<td>Library Gift</td>
<td>$86,580 Total Received Library</td>
<td>$93,477 Total Received Library</td>
</tr>
<tr>
<td>Athletics Gift</td>
<td>$819,926 Total Received Athletics</td>
<td>$99,430 Total Received Athletics</td>
</tr>
<tr>
<td>Mission &amp; Ministry Gift</td>
<td>$41,77 Total Received Mission &amp; Ministry</td>
<td>$38,395 Total Received Mission &amp; Ministry</td>
</tr>
</tbody>
</table>
Media Coverage Highlights
Spring 2010

Loyola University - General

Score! Loyola N.O. lands Brees for commencement

Note: There were numerous other broadcast stories associated with this news announcement. Stations that ran multiple segments on Brees as Loyola’s commencement speaker included: Fox 8; ABC 26; WDSU (NBC); WWL-TV (CBS); WBRZ-BTR Baton Rouge; WAFB-BTR (CBS) - Baton Rouge; WVLA-BTR (NBC) - Baton Rouge; WMB-ABC (FOX) - Baton Rouge.

NEW ORLEANS — First, Drew Brees was in the spotlight as the New Orleans Saints' starting quarterback. Then, as the most valuable player in Super Bowl XLIV. Then, he reigned over the Krewe of Bacchus’ parade two days before Mardi Gras. And now, New Orleans' likely most beloved resident has been chosen to be the speaker at Loyola University’s Unified Commencement on May 8 in the Superdome.

Tulane, Loyola To Share New Toyotas in Car Share Program
Chicago Tribune – 03/17/2010, 11:08 am
NEW ORLEANS Two New Orleans universities - Loyola and Tulane - have announced plans with a car rental business to start a car-sharing program for faculty and staff.

WWL-TV editorialist, news director Phil Johnson dies at age 80
Nola.com – 03/24/2010, 02:21 am
Phil Johnson, distinctive editorialist, inspiring news manager and award-winning documentarian for WWL-Channel 4 from the early 1960s through the late 1990s, died Monday (March 22) after a long illness.

Faculty, staff give Landrieu input
Silobreaker – 04/08/2010, 15:40 pm
With New Orleans Mayor-elect Mitch Landrieu preparing to take office May 3, members of the Loyola community are active in the transition. University President the Rev.

College of Music and Fine Arts

Interview featuring Jean Montès and Loyola Haitian Students
Fox 8 – 01/15/10
..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.
Loyola Opera Theatre program stages Gilbert and Sullivan's classic comic operetta of kindly pirates
Nola.com – 02/05/2010, 14:15 pm
With everything from the annual "Talk Like a Pirate Day" to the appeal of Johnny Depp's Captain Jack Sparrow, contemporary culture has taken a golden shine to pirates. The students at Loyola University's College of Music are scurrying aboard that ship and raising a great black flag this weekend to present a swashbuckling production of "The Pirates of Penzance."

Spring Break in a Disaster Zone
USA Today – 03/01/2010, 10:30 am; Inside Higher Education – 03/01/2010
Jean Montes, an associate professor of music and director of orchestral studies at Loyola University New Orleans, will travel to Haiti during spring break in late March. He'll bring with him about 10 students — some of Haitian descent — to deliver musical instruments to Haitian children and assess the damage to the school where he learned the cello, Port-Au-Prince's Holy Trinity School of Music.

Loyola prof to take instruments to Haiti – (AP)
Chicago Tribune – 03/03/2010, 14:15 pm; WDAM NBC-7 – 03/03/2010, 05:44 am; KLFY – 03/03/2010, 05:44 am; WLOX ABC-13 – 03/03/2010, 05:44 am; WXVT 15 – 03/03/2010, 05:44 am; Knoe-TV – 03/03/2010, 05:44 am; KATC.com – 03/03/2010, 04:00 am; KSLA CBS-12 – 03/03/2010, 05:44 am; Abc 26 WGNO – 03/03/2010, 10:41 am; FOX 8 – 03/03/2010, 09:46 am;
NEW ORLEANS (AP) - Loyola University music professor Jean Montes, a native of Haiti, will soon travel to that nation with a group of students and volunteers.

