AGENDA

1. Welcoming Remarks                        Derby Gisclair
2. Approval of Minutes                      Derby Gisclair
3. Campaign Fundraising Update             Bill Bishop
4. Initiating Public Phase of Campaign – Discussion Derby Gisclair
5. Draft Cases for Support – Continue discussion Derby Gisclair
6. Old Business                             Bill Bishop
   • Comparison of philanthropic/unrestricted support to university budget over 15-year period
   • Assistance in solicitations
   • Update on scholarship request from Mr. Simmons
   • Update on BOR Endowed Professorship Program
7. New Business                             Derby Gisclair
8. Executive Session                        Derby Gisclair
9. Adjournment                              Derby Gisclair
LOYOLA UNIVERSITY NEW ORLEANS
COMMITTEE ON INSTITUTIONAL ADVANCEMENT FOR THE BOARD OF TRUSTEES

MINUTES

October 4, 2012

Present:  David M. Ferris
          John J. Finan, Jr.
          Anne Gauthier, Vice Chair
          Robert Gerlich, S.J.
          S. Derby Gisclair, Chair
          Robert LeBlanc
          Robert A. “Bobby” Savoie – via telephone
          N. John Simmons, Jr.
          Kevin Wm. Wildes, S.J., President (ex officio) – attended part of the meeting
          Dr. J. Cathy Rogers, Faculty Senate (ex officio)
          Amy Sins, Alumni Association (ex officio) – via telephone

Staff:    Bill Bishop, Vice President
          Martha Bodker, Director for Advancement Records
          Terry Fisher, AVP for Marketing
          Monique Gardner, Director for Alumni Relations
          Stephanie Hotard, Director for Annual Giving
          Chris Wiseman, AVP for Development
          Rhonda E. Brehm, Recording Secretary

Absent:  Carolyn Callahan
          Sean O’Keefe
          J. Kevin Poorman, Chair (ex officio)

Welcome

Derby Gisclair opened the meeting at 1:04 p.m. and invited Fr. Gerlich to open with a prayer.

Approval of Minutes

Mr. Gisclair asked if there was a motion to approve the minutes of the May 17, 2012, meeting. MOTION was made by John Finan and seconded by John Simmons. Motion carried.

Bill Bishop introduced and welcomed new committee members, Robert LeBlanc and Amy Sins.
Advancement Report

Mr. Bishop proceeded with an update on the Office of Institutional Advancement. (A copy of the presentation is available via a link on the Board of Trustee website and Blackboard - under the Institutional Advancement Committee section.) Some highlights from the presentation:

Fiscal Year 2012 Recap:
- Combined FY 2012 goal for unrestricted and budget relief was $1.845M. OIA exceeded this combined goal.
- Total Campaign dollars raised as of FY 2012 end was $19.6M.
- FY 2012 goal for Alumni participation (undergraduate degree holders) was 10%. OIA met this goal.

Fiscal Year 2013 OIA Goals:
- Support the overarching strategies of Loyola 2012.
- Execute the Leadership Phase of the Faith in the Future campaign.
- Improve the return on the resources invested into the Office of Advancement.
  - Secure $1,000,000 in unrestricted annual gift support and an additional $900,000 in unrestricted gifts or budget relief dollars.
  - Achieve an alumni participation rate of approximately 12%.
- Execute, along with other members of the university team, the remaining celebrations of Loyola’s year-long Centennial celebrations.
- Engage Loyola University New Orleans community neighbors to ensure that Phase II of the master plan is implemented as smoothly as possible.
- Conduct year 2 of the university’s Culture of Philanthropy project.
- Evaluate and identify additional Office of Advancement resources required in support of potential Athletics conference division change.

Development and Annual Giving:

Mr. Bishop stated that in the last fiscal year he subordinated Annual Giving to Development, and Stephanie Hotard was hired as Director for Annual Giving. Chris Wiseman then proceeded with an update on Development and Annual Giving. Highlights include:

- Key Goals for Faith in the Future Campaign:
  - Annually improve alumni participation (plan is a 2% increase each year of the Campaign with a goal of 20% by FY 2017)
  - Raise unrestricted and budget relief dollars -- $10M in unrestricted gifts over the life of the campaign
- Strategy:
  - Engage volunteers (people who care about the institution) to assist in fundraising solicitations
- Challenge:
  - Most donors prefer to restrict their philanthropic support
• Solutions – How Trustees can help:
  o Campaign gifts – when Trustees give there’s a ripple effect which inspires other to give
  o Assist in solicitations – work with the Development Office to solicit friends who know us for annual and major gifts
  o Make recommendations – if you have recommendations, contact Bill Bishop

Take-away:
☐ Mr. Bishop – provide to the Committee at the December meeting individualized lists of potential “friends” for assistance in solicitations.

Fr. Gerlich asked what percent the unrestricted goal is to the total university budget. Mr. Bishop responded that for FY 2012, the university operating budget was $150M and the unrestricted/budget relief goal was $1.9M, or approximately 1.3%.

Take-away:
☐ Mr. Bishop – provide to the Committee at the December meeting reports over a 10-15 year period reflecting (1) the percentage of overall philanthropic support to the total university budget; and (2) the percentage of unrestricted giving to the total university budget.

Faith in the Future Campaign:

Some highlights from Mr. Bishop’s presentation:

• Campaign Dashboard:
  o Academic Affairs now includes $12M-$15M in philanthropic support for Monroe Hall
  o Campaign proposals ‘Being Considered’ – two key people are considering $30M of the $39M
  o Likely Donors ‘Needed’ – based on a 4 to 1 ratio (one out of four people solicited will actually give), we need to identify 1900 additional prospective donors. Note: If the number of ‘Principal’ and ‘Leadership’ Gifts received increases, the number of donors needed for ‘Special’ Gifts will decrease.

