AGENDA

1. Welcoming Remarks
   Derby Gisclair

2. Approval of Minutes
   Derby Gisclair

3. Advancement Update
   Bill Bishop
   a. VPIA intro and background
   b. VPIA initial assessment of advancement operations
   c. VPIA focus for AY 2010-2011
   d. Review of the numbers for AY 2009-10
   e. Campaign Update
   f. How IA committee members can help

4. New Business

5. Old Business

6. Executive Session

7. Adjournment
LOYOLA UNIVERSITY NEW ORLEANS
BOARD OF TRUSTEES
COMMITTEE ON INSTITUTIONAL ADVANCEMENT
MEETING
May 13, 2010

MINUTES

Present: S. Derby Gisclair, Chair
Carolyn Callahan, Vice Chair – via telephone
John Finan
Robert A. Savoie
Georgia Gresham, University Faculty Senate (ex officio)

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

Absent: Jim Caillier
Shawn Donnelley
David Ferris
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 March 11, 2010 meeting. MOTION was made by John Finan and seconded by Bobby Savoie. Motion carried.

3. Report on initial response from KOR Group

Introduction to presentation was given by Terry Fisher. The KOR Group was hired to develop a communications plan for the Campaign to include a theme and case statement. In April,
representatives from KOR interviewed groups of people from across campus. Within two days they met with over 100 people and received great support. Through the information obtained from the interviews, KOR created this initial presentation and video – the purpose of which is to:

- develop the essence of Loyola
- tell the Loyola story
- explain Loyola’s vision for the future

The Committee was asked to give their impressions for the KOR Group. (A copy of the presentation – along with the video – is available via a link on the Board of Trustee website under the Institutional Advancement Committee section.)

Following the video, Vicki Frank began the discussion:

- “Faith in the Future” is proposed as a Campaign theme (tag line)
- The video is not the final product and was developed for review by the Committee
- “Faith” will help with the concerned Catholics group and connects all aspects of Loyola

Other comments made regarding the video:

- Can build a great Campaign around this tag line
- Video encompasses: the students; faculty; Loyola and New Orleans; faith – Catholic and Jesuit; is forward looking; and hopeful
- Video can be used in branding and marketing to use with potential donors
- Presentation will be developed to use at events or meetings
- Theme will be carried in proposals
- This video is very personalized

A Summary of the interviews by the KOR Group was distributed to the Committee (a copy of which is available via a link on the Board of Trustee website under the Institutional Advancement Committee section).

Next Steps:

- Key messaging
- Create materials to train MGO’s
- Finalize Case Statement

The finished product (video) will be presented at the October 2010 Board Meeting.

4. **Advancement Report**

Ms. Frank distributed a handout on Strategic Plan Implementation 2009-2010 and reviewed it with the Committee (a copy of which is available via a link on the Board of Trustee website under the Institutional Advancement Committee section).

Follow-up discussion:

- We are currently at 12% alumni participation – need to be in the mid-20’s range
- Alumni staff has begun talking about annual fund at alumni events
• Marcel McGee has revamped phonathon this year and developed targeted “asks”
• Seniors who contributed to the Senior Class Gift received a t-shirt “Who Dat Gave”
• A suggestion was proposed for challenges among reunions and classes
• This is the 2nd year the Golden Wolves are processing in Commencement – 20 participants this year
• There will be more interactive videos on the web

Ms. Frank went on to state that she is retiring at the end of this fiscal year and offered an update:
• She is working with Bob Alsobrook to finalize the Campaign Operating Plan before leaving
• She is in communication with her replacement, Bill Bishop, to assist with a smooth transition
• Rhonda Brehm is also working with Bill and developing a working relationship
• Vicki will be available for the next year if needed

5. Staff Reports

Major Gifts Report by Dr. Wiseman:

• Development Officer’s (DO’s) are working to increase the number of visits
• Chris is working on annual reviews and salary increases based on goals
• Good year for our grant writer including focus on larger gifts
• Thank you to John Finan who connected us to a local alumnus with a meeting (after years of trying) – Trustee involvement is important (Derby Gisclair added that it’s good for Trustees to know who DO’s are trying to meet with)

Annual Fund Report by Marcel McGee:

• 2682 alumni with cash gifts
• 3441 alumni cash and pledges (working on fulfillment before year end)
• 4714 total constituencies
• 5571 includes parents and friends
• Direct Mail piece to freshman class – parent to parents; cost was $2,000; raised $13,000

Phonathon:

<table>
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<th>2008-09</th>
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<td>Number of donors</td>
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<tr>
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<td>Credit cards</td>
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• Currently at a fulfillment rate of 65% (without credit cards) – 800 pledges to fulfill
• Problems encountered: lower effectiveness due to answering machines and caller id
• Out of 46,000 names loaded in system actual contact was 8,466
Senior Class Gift:
- Last year total number of donors was 12 ($340), this year currently at 124 ($1,371)
- Goal is 25% participation, currently at 32%
- Contributors to increase:
  - Smaller ask amounts
  - T-shirt give-a-way
  - Shon Cowan was a physical presence in the Danna Center throughout Alumni weekend

Upcoming:
- Social Media Consultant to manage/utilize Twitter, Facebook, and U-tube
- Commencement email going out today to all alumni celebrating the graduation
- Next year’s goal is to better work with technologies

Alumni Report by Monique Gardner

- Eight participants in Chapter Leadership Conference
- Over 1,000 participants in Senior Crawfish Boil
- Golden Wolves wore regalia for the first time at Commencement
- Reunion is growing
- Finishing up with spring crawfish boils
- There was 100% participation in annual contribution to university from Alumni Board
  (Ms. Frank added that the Board of Trustees had not yet met 100% participation)

Marketing Report Terry Fisher:

- Meeting next week to review US News & World Report campaign
- AJCU held annual summit at Loyola
- Currently assisting with online Nursing marketing and program which includes first new doctoral program since Katrina
- Public Affairs did a great job on Commencement – especially Angela Turnbull who is the organizer
- Instituted a Neighborhood Newsletter to keep the neighbors updated on the construction
- Summer projects: Social Media; Admissions; Campaign; Centennial; and Memory Videos with Alumni (have to start small as university does not have video services)
- Ms. Frank added that Public Affairs’ highlights were located under Tab 16 in the Board Book

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 2:15 p.m.
INSTITUTIONAL ADVANCEMENT REPORT
Thursday, October 7, 2010

VICE PRESIDENT’S OVERVIEW

I take this opportunity to introduce myself and to express my gratitude at having been selected as the Vice President for Institutional Advancement at Loyola University New Orleans. I look forward to working with you.