College of Humanities and Natural Sciences

Choir adds local flavor to film
The Times-Picayune (AP) – 02/04/2010, 01:08 am
For members of the Pinnacle Gospel Choir, the first time they were asked to participate in the Disney film "The Princess and the Frog," they were eager and in disbelief... Choir organizer Lyle Henderson said the film is by far the largest honor. "It was almost surreal," said Henderson, who by day is the office manager for the chemistry and physics department at Loyola University.

Loyola launching Walker Percy center
NEW ORLEANS - Loyola University in New Orleans has created a new center named after a major Louisiana literary figure. Loyola launching Walker Percy center NEW ORLEANS - Loyola University in New Orleans has created a new center named after a major Louisiana literary...

College of Social Sciences

Predominantly black New Orleans could elect first white mayor in 30 years
KEVIN McGILL Associated Press Writer 5:33 PM EST, January 8, 2010
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.

N.O. mayoral candidates face education questions
Education Week – 01/21/2010, 09:47 am
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 NO to offer minor in New Orleans studies
The-Dispatch.com – 03/10/2010, 07:55 am
Starting this fall, students at Loyola University in New Orleans will be able to minor in the study of New Orleans. According to a news release from the university, the new interdisciplinary minor requires students to take a new course on the history of New Orleans.
Loyola accepts first students to new doctoral program for nurses
The Times-Picayune; Nola.com – 03/10/2010, 12:05 pm
Loyola University has enrolled the first seven members in the inaugural class of the state's first doctor of nursing practice program, school officials said today.

College of Business

Win or lose, Super Bowl puts Drew Brees on track to higher-profile endorsement deals
Nola.com – 02/07/2010, 03:00 am
Companies carefully watch athletes to see who is able to deliver a clear message, and whose personality best matches up with their brand. "I always get the impression with Drew Brees that he's a little under the radar compared with some of the other" football stars, said Michael Pearson, Chase/Francis C. Doyle Distinguished Professor of Marketing at Loyola University. "But he's so squeaky clean that he would be a fantastic endorser."

Local grad students win entrepreneur contest
The Times-Picayune 04/07/2010, 7:51PM
Graduate business students from Loyola and Tulane universities and the University of New Orleans united to win top honors in the New Orleans Entrepreneur Week Idea Corps Challenge.

College of Law

Tax Assistance comes to New Orleans East
WGNO ABC26 News – 02/20/2010, 6 p.m. broadcast
Students at Loyola's law school are helping tax payers stay on good terms with the IRS. All day they helped prepare tax returns, free of charge, for people at the Tet festival at Mary Queen of Vietnam church. The law school calls its program VITA, or Volunteer Income Tax Assistance. It's free and has been around for about two decades.

Free tax preparation for low-income workers
Clarion Herald – 03/20/2010
Low- to moderate-income taxpayers can have their tax returns prepared free through April 12 by volunteers working for VITA, the Volunteer Income Tax Assistance program authorized by the Internal Revenue Service. Andy Piacun, site coordinator for VITA at Loyola University New Orleans College of Law, said the local program has grown dramatically over the last five years.

Leonard Pitts Jr., in talk at Loyola, says facts should trump opinions
Nola.com – 03/15/2010
National columnist Leonard Pitts Jr. lamented that pervasive false information has strangled U.S. debate during a lecture Monday at the Loyola University School of Law, urging students, faculty and community members not to ignore facts if they conflict with their political views.

Mystified by aspects of the American way
The Australian – 04/06/2010, 09:00 am
THOUGH Brian Bromberger has spent much of the past half century working as a senior academic and administrator in the US, the Melbourne-born law professor confesses he is still mystified by Americans.