• Campaign Top 3 Priorities (most immediate need):
  1. Scholarships
     ▪ $20M to endowed scholarships only generate $1M a year
     ▪ Scholarships can provide immediate budget relief
     ▪ There is a national concern over student debt. Loyola is ranked among those universities with the lowest student debt.
  2. Unrestricted
     ▪ Critical – monies received affect bottom line of the operating budget
  3. Monroe Hall
     ▪ Already received $3M in commitments from two foundations
     ▪ Significant naming opportunities
Other Campaign Priorities:
  o Benson Jesuit Center has $8.2M committed to it
  o Multimedia Facility – Joe Mahoney is the volunteer leader of the fundraising committee for this project
  o Roussel Hall is totally dependent on philanthropic support

Draft Cases for Support:
  1. Scholarships
  2. Loyola Fund (Unrestricted)
  3. Monroe Hall Renovation
  4. Multimedia Facility
  5. Roussel Hall

Take-away:
  □ Trustees – Review draft cases and provide input based on the memorandum from Mr. Bishop outlining considerations (distributed at the meeting). Email responses to Mr. Bishop by the end of October. (Copies of the draft cases and memorandum are available via Blackboard - under the Institutional Advancement Committee section.)

Initiating Public Phase of the Campaign:
According to the May 2011 Resolution, the Board of Trustees will make a determination at the December 2012 meeting on the following:
  1. When to initiate the public phase of the Campaign;
  2. The Campaign goal; and
  3. The end date for the Campaign.
[Note: This issue is tentatively scheduled to be addressed by the Board at its March 2013 meeting.]

The first step is for the IAC to make a recommendation to the Board.
For consideration:
  o Metrics:
    ▪ Dollars in house/committed
    ▪ Outstanding proposals
    ▪ Number of likely donors
  o Considerations:
    ▪ Capitalize on “Centennial” momentum
    ▪ Louisiana/New Orleans fundraising “culture”
    ▪ Consultant’s recommendations

Take-aways:
  □ Trustees – notify Mr. Bishop of any additional metrics/considerations they would like provided by OIA.
  □ Mr. Bishop – provide the metrics/considerations to the IAC via Blackboard one week prior to the committee meeting.

20/10 by 2017:
Mr. Bishop charged Monique Gardner, Director for Alumni Relations, to draft a program wherein the Alumni Association would be responsible for increasing alumni participation to 20% and for raising 10M unrestricted dollars by 2017. Ms. Gardner “accepted the challenge” and explained the ‘20/10 by 2017’ program:

- As part of the Faith in the Future’s volunteer structure, the “Loyola Loyal Committee” will be comprised of a national network of alumni volunteers working together as a committee of the Alumni Association, and will report to the Campaign Chair.
- Committee will be divided by regions.
- Currently presenting program to chapter presidents and recruiting Regional Directors and developing the ‘Loyola Loyal Committee’
- Once network is established, programs to include:
  - Chapter calling nights
  - Small dinners or parties
- Other Benefits:
  - Opportunity to reach out to new individuals
  - Structure is excellent in helping us find “likely donors”

(Copies of the Loyola Loyal Committee structure and job descriptions are available via Blackboard - under the Institutional Advancement Committee section.)

Mr. Bishop thanked Mrs. Gardner and Mrs. Sins for their significant work and effort.

U.S. News Rankings 2013:

Highlights from Mr. Bishop:

- **Regional Universities of the South:**
  - Ranked #9
  - Ranked as a “Top 10” for 22 years
  - Ranked among Top 10 in “Great Schools, Great Prices”
  - Ranked in Top 5 for “Students with Least Amount of Graduates with Debt” NEW
  - Ranked in Top 5 for “Faculty Commitment to Undergraduate Teaching” NEW
- **National Recognition:**
  - Ranked among the Top 27 “Nationally Recognized Universities for Service Learning”
  - Listed as an “A+ Schools for B Students”
  - School of Nursing Online Master’s Program recognized as one of five top nursing schools in the country (2012)
- **Benefits:**
  - Helps us with fundraising
  - Helps us with recruiting
  - Rankings are important for alums when job searching: the character/quality of Loyola enhance their resumés
Old Business

There was no old business.

New Business

Mr. Simmons asked the question “Do alums have the ability to adopt a student?”

Responses:
- Philanthropic contributions cannot be made directly to a student.
- One recommendation is for the Chapter to create a scholarship. The Chicago Chapter provides such a scholarship and would be a good model to look at.
- Another suggestion is to create a current purpose scholarship.

Take-away:
- Mr. Bishop to follow-up with Mr. Simmons.

Executive Session

There was no executive session.

Adjournment

The meeting was adjourned at 2:27 p.m.
VICE PRESIDENT’S OVERVIEW

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.

At our October 2012 meeting of the Advancement Committee, I stated that the Office of Institutional Advancement will focus its efforts this academic year on the following:

1. Supporting the President’s overarching strategies as expressed in Loyola 2012.
2. Executing the Leadership Phase of the Faith in the Future campaign.
3. Improving the return on the resources invested into the Office of Advancement.
4. Executing, along with other members of the university team, the remaining celebrations of Loyola’s year-long Centennial celebrations, including preparation for the public launch of the Faith in the Future campaign.
5. Continuing to engage Loyola University New Orleans community neighbors to ensure that Phase II of the university’s master plan is implemented as smoothly as possible.
6. Concluding year 2 of the university’s Culture of Philanthropy project with a determination of an agreed to assessment tool which highlights “Culture of Philanthropy” routines.
7. And developing an initial assessment from the Office of Institutional Advancement perspective of the impact of a possible move of Loyola’s intercollegiate athletic programs into either NCAA Division II or III, with appropriate recommendations based on this assessment.

During the meeting of the committee, I’ll provide the committee members with an update on the Faith in the Future campaign and on the results of our 1st quarter AY 2012-2013 activities. We’ll also initiate our discussion around the topic of the public launch of the campaign and the factors that should be considered in making the decisions about when to “go public,” the
announced dollar goal, and the estimated completion date of the campaign. [Note that the formal discussion of these items has been deferred until no earlier than the March 2013 board meeting.] I also have some news to report on the BOR endowed professorship program, and we will look more closely at our cases for support for unrestricted giving, Monroe Hall renovations, and scholarship support – three of our top philanthropic priorities for the campaign.