The missions of the Office of Institutional Advancement are to develop understanding and support among the university’s various constituencies in order to secure the resources required to fulfill Loyola’s educational mission and to provide integrated marketing communications to support the university’s strategic goal of achieving national recognition as one of the leading master-level comprehensive universities in the nation.

My office strives to achieve these goals through a rigorous fund development, stewardship, and alumni and parent relations program as well as the implementation of a university-wide marketing communications program focusing on consistent messages and identity, public affairs, publications, advertising, and web online communication.

The reports from the leaders of the major offices within the Office of Institutional Advancement highlight some of the major activities, accomplishments of the past fiscal year, and plans for this fiscal year within their respective areas of responsibility. I would appreciate your comments as to how the presentation of this information could be made more useful to you.

The foci of my activities this year will be on the following: (1) to improve the Office’s return on investment; (2) to ensure the Office is ready to initiate the Leadership Phase of a comprehensive campaign and to present to the Advancement Committee my formal recommendation in this regard no later than the May 2011 meeting of the Board of Trustees; (3) to continue the Office’s work on enhancing the university’s external reputation by improving Loyola’s ranking in U.S. News & World Report’s Masters Universities in the South; and (4) in coordination with the Provost’s Office to plan and to coordinate university-wide Centennial celebration activities.

MAJOR GIFTS, STEWARDSHIP, GRANTS, AND RESEARCH – Chris Wiseman

Loyola University New Orleans seeks support from alumni, parents, friends, private foundations, corporations, and other organizations to meet university needs.

The Office of Development (major gifts, stewardship, grants, and research) in Loyola’s Office of Institutional Advancement is charged with the task of raising funds for the university from private sources. Loyola’s fundraising priorities are determined by the president, the Board of Trustees, the provost, and the vice president of Institutional Advancement.
Lasting gifts to Loyola University New Orleans benefit students and professors, but also improves lives in New Orleans and throughout the world in light of Jesuit ideals of truth, wisdom, justice, and beauty.

- Recent significant gifts/commitments include those from Mr. Tom Gayle Benson (Jesuit Center); Frank Stewart; Doc Laborde, Susan Couvillon, and the Almar Foundation (Business); the Louisiana Board of Regents (matching gifts for professorships); Porticus North America Foundation (Loyola Institute for Ministry); Baptist Community Ministries (Common Good); Joe W. and Dorothy Dorsett Brown Foundation (scholarships); Shelley Sekula-Gibbs & Michael Greenberg (Physics); Max Messmer; Jon K. Clayton (scholarships); David Estes (charitable gift annuity); Lettie Pate Whitehead Foundation (scholarships); Charles E. Myler (Business); and Susan G. Trippi (Law).

- In a challenging economy, we are especially concerned with the return on investment in advancement dollars at Loyola. In particular, prudence with budget money necessitates effort to maximize the return Loyola gets in spending money on travel. Toward this end, we have used quantitative and qualitative data about giving, prospective giving, and alumni populations around the country to develop a matrix that allowed us to score cities according to philanthropic and alumni-activity potential. We used Map Point software to arrange our alumni and prospective benefactors on a national map, and then grouped them according to 90-minute drive times from all metropolitan areas in the United States. We then ranked the cities (metro areas) by score, with the scores weighted toward cities where Loyola’s alumni, best givers, and prospective benefactors live.

We believe that this analysis and ranking should be a primary factor driving our fundraising and alumni relations strategy as we enter the leadership phase of a comprehensive fundraising campaign.

Results:

First, our analysis indicates that metro New Orleans includes the vast majority of our top prospects. However, the numbers also indicate that we should initiate a strategy that focuses travel and events in the following local sub-regions: Northshore, Baton Rouge, and Acadiana (with Lafayette as its center).

Second, our analysis and subsequent discussion indicate that we should focus our travel efforts in the following Top 8 metro areas:

1. Houston
2. Washington, D.C.
3. New York City
4. Dallas
5. Miami
6. Chicago
7. Tampa
8. Los Angeles
The numbers indicate the following three cities merit attention, but it will take extra effort to develop them into areas of success for Loyola:
9. Atlanta
10. Boston
11. San Francisco

As a result of the analysis above, this year we are working closely with the Alumni Relations and Annual Giving staff to target events and almost all travel to these areas. We have engaged the President to attend events in some of the priority cities as well.

- We continue preparation for a comprehensive campaign, including work on a campaign case and a “campaign pyramid” of prospective benefactors.

**ANNUAL GIVING – Marcel McGee**

The Office of Annual Giving is entrusted with securing and developing resources to assist the university in fulfilling its educational mission. The Annual Giving staff works closely with alumni, parents, and friends of Loyola, to communicate the need for funding beyond tuition, and the extensive benefits of supporting Loyola’s mission and operations through contributing to the Annual Fund.

Loyola’s Annual Giving provides operating resources for all areas of the university. Because tuition pays for only 61 percent of the expense of a Loyola education, contributions from alumni, parents, and friends help make up the difference. This remaining 39 percent gap between tuition and expenses is a critical need area, and an opportunity for alumni, parents, and friends of Loyola to support the efforts of the university.

