Meeting of the Committee on Institutional Advancement

Thursday, December 1, 2011
1:00 p.m.
Thomas Hall, 1st Floor
Whitney Bank Presentation Room
TRUSTEESHIP SELECTION DURING THE FAITH IN THE FUTURE CAMPAIGN

(Joint meeting of the Institutional Advancement and Trusteeship committees)
APPROVAL OF MINUTES
ACTION ITEMS – APPROVAL OF BOR ENDOWED PROFESSORSHIP AND SCHOLARSHIP

• Coach Louis “Rags” Scheuermann Endowed Scholarship for First Generation Students
• The Rev. Emmett M. Bienvenu, S.J., Distinguished Professorship in Classical Studies
• Augustus Elmer, Jr. Endowed Professorship in Chemistry
• Patricia Carlin O’Keefe Distinguished Professorship in History
• Two professorships – Renan Bu and Monica LeDee Professorship in Chemistry; Charles Edward Braswell Distinguished Professorship in Music Therapy -- already “in queue.”
ADVANCEMENT UPDATE

• Board of Regents Update
• Update – 1st Quarter AY 2011-2012
• Campaign Update – Philanthropic Priorities
• Centennial Celebrations – Founder’s Day Weekend
Endowed Professorships Program

Board of Regents’ Staff Recommendations
Current Professorships Program

- $100,000 Professorships – 60k from school and 40k from state
- Non-competitive
- Since its beginning in the early 1990’s both public and private institutions were guaranteed 2 professorships if the institutional matching dollars were available
- Equal Treatment between Private and Publics has been a hallmark of the Professorships’ program
Impact on Loyola

• Loyola University has received 68 professorships since the beginning of program
Goals of Recommended Changes

• Transition from a non-competitive to standards-based competitive program
• Strengthen Endowed Chair Program
• Restrict new applications from campuses which fail to fill matched professorships over an extended period of time
Staff Recommendations

- Beginning in FY 2014-2015 professorships become competitive
- Professorships remain at $100,000 – 60/40
- Each Public Campus is eligible for 6 professorships annually
- All Private Campuses are eligible for a TOTAL of 6 professorships annually
Lobbying Efforts on Behalf of Loyola & Privates

- LAICU has sent a letter highlighting our concerns with recommendations to Jim Purcell, Chairman of Higher Education in Louisiana, as well as relevant Board of Regents staff.
- Fr. Wildes sent a letter to each member of Board of Regents highlighting our disapproval of limiting Privates to a total of 6 professorships.
Talking Points

• Acknowledge staff’s hard work and need to find long-term solution
• Loyola is adamantly opposed to the limiting private institutions to a total of 6 professorships/year, while each public campus is eligible for 6 professorships
• Loyola is fine with making it a competitive program
• Since beginning of program equality b/w Public and Privates has been a hallmark of program – in fact, program evolved out of what was a public/private partnership; Staff recommendations are divisive
• Loyola has taken advantage of program – 68 professorships
• Never explained by staff how discriminating against privates helps reach stated goals of recommendations
• Could be slippery slope in discriminating against Privates
What Can You As a Board Member Do to Help?

• Reach out to a member of the Board of Regents that you may have a relationship with and express the concerns Loyola and the other privates have with the staff recommendations
UPDATE – 1st QUARTER AY 2011-2012

• FY 2012 Goals
• See pages 7-21, Tab 11, Board book
• Fund Raising Highlights
  – $1M commitment from Edward G. Schlieder Foundation to renovation of Monroe Hall
  – Annual giving appeals - $93K from alumni, parents, and friends - $65K from alumni [both figures represent decreases for same period last year]
UPDATE – 1st QUARTER AY 2011-2012 - HIGHLIGHTS

• Total gifts and pledges through 11/29/2011 - $2.59M
• New gifts and pledges - $2.05M, or 10.25% of $20M goal
• Unrestricted gifts for current operations through 11/29/2011- $154.5K, or 15.5% of $1M goal
• Budget relief dollars - $175.8K, or 20.8% of $845K goal
CAMPAIGN UPDATE

• $13.8M committed as of 11/29/2011

• BOT Gift Committee co-chairs recruited

• Philanthropic priorities

• Next steps
CAMPAIGN UPDATE – PHILANTHROPIC PRIORITIES

• Academic Affairs - $40M
  – Center for Spiritual Capital (Business)
  – Research funds, summer initiatives, special programming (HUNS)
  – Health Law Center (Law)
  – Programs – collections and technology (Library)
  – Roussel Hall Renovation (MFA)
  – Media Center Renovation (Social Sciences)
  – Academic program endowment (Honors)
CAMPAIGN UPDATE

• Enrollment Management - $20M
  – Financial aid for student retention
  – New scholarship opportunities - study abroad, talent/excellence, graduate studies