Many of you have already given to support the university’s Faith in the Future campaign. And many of you are currently considering how you will support the university philanthropically. Thanks to all of you for your active involvement in the future of this university. At our December committee meeting, Derby and I will ask members of the Advancement Committee to consider becoming actively involved in reaching out to four or five potential donors to the university and seeking a philanthropic investment from them.

The Advancement Committee has a full agenda, and I trust that its members will find it to be time well-spent, as we work together to advance the mission of Loyola University New Orleans.

I look forward to seeing all of you at the forthcoming meeting of the board.

**DEVELOPMENT – Chris Wiseman**

Loyola University New Orleans seeks support from alumni, parents, friends, private foundations, corporations, and other organizations to meet the university’s philanthropic priorities.

The Office of Development (major gifts, annual giving, stewardship, and grants) 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.

Key Accomplishments and Challenges since the October 2012 meeting of the Institutional Advancement Committee of the Board of Trustees:

- Fundraising results for the first quarter of fiscal year 2013 are encouraging in some key areas, but we have much work to do. Overall, we have raised approximately $22,500,000 toward the Faith in the Future goal of $100,000,000. Through the first quarter, we have raised over 8 percent of our ambitious unrestricted giving goal of $1,000,000. While much work lies ahead, this total is more than each of the previous 4 years at this point in time. Similarly, combined unrestricted and budget relief fundraising totals are over 30 percent ahead of last year’s total at this time. This is especially encouraging because our first major mailings of the year did not hit mailboxes until late October; we are hopeful that our alumni and other donors will step up in response to mail and our student phonathon efforts.
• We continue work with current,emeriti,and former trustees as they continue their serious discussions regarding their initial campaign gifts. This is an important stage in the campaign, and early trustee gift commitments have been and will be key as we build momentum and try to inspire other donors to commit to the vision laid out by Loyola 2012 and in our campaign cases.

• Under the direction of Stephanie Hotard, the Office of Annual Giving has been very active and is working in new ways with the Office of Alumni Relations to make our campaign for volunteers an effective effort. First, in order to improve our alumni giving participation rate, we are utilizing a targeted mailing strategy, soliciting alumni from specific programs to give specifically to their areas of interest. Target constituencies for our fall mailings include: Athletics, Honors, Business, Music and Fine Arts, Nursing, Loyola Institute for Ministry, Maroon alumni, Science alumni, and LUCAP alumni. In addition, Annual Giving and Alumni Relations staff are actively engaging alumni to host “Loyola Loyal” dinners at their homes to engage alumni and solicit gifts to Loyola at the volunteer level—and especially Loyola Fund (unrestricted) gifts.

• Working with Alumni Relations staff, our staff is staging Loyola’s first-ever alumni event in Panama, leveraging the standing of Interim Dean Maria Calzada as a native of Panama with many ties there. We continue efforts to improve our engagement and fundraising work in Latin America, with a focus on Puerto Rico. Our new staff member in charge of phonathon is Sofia Peña Moya, a Loyola alumna and native of Honduras who is already using her fluent Spanish abilities in work with alumni and donors.

• In Stewardship, we have worked to rebrand Loyola’s annual formal dinner as “The 1912 Society” as part of our efforts to enhance awareness of Loyola’s Centennial year and longstanding tradition. Stewardship staff members are also at work on developing naming opportunities for the campaign by evaluating plans for Monroe Hall and other construction and renovation projects.

**Alumni Relations – Monique Gardner**

The Office of Alumni Relations is dedicated to supporting Loyola University New Orleans through programs, benefits, services, and communications designed, developed, and implemented to create and enhance lasting and mutually beneficial relationships between the University and members of its Alumni Association. Recognizing that our greatest assets are our graduates, the members of the Alumni Association, the Office of Alumni Relations works to develop a membership of committed, trained volunteers who enjoy their post-graduate experience, are proud to be Alumni Association members, and believe that their volunteer time is used efficiently and effectively. Our staff also works closely with Development staff in order to help realize the University’s fundraising goals each year.
The FY2013 Goals for Institutional Advancement are supported by the Office of Alumni Relations through the following action plans:

1. Continue to work to support the overarching strategies of Loyola 2012 by working with the Office of Development to increase the number of alumni donors and the dollars raised from alumni and working closely with the Vice President of Mission & Ministry (M&M) to enhance Jesuit values.

2. Assist in the execution of the Leadership Phase of the Faith in the Future. Alumni Relations will work with Development and Annual Giving to develop the plan for the “20/10 by 2017 Campaign,” that part of the campaign that includes the undergraduate degree holder alumni participation rate of 20% and the $10,000,000 unrestricted annual gift support by 2017.

3. Continue to improve the return on the resources invested into the Office of Advancement. Secure $1,000,000 in unrestricted annual gift support and an additional $900,000 in unrestricted gifts or budget relief dollars. Achieve an undergraduate degree holder alumni participation rate of approximately 12%.

4. Execute, along with other members of the university team, the remaining celebrations of Loyola’s year-long Centennial celebrations, including preparation for the public launch of the Faith in the Future campaign.

5. Alumni Relations will work with the Office of Marketing & Communications to engage Loyola University New Orleans community neighbors to ensure that Phase II of the master plan is implemented as smoothly as possible.

6. Evaluate and identify additional alumni resources required in support of potential Athletics Conference division change and prepare assessment based on research and interviews – time TBD.

Goal 1: Continue to work to support the overarching strategies of Loyola 2012.

Enhance Online Giving
We are working with Marketing & Communications, Development, and Advancement Records to build new Alumni Association and Annual Giving websites that will promote and encourage online giving.

We have met several times with the web team to develop a sitemap and the design specifications for the new Alumni Association website. We have approved the homepage design and are working on the content. We have started the training on the Blackbaud NetCommunity Spark, the new software for the website.

Alumni Board Participation and Volunteer Training
The Office of Alumni Relations introduced this year’s initiatives to members of our four boards at the Joint Board Orientation meeting in September. The initiatives are as follows:
- Loyola Loyal Volunteers
- Good Will Ambassadors
- Presence at Alumni Weekend and Alumni College
o Leadership Presence at Centennial Events

Although we will strive for 100% board participation in the Loyola Fund, our goal this year is to better train our volunteers so that they are more prepared and have the necessary tools to reach out to friends and colleagues on behalf of annual giving. We will ask each board member to take an active role in the 20/10 by 2017 Campaign. We are also hosting several Chapter leadership webinars for our chapter presidents to keep them informed of the campaign.