**Summary for FY 10:**

In FY10, overall annual gift dollars increased 11% to $2,907,400 up from $2,612,879 in FY09 Unrestricted annual gift dollars increased slightly by 4% to $691,946 up from $660,366 in FY09
- Direct mail campaign raised an estimated $114,103
- Phonathon raised an estimated $174,521 ($211,092 pledged)

In FY10 overall donors increased 11% also to 5,419 up from 4,805 in FY09. Alumni donors increased slightly by 5% to 3,365 up from 3,184 in FY09
- Donors from direct mail 693
- Donors from Phonathon 2,127 (2,739 pledged)

**Solicitation Plan for Fall FY11:**

- Create an Annual Giving Campaign with consistent brand/message throughout year
Loyola Loyal Annual Giving Campaign

- Details our commitment to our Jesuit values, the region and educating the whole student
- Invites non-donors to make one gift, no matter the size, each year
- Invites previous donors to stay Loyola Loyal through continuous giving
- Mailed early August to kick-off annual giving campaign (from Fr. Wildes)
- Follow-up with Phonathon in September (student callers)
- November direct mail to previous year donors with Loyola Loyal message (from student point of view)
- December end of year email wrapping up Fall solicitations (from Fr. Wildes)

Social Media:

- Will introduce the option to donate through text messaging (young alumni and students)
- Increase and improve solicitations through twitter, facebook, etc

ALUMNI RELATIONS – Monique Gardner

Guided by the Jesuit principles of men and women with and for others, the Office of Alumni Relations is committed to serving the alumni of Loyola University New Orleans. The office’s mission is to insure the university’s ability to communicate effectively with alumni and other constituents, enabling the university to secure the resources required to fulfill its mission.

- To promote a spirit of cooperation and fellowship among alumni.
- To encourage the development of lifelong relationships between alumni and the university.
- To foster philanthropic loyalty and support for the university

The Second Annual Chapter President’s Leadership Conference, Octavia Room, Danna Student Center, May 5 & 6, 2010

Eight chapter presidents attended a two-day informative leadership conference. Several staff and faculty members spoke to the leaders; the speakers included Fr. Tom Greene, Vicki Frank, Crystal Vaccaro, Marcel McGee, Terry Fisher, plus our University Deans and Development Officers. In appreciation for all of their dedication and hard work the chapter presidents and board members were treated to a dinner at Palace Café on Wednesday evening, May 5.

Alumni Weekend, May 7 - 9, 2010

- **Senior Crawfish Boil, West Road Garage & Peace Quad, Friday, May 7, 2010**
  Hundreds of alumni and family enjoyed hot delicious crawfish on a beautiful sunny day. The class of 2010 was officially welcomed into the Alumni Association.

- **Golden Wolves Procession & Induction Ceremony, Superdome, May 8, 2010**
  The Unified Commencement kicked off at 9:45 a.m. in the Superdome. Drew Brees, Super Bowl MVP, addressed an enthusiastic crowd. The Golden Wolves, Class of 1960, processed in special regalia at the commencement ceremony. An induction ceremony and
luncheon followed in the Dome Café. The Golden Wolves and their families enjoyed a wonderful afternoon and a cherished memory.

- **Reunion Class Dinners / President’s Maroon and Gold Gala, Marriott Convention Center, May 8, 2010**

- **Alumni Association Jazz Brunch, St. Charles Room, May 9, 2010**
  The Alumni Jazz Brunch was the final closing ceremony for Alumni Weekend. Mary Ann Glorioso Valentino '41, Adjutor Hominum Award (Alumnus of the Year) honoree, enjoyed an outstanding day with her family and friends. In addition, two cherished alumni were noted for their volunteer efforts over the past year. Jordan Huck '04, J.D. '07 was honored as the Volunteer Young Alumnus and Stacey Ervin O'Malley '89, Chicago Chapter President, was honored as the Volunteer Alumna of the Year. This sold-out crowd celebrated Mother’s Day while listening to the jazz music provided by Al Hermann ’60 and his ensemble.

**Jamaica Immersion Alumni Experience, Kingston, Jamaica, May 15-23, 2010**
This eight-day immersion trip offered alumni, staff and faculty the opportunity to serve at Mother Theresa’s, a home for the elderly, dying and destitute, run by the Sisters of Charity, and at Bethlehem House, an orphanage for children with mental and physical disabilities, run by the Missionaries of the Poor. Nine alumni and staff participated.

**Chapter Events**

- **Chapter Crawfish Boils, May & June 2010**
  Several chapter cities celebrated their annual crawfish boils during the months of May and June. The following chapters were included in this group: Central Florida, Las Vegas, New York, Dallas, Houston, Chicago, and Los Angeles.

- **Chicago Summer Send-off Barbecue, August 1, 2010**
  Alumni and family enjoyed a delicious barbecue at the home of Loyola Parents Kevin and Jeanne Poorman. Everyone had the opportunity to meet with the Chicago members of the Class of 2014, and our dedicated Chapter President, Stacey O’Malley ’89. Stacey awarded the annual Chicago Alumni Scholarship to incoming first-year student Lucas Cox.

- **Denver Enrichment Series and Wine Tasting, the Empty Bottle, August 7, 2010**
  The Denver Chapter offered a special presentation and wine tasting as part of the *Alumni Enrichment Series ~ Growing in Knowledge & Deepening Our Faith*. Loyola's School of Mass Communication’s Sonya Duhé, director, and Cathy Rogers, associate professor were the university guests. A portion of the proceeds supported Loyola University New Orleans professors and centers engaged in coastal restoration research and activities.
• **Alumni Day at Wrigley Field, Cubs vs. Braves, August 22, 2010**

The Chicago Chapter enjoyed a pre-game party at Rebel Bar & Grill, followed by an exciting Cubs game at Wrigley Field. Fifty alumni and friends attended this event.