• Student Affairs - $20M
  – Development/renovation of Broadway campus
  – Renovation/development of a contemporary athletics and wellness complex
CAMPAIGN UPDATE

- Mission and Ministry - $10M
  – Tom Benson Jesuit Center

- Unrestricted - $10M
CENTENNIAL ALUMNI WEEKEND/FOUNDER’S DAY CELEBRATION

• Friday, April 13, 2012
  – 5 pm: Centennial kick-off/Alumni Welcome Reception
  – 7 pm: Alumni Class Reunion Dinners

• Saturday, April 14 Founder’s Day Events
  – 1-3 pm: Full campus tours
  – 2 pm: Book signing and lecture by Dr. Bernie Cook
  – 3 pm: Loyola Concert Band [Premiering COL Bourgeois Centennial Fanfare]
  – 5 pm: 100\textsuperscript{th} Anniversary Celebratory Mass
  – Following Mass: Picnic dinner celebration and fireworks
CENTENNIAL ALUMNI WEEKEND/FOUNDER’S DAY CELEBRATION

• Sunday, April 15, 2012
  – 10:30 am: Alumni Jazz brunch
  – 7 pm: St. Louis Cathedral Spring Concert
SPOTLIGHT
On
Office of Alumni Relations

LOYOLA UNIVERSITY NEW ORLEANS
ALUMNI RELATIONS’ MISSION

• Support Loyola through
  – Programs
  – Benefits
  – Services
  – Communications

• Why
  – Mutually beneficial, lifelong relationships
OUR GREATEST ASSETS

• Membership of committed, trained volunteers
  – enjoy their post-graduate experience
  – proud to be Alumni Association members
  – their volunteer time is used efficiently and effectively
ALUMNI ASSOCIATION MISSION

• Serve alumni
• Promote spirit of cooperation and fellowship
• Encourage development of lifelong relationships
• Foster philanthropic loyalty and support
ASSOCIATION STRUCTURE

- A constitution and by-laws
- No membership fees
- 60 Member National Board of Directors
- Chaplain; Officers; and College, Faculty, Student, At-Large, Shared Interest Organization, and Chapter Representatives
SHARED INTEREST ORGANIZATIONS

- College of Business Alumni Board
- College of Law Alumni Board
- Young Alumni Pack
- School of Nursing Alumni
- Under Construction:
  – Student Alumni Association
**CHAPTERS**

- Provide:
  - a forum for educational and social activities
  - a contact for career and other services
  - a recruiting center for admissions
  - a conduit for communications
  - a network for fundraising
- 28 chapters; one under construction
COMMITTEES

- Awards
- Community Service
- Enrichment
- Ignatian Spirituality
- Milestone and Group Reunions
- Scholarships
COMMUNICATIONS AND COORDINATION

• Events, Surveys, Online Community and Publications, Social Media, University Magazine

• Annual Giving, Development, Marketing & Communications, Advancement Records, Intercollegiate Athletics & Wellness, Mission and Ministry, Admissions, Career Development Center, Co-Curricular Programs, Academic Affairs
PERFORMANCE METRICS

- Quantitative matrix to measure staff performance in increasing alumni involvement.
- Variables include
  - volunteer hours
  - event attendance
  - annual giving
FY 2010-11 RESULTS ~ BASELINE

• 5737  Volunteered, gave, or attended an event
• 1514  Attended at least one event
• 37%   Percentage of event attendees who also participated in the Loyola Fund in FY11
• 3175  Volunteer hours
• 326   Number of volunteers
• 61%   Percentage of volunteers who participated in the Loyola Fund in FY11
GOALS FOR FY 2012

– 100% Board Participation
– Increase percentage of chapter giving
– Build a prospective donor pipeline
– Increase percentage of event attendees who give
– Increase Reunion Giving
– Implement Priority City Matrix and increase alumni activity in our targeted cities
– Increase strategic planning around events
FINDINGS OF GG+A

• Related to Loyola’s alumni body:
  – Alumni have stronger affinity to groups than to class and University as a whole
  – Alumni leadership looking for more volunteer opportunities
GG+A FINDINGS, CONTINUED

- Related to Alumni Relations Program
  - 8229 Total alumni of record per alumni staff member; on high end
  - $8 Total alumni relations expenditures per alumnus of record; on low end
- Until fairly recently, annual giving not emphasized, hindered integration
- Percentage of email addresses, below industry standards
GG+A RECOMMENDATIONS

• Increase collaboration; cross train
• Hire one additional staff person
• Increase student involvement
• Increase young alumni and affinity group activities in chapters
• Re-establish New Orleans Chapter
• Continue to develop Alumni Weekend as premier alumni engagement event
NEW BUSINESS
OLD BUSINESS
EXECUTIVE SESSION

ADJOURNMENT