Visits and Donor Pipeline
We continue to assist the annual giving and development staffs in building a prospective donor pipeline by passing along names of alumni, parents, and friends of the university. We visit, as defined by the Development Office, with alumni, parents or friends to qualify or solicit for the Loyola Fund.

Increase Reunion Giving
We have hired an Assistant Director for Campaign who has developed a three year strategic plan for increasing Reunion Giving and will have responsibility to execute the plan. A large component of the plan will include the necessary training for committee volunteers.

We have designed a new Reunion Packet Guide for reunion volunteers which includes expectations, reunion schedule, fundraising tips and techniques, a case statement for annual giving, and a contact list. The packets were given to committee members at “Race to Reunion,” their first committee meeting, on October 18, 2012.

Develop New Programming for Affinity Groups
We continue to grow the monthly volunteer group, the Golden Stars. We mailed out a postcard invitation this fall targeting our older alumni. The Golden Stars have already met twice this year to volunteer for Institutional Advancement.

An All-Alumni-Athletic Reunion has been scheduled April 11, 2013, and initial plans have begun, including the recruitment of reunion volunteers from varies teams. A Valentine’s event for our alumni couples and a Student Government Presidents Reunion are also being planned.

Jesuit Mission
We are also working with Mission & Ministry to offer an Ignatian Pilgrimage to Spain in June 2013. It will be a joint trip offered to Loyola and Spring Hill graduates.

“Wolves on the Prowl,” our national day of service, was held on October 20, 2012. Our most important goal for the 2012 event was to provide an opportunity for meaningful service to communities, both locally and in our Alumni Chapter cities. The committee responsibilities were updated to make better use of university resources and make for a more rewarding volunteer experience. We recruited more alumni to serve on the committee this year and met the established goal of doubling the number of alumni participants on the day of service.
Survey results show that participants enjoyed the volunteer projects, and 100% of respondents indicated that they plan to participate again the future.

Also, a record number of alumni chapters planned projects in their cities. In FY13, a total of 19 chapters participated, representing a 24% increase from FY12 with 12 chapters participating.

The Alumni Memorial Mass was held on November 2, 2012. Alumni sent in their prayer requests, and others volunteered to be readers and Eucharistic Ministers. The Rev. Gregg Grovenburg, S.J. officiated.

**Goal 2: Assist in the execution of the Leadership Phase and develop plans for the Public Phase of the Faith in the Future campaign.**

**Loyola Loyal Committee**

We are working with the Office of Development to plan for the public phase of the campaign. Working within the volunteer structure of the Alumni Association, we have developed a plan for a Loyola Loyal Committee that will be responsible for increasing alumni participation. Some initial job descriptions have been created, and a few volunteers to fill those positions have agreed to serve.

**Goal 3: Continue to improve the return on the resources invested into the Office of Advancement.**

**Maximize Alumni Events**

The Office of Alumni Relations continues to work with the Office of Development to maximize alumni events for greater impact. We have identified new ways to provide support to our regional chapters through creating position descriptions for volunteer opportunities in existing regional chapters, and we are streamlining the event planning procedures to ensure maximum efficiency while increasing attention to detail. Since last report, we hosted two College of Business Alumni networking events, one Young Alumni Pack Wine Tasting, the Annual Houston Brunch, a Centennial Celebration in Washington, D.C., Race to Reunion, two Chapter Saints Viewing Parties, Wolves on the Prowl, and two receptions, one following a lecture in the College of Nursing Dr. Billie Ann Wilson Lecture Series, and one preceding a Montage performance. When appropriate, we continue to provide the Annual Giving message at alumni events.

**Social Media**

Facebook- We continue to post St. Ignatius quotes in the morning and alumni success stories, event photos, and information about upcoming events in the afternoon.

LinkedIn- This is used mostly for networking and employment opportunities. Our new goal is to raise the number of followers from 2586 to 3200 in FY13.
Goal 4: Execute, along with other members of the university team, the remaining celebrations of Loyola’s year-long Centennial celebrations.

Alumni College
The Enrichment Committee continues to plan the 2013 Alumni College: Experience Loyola Again! The volunteer committee is made up of faculty, staff, and alumni who plan a three-day weekend in June where alumni, spouses, family, and friends were invited to attend classes taught by Loyola’s outstanding faculty. This year’s event will take place on June 7-9, 2013.

Regional Centennial Celebrations
The Office of Alumni Relations has planned a series of events in our major chapter cities to capitalize on the excitement of the Centennial to inspire alumni, donors and prospective donors with a desire to engage with and support Loyola University New Orleans as we enter a second century with the Faith in the Future campaign.

Host Committees have been identified to help support each event. The host committee members are responsible for encouraging others to attend the event. Members of the host committee are recognized on the formal invitations and the website.

The program for each event is similar and includes a presentation by Dr. Bernard Cook, author of Founded on Faith: A History of Loyola University New Orleans, a screening of The Loyola Centennial Documentary, a musical or vocal performance by alumni or faculty, and remarks by Fr. Kevin Wildes or another senior university leader. Staff at the Monroe Library has also assisted in the creation of a traveling Centennial exhibit to be displayed during the Regional Centennial Celebrations.

Our first Regional Centennial Celebrations was held on Saturday, October 13, in Washington D.C. on The Cherry Blossom, a recreation of a 19th century riverboat which travelled down the Potomac River. It was well attended by 100 participants and was well received. The New York Celebration was postponed as a result of Hurricane Sandy, and the Celebration in Chicago is scheduled on November 17, 2013. We will host three centennial celebrations in the spring, possibly in Miami, Los Angeles, and Houston.

Goal 5: Alumni Relations will work with the Office of Marketing & Communications to engage Loyola University New Orleans community neighbors to ensure that Phase II of the master plan is implemented as smoothly as possible.