**Loyola in Linen: A White Linen Night Affair, Renaissance Arts Hotel, August 7, 2010**

The second annual Loyola in Linen was celebrated on Saturday, August 7, in conjunction with the New Orleans’ premier summer arts event, White Linen Night. Over 100 alumni enjoyed a cool relaxing reception in the beautiful courtyard. Donald Boomgaarden, Dean of the College of Music and Fine Arts, was the university guest speaker. The reception also featured New Orleans’ appetizers, cool white drinks, and live entertainment provided by our talented Loyola musicians.

**GO GREEN postcards released August 16, 2010**

The Alumni Association mailed “Go Green” postcards to all alumni, excluding all the classes prior to 1965. The goal of this initiative is environmental conservation, while capturing and updating e-mail addresses. The campaign signals the Office of Alumni Relation’s transition from a print-and-distribute style to an efficient e-mail approach. Less paper equates to saving the environment and saving money. Thus far, we have received over 300 updated e-mail addresses.

**Online Community Updates**

- New Registered Members: 1,687 - These are members who have gone through the “First Time Login” and accepted the terms and conditions.
- All registration event forms have the added Loyola Fund gift box making it easier for alumni to donate when registering for an event. Event registrants are able to direct their gifts to a specific college.
- “Thank You” and “Survey” e-mails are being sent after every event to thank alumni for attending and to capture their feedback about the related event. Attendees may also view their event photo gallery.
- Implementation of a new design and format for all chapter landing pages (see D.C. Chapter page). The new format will serve as an informational page to alumni. It will include information about their chapter president, upcoming events, and a spotlight highlighting their alumni “by the numbers.”
- Over 300 e-mail addresses have been updated in the Imodules database in response to our GO GREEN postcards.

**Young Alumni Pack**

The Young Alumni sponsored and celebrated the following events over the summer:

- **Young Alumni Networking Night at W.I.N.O., May 20, 2010**

This event offered a great social and networking opportunity for alumni and friends.

- **Iggy’s Feast Day Celebration, Ignatius Chapel, July 31, 2010**

Young alumni and the Loyola community honored the life and legacy of Saint Ignatius of Loyola. A vigil mass was celebrated in Ignatius Chapel followed by cake and refreshments.
Annual Young Alumni Summer Cocktail Reception, Mimi’s in the Marigny, August 19, 2010
Nearly 100 young alumni gathered for this fun social event at local hipster hangout – Mimi’s in the Marigny. The night included a presentation regarding the Annual Fund by Director of Annual Giving Marcel McGee and music by Loyola alumnus and College of Business professor Dr. Dan D’Amico ’04.

Joint Alumni Board Orientation Meeting, August 28
In late August, the Office of Alumni Relations held a Joint Board of Directors Orientation meeting to introduce our initiatives for the year to members of our three boards (Alumni Association, College of Business Alumni, and Young Alumni Pack). The initiatives are as follows:
- Train board members to be Loyola Fund Advocates
- Train board members to be Good Will Ambassadors
- Strengthen committees so they are more fulfilling to volunteers
- Alumni Leadership Presence at University Events, Athletic and Montage
- Spread the word about “Go Green” Campaign

Committee Reports
- The Ignatian Spirituality Committee has met twice thus far to discuss ideas for the fall. An all alumni retreat is in the works.
- The Wolves on the Prowl Committee has been very busy planning and forming all of the service projects scheduled for the New Orleans Wolves on the Prowl, Loyola’s National Day of Community Service set for Saturday, November 6. The committee has 12 local projects to offer students, alumni, parents, friends, faculty, and staff.

Upcoming Events - Fall 2010
- Board Meetings kick off in mid-September: 1st Quarter College of Business Alumni Board Meeting, September 13; Law Alumni Board Meeting, September 16; 1st Quarter Alumni Association board Meeting, September 21; Young Alumni Pack Meeting, September 23
- Joint Board and Past President’s Cocktail Reception, Friday, September 24, Audubon Golf Clubhouse, 7 – 9:30 p.m.
- Dallas Alumni Night at the Rangers Game, Saturday, October 2
- Annual Houston Alumni Brunch at Brennan’s, Sunday, October 10
- Race to Reunion at the Columns Hotel, Friday, October 15
- Chicago Alumni Joint Ignatian Spirituality Event for Young Professionals, October 20
- Tampa/St. Pete President’s Alumni Reception, October 20
- Annual School of Nursing Brunch Celebration at Ralph’s on the Park, October 23
- Alumni Memorial Mass, Tuesday, November 2
- Wolves on the Prowl, Saturday, November 6
- Loyola vs. Tulane Pep Rally, Sunday, November 7
- DINewOrleans, Thursday, November 11
- Puerto Rico Alumni Enrichment Series Lecture and Reception, November 11
• Montage Wine & Cheese Receptions kick off on November 12  
• Joint Athletic Tailgate Party, Sunday, November 13  
• College of Business Networking, Tuesday, November 16

ADVANCEMENT RECORDS – Martha Bodker

The Office of Advancement Records has the overall responsibility of maintaining the database of alumni and other constituencies, the technical administration of the database, and the processing and acknowledgement of contributions to Loyola University New Orleans. Its mission is to insure the university’s ability to communicate effectively with alumni and other constituents, enabling the university to secure the resources required to fulfill its mission.

Fiscal Year End Report:

• A consultant from Blackbaud (Loyola’s alumni/development software database) visited Institutional Advancement in May 2010 with the objective of reviewing usage, configuration, reporting, training and business practices in relationship to the Raiser’s Edge database and offering suggestions to help us achieve maximum functionality in preparation for a capital campaign. The consultant worked with representatives from Major Gifts, Alumni, Annual Fund and Advancement Records and provided assistance with file structure, reporting, and mail functionality. Additional recommendations for specialized staff training and campaign infrastructure were provided.

• In our ongoing goal of insuring database integrity, an effort was undertaken to obtain updated occupational information on our alumni through a new service, AlumniFinder Integrated Marketing. Prior to subscribing to this service, a test file of 5,600 alumni records was submitted to evaluate the service and determine if the value of the data was worth the investment. Out of the 5,600 records, 1,787 resulted in high confidence level updates which have been added to the database. An additional 2,146 records which resulted in medium confidence level updates will be added to the database upon review.