Goal 6: Evaluate and identify additional alumni resources required in support of potential Athletics Conference division change and prepare assessment based on research and interviews no later than Nov. 1, 2012. We have developed a list of peer institutions which have undergone division changes and a list of survey questions to help us evaluate and identify additional alumni resources. We will move forward when the time is appropriate.
**ADVANCEMENT RECORDS – MARTHA BODKER**

During Fiscal Year 2013, the Department of Advancement Records’ goals will continue to focus on supporting the overarching strategies of Loyola 2012 of improving the University’s stature, enhancing our Jesuit values and continuing the leadership phase of the Faith in the Future Campaign.

Accomplishments this quarter include:

- We have begun the implementation process of migrating to Blackbaud’s Netcommunity Spark software for handling of online giving, event registrations and constituent biographic and demographic data integration. We are on track to have the new website ready by January 31 to begin testing and plan to go “live” by February 28, 2013.
- We are continuing to develop and refine the Faith in the Future campaign gift reporting structure. The draft Campaign Dashboard will be refined to allow users to drill down to display the status of the various defined campaign priorities. Additional reporting needs will be identified and added as the campaign progresses.
- We have initiated a working database committee representing all departments within Institutional Advancement to gather and prioritize implementation of database issues, formatting requests and offer cross-education opportunities to gain a better understanding of each department’s needs.
- Internal Audit submitted its findings regarding gift handling and processes. Overall, the findings were positive with the exception of one area in which it was determined that some student organizations need to coordinate with Institutional Advancement staff in preparing for University sponsored student fundraising events. This has been addressed and all parties are satisfied with the procedures put in place. Work with the University’s external auditors wrapped up in late September. The auditors reported a “satisfactory outcome”.
- The annual voluntary support of education survey (VSE) was completed and submitted to CASE. This data is used to compare the University’s fund raising results with comparable institutions to determine how we rank as well as to determine national trends in higher education philanthropic activity.
- We have implemented an enhanced acknowledgement process to better communicate donor requests and inform University faculty and staff of contributions to their respective areas.
- The annual Donor Honor Roll was compiled and will be submitted in print version in honor of the University’s Centennial Celebration.

**MARKETING AND COMMUNICATIONS – TERRY FISHER**

The FY13 Institutional Advancement’s goals are supported by Marketing & Communication’s goals, which additionally support the university’s goals of *Loyola 2012*. 
In support of Loyola 2012, enhance Loyola’s national reputation and brand awareness through external promotion of the university’s achievements and awards through local, regional, and national campaigns utilizing publicity, social media, videography, and paid advertising.

- Produced fall 2012 College of Business Loyola Executive alumni magazine (mailed September 24) and fall 2012 LOYNO Alumni magazine (mailed October 22).
- Since August 1, Loyola’s website has garnered 1.4 million total visits and 745,259 unique visits. This shows an increase in brand awareness compared to the same time period last year (1.3 million total visits and 695,971 unique visits).
- Our social media presence continues to expand its impact, with our Facebook following at 7,436 (compared to 5,693 October 2011), and our Twitter following at 3,726 (compared to 2,136 October 2011). We continue to engage our users through content cultivated using the following themes: engaging the Loyola community, raising brand awareness, creating a culture of philanthropy.
- Public Affairs has worked closely with Creative Services, all colleges, and several university departments to produce a new Experts Guide directed to local, regional and national media outlets to promote Loyola faculty/staff as expert sources for news stories. Several faculty members have been used as sources in recent national news, including economics professor Daniel D’Amico (Bloomberg News), law professor Blaine G. LeCesne (MSNBC, Houston Chronicle, Kansas City Star, Seattle Times), economics professor Walter Block (Houston Chronicle, Forbes). Other Loyola news that has made national headlines includes the MEEGID international science conference (picked up by 89 outlets across the county), Yo-Yo Ma master class (Associated Press), the anti-crime symposium (Associated Press), and the School of Nursing $700K grant (Bloomberg Businessweek).
- PA has also produced and publicized a number of signature centennial events and other major events for the university that addressed crime, the state of journalism, major scientific research, and world-renown musicians. Finally, PA successfully directed all crisis communications for the university during Hurricane Isaac. (Recap of Isaac communication efforts attached).
- Publications and Creative Services worked closely with faculty and staff, specifically in the Office of Service Learning, Center for International Education, and Academic Affairs, to write, direct photo shoots, design, and produce Signature pieces and ads which were mailed to the U.S. News peer rankers, Top Campaign Pyramid prospects, and New Orleans business leaders. These pieces highlight the achievements of the university, which in turn enhances Loyola’s reputation and stature, and are also used for the Office of Institutional Advancement development efforts.

Departmental Projects:

AUGUST
Service Learning Booklet
New Provost Announcement
Loyola Experts Media Guide FY13
Public Forum on the State of Journalism
Hurricane Isaac communications (Aug. 27 – Sept. 2)

SEPTEMBER

*USN&WR* Best Colleges Guide – Full Page Ad
What’s new! Announcement - LAW Rankers/alumni
Montage Calendar
Centennial Fais Do-Do Event
NolaLoyola Beats of the Streets Event
Presidential Centennial Guest Series – Archbishop Aymond Event

OCTOBER

*LOYNO* Magazine
President’s Update Mailer: Summary of 2012 Convocation Remarks
Presidential Centennial Guest Series – Wynton Marsalis Event
Preventing Lethal Violence in New Orleans: A Public Symposium on Effective Community Based Solutions- Strategy, promotion and publicity
International MEEGID Conference (Molecular Epidemiology & Evolutionary Genetics of Infectious Diseases)
Yo-Yo Ma Master Class

- **Work with Alumni Relations to engage strategically the university’s alumni (increase participation in events/volunteerism).**
  - Created and mailed Save the Dates and invitations for three Centennial on the Road events: Washington, D.C., New York City, and Chicago. Also, wrote the Script for Regional Centennial Celebrations.
  - Produced and mailed Golden Stars postcard geared specifically to gathering alumni volunteers to help with events
  - Other projects produced to engage Alumni:
    - Centennial Bead design for Tucks Parade 2013
    - Alumni Memorial Mass Invite & Program
    - Wolves on the Prowl 2012 T-Shirts
    - Tampa/St. Pete Alumni Chapter Cocktail Reception
    - Hall of Fame Invite
    - Construction Update Flyer
    - CityBusiness Women of the Year Ad
  - Coordinated over 30 emails and numerous social media posts inviting alumni to participate in Wolves on the Prowl:
  - The alumni website (along with giving; see below) is getting a complete overhaul, with a proposed launch date of February 2013. The website will allow alumni to easily register for events, volunteer for alumni positions, update information, and find classmates through the alumni directory.
• Social media’s new Facebook campaign, “Where’s Havoc?” engages our alumni audience by reminding them of fond memories they created on Loyola’s campus and in New Orleans.

• **Assist Annual Giving’s goal to increase alumni participation to 12 % and Senior Class gift to 25%.**
  - Created and included in fall 2012 LOYNO magazine a full-page ad for Annual Giving.
  - Produced pledge cards and envelopes for the “ask your friends” alumni participation push.
  - Assisted in Annual Giving direct mail pieces that the Kor group produced for the Loyola Fund, LIM, College of Law, College of Music and Fine Arts and College of Business
  - Designed the “Centennial Donor Honor Roll” mailer for Annual Giving
  - Other projects produced to increase Alumni participation:
    - Issac Emergency Scholarship Fund Pledge Card and BRE Envelopes
    - Faculty Staff Campaign Booklet and press release promoting the campaign and published on the Web
    - Thank You Card for Faculty Staff Campaign
    - Centennial Donor Honor Roll Mailer (32 page book)
    - Wrote and produced segmented Annual Giving mailings for: International Student Association, LUCAP, Honors Program, Black Student Union, Athletics, Natural Sciences and The Maroon
  - Web communications team member Crystal Forte personally solicited 10 members of the alumni population to assist in increasing alumni participation.
  - Web communications is in process of completely redeveloping the Giving website and moving all transactional functions to the Blackbaud system, which aims to simplify the process of gift-giving for all potential donors.
  - Web communications is also completely redoing the Alumni web presence, with the goal of streamlining their online experience, with a focus on volunteerism and getting updated contact information
  - Social Media: Web’s also developing content for our month of thanks, which will run on our branded social media channels. Each day we’ll thank a donor (or group of donors) for what they’ve given to Loyola, and show how those gifts have benefited our campus (past, present, and future).

• **Execute a successful Campaign Communications Plan to assist IA in achieving the FY13 campaign goals of $1.9 million in unrestricted and budget relief dollars, including completion of the campaign case statement and supporting documents.**
  - Produced and mailed a President’s Update letter with an abbreviated fall 2012 Convocation Summary to 40,000 alumni
  - Mailed Signature pieces to Top 300: New Provost Announcement, Service Learning booklet
  - Produced five Roussel Hall banner displays touting significant speakers throughout its history
- Updated Communications Plan
- Produced Scholarship promotional video “short”

- **Execute, with other members of the university team, remaining year-long Centennial celebratory activities including preparation for the public launch of the Faith in the Future campaign.**
  - Created and included in fall 2012 *Loyola Executive* and fall 2012 *LOYNO* magazine an ad for the Presidential Centennial Guest Series.
  - Planned and executed the Centennial (Welcome Back) Fais Do-Do for the university community following Hurricane Isaac which was received with huge campus attendance. Also directed and executed two Presidential Centennial Guest Series events, promoting both widely to the university community and to the general public. Major local coverage and attendance was achieved for both of the public events.
  - Publications and Creative Services produced and developed a strategy to boost attendance to the Presidential Centennial Guest Series. An overall piece was produced to announce the future Presidential Centennial Guest Series. This Fall Archbishop Aymond and Wynton Marsalis events happened and each event has a multi-media campaign to advertise the events. Pieces produced: invitation, poster, print ads, and yard signs.

- **Engage Loyola neighbors to ensure Phase II of master plan is implemented smoothly as possible.**
  - Currently developing a fall neighborhood newsletter which will provide updates on all construction projects and promote Thomas Hall’s recently announced LEED Gold status.

- **Conduct an internal review and identify ways to streamline departmental processes based on identifying and satisfying those client needs in alignment with the university’s strategic plan with the goal of better utilizing staffing resources.**
  - Web communications team recently incorporated the Publications team into our project management system, Atrium, which allows us to more efficiently track and report on our projects, all from one central online location.
  - Public Affairs realigned its staff to better meet the demands of the colleges. PA has recently hired a new associate director who covers the Colleges of Humanities and Natural Sciences and Social Sciences and has promoted another staff member to cover both the Colleges of Law and Business. One staff person now handles all of the PR and artist relations management for the College of Music and Fine Arts.
  - Publications and Creative Services now uses Atrium Project Management system to control job trafficking and to better measure the amount of work the team creates in a year. Additional designer was hired to assist with development and alumni projects specifically to lessen the load for influx of Centennial and Campaign projects. Converting to a template system for annual projects that are internal; training clients to utilize it.
• Support the university’s recruiting efforts through strategic marketing communications efforts including development and execution of strategic integrated marketing campaigns utilizing publicity, web communications and marketing, social media, media placement, and direct marketing pieces.
  ▪ Produced/placed full page ad in the annual USN&WR Best Colleges Guide
  ▪ Repurposed the 2011 Provost Report for recruiting use by Admissions
  ▪ Web communications continues to support the university’s recruiting effort by developing websites that ultimately serve to promote the university’s offerings; notable projects in the August-October time period include the website for Undergraduate Research, and the redevelopment of the College of Music and Fine Arts website (both are in progress), and the just-launched Lindy Boggs Center for Community Literacy website.
Executive Summary:
The Crisis Communication Team offers the following information, observations, and recommendations regarding communication efforts before, during, and following Hurricane Isaac’s impact to the New Orleans area.