• A contract was signed with Blackbaud to obtain its Papersave document imaging storage and retrieval product. This product will allow us to secure historic file data (5,000 individual, corporate and foundation files, including donor correspondence, debriefings, planned gift documents, gift commitments, photos and biographies), and provide Advancement Records staff with a “green” vehicle to scan quickly all contributions and correspondence directly to the donor record. Once the Papersave project is established, it will save significant staff time, cut costs, reduce storage, and allow for immediate document retrieval if needed by IA or University Internal Audit staff members.

Goals/Plans for Fiscal Year 2011:

• Submitted 29,000 alumni records to AlumniFinder Integrated Marketing for updated address, phone and email information. As a result, we obtained 2,125 email addresses, 7,260 new addresses and 9,073 new phone numbers which have been added to our database. (Completed August 2010)
• New fiscal year goals will focus on campaign readiness within the database and staff of Advancement Records. System processes, staff training needs, procedures and consultant recommendations will all be reviewed and implemented as appropriate to ensure optimal functionality once the capital campaign plans become final and the University launches the leadership phase of the campaign. Additionally, I will work with our new Vice President, Bill Bishop, and IA AVP’s to develop a campaign reporting structure, develop and implement gift counting procedures, gift acceptance policies, and stewardship planning.

**MARKETING AND COMMUNICATIONS – Terrell Fisher**

The Office of Marketing and Communications is responsible for the development and execution of the university’s integrated marketing and communications strategies to support Loyola’s mission and objectives. The Office of Marketing and Communications ensures all Loyola’s external communications possess a consistent editorial and graphic identity that upholds the brand and mission of the university.

Its mission is to provide marketing and public affairs communications that support the university strategic goal of achieving national pre-eminence. It is responsible for enhancing the image of the university to market effectively it to its various constituents and to implement the university-wide marketing communications program.

**Highlights:**

**US News Ranker’s Campaign 2009 – 2010 Update:**

As a result of a strategic marketing program targeted specifically to influence our US News Peer Rankers overall perception (25% of ranking total), IA met the annual objectives of:

**IA US News 2009 – 2010 GOALS:** Significantly improve ranking in US News & World Report’s (USN&WR) Masters Universities in the South category, through enhancement and promotion of reputation and stature of the University from peer rankers’ perspective.

- Increased Perception rating +.1% from 3.4 to 3.5

Increase awareness of Loyola’s success and expertise in the US News & World Report’s “Exemplary Programs by Specialty areas” (Service Learning), in addition to Best Colleges’ ranking factors and additional rankings and awards.

- Loyola was listed under “schools recognized for outstanding programs that enrich student success” under the service-learning category (only Jesuit university under this category, and one of only three in all the other categories combined). Direct result of secondary campaign initiative focused on increasing rankers’ awareness of our service learning program (ads, mailer, magazine articles, PR, google paid search)
Institutional Advancement hosted the 2010 AJCU Marketing and Communications Summit, which brought communication leaders from 19 Jesuit colleges and universities to campus to discuss best practices, current issues and furthering the Jesuit mission through higher education marketing and communications efforts. This was the highest attended annual summit since 2006.

Office Achievements:

Achievements (Industry Awards):
- Montage Calendar (2010 CASE, District III Award of Excellence)
- Crisis Communication Plan/Public Affairs and External Relations (2010 CASE, District III Award of Excellence)
- 2008 President’s Annual Report (2010 CASE, District III Special Merit Award)
- Loyola at a Glance E-newsletter (2010 Press Club Award Winner)
- Montage 2009 Calendar (2010 Press Club Award Winner)
- Alumni Magazine (2010 New Orleans Addy Award)
- President’s Forum (2009 PRSA Award)
- Commencement (2009 PRSA Award)

Accomplishments – Public Affairs:
- **Promoting Oil Spill Experts**
  As of July 31, 2010, there were 927 instances of Loyola faculty used as oil spill sources for media. This includes print, radio and TV. Notable media outlets include: CNN, USA Today, Associated Press, New York Times, Chronicle of Higher Education, National Public Radio, London Times, BBC radio. Worked with the Web Communications team to build a comprehensive website “Crude Awakenings”.

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**USN&WR Full page ad, Jan. 2010 issue**

**Service Learning Mailer, Dec. 2009**
• **Crisis Communication Plan**
  Public Affairs revised the university’s Crisis Communication Plan. The plan deals specifically with crisis communication and coincides with the university's various safety and emergency plans.

• **Media Coverage Statistics**
  In 2009-10, Loyola University was featured in 5,986 news stories and/or press mentions, a 19% increase from previous year to date.
  - There were 1,348 Louisiana media mentions (6% increase from previous year to date)
  - There were 4,300 U.S. media mentions (25% increase from previous year to date)
  - There were 338 International media mentions (2% increase from previous year to date)

• **Neighborhood Newsletter**
  Sent out this past spring, the newsletter informs Loyola’s surrounding neighbors about upcoming construction projects, events, services they can access, and superlatives about the university. The newsletter is produced twice a year. (Neighborhood Relations)

• **LoyNews weekly E-Newswire & Loyola at a Glance weekly E-Newsletter**
  LoyNews is sent to more than 500 national, regional, and local media representatives, on Mondays.
  - 2009-10: 52 issues were distributed containing a total of 228 press releases.
  Loyola at a Glance is an e-newsletter sent to all faculty, staff and students on Fridays.
  - 2009-10: 48 issues were distributed containing 660 news items.