Statistics:
- 10 website updates were made between 8/26 and 9/2
- 7 telephone hotline updates were made between 8/26 and 9/2
- 6 emails were sent to university constituent groups, including faculty, staff, students and parents, between 8/26 and 8/29
- 1 emergency text message was sent to cell phones on 8/27
- 1 emergency voice message was sent to cell phones on 8/27
- 12 posts were made to Loyola’s official Facebook site between 8/27 and 9/2
- 8 posts were made to Loyola’s official Twitter site between 8/27 and 9/2
- Loyola received more than 1,110 interactions as a result of social media messages
- On Twitter, Loyola gained 141 new followers between 8/27 and 9/2
- On Facebook, Loyola gained 90 new FB fans between 8/27 and 9/2
- The Weather Channel retweeted a Loyola post on 8/27, resulting in an increased reach of 34,785 Twitter users, well beyond the university’s 3,400 followers

Observations/Issues:
Lack of power during the storm impeded communication efforts to a degree, however two members of the EMT core team were able to access Internet via City Hall’s EOC, and other members of the Crisis Communication Team were able to assist remotely throughout the duration of the power outages. Not having all core members of the EMT together impeded information sharing. At times, revisions to messages hampered timeliness of message delivery. Emergency texting was ineffective due to lack of power and increased cell phone use. Several AT&T users never received the text or voicemail alerts. Some information about the university was posted in an official capacity to non-official Social Media sites, which could create opportunities for erroneous information sharing on behalf of the university by a non-EMT member.

Recommendations:
Issue aircards to all members of the crisis communication team, including social media rep, or have members tether cell phones to computers. Create blog entry style messaging on the website so people can see all messages and times they were posted. Utilize voicemail emergency alerts more during these types of events. Expand standardized hurricane message templates based on Isaac communications. Set timelines for expected communications.
white boards to res halls for communication sharing. Explain to policy group what the EMT does, how it operates, and what the appropriate communication channels are during a crisis. Educate members of the policy group about restricting use of personal Facebook and Twitter communications on behalf of the university.
### SUMMARY OF FUNDRAISING TOTALS, FISCAL YEARS 2009-2013

<table>
<thead>
<tr>
<th></th>
<th>FY 2009</th>
<th>FY 2010</th>
<th>FY 2011</th>
<th>FY 2012</th>
<th>FY 2013</th>
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<td>As of 9-30-12</td>
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<td>Unrestricted Income for Current Operations</td>
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<td>$71,561</td>
<td>$79,767</td>
<td>$85,758</td>
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<td>Percent of Goal Achieved</td>
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<td>8.58%</td>
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<tr>
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<tr>
<td>Percent of Goal Achieved</td>
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<td>1.52%</td>
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<tr>
<td>Comprehensive Campaign (Unrestricted &amp; Budget Relief) Gifts</td>
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<td>$113,162</td>
<td>$15,198</td>
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<tr>
<td>Comprehensive Campaign (Unrestricted &amp; Budget Relief) Goal</td>
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<td>$1,900,000</td>
<td>$1,900,000</td>
<td>$1,900,000</td>
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<td>Percent of Goal Achieved</td>
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<tr>
<td>New Gifts and Pledges</td>
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<td>$20,000,000</td>
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<tr>
<td>Percent of Goal Achieved</td>
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<tr>
<td>Faith in the Future Campaign</td>
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<tr>
<td>Percent of Goal Achieved</td>
<td>12.30%</td>
<td>22.43%</td>
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<td>Total Gift Income</td>
<td>$1,404,178</td>
<td>$1,352,039</td>
<td>$1,464,112</td>
<td>$881,246</td>
<td>$863,967</td>
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<tr>
<td>Total Gifts and Pledges</td>
<td>$1,415,290</td>
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<td>$7,666,112</td>
<td>$1,772,221</td>
<td>$3,038,332</td>
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</tbody>
</table>

*excludes annuities, other planned giving instruments as well as Board of Regents. Otherwise all giving is $22,698,905.
### LOYOLA UNIVERSITY NEW ORLEANS

**GIFT INCOME COMPARISON, FISCAL YEARS 2009-2013**

<table>
<thead>
<tr>
<th></th>
<th>8/1 to 10/31 FY 2009</th>
<th>8/1 to 10/31 FY 2010</th>
<th>8/1 to 10/31 FY 2011</th>
<th>8/1 to 10/31 FY 2012</th>
<th>8/1 to 10/31 FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outright Gifts for Capital Purposes</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Endowment</td>
<td>$588,641</td>
<td>$96,410</td>
<td>$126,809</td>
<td>$136,068</td>
<td>$102,521</td>
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<td>Property, Building &amp; Equipment</td>
<td>$50,000</td>
<td>$100,000</td>
<td>$750,000</td>
<td>$150,000</td>
<td>$145,000</td>
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<tr>
<td>Non-Endowed Programs &amp; Grants</td>
<td>$92,000</td>
<td>$0</td>
<td>$35</td>
<td>$70</td>
<td>$3,750</td>
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<td>Gifts in Kind</td>
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<td>$550,892</td>
<td>$38,763</td>
<td>$3,341</td>
<td>$48,428</td>
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<td>Annuities (Deferred Gifts)</td>
<td>$3,679</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
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<tr>
<td><strong>Total</strong></td>
<td>$769,069</td>
<td>$747,302</td>
<td>$915,607</td>
<td>$289,479</td>
<td>$299,698</td>
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</table>

| **Outright Gifts for Current Operations** |                      |                      |                      |                      |                      |
| Restricted           | $594,767             | $528,578             | $476,945             | $511,979             | $478,511             |
| Unrestricted         | $40,343              | $76,159              | $71,561              | $79,787              | $85,758              |
| **Total**            | $635,110             | $604,737             | $548,506             | $591,767             | $564,268             |