• Published the first **Loyola Faculty Experts Guide** since Katrina

• Planned and managed 2011 Commencement ceremonies

• Coordinated Benefactors Tribute and Scholarship dinners, three President Forums, Katrina Anniversary event, Walker Percy Center opening, Diboll Gallery art openings, Singing with Santa, Athletics Hall of Fame event/reception, Institute of Politics inaugural lecture series, and Heritage Society reception

Accomplishments - Web Communications:

• **Building Efficiency** WC completed 736 projects in 2009-2010. By comparison, the web team completed 517 projects in 2008-09 and 236 projects in 2007-08.

• **Building Capacity** Nearly completed the three-year process of re-designing and re-structuring more than 120 office, college, department, and center and institute websites; includes 20,000+ individual web pages and integrating a new university-wide content management system.

• **Responding to Crisis-Crude Awakenings site** WC launched an oil spill website recognized by the AJCU Higher Ed news magazine as an outstanding example of how universities in the Gulf region were responding to the crisis. It remains the only full site dedicated to the oil spill disaster by a university.

• **Building Our Audience** The re-designed website continues to draw unprecedented traffic from viewers.
  - In 2009-2010, the Loyola website attracted 1.26 million unique visitors/ each individual computer that visits the website one time. (1 million unique visitors in 2008.)
In 09-10, Loyola’s website attracted 7.58 million total pageviews. (4.9 million pageviews in 2008)

- **Impacting Enrollment** The Admissions application, manages, recorded 7,098 total applications in 2009-2010. Prospective students fully completed and submitted 2,187 of those applications. The Admissions website received 137,822 unique visitors in 09-10 who spent an average of 3.27 minutes on the site and visited an average of 3.4 pages each time.

- **Impacting Fundraising and Alumni** Designed look and contributed front-end development to Alumni Relations and Annual Giving new websites through third-party vendor, iModules. Designed more than 21 e-mail graphics for Alumni Relations. Designed e-mail campaigns for annual giving efforts (Faculty-Staff campaign, End-of-Year solicitations, holiday asks).

- **Social Media** Worked with FSC (vendor) to create official Facebook, Twitter, YouTube, and Flickr sites to increase alumni and student engagement, alumni giving and increase branding.

  **Fans & Followers (As of 8/1/10)**
  - 3,047 Fans on Facebook,
  - @Loyola_NOLA has 857 followers on Twitter
  - Loyola NOLA has 29 sets on Flickr
  - Loyola NOLA has 14 subscribers on YouTube

**Accomplishments - Publications & Creative Services:**

- **Google Paid Search National Campaigns (strategy and implementation)**
  - **Admissions:** Our Google Paid search campaign, in support of undergraduate recruiting and university branding sent 561 leads to Admissions last fiscal year.
  - **DNP online degree program:** Conducted online recruiting campaign (began late Nov. 09) to drive qualified leads for enrollment deadlines. To date, 479 qualified leads have been sent to DNP for follow up. First class enrollment met the goal of 25 students.
  - **LIM Master of Pastoral Studies or Religious Education Masters online degree program:** Began online recruiting campaign late Mar. 2010. Enrollment and revenue goals were met.

- **Department/college campaigns (strategy, concept, media buying)**
  - MBA Open House
  - Summer Session Recruiting- Online and On Campus
  - Evening/Professional Recruitment (Don’t Quit Your Day Job)
  - Montage Events
  - President Forums (3)
  - Openings for two new centers
  - Katrina 4th Anniversary Event

**Production Highlights:**

- Published three Loyola University New Orleans alumni magazines
- Published two Loyola Executive COB alumni magazines
• Published two Loyola Lawyer Alumni magazines
• Created award winning Montage promotional calendar
• Created award winning President’s Report
• Updated annual recruitment material for Admissions
• 2009 Campus Directory
• Annual Giving Faculty-Staff Campaign
• Spiritual Capital Brochure
• Keith Haring Catalogue
• Various college newsletters
• Annual Giving and Alumni materials
# Loyola University New Orleans
## FYTD 2010 Gifts & Pledges
to July 31, 2010

<table>
<thead>
<tr>
<th>Campaign Description</th>
<th>Cash/Stock</th>
<th>Gifts in Kind</th>
<th>Gift Annuities</th>
<th>Pledge Balances</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prior Fiscal Year Restricted Annual Giving</td>
<td>$275,252.91</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$275,252.91</td>
</tr>
<tr>
<td>Prior Fiscal Year Unrestricted Annual Giving</td>
<td>$128,340.37</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$128,340.37</td>
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<tr>
<td>2010 Restricted Annual Giving</td>
<td>$1,940,115.88</td>
<td>$1.00</td>
<td>$0.00</td>
<td>$189,943.32</td>
<td>$2,130,060.20</td>
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<tr>
<td>2010 Unrestricted Annual Giving</td>
<td>$563,631.01</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$10,347.05</td>
<td>$573,978.06</td>
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<tr>
<td>2011 Restricted Annual Giving</td>
<td>$100.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$500.00</td>
<td>$600.00</td>
</tr>
<tr>
<td>2011 Unrestricted Annual Giving</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$0.00</td>
<td>$100,000.00</td>
<td>$100,000.00</td>
</tr>
<tr>
<td>Outright Gifts for Capital Purposes *</td>
<td>$1,513,943.19</td>
<td>$639,841.40</td>
<td>$60,540.00</td>
<td>$82,715.80</td>
<td>$2,297,040.39</td>
</tr>
</tbody>
</table>

Grand Totals: $4,421,383.36 | $639,841.40 | $60,540.00 | $383,506.17 | $5,505,271.93

10,876 Gift(s) listed
5,439 Donor(s) listed

* Property, buildings, equipment and endowment
## Loyola University New Orleans

**Gift Income Comparison, Fiscal Years 2008-2010**

<table>
<thead>
<tr>
<th></th>
<th>FY 2008</th>
<th>FY 2009</th>
<th>FY 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Capital Gifts</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Restricted Endowment</td>
<td>1,552,287</td>
<td>2,261,278</td>
<td>1,026,279</td>
</tr>
<tr>
<td>Plant Improvements</td>
<td>228,500</td>
<td>100,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Non-Endowed Programs and Grants</td>
<td>473,461</td>
<td>444,883</td>
<td>387,614</td>
</tr>
<tr>
<td>Gifts in Kind</td>
<td>49,701</td>
<td>209,894</td>
<td>639,841</td>
</tr>
<tr>
<td>Annuities</td>
<td>20,114</td>
<td>484,681</td>
<td>60,540</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$2,324,063</td>
<td>$3,500,736</td>
<td>$2,214,274</td>
</tr>
</tbody>
</table>

**Annual Gifts**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Restricted</td>
<td>3,187,952</td>
<td>1,952,513</td>
<td>2,215,454</td>
</tr>
<tr>
<td>Unrestricted</td>
<td>764,270</td>
<td>660,366</td>
<td>691,946</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$3,952,222</td>
<td>$2,612,879</td>
<td>$2,907,400</td>
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</tbody>
</table>

**Total Private Gifts**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$6,276,285</td>
<td>$6,113,615</td>
<td>$5,121,674</td>
</tr>
</tbody>
</table>
### Loyola University New Orleans
Gifts by Constituency 2009-2010
August 1, 2009 - July 31, 2010

<table>
<thead>
<tr>
<th>Constituency</th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FYTD</th>
<th>FY TD</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>July</td>
<td>July</td>
<td>FYTD</td>
<td>FYTD</td>
</tr>
<tr>
<td>Alumni</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>30,614</td>
<td>36,073</td>
<td>745,801</td>
<td>714,970</td>
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<td>Capital</td>
<td>11,664</td>
<td>19,358</td>
<td>1,391,428</td>
<td>386,144</td>
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<td>Total</td>
<td>42,278</td>
<td>55,431</td>
<td>2,137,229</td>
<td>1,101,114</td>
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<tr>
<td>Individuals</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Annual</td>
<td>71,976</td>
<td>19,492</td>
<td>519,786</td>
<td>721,547</td>
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<tr>
<td>Capital</td>
<td>1,390</td>
<td>5,518</td>
<td>351,750</td>
<td>307,691</td>
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<tr>
<td>Total</td>
<td>73,366</td>
<td>25,010</td>
<td>871,536</td>
<td>1,029,238</td>
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<td>Corporations</td>
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<tr>
<td>Annual</td>
<td>8,801</td>
<td>27,475</td>
<td>301,561</td>
<td>215,569</td>
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<tr>
<td>Capital</td>
<td>2,250</td>
<td>2,175</td>
<td>113,300</td>
<td>116,200</td>
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<td>Total</td>
<td>11,051</td>
<td>29,650</td>
<td>414,861</td>
<td>331,769</td>
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<td>Foundations</td>
<td></td>
<td></td>
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<tr>
<td>Annual</td>
<td>131,000</td>
<td>117,500</td>
<td>855,164</td>
<td>1,043,953</td>
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<tr>
<td>Capital</td>
<td>125,000</td>
<td>135,000</td>
<td>447,583</td>
<td>281,108</td>
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<tr>
<td>Total</td>
<td>256,000</td>
<td>252,500</td>
<td>1,302,747</td>
<td>1,325,061</td>
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<tr>
<td>Organizations</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual</td>
<td>3,334</td>
<td>32,684</td>
<td>190,567</td>
<td>211,361</td>
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<tr>
<td>Capital</td>
<td>167,100</td>
<td>0</td>
<td>502,100</td>
<td>422,750</td>
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<tr>
<td>Total</td>
<td>170,434</td>
<td>32,684</td>
<td>692,667</td>
<td>634,111</td>
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<tr>
<td>Subtotals</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Annual</td>
<td>245,725</td>
<td>233,224</td>
<td>2,612,879</td>
<td>2,907,400</td>
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<tr>
<td>Capital</td>
<td>307,404</td>
<td>162,051</td>
<td>2,806,161</td>
<td>1,513,893</td>
</tr>
<tr>
<td>Total</td>
<td>553,129</td>
<td>395,275</td>
<td>5,419,040</td>
<td>4,421,293</td>
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<tr>
<td>Gifts in Kind</td>
<td>55,373</td>
<td>1,481</td>
<td>209,894</td>
<td>639,841</td>
</tr>
<tr>
<td>Gift Annuities</td>
<td>0</td>
<td>25,000</td>
<td>484,681</td>
<td>60,540</td>
</tr>
<tr>
<td>Grand Total</td>
<td>$608,502</td>
<td>$421,756</td>
<td>$6,113,615</td>
<td>$5,121,674</td>
</tr>
<tr>
<td>College of Business</td>
<td>Campaign Type</td>
<td>09 Fiscal Year to Date Gifts Received to July 31, 2009</td>
<td>10 Fiscal Year to Date Gifts Received to July 31, 2010</td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------</td>
<td>-----------------------------------------------------</td>
<td>-----------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$130,586</td>
<td>Total Annual Gifts</td>
<td>$126,648 Total Annual Gifts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$138,125</td>
<td>Total Capital Gifts</td>
<td>$188,322 Total Capital Gifts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$268,711</td>
<td>Total Received Humanities &amp; Natural Science</td>
<td>$314,970 Total Received Humanities &amp; Natural Science</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$213,939</td>
<td>Total Annual Gifts</td>
<td>$383,858 Total Annual Gifts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$44,228</td>
<td>Total Capital Gifts</td>
<td>$73,025 Total Capital Gifts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$258,167</td>
<td>Total Received College of Business</td>
<td>$456,883 Total Received College of Business</td>
<td></td>
</tr>
<tr>
<td>College of Social Sciences</td>
<td>Campaign Type</td>
<td>09 Fiscal Year to Date Gifts Received to July 31, 2009</td>
<td>10 Fiscal Year to Date Gifts Received to July 31, 2010</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$69,726</td>
<td>Total Annual Gifts</td>
<td>$306,760 Total Annual Gifts</td>
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</tr>
<tr>
<td></td>
<td>$497,955</td>
<td>Total Capital Gifts</td>
<td>$348,397 Total Capital Gifts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$567,681</td>
<td>Total Received Social Sciences</td>
<td>$655,157 Total Received Social Sciences</td>
<td></td>
</tr>
<tr>
<td>College of Law</td>
<td>Campaign Type</td>
<td>09 Fiscal Year to Date Gifts Received to July 31, 2009</td>
<td>10 Fiscal Year to Date Gifts Received to July 31, 2010</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$633,670</td>
<td>Total Annual Gifts</td>
<td>$371,114 Total Annual Gifts</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$920,424</td>
<td>Total Capital Gifts</td>
<td>$418,591 Total Capital Gifts</td>
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</tr>
<tr>
<td></td>
<td>$1,554,094</td>
<td>Total Received Law</td>
<td>$789,705 Total Received Law</td>
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</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 July 31, 2009</th>
<th>10 Fiscal Year to Date Gifts Received to July 31, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Music &amp; Fine Arts</td>
<td>$258,114 Total Annual Gifts $692,778 Total Capital Gifts</td>
<td>$207,619 Total Annual Gifts $153,535 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$950,892 Total Received College of Music &amp; Fine Arts</td>
<td>$361,154 Total Received Music &amp; Fine Arts</td>
</tr>
<tr>
<td>Library Gift Total</td>
<td>$49,619 Total Annual Gifts $66,689 Total Capital Gifts</td>
<td>$48,805 Total Annual Gifts $53,107 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$116,308 Total Received Library</td>
<td>$101,912 Total Received Library</td>
</tr>
<tr>
<td>Athletics Gift Total</td>
<td>$117,778 Total Annual Gifts $11,221 Total Capital Gifts</td>
<td>$100,450 Total Annual Gifts $38,828 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$128,999 Total Received Athletics</td>
<td>$139,278 Total Received Athletics</td>
</tr>
<tr>
<td>Mission &amp; Ministry Gift Total</td>
<td>$53,424 Total Annual Gifts $0 Total Capital Gifts</td>
<td>$56,269 Total Annual Gifts $0 Total Capital Gifts</td>
</tr>
<tr>
<td></td>
<td>$53,424 Total Received Mission &amp; Ministry</td>
<td>$56,269 Total Received Mission &amp; Ministry</td>
</tr>
</tbody>
</table>
LOYOLA UNIVERSITY NEW ORLEANS
Gifts by Constituency 2009-2010