**TOTAL PRIVATE GIFTS**

$1,404,178 $1,352,039 $1,464,112 $881,246 $863,967
<table>
<thead>
<tr>
<th>Constituency</th>
<th>FY 2012 FYTD</th>
<th>FY 2013 FYTD</th>
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<tbody>
<tr>
<td><strong>Alumni</strong></td>
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<tr>
<td>Current Operations</td>
<td>$118,698</td>
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<td>Capital Purposes</td>
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<td>$210,309</td>
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<td><strong>Total</strong></td>
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<td><strong>Parents</strong></td>
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<td>Current Operations</td>
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<td>$6,605</td>
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<td>Capital Purposes</td>
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<td><strong>Total</strong></td>
<td>$10,585</td>
<td>$6,805</td>
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<td><strong>Individuals</strong></td>
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<td>Current Operations</td>
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<td>Capital Purposes</td>
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<td><strong>Total</strong></td>
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<tr>
<td>Current Operations</td>
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<td>Capital Purposes</td>
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<td><strong>Total</strong></td>
<td>$147,505</td>
<td>$80,910</td>
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<tr>
<td><strong>Foundations</strong></td>
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<tr>
<td>Current Operations</td>
<td>$268,057</td>
<td>$288,479</td>
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<tr>
<td>Capital Purposes</td>
<td>$4,250</td>
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<td><strong>Total</strong></td>
<td>$272,307</td>
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<td>Capital Purposes</td>
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<td><strong>Total</strong></td>
<td>$23,699</td>
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<tr>
<td><strong>Subtotals</strong></td>
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<tr>
<td>Annual</td>
<td>$591,767</td>
<td>$564,268</td>
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<tr>
<td>Capital</td>
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<tr>
<td><strong>Gifts in Kind</strong></td>
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<td><strong>Gift Annuities</strong></td>
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<td>$-</td>
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<td><strong>Grand Total</strong></td>
<td>$881,246</td>
<td>$863,967</td>
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<tr>
<td>Campaign Type</td>
<td>2012 Fiscal Year to Date Gifts Received to October 31, 2011</td>
<td>2013 Fiscal Year to Date Gifts Received to October 31, 2012</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>------------------------------------------------------------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>Humanities &amp; Natural Science Campaign</td>
<td>$70,086 Outright Gifts for Capital Purposes</td>
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<td>$33,388 Outright Gifts for Current Operations</td>
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<td>$108,369 Total Received Humanities &amp; Natural Science</td>
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<td>College of Business Campaign</td>
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<td>$31,491 Outright Gifts for Current Operations</td>
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<tr>
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<td>$3,661 Outright Gifts, Dean's Discretionary Funds</td>
<td>$3,413 Outright Gifts, Dean's Discretionary Funds</td>
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<td>$39,352 Total Received College of Business</td>
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<td>College of Social Sciences Campaign</td>
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<td></td>
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<td>$1,840 Outright Gifts, Dean's Discretionary Funds</td>
<td>$1,440 Outright Gifts, Dean's Discretionary Funds</td>
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<td>$202,622 Total Received Social Sciences</td>
<td>$97,696 Total Received Social Sciences</td>
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<td>College of Law Campaign</td>
<td>$168,016 Outright Gifts for Capital Purposes</td>
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<td></td>
<td>$75,582 Outright Gifts for Current Operations</td>
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<td>$15,739 Outright Gifts, Dean's Discretionary Funds</td>
<td>$14,199 Outright Gifts, Dean's Discretionary Funds</td>
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<td>$259,336 Total Received Law</td>
<td>$333,670 Total Received Law</td>
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<td>College of Music &amp; Fine Arts Campaign</td>
<td>$15,539 Outright Gifts for Capital Purposes</td>
<td>$16,037 Outright Gifts for Capital Purposes</td>
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<td>$32,141 Outright Gifts for Current Operations</td>
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<td>$10,540 Outright Gifts, Dean's Discretionary Funds</td>
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<td>$58,220 Total Received College of Music &amp; Fine Arts</td>
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<td>Library Gift Total Campaign</td>
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<td>$2,010 Outright Gifts, Dean's Discretionary Funds</td>
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<td>$3,852 Total Received Athletics</td>
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<td>$0 Outright Gifts for Capital Purposes</td>
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<td></td>
<td>$0 Outright Gifts for Current Operations</td>
<td>$0 Outright Gifts for Current Operations</td>
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<td>$19,093 Outright Gifts, Dean's Discretionary Funds</td>
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<tr>
<td></td>
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<td>Constituency</td>
<td>FY 2012 # Donors</td>
<td>FY 2013 # Donors</td>
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<tr>
<td>-----------------------</td>
<td>------------------</td>
<td>------------------</td>
</tr>
<tr>
<td>Alumni Total</td>
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<tr>
<td>Human &amp; Natural Science**</td>
<td>10,648</td>
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<tr>
<td>College of Business**</td>
<td>9,670</td>
<td>185</td>
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<td>Social Sciences**</td>
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<td>College of Law**</td>
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<tr>
<td>Music &amp; Fine Arts**</td>
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<td>Individuals Total</td>
<td>374</td>
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<td>Parents</td>
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<td>43</td>
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<tr>
<td>Corporations</td>
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<tr>
<td>Foundations</td>
<td>22</td>
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</tr>
<tr>
<td>Organizations</td>
<td>10</td>
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<tr>
<td>Grand Total</td>
<td>1,301</td>
<td>910</td>
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** Parenthetical
<table>
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<th>2011-2012</th>
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<th>2012-2013</th>
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<tr>
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<td>Of Record</td>
<td># Donors</td>
<td>Part. Rate</td>
<td>Of Record</td>
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<tr>
<td>Undergrad</td>
<td>28,676</td>
<td>661</td>
<td>2.31%</td>
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<td>Graduate</td>
<td>14,677</td>
<td>223</td>
<td>1.52%</td>
<td>16,446</td>
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<tr>
<td>Alumni Total</td>
<td>45,122</td>
<td>790</td>
<td>1.75%</td>
<td>47,525</td>
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</table>
NUMBER OF ALUMNI DONORS FISCAL 10 to 13

- 8/1/2010 to 10/31/2010: 957
- 8/1/2011 to 10/31/2011: 790
- 8/1/2012 to 10/31/2012: 458
NUMBER OF TOTAL DONORS FISCAL 10 TO 13

FISCAL YEARS

- 0/1/2009 to 10/31/2009: 1,287
- 0/1/2010 to 10/31/2010: 1,454
- 0/1/2011 to 10/31/2011: 1,391
- 0/1/2012 to 10/31/2012: 939