<table>
<thead>
<tr>
<th>Constituency</th>
<th>FY 2009 # Solicitable*</th>
<th>FY 2009 # Donors</th>
<th>FY 2010 # Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni Total</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Human &amp; Natural Science**</td>
<td>10,323</td>
<td>739</td>
<td>786</td>
</tr>
<tr>
<td>College of Business**</td>
<td>6,462</td>
<td>541</td>
<td>611</td>
</tr>
<tr>
<td>Social Sciences**</td>
<td>8,818</td>
<td>865</td>
<td>928</td>
</tr>
<tr>
<td>College of Law**</td>
<td>7,672</td>
<td>592</td>
<td>654</td>
</tr>
<tr>
<td>Music &amp; Fine Arts**</td>
<td>2,390</td>
<td>158</td>
<td>146</td>
</tr>
<tr>
<td>Individuals Total</td>
<td></td>
<td>1,303</td>
<td>1,749</td>
</tr>
<tr>
<td>Parents**</td>
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<td>286</td>
<td>485</td>
</tr>
<tr>
<td>Trustees**</td>
<td></td>
<td>27</td>
<td>30</td>
</tr>
<tr>
<td>Corporations</td>
<td></td>
<td>204</td>
<td>195</td>
</tr>
<tr>
<td>Foundations</td>
<td></td>
<td>68</td>
<td>58</td>
</tr>
<tr>
<td>Organizations</td>
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<td>46</td>
<td>52</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>4,805</td>
<td>5,419</td>
</tr>
</tbody>
</table>

* As of 8/1/2009
** Parenthetical
TOTAL CASH GIFTS FISCAL 07 TO 10

<table>
<thead>
<tr>
<th>FISCAL YEARS</th>
<th>DOLLARS RECEIVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/1/2006 TO 7/31/2007</td>
<td>$10,102,846</td>
</tr>
<tr>
<td>8/1/2007 TO 7/31/2008</td>
<td>$6,276,285</td>
</tr>
<tr>
<td>8/1/2008 TO 7/31/2009</td>
<td>$6,113,615</td>
</tr>
<tr>
<td>8/1/2009 TO 7/31/2010</td>
<td>$5,121,674</td>
</tr>
</tbody>
</table>
ALUMNI GIFTS FISCAL 07 TO 10

DOLLARS RECEIVED

$2,250,000
$2,000,000
$1,750,000
$1,500,000
$1,250,000
$1,000,000
$750,000
$500,000
$250,000

FISCAL YEARS

8/1/2006 TO 7/31/2007
$1,436,248

8/1/2007 TO 7/31/2008
$1,878,318

8/1/2008 TO 7/31/2009
$2,137,229

8/1/2009 TO 7/31/2010
$1,101,114
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 7/31/2007</td>
<td>5,314</td>
</tr>
<tr>
<td>8/1/2007 TO 7/31/2008</td>
<td>5,547</td>
</tr>
<tr>
<td>8/1/2008 TO 7/31/2009</td>
<td>4,805</td>
</tr>
<tr>
<td>8/1/2009 TO 7/31/2010</td>
<td>5,419</td>
</tr>
</tbody>
</table>
NUMBER OF ALUMNI DONORS FISCAL 07 to 10

- 8/1/2006 TO 7/31/2007: 3,625
- 8/1/2007 TO 7/31/2008: 3,715
- 8/1/2008 TO 7/31/2009: 3,184
- 8/1/2009 TO 7/31/2010: 